



La Crosse Historical & Cultural Museum Feasibility Study

The mission of the UW-La Crosse Tourism Research Institute is to conduct and facilitate tourism and recreation related research activities. Our vision is to operate as a resource for organizations looking to conduct research, provide faculty a resource hub for collaboration and partnership building, and provide opportunities for undergraduate and graduate students to engage in research activities.

The purpose of this proposal is to identify the areas in which UWL researchers can assist with the completion of a La Crosse Historical & Cultural Museum Feasibility Study. It summarizes identified key objectives throughout the study that the research team can undertake and complete, outlines a projected timeline of completion, lists UWL personnel who would be involved in its completion, and presents an estimated project budget based on resources needed to meet project goals and objectives.

Museum Feasibility Study Goals & Objectives

The following goals and objectives have been initially identified for the project.

Goal 1: Meet with Task Force, Advisory Committee, and City representatives for initial project discussion

Objective: Affirm and/or refine project goals and objectives

Objective: Identify list of stakeholder groups to involve in the process

Objective: Identify resources available through Task Force, Advisory Committee, and City representatives to help meet project objectives

Goal 1 Timeframe: August 2019

Goal 2: Involve local stakeholders

Objective 1: Conduct visioning workshops with Task Force, Advisory Committee, and other key stakeholder groups.

Objective 2: Identify resources (expertise, available exhibits, etc.) that local stakeholders can contribute to museum

Objective 3: Hold open meetings in La Crosse and surrounding communities to identify public perceptions regarding the idea of a new historical and cultural museum.

***Goal 2 Timeframe: September 2019 – May 2020**

Goal 3: Identify visitor (tourist) perceptions and attitudes towards museums

Objective 1: Through secondary data analysis research visitor perceptions and attitudes towards museums (i.e., reasons for visiting, desired exhibits, etc.)

Objective 2: Sample La Crosse area visitors to identify perceptions and attitudes towards visiting a new La Crosse museum

*Goal 3 Timeframe: September 2019 – May 2020

** An initial round of data collected for goals 3 & 4 in October and November would be analyzed and presented to the Task Force, Advisory Committee, and City representative December 2019. This data could be provided to an Exhibit Designer to create initial conceptual designs to have available for a second round of public input sessions held in April 2020.*

Goal 4: Obtain information from other museums to assess feasibility of a new La Crosse Museum

Objective 1: Conduct site visits to comparable museums in region to gather data and insight on operations, including use of exhibit space, storage, and staffing. This information will be used to make assessments and estimates in Goal 5.

Objective 2: Use secondary data analysis to obtain additional information from comparable existing museums regarding:

- a. Size and scope (define the market area)
- b. Evaluate characteristics of the defined market area (demographics, etc.)
- c. Research comparable areas with existing museums
- d. Evaluate funding sources & expenses of existing museums
- e. Research partnership opportunities

Goal 4 Timeframe: September 2019 – January 2020

Goal 5: Use primary and secondary data collected to conduct a site analysis of a potential La Crosse museum

Objective: Work with Task Force, Advisory Committee, City representatives, and other key stakeholders to identify potential site of the new museum

Objective: Identify opportunities and constraints of site.

Objective: Use data collected through study and for site to make financial projections.

- a. Operating Revenues
 - Identify potential revenue sources
 - Identify revenue estimates based on projected revenue obtained from identified sources.
- b. Expenses
 - Estimate costs of renovations or new construction pending identified potential sites
 - Estimate display design and fabrication
 - Estimated operating expenses

Goal 5 Timeframe: December 2019 – June 2020

Goal 6: Provide a final evaluation and summary of feasibility

Objective 1: Use data collected to make final recommendations via written report for the Task Force, Advisory Committee, and City representatives, and other local stakeholders.

Objective 2: Presentation of findings to the Task Force, Advisory Committee, and City representatives of La Crosse. Present at July 2020 meeting.

Goal 6 Timeframe: May – July 2020

Research Team

Area of Involvement: Tourism & Recreation Studies

Dan Plunkett, Co-Project Director, Ph.D. Community Resources and Development, Arizona State University

- Involvement: Coordinate involvement between departments; provide regular updates on progress to the Task Force, Advisory Committee, and City representatives; principal on design of visitor study; assist with secondary data collection and analysis; and, overseeing completion of project as a whole

Kate Evans, Co-Project Director, Ph.D. Parks, Recreation, and Tourism Management, Clemson University

- Involvement: Principal on civic engagement processes; instructor leading REC 351 students through the process of involving stakeholders and organizing public input session

Area of Involvement: Archeology & Anthropology

Constance Arzigian, PhD in Anthropology (Archaeology)

- Involvement: Principal on identifying and visiting comparable museum sites for data collection; instructor of record guiding independent study students in the creation of a museum studies class, who will also assist with data collection for this project

Katherine Stevenson, PhD in Anthropology (Archaeology)

- Involvement: Archeology consultant with extensive experience in western Wisconsin and the La Crosse area; resource for identifying local key stakeholders

Bonnie Jancik, MEPD Masters of Education - Professional Development

- Involvement: Archeology consultant with expertise in education and public outreach; resource for identifying local key stakeholders

Michael Bednarchuk, M.A. Museum Studies, University of Leicester

- Involvement: Archeology consultant with experience in curation and collections management; assisting with secondary data collection and site analysis

Area of Involvement: Economics

SaraJane Parsons, M.A. Economics, Michigan State University

- Involvement: Expertise in data collection and analysis using large databases; will guide economic and business students in conducting a portion of the market analysis research

Area of Involvement: History

Víctor M. Macías-González, Ph.D. Latin American History and Letters, Texas Christian University

Gerald Iguchi, Ph.D. History, University of California at San Diego

Tiffany Trimmer, Ph.D. History, Northeastern University

- Involvement: All three history consultants will provide assistance with question design, and analysis and interpretation of stakeholder data collection

Student Involvement

Course Involvement Fall 2019 & Spring 2020

- REC 340: Evaluation Methods and Practices
 - Approximately 35 students over two semesters will assist with primary data collection by surveying two markets – tourists and local college students.
- REC 351: Civic Engagement in the Recreation Profession
 - Approximately 30 students over two semesters will assist with primary data collection by holding local stakeholder focus groups and public input sessions

Individual Student Involvement

- Archaeology & Anthropology Independent Study students helping to design an on-line Museum Studies course can assist with development and implementation of a survey instrument to assess other museums, both larger and of comparable size to the proposed La Crosse facility. Internship students may further be able to assist with completing project objectives.
- Economics/Business
 - Up to 5 students are currently interested in assisting with the collection of primary and secondary market analysis data. These students have the opportunity to apply for UWL grant/scholarship funding to complete research and present their findings.

In total, this project would involve an estimated 60-70 UWL students.

**La Crosse Historical & Cultural Museum Feasibility Study
Estimated Project Budget**

Based on project time estimates and resource needs to complete the identified study goals and objectives, the project budget is estimated as follow:

August 2019 – July 2020

1.	Personnel – Faculty and Student Research Assistants	\$8,400
2.	UWL & Tourism Research Institute Fringe and Indirect Costs	\$5,264
3.	Travel Related Expenses – Rental Vehicles and Gas	\$930
4.	Materials & Supplies – Input Session Supplies, Printing, Media Promotion, and Visitor Study Participant Incentives	\$1,510
	Total Estimated Budget	<hr/> \$16,104