



Case for Support

United States Marshals Museum 2020-2021

HISTORY OF THE UNITED STATES MARSHALS SERVICE

The United States Marshals Museum (USMM) is a nationally scoped museum currently under construction on the Arkansas River in downtown Fort Smith. Once officially open, the USMM will tell the story of United States Marshals Service (USMS) our nation's oldest and most versatile federal law enforcement agency. The Marshals were established by President George Washington in 1789 and, to this day, continue to serve our country, many times in unseen, but critical ways.

As our nation has evolved, so has the work of the USMS throughout history. The public is perhaps most familiar with the Marshals and their deputies for bringing order to the Western frontier or for enforcing the prohibition of alcohol in the twenties and apprehending infamous gangsters. However, the U.S. Marshals have served and protected our country in such critical ways throughout history that far extends beyond their frontier past. They have protected our country and its borders, during the World Wars and the Cold War. U.S. Marshals were on the front lines during the civil rights movement: protecting James Meredith when he registered at Ole Miss; escorting the McDonogh 3 (Leona Tate, Tessie Prevost and Gail Etienne-Striping) and Ruby Bridges when they integrated into their elementary schools in New Orleans; and protecting the peaceful marchers from Selma to Birmingham. Marshals were one of the first responders on the scenes during the Oklahoma City Bombing and at 911. Today, the USMS runs the Federal Witness Protection program, transfer federal prisoners, and protect our federal judiciary. Their continued and quite often hidden service to safeguard our system of justice, aid in times of disaster, and serve as critical first responders, continues to provide examples to us all.

UNITED STATES MARSHALS MUSEUM

The deeds of the USMS offer new opportunities for the USMM to provide civil discourse for its visitors around the nature of heroism, both in the past and in the present. USMM strives to represent three key tenets of **Discourse, Impact and Experience** for generations of museum visitors to come.

The museum engages in **Discourse** through educational programming on a national level, with events and experiences for children and adults, and national speaker series such as the Rockefeller Lecture Series and The Rule of Law Speaker Series which encourage civil dialogue. **Impact** on the region (and beyond) is achieved through the spurring of national conversations, tourism, economic impact for Arkansas and Oklahoma corridors, and the establishing pride in community and country. The guest and member **Experience** of the museum will include state-of-the-art galleries and exhibits, a cultural epicenter and campus in Fort Smith, and will celebrate the fabric of who we are as Americans through our Constitution. The national scope of the USMM has drawn dignitaries in the past such as U.S. Supreme Court Associate Justice Antonin Scalia, Congressman Trey Gowdy, Governors Asa Hutchinson and Mike Beebe and many others.



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For centuries, the Marshals have occupied a uniquely central position in the federal justice system. With a focus on the **Constitution and the Rule of Law**, the United States Marshals Museum currently provides educational programming across 24 states in just under 500 schools as well as local and regional programming impacting approximately 28,000 people annually.

As the only Museum in the nation focused on the accomplishments, leadership, and service of the USMS, the USMM will be the educational center for linking the story of the Marshals to their instrumental role in protecting the U.S. Constitution, federal law, and the people of a changing and growing nation.

FUNDRAISING PROGRESS

Fundraising began for the \$48.2 million project in late 2009. To date, the U.S. Marshals Museum Foundation (USMMF) team and boards of directors has raised just over \$38.6 million in donations of cash, pledges and in-kind. This funding is due to the visionary philanthropy of individuals and organizations in the area who believe in the impact of what the USMM will mean for Fort Smith, our region, the state and our nation through its educational programming and economic impact. Despite economic headwinds, these gifts allowed the USMM to begin construction of the Museum's building exterior and infrastructure, including the USMM campus and Hall of Honor, which was completed in 2020. ***There is currently \$12.7 million left of capital to raise for the building with an immediate focus on \$8 million to allow USMM to begin production of the elements that make up the museum experience.*** The USMM is looking for funders committed to sharing the essential work of the Marshals and the only Museum in the world dedicated to their accomplishments, leadership, and service. ***This critical last piece of philanthropy will make the completion and opening of the Museum in 2020 a reality.***

MUSEUM EXPERIENCE FEATURES

The USMM continues to bring together global and national expert exhibit designers, architects, historians, fundraising counsel, and educational specialists to complete the construction of the Museum that will be a unique attraction for the region, the country and the world. At the heart of the Museum is its commitment to learning and to expanding knowledge and understanding of the story of the Marshals and their deep connection to protecting American citizens. The National Learning Center's commitment will be expressed in a Museum designed for all ages with multiple ways to engage, enjoy and discover. This final phase of philanthropy will allow USMM to complete many of the museum features listed below:

- A National Learning Center (NLC) to engage schoolchildren, and lifelong learners of all ages and backgrounds. The NLC will include two classroom spaces and a 200-seat multi-purpose space called the "1789 Room."
- Dedicated teaching spaces for hands-on, discovery-based learning.



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- Theater experiences presenting powerful narratives, such as the events at Goingsnake, through audio and visual engagement.
- Interactive kiosks inviting deeper, personal exploration.
- Reflective spaces overlooking the Arkansas River, where visitors can relax, and think about their Museum experiences.
- A Hall of Honor dedicated to the sacrifice and bravery of the fallen Marshals, including tribal policemen who were cross deputized as Marshals.
- Five Civilized Tribes of Oklahoma will erect a monument honoring tribal law enforcement.
- Meeting spaces and classrooms for school-based and public programs.
- Pop-culture exhibits showcasing movies, videos, and artifacts clarifying fact versus myth and exploring such stories as "True Grit" and such popular culture adaptations as that of Pistol Pete, the mascot of Oklahoma State University.
- A Museum Shop featuring books and gifts to take the Museum experience home and share with others.
- An annual calendar of programs designed to extend each story.
- A website and online collection as part of the Museum's learning programs to take the Museum's stories across the nation.

ECONOMIC IMPACT

The National Trust for Historic Preservation notes that heritage tourism brings economic vitality to a region, as these visitors spend more time and money in a region to fulfill their quest for a more genuine experience of the past. To that end, USMM engaged experts to conduct feasibility studies to ensure a data-driven approach was taken in projecting attendance and revenue. Once it is opened to the public, the USMM references an attendance of over 125,000 in the third year, considered a stabilized year, when discussing attendance to ensure focus on a conservative approach while setting budgets and expectations. The first couple of years are expected to over-perform as compared to a stabilized year. The full statistics can be found in the 'USMM Attendance and Tourism' attachment.

[For regional-based prospects only] In addition, the Arkansas Economic Development Institute used information provided in a recent feasibility study conducted by international firm LDP to determine the following Economic Contribution of the USMM to the region:

- Total Annual Economic Effect of the USMM and related tourist expenditures in Sebastian County: \$13 million - \$22 million
- Total Annual Impact on Sebastian County GDP: \$7 million - \$12 million
- Resulting employment opportunities in Sebastian County: 286 FTE Jobs



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The Museum will bring hundreds of thousands of new heritage tourism travelers to the region, fueling the rapid expansion of cultural and recreational opportunities already underway in the area. The people of Fort Smith value their historic downtown, their connectivity to their Marshals Service past, and see the value of preserving their culture for future generations. Economic benefits to downtown revitalization, riverfront development, and the national recognition from having the United States Marshals Museum in Fort Smith are powerful reasons why we need to fully fund this project now without any further delay.

ATTACHMENTS

- Board of Directors
- Taskforce
- USMM Attendance and Tourism
- Economic Impact Studies
- Funds Raised to Date
- Building Naming Opportunity Campaign Booklet
- Commitment Form