



Naming Opportunities
2022

The Naming Opportunities provided by the United States Marshals Museum are preliminary descriptions of the features and experiences to be included in the Museum.

The experience designers for the Museum is Thinkwell Group out of Los Angeles, with offices in Beijing and Abu Dhabi. As Thinkwell progresses in its design of the experience, the existing descriptions will evolve to conform to the actual design.

Galleries

Five permanent galleries— To Be a Marshal, The Campfire: Stories Under the Stars, Frontier Marshals, A Changing Nation, and Modern Marshals—will tell the story of the United States Marshals from their beginnings in 1789 to the present. Each gallery will include numerous stories that incorporate authentic materials, compelling images, interactive learning stations, and powerful video presentations. Opportunities include the naming of the entire exhibit gallery or individual components within each.

In addition, the changing exhibits in our Special Exhibits gallery will ensure that we continue to attract new and repeat visitors to the Museum.



Naming Opportunities:

The Campaign for the United States Marshals Museum

**indicates spaces that have been named and are no long available*

\$10 Million

USMM Building*

\$3 Million

Campus

To Be A Marshal Gallery

Frontier Marshals Gallery

A Changing Nation Gallery

Modern Marshals Gallery

\$1 Million - \$2 Million

Hall of Honor*

Grand Atrium*

National Learning Center - *tentative*

This includes the east lobby entrance, classrooms A & B, and 1789 room

The Campfire: Stories Under the Stars*

The Special Exhibits Gallery*

\$500K - \$1 Million

Board of Directors Conference Room*

The 1789 Room

Ticketing and Information Area*

Private Dining Patio*

INSIDE “To Be a Marshal Gallery”

In the Service of Justice

Court style building with US Constitution overlaid

INSIDE “Frontier Marshals Gallery”

The First Lawmen

Excellent interactive book

Tragedy at Goingsnake

Small theater - Complex Story

Technologies and Tactics

Frontier Marshal's office - centerpiece

Old West Saloon*

The big finale in the Frontier Marshals gallery

INSIDE “Changing Nation Gallery”

Protecting Justice for All*

Multi exhibit gallery

Maintaining Order

Multi exhibit gallery

Bound by Duty

Entry rotunda

Enforcing the Rule of Law

Multi exhibit gallery

Marshals Challenge*

Decision theatre

INSIDE “Modern Marshals Gallery”

To Carry a Badge: What does it take to be a US Marshal?

Exhibits and interactive training simulators

Marshals: Home & Abroad

In Their Own Voices: Oral Histories of the Marshals*

Mini theatre

\$250K

Collections Care and Storage

Classroom B: Resource Room

West Patio*

East Patio

South Patio*

Respite Area*

Volunteer Center*

INSIDE “To Be a Marshal Gallery”

Who We Are: Marshals History Timeline

INSIDE “Frontier Marshals Gallery”

What is a Frontier?

Introductory display is in the gallery marquee wall

The Rolling Frontier

Cases and exhibits before and after Goingsnake

Old West Stories*

\$150K

Classroom A

INSIDE “To Be a Marshal Gallery”

What is a Marshal

Introductory area

INSIDE “Changing Nation Gallery”

Medina Incident

INSIDE “Modern Marshals Gallery”

Ops Van

Marshals by the Numbers

Big wall graphic

Exit video

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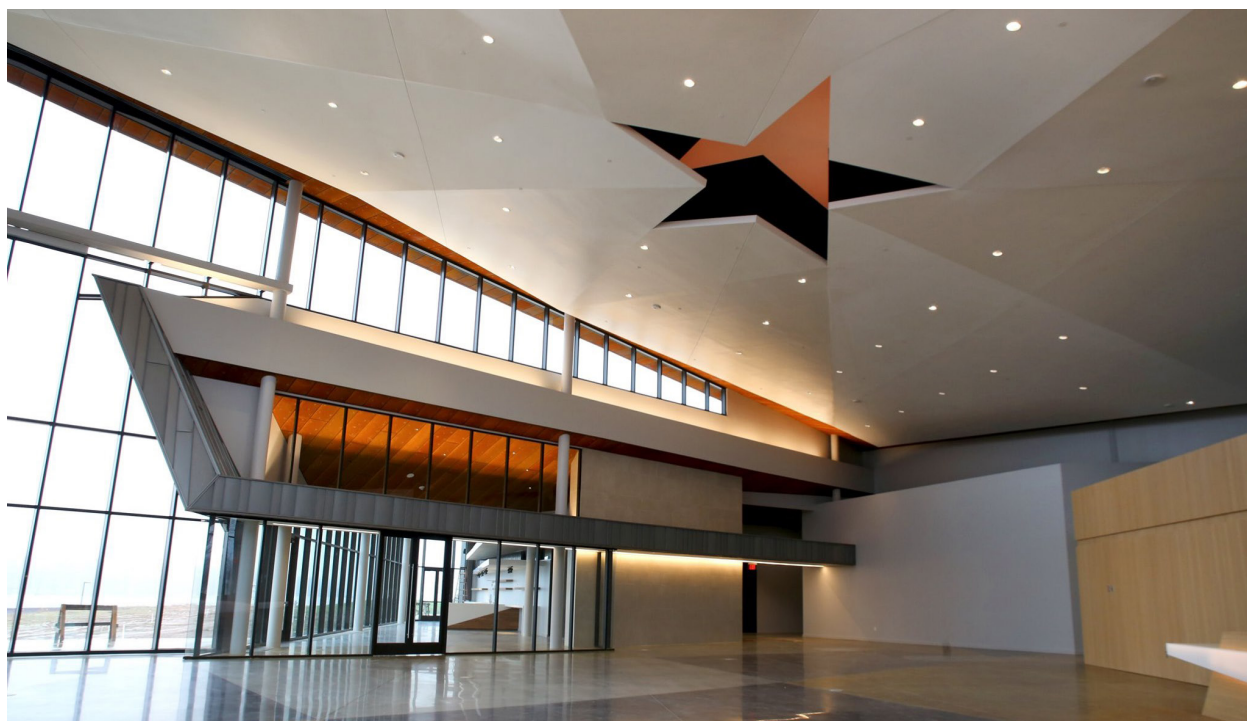
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Museum Facilities

The U.S. Marshals have a long and notable history that is nothing less than the story of a republic founded upon the Rule of Law. The U.S. Marshals have been, since their inception five months into George Washington's first term of office in 1789, the lawmen who have enforced our Constitution and stood in the vanguard of making the nation safe and secure.

The galleries of the United States Marshals Museum will place visitors in the middle of the stories of the U.S. Marshals. Other Museum elements complement the visitor experience by providing a learning center to explore the foundations of what holds America together as a nation today and its potential for the future.



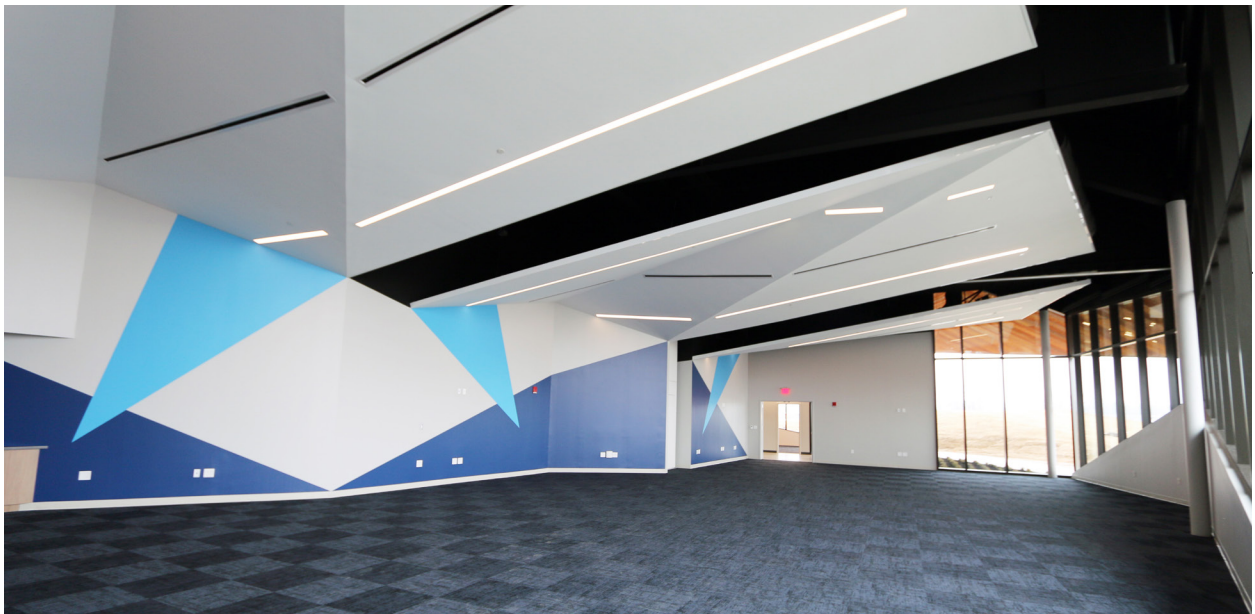
Collections Care and Storage: \$250K

The Collections Care and Storage houses the Museum's collections -the objects that enable us to tell the Marshals' stories. Materials not on exhibit, digital and paper media, and other relevant objects will be processed, carefully maintained, and made available to visitors through exhibition, programming, and online access. Proper care and handling by Collections staff will ensure the Museum's ability to continue to tell stories of the Marshals.

National Learning Center: \$1 - \$2 Million

The National Learning Center of the United States Marshals Museum is being designed as an innovative learning and teaching hub for both on-site and online educational experiences. This extraordinary learning complex will include classrooms, the 1789 Room, and technology to support distance learning. The National Learning Center will welcome students of all ages, teachers, families, and adult learners who wish to pursue the stories presented in the Museum more deeply. It represents the commitment of the Museum to become an educational partner with schools and communities, offering an in-depth encounter with not only Marshal history, but also civic engagement and Constitutional history.

The 1789 Room: \$500K - \$1 Million



The 1789 Room is a space where teachers, students, staff, and the community can learn and grow through meetings and other small events. Named for the year when the United States Marshals were created, this room will be part of the National Learning Center, surrounded by other learning spaces and creating an environment of knowledge.

Classroom A: \$150K

The USMM Education Department includes two classrooms that will be used for a variety of museum programming. Classrooms have and will be used for programs such as camps, school programs, teacher professional development, workshops, and other public programs. Each gift of a classroom includes furnishings, technology, and resources.

Classroom B: Resource Room: \$250K

The Resource Room will be a multi-use space that will give visitors a place to research individual marshals or look for more information on topics of interest in the galleries. The space will include a small library, computers with subscriptions to sites such as ancestry.com and newspapers.com, tables and chairs for research or for program use, media setup (smartboard or other), and other resources. The space will also be used for more formal programs, such as professional development, and for student research for programs such as National History Day.

East Patio: \$250K

The East Patio is available for parties, Museum events, and outdoor meetings. An intimate space with secure access, the East Patio promises to be a popular choice for local and regional events.

To Be A Marshal Gallery

To Be a Marshal: \$3 Million

In the To Be a Marshal gallery, guests will be invited to discover “What is a U.S. Marshal?”, including how the agency was founded, its core principles and duties, and a broad overview of its history. Guests will begin their journey through the Marshals’ story with a brief walk-through media introduction before encountering an exhibit that highlights one of the core themes of the exhibitions: how the U.S. Constitution and the Judiciary Act of 1789 provides the defining purpose of the U.S. Marshals Service in enforcing and upholding the Rule of Law. From there guests will explore a high-level timeline of the history of the Marshals, beginning with the inception of the role in the Judiciary Act of 1789 and continuing to the vital work of the Service today.

Set into the timeline, a series of interactive exhibits will allow guests to uncover the different types of work Marshals are responsible for, from supporting the courts to protecting judges to tracking down fugitives. The To Be a Marshal gallery will leave visitors with just enough information to wet their appetites, tease what's coming, and spark questions as they move into the rest of the experience.

What Is a Marshal: \$150K

At the very start of this exhibit, guests will be prompted to ponder the question: *What is a U.S. Marshal?* As guests step into the first experience of the To Be a Marshal gallery, they will be greeted with some of the iconic visages and voices of Marshal characters in popular culture, intermixed with the faces and words of everyday people on the street on what they think Marshals are and do. This brief media-driven exhibit highlights for guests the preconceived notion that they may have come in with, and invites them to step inside the galleries to discover how much more there is to the story.

In the Service of Justice: \$500K - \$1 Million

The iconic words of the U.S. Constitution (from the Preamble and the first sections of Articles I, II, and III) will be projected onto the courthouse facade building. Within the central portal of the building, a case holds a large floating parchment, upon



which writing magically animates, from sections of the Judiciary Act of 1789 that highlight the creation of the role of federal Marshals to the oath of office originally established in that document. Interspersed between the other pillars, smaller exhibits explain the various types of Marshals (U.S. Marshals, Deputy U.S. Marshals, and Special Deputies) and underscore how the role was created to allow for cooperation and connection, from forming a posse on the 19th century frontier to the cross-jurisdictional task forces of today.

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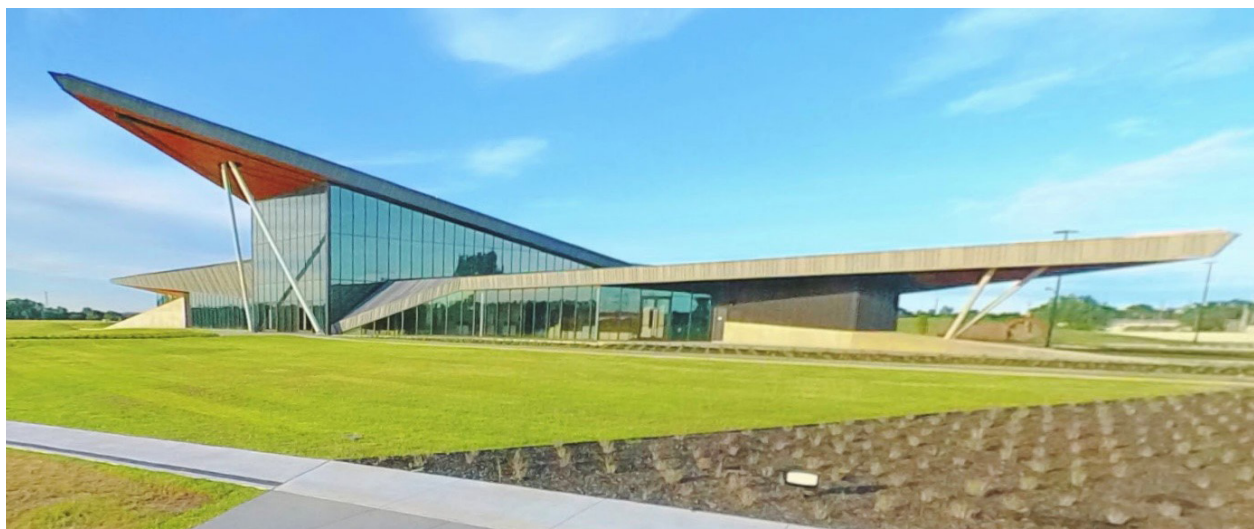
Who We Are: Marshals History Timeline: \$250K

Moving along the other walls of the gallery, guests will follow along a vivid graphic timeline of the landmark events, people, and developments in the history of the U.S. Marshals. A portrait of President George Washington provides a starting point, and photos, illustrations, and newspaper or other document reproductions create signposts that cover the Marshals' 230 years of achievements in lively, bite-sized chunks of content.

Frontier Marshals Gallery

Frontier Marshals: \$3 Million

In the Frontier Marshals gallery, guests will be invited to consider the idea of the American frontier and the role of the Marshals within it. Here they will find a series of deconstructed and abstracted facades: portals and frames that describe the



expected places that would populate an Old West frontier town. Moving through the space, guests will be able to explore a variety of exhibits highlighting the tales of the Marshals of the frontier, from the very first men to hold the role in 1789 to the iconic figures of Fort Smith and the Old West. In some of these exhibits, the abstracted frames give entry to fully immersive spaces, inviting guests to step into an investigation inside a frontier Marshal's office or lose themselves in some old-fashioned storytelling in a saloon.

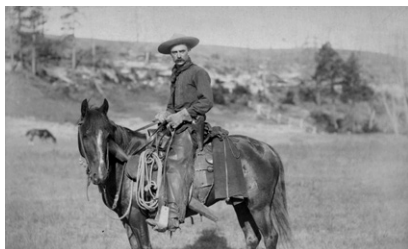
What Is a Frontier: \$250K

The view into the Frontier Marshals gallery is partially blocked by a wall on which a map animates, showing the gradual movement of the frontier, from the western edges of the colonies in 1789 to the expansion into Louisiana Territory in 1803 to the gold rushes of California, Alaska and beyond. Words playing over the map — “discovery,” “removal,” “survival,” and others — highlight the often contradictory ideas and narratives that built the myths of the frontier.

The First Lawmen: \$500K - \$1 Million

In the First Lawmen, a series of framed portraits hang on a parlor wall, showing the painted faces of the first 13 Marshals. (For the four Marshals of whom there isn't an extant image, a stylized silhouette will be created.) Beneath the wall, an open book shows the names of these first Marshals; as guests turn their pages, information about that Marshal appears, telling their stories.

The Rolling Frontier: \$250K



Stepping out of this colonial parlor, a sweeping graphic vista that carries guests from the green hills of the colonies to the wide-open ranges of the western frontier frames the space dedicated to the exploration of The Rolling Frontier. Here guests will explore the complicated stories of the expansion of a new nation, highlighting the evolving and contentious relationship between the citizens of the newly founded United States and the Native tribes who had lived here before. And of course, the conflicts weren't only external: the Civil War reshaped the fabric of U.S.

culture, politics, geography, and more. In these exhibits, anchored by large-scale iconic paintings and supported by artifact and display cases, guests encounter the arguments surrounding the forced removal of Native Americans from their lands, the founding of Fort Smith as the gateway to Indian Territory, the gradual settlement of the West, and beyond to the gold rushes of California and Alaska. Iconic figures, such as Fort Smith's own Judge Isaac C. Parker, populate the stories of this moving frontier as it rolls out from the colonial parlor of the First Lawmen to the partial and evocative facades of an imagined western town.

Tragedy at Goingsnake: \$500K - \$1 Million

A pair of scenic facades frame a central media screen; to one side the facade represents the mill where the fatal shooting of Polly Beck Kesterson occurred. On the other side of the screen stands the front of the schoolhouse where Zeke Proctor's trial was to be held. Shadowbox effects, media, or even animated props will be hidden within or projected onto these facades. Three brief "shows" play in



a cycle, an illustrative-style media presentation on the central screen paired with the elements within or on the surrounding facades that are brought to life at key moments. With the experience divided into these three beats that each tells a whole piece of the story, guests can move in and out of the space, coming in at different points in the narrative. Artifact cases, graphics, and text panels support the show area, inviting guests to dive deeper into the story.

Technologies and Tactics: \$500K - \$1 Million

An old window, framed in rough, peeling-paint wood, bears old-fashioned gold lettering that reads “U.S. Marshal” with the iconic star-within-a-circle symbol below it. This marks the entry to an invented office of a frontier Marshal, where guests will be invited to discover the technologies and tactics that these Marshals had to innovate and perfect to track down fugitives in the vast expanses of the frontier territories. Guests will explore maps, wanted posters, and more as they discover the tools and techniques that frontier Marshals used to find their fugitives long before today’s era of instant communication, databases, and DNA testing. Guests will check out artifacts and take their own photo behind a cell door.

A Changing Nation Gallery

A Changing Nation: \$3 Million

In A Changing Nation, guests will step into a formal entry space, pillars rising to frame in the walls and portals of a rotunda-like space that calls to mind the court in the first gallery. This space grounds guests in the main theme of the gallery: the idea that Marshals are a federal agency and bound by duty to uphold the law, however ideologically distant they are from the Marshal’s own beliefs. A series of portals lead out to three rooms, each focused on a specific broad area of challenge within this duty. A final portal invites guests to step into the Marshals Challenge. Beyond the clean and quiet formality of the rotunda space, the three topical rooms come to life with large-scale images and figures that create scenes capturing the turbulence and visceral emotions that drive the deep-rooted conflicts where Marshals played a central role.

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Bound by Duty: \$500K - \$1 Million

Guests will step into a formal entry space, pillars rising to frame in the walls and portals of a rotunda-like space. The shapes and textures of the structure calls to mind the court in the first gallery, reminding guests of the system that the Marshals work within and swear their oath to uphold. A series of portals lead out to three rooms, each focused on a specific broad area of challenge within this duty. Inside the rotunda, small topical exhibits provide lead-ins to those galleries.

Maintaining Order: \$500K - \$1 Million

In Maintaining Order, guests find themselves surrounded by the shouted chants of protesters, while large-scale graphic images of storefronts and other structures provide frames for shifting images of the action and conflict from railroad strikes of the 1800s to anti-war protests turned to riots and beyond. At Wounded Knee in 1890, the occupation of the town turned to violence, as a U.S. Marshal brought in to keep the peace was shot and paralyzed, two protesters were killed, and several others were wounded.

Enforcing the Rule of Law: \$500K - \$1 Million



In Enforcing the Rule of Law, guests will encounter a series of exhibits arranged chronologically that highlight how the tensions between individual rights and the power of a federal government have existed since the birth of America. From the Whiskey Rebellion of the 1790s to more recent encounters with anti-government activists, the resistance to federal authority have required the U.S. Marshals to carry out their duty of serving warrants and subpoenas and enforcing the law, even in the face of violent opposition. As the exhibit on the Medina, N.D., incident shows, that violence sometimes came at the cost of the Marshals' lives. The Ruby Ridge exhibit takes a particularly complex example of one such incident and invites guests to explore the pieces of its story from all angles. A variety of documents (in cases or reproduced) and artifacts are embedded within a wall or table, with timelines, maps, plans, and other materials drawing connections between them.

Medina Incident: \$150K

The Medina Incident exhibit will engage visitors in the history of this crucial event in Marshal history. It will underscore that enforcing the rule of law is a dangerous yet central part of the Marshals' role, and that the USMS is determined to learn from its operations- both successful and tragic- in order to better protect both themselves and the public. The exhibit will feature graphic panels in a triptych, covering the three key components of the event- The Crime, The Manhunt, and The Aftermath- as well as related artifacts in wall- mounted cases.

Modern Marshals Gallery

Modern Marshals: \$3 Million

In the final gallery of the exhibits, guests will be immersed in the active, exciting, and expansive world of the work Marshals do today. Guests will step into a space that feels like a large garage, with technology and tools all around that give a sense of creativity and purpose rather than being sleekly futuristic. There are more visible screens here than in other spaces, but the monitors are full of activity, inviting guests to dig into the work that's happening around them. An up-to-date display highlights the faces and names of the U.S. Marshals Service 15 Most Wanted List. The exhibits are arranged to allow free flow and exploration, offering guests the opportunity to learn about and reflect on the mindset and skill set of the Modern Marshal.

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To Carry a Badge: What Does It Take to Be a U.S. Marshal?: \$500K - \$1 Million

The first exhibit guests encounter takes them through the question of what it takes to be a U.S. Marshal, leading them through some of the training requirements and highlighting the character traits that combine to make the candidates best suited for the Marshal's uniquely flexible set of responsibilities. Guests might test their skills with hands-on interactives based on some of the training Marshals receive at the Federal Law Enforcement Training Center.





Ops Van: \$150K

A centerpiece of the Modern Marshals gallery will be a full size Econoline style van, outfitted to mimic a van used in operations of the U.S. Marshal Service. Guests will explore information about forensic tests, technology, databases and more that facilitate the work of the Modern Marshals.

Marshals: Home & Abroad: \$500K - \$1 Million

On the wall, a large map of the United States faces the visitor. The map showcases the locations of the 94 federal judicial districts around our nation. To one side is a presentation of the Marshals Service 15 Most Wanted – a list of some of the most dangerous fugitives our country has seen. Nearby is a kiosk which will allow visitors to research historic activities in the 94 districts and around the world – from 1800s American Consular Courts in Asia to Cold War spy exchanges in Germany. The stories will span the history of our nation since the founding of the office of United States Marshal in 1789.

Marshals by the Numbers: \$150K

As guests near the end of this space, they will be confronted by a dynamic graphic display that highlights some of the key numbers defining the work of the Marshals, the challenges they face, and the incredible achievements that make them the most successful federal law enforcement agency. Having learned so much about the history of the Marshals, what they do, and the obstacles in their paths, guests may be surprised to realize just how small a number of people accomplish so much. The 94 U.S. Marshals and over 3,900 Deputy Marshals seem like a much smaller number when stacked up against the more than 100,000 federal, state, and local fugitives they were a part of apprehending in a single year.



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