

WONDER & WANDER: THE CREATION OF THE INTERNATIONAL AFRICAN AMERICAN MUSEUM

CASE CONSIDERATION FOR UNDERSTANDING IMPACT OF
NMTC ON HOLISTIC COMMUNITY REDEVELOPMENT STRATEGY



Tonya M. Matthews Ph.D.
President & CEO, IAAM

THE WONDER VS. WANDER EFFECT:

Meaningful community re/development balances the tension of being a destination and a home

WONDER!!

Attracting...

Business

Tourism

Investment

Events

Theater/Arts & Culture

WANDER!!

Place-Making...

Beautification

Leisure space

Boulevards/Districts

Events

Theater/Arts & Culture

The International African American Museum

... TO HONOR THE UNTOLD
STORIES OF THE AFRICAN
AMERICAN JOURNEY AT ONE
OF OUR NATION'S MOST
SACRED SITES...

This place has a story.
We're here to tell you a story.
Let us help you tell your story.



BUILDING ON HALLOWED GROUND

Gadsden's Wharf
the power of place

This place has a story.

We are here to tell you a story.

Let us help you tell your story.



BUILDING ON HALLOWED GROUND

Intentional Gardens and Design



CURATING THE WEAVE OF THE AFRICAN AMERICAN JOURNEY

This place has a story.

We are here to tell you a story.

Let us help you tell your story.





THE MUSEUM FEATURES
8 CORE EXHIBITION GALLERIES
SPECIAL EXHIBITIONS GALLERY
CREATIVE JOURNEYS "FLOATING" GALLERY.



CENTER FOR FAMILY HISTORY

A world-class genealogy center and archive, collaborating with archives and family research centers across the country.

- This place has a story.
- We are here to tell you a story.
- **Let us help you tell your story.**



17

TABLE 2.—Slave Inhabitants in *Saint Andrew*, in the County of *Charleston* State *Carolina*, enumerated by me, on the *day of June*, 1860. *C. H. Lewis* Ass't Marshal.

NAMES OF SLAVE OWNERS.	DESCRIPTION.					Deaf & dumb, blind, insane, or idiotic.	NAMES OF SLAVE OWNERS.	DESCRIPTION.					Deaf & dumb, blind, insane, or idiotic.
	Number of Slaves.	Age.	Sex.	Color.	Paupers from the State.			Number of Slaves Inhabitants.	Number of Slaves.	Age.	Sex.	Color.	
<i>A. J. Bulow</i>	<i>1</i>	<i>18</i>	<i>M</i>	<i>B</i>			<i>Joseph Prevost</i>	<i>1</i>	<i>10</i>	<i>M</i>	<i>B</i>		
	<i>1</i>	<i>5</i>	<i>M</i>	<i>B</i>				<i>1</i>	<i>3</i>	<i>M</i>	<i>B</i>		
	<i>1</i>	<i>16</i>	<i>M</i>	<i>B</i>				<i>1</i>	<i>22</i>	<i>M</i>	<i>B</i>		
	<i>1</i>	<i>72</i>	<i>M</i>	<i>B</i>				<i>1</i>	<i>20</i>	<i>M</i>	<i>B</i>		
	<i>1</i>	<i>72</i>	<i>M</i>	<i>B</i>				<i>1</i>	<i>80</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>45</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>45</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>35</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>30</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>25</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>20</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>20</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>20</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>10</i>	<i>M</i>	<i>B</i>		
								<i>1</i>	<i>12</i>	<i>M</i>	<i>B</i>		



LEVERAGE: NEW MARKET TAX CREDIT

IAAM is a \$100M capital // \$120M start-up museum and co-managed park space on prime waterfront real estate

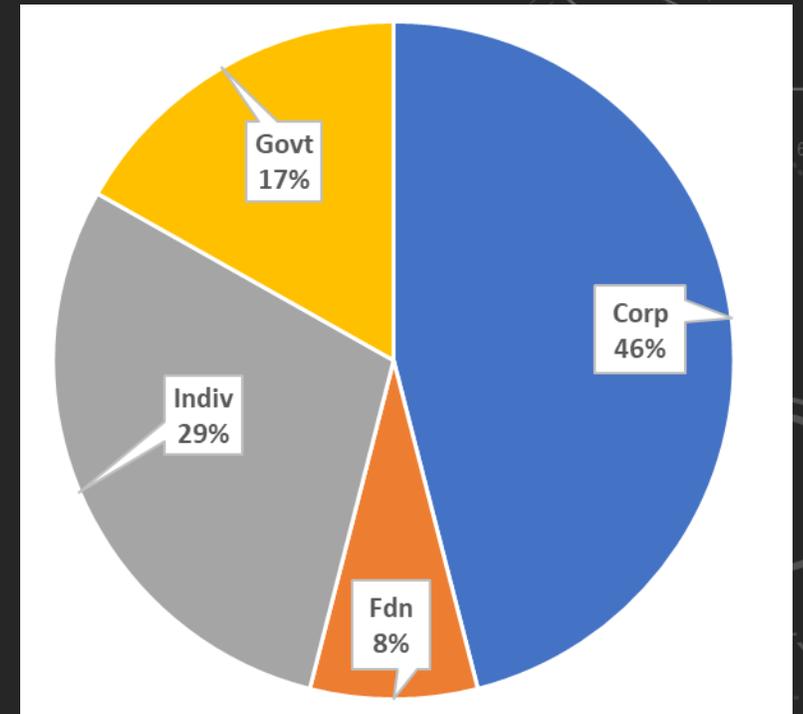
IMPACT

Incentivizes – Donors/Investors

Legitimizes – Feasibility and Sustainability, if not importance of the project

Justifies – The amount of technical assistance *required* from supporting partners (be that certification or awardee)

Persuades – Municipalities/Communities to think more creatively about space use



LEVERAGE: NEW MARKET TAX CREDIT

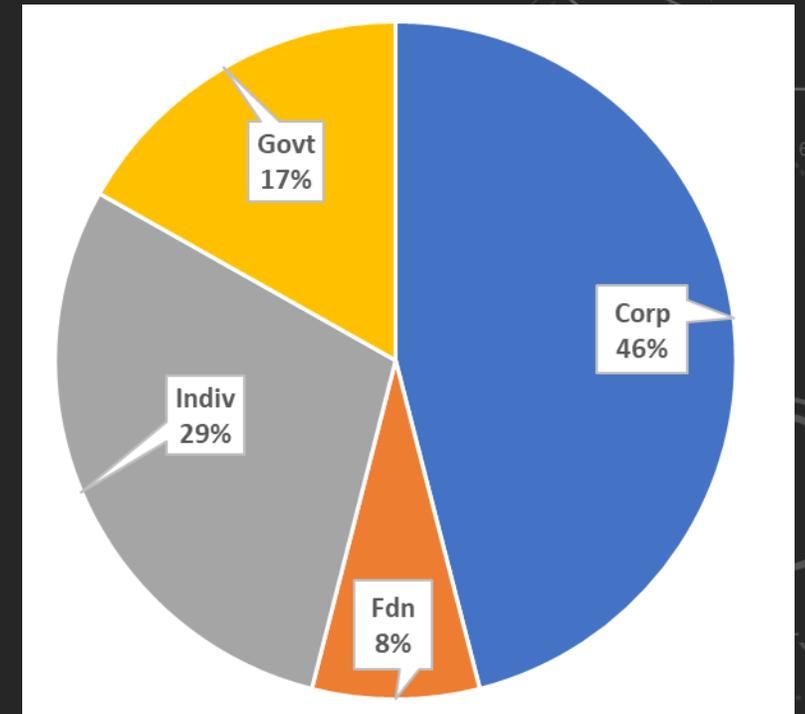
IAAM is a \$100M capital // \$120M start-up museum and co-managed park space on prime waterfront real estate

LESSONS OF NOTE

Inclusive Considerations – Do not wait until the design phase to include community input!

Diversified Builds – Does your art district have awesome (and plentiful) places to eat?

Broad Horizons – What is your town doing 10 years before and 10 years after opening day?



THE WONDER VS. WANDER EFFECT:

Meaningful community re/development balances the tension of being a destination and a home

WONDER!!

WANDER!!

- Attracting (if not requiring!) new business interests
- Diversified cultural offerings = Diversified tourist/visitor interest = Increased Tourism and Visitation
- Enhancing community brand and livability
 - Modernizing and increasing sustainability of Charleston cultural brand



THE WONDER VS. WANDER EFFECT:

Meaningful community re/development balances the tension of being a destination and a home

WONDER!!

WANDER!!

- Activated public space with embedded programming partner
- Addition to Charleston venue portfolio for signature events
- Civic pride
- Intentionally inclusive and re/welcoming gathering, “leisureing” space





IT'S TIME.
JUNE 27TH , 2023



WWW.IAAMUSEUM.ORG

ANNUAL MEMBERSHIP AND
TICKET RESERVATIONS OPEN NOW