

Museum of Denver

Initial Feasibility Study

By: Jason Hanson | For: Historic Denver | May 15, 2020

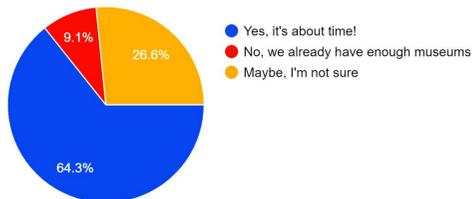
Nearly every community in Colorado has its own museum. Except Denver. Is it time for that to change?

Community Support

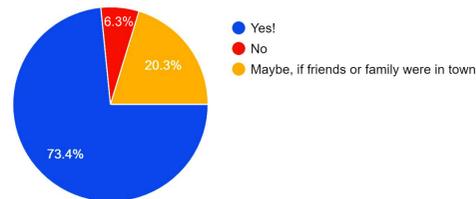
Do We Really Want a Museum of Denver?

A survey of potential visitors found **strong community support** for the museum of Denver. And Blue Bear.

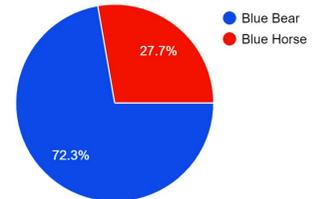
Do you think Denver should have a museum showcasing our history and the city today?



Would you visit a Museum of Denver?



Blue Bear or Blue Horse?

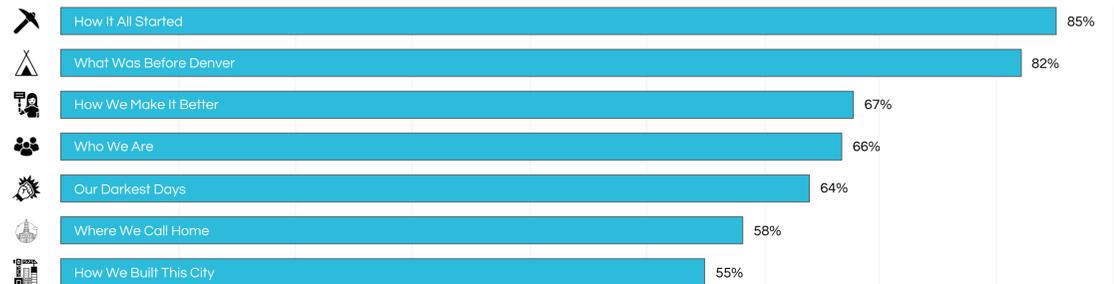


Can Denver Support Another Cultural Attraction?

Case studies of eight peer museums nationally and locally highlight Denver's advantages as among cultural markets. With a relatively affluent and highly educated population, as well as the city's rapid recent growth and strong tourism sector, Denver enjoys a number of market advantages that auger support for a new city museum.

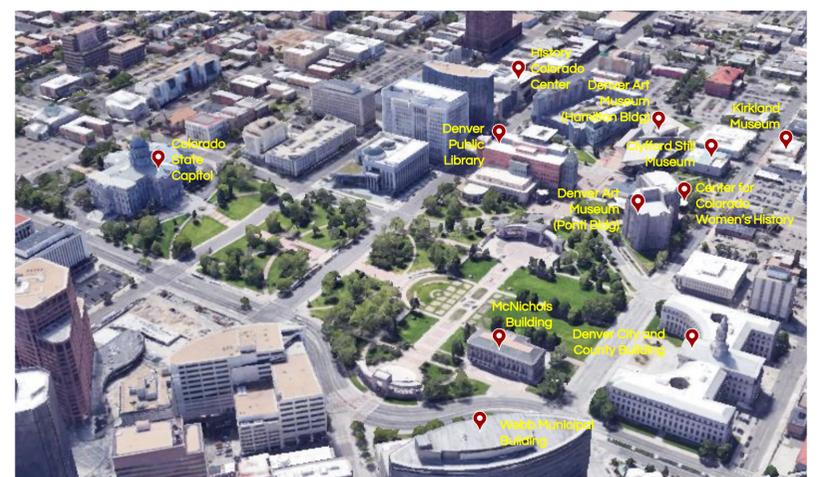
What Do Potential Visitors Want to See at the Museum of Denver?

From a list of seventeen potential themes, seven were selected by more than half of all survey respondents. Likely museum visitors desire an institution that focuses clearly on the city, exploring the creation and evolution of the urban fabric, and does not shy away from difficult moments in our shared past.



Where Should the Museum of Denver Be?

Survey respondents identified two top locations for the new Museum of Denver: Civic Center Park and Downtown. The McNichols Building in Civic Center Park bears further consideration as a potential museum site.



Our Museum

Potential Locations

