

MUSEUM 2020

Vision for the Future

High Tech • Experiential • Interactive

MU\$EUM
OF AMERICAN
FINANCE

Why
does finance
matter?

The Opportunity: Museum Reimagined

By 2021, the Museum of American Finance (MoAF) will relocate to new premises. This transition provides an **opportunity to refocus on MoAF's mission, programs and operations.**

MoAF has transformed over the years, maturing its approach to education, programs and exhibitions. Our next stage will give the Museum a platform to turbocharge its growth—**becoming an eminent institution that can engage more visitors more deeply, with lessons, insights and takeaways that change the way they see the world of finance.**

We are envisioning our Museum to be a multidimensional space where:

- Physical meets digital
- Visitors download aspects of the Museum experience to take with them
- Exhibits and education complement each other to reinforce concepts



The Challenge

Today, many fear finance and financial systems. Yet these are crucial aspects of every individual's life. MoAF's overarching goal is to make finance approachable. **Our role is more than education. We are a socially relevant institution,** empowering audiences to understand and take control of one of the most important aspects of their lives.

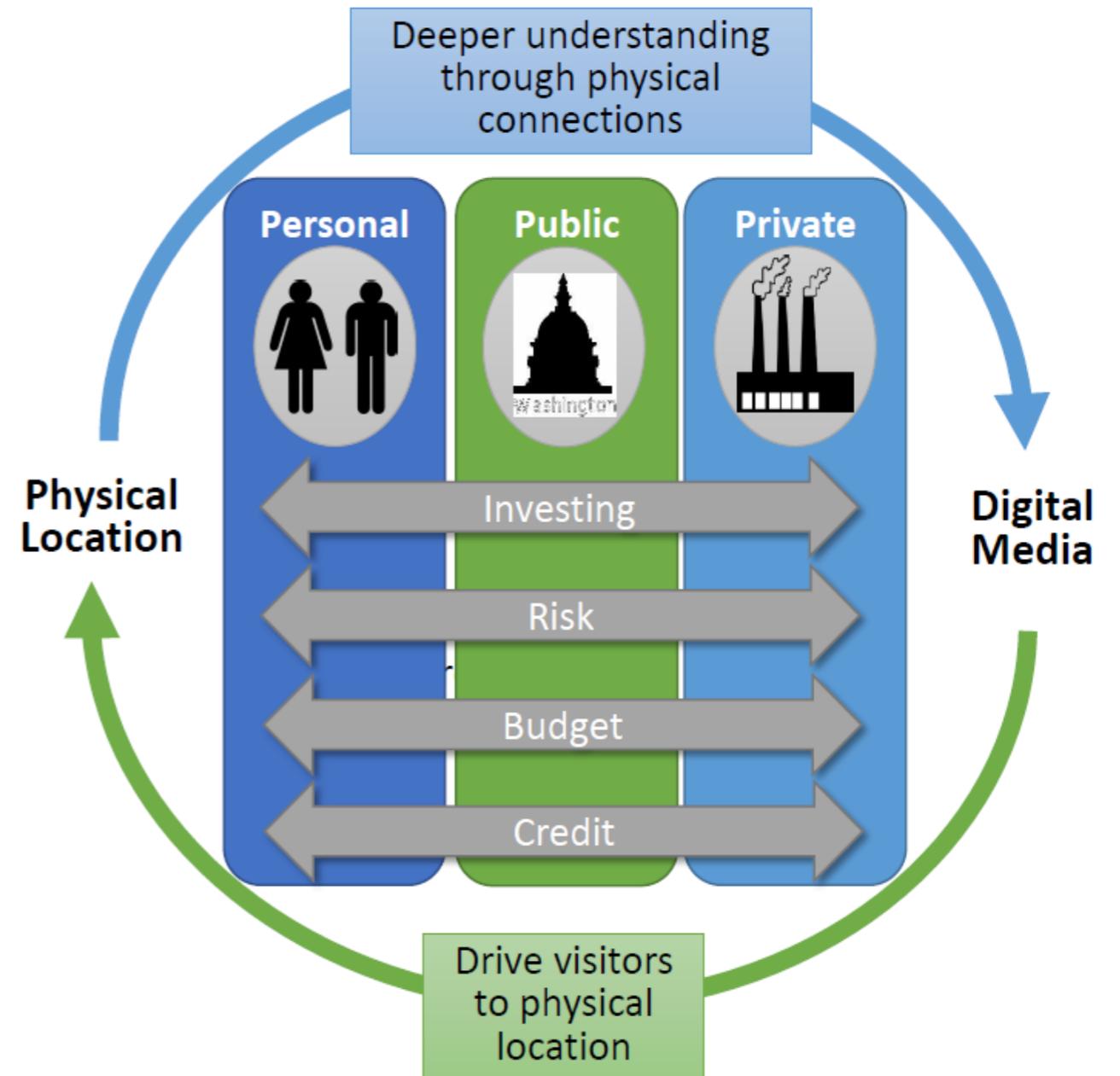


Our Role

One of MoAF's key roles is to teach that **no one is exempt from financial decisions.**

- Individuals are responsible for **personal finance** (Saving, budgeting, home ownership, credit and the impact of finance over an individual's life cycle)
- Governments are responsible for **public finance** (Hamilton and the Federalist financial revolution; the role of central banks; public finance projects and the growth of the nation; and the current public sector debt)
- Businesses are responsible for **private finance** (Corporate funding through debt and equity, the exchanges and entrepreneurial free enterprise)

Personal, public and private finance share the same four challenges: **investing, budgeting, credit and risk.**



Our Vision

Upon leaving MoAF, visitors will be able to answer the question: **“Why does finance matter?”** This knowledge is sorely needed in a world that is largely financially illiterate.

As visitors explore the interconnectivity between the worlds of public, private and personal finance at MoAF, they will discover that finance is essentially a technology for moving money backward and forward in time, such as a home mortgage (money moves from the future to the present) and a retirement plan (money moves from the present to the future).

Visitors will also learn that the United States was born in debt and bankruptcy, and that Alexander Hamilton solved those problems while creating the modern US financial system. Ever since, this system has promoted prosperity and economic growth and has helped America maintain a leading position in the world.

The Solution

Finance is an increasingly important matter for Americans. Income and wealth are regular topics of conversation, as the hardships of the recent recession are still felt.

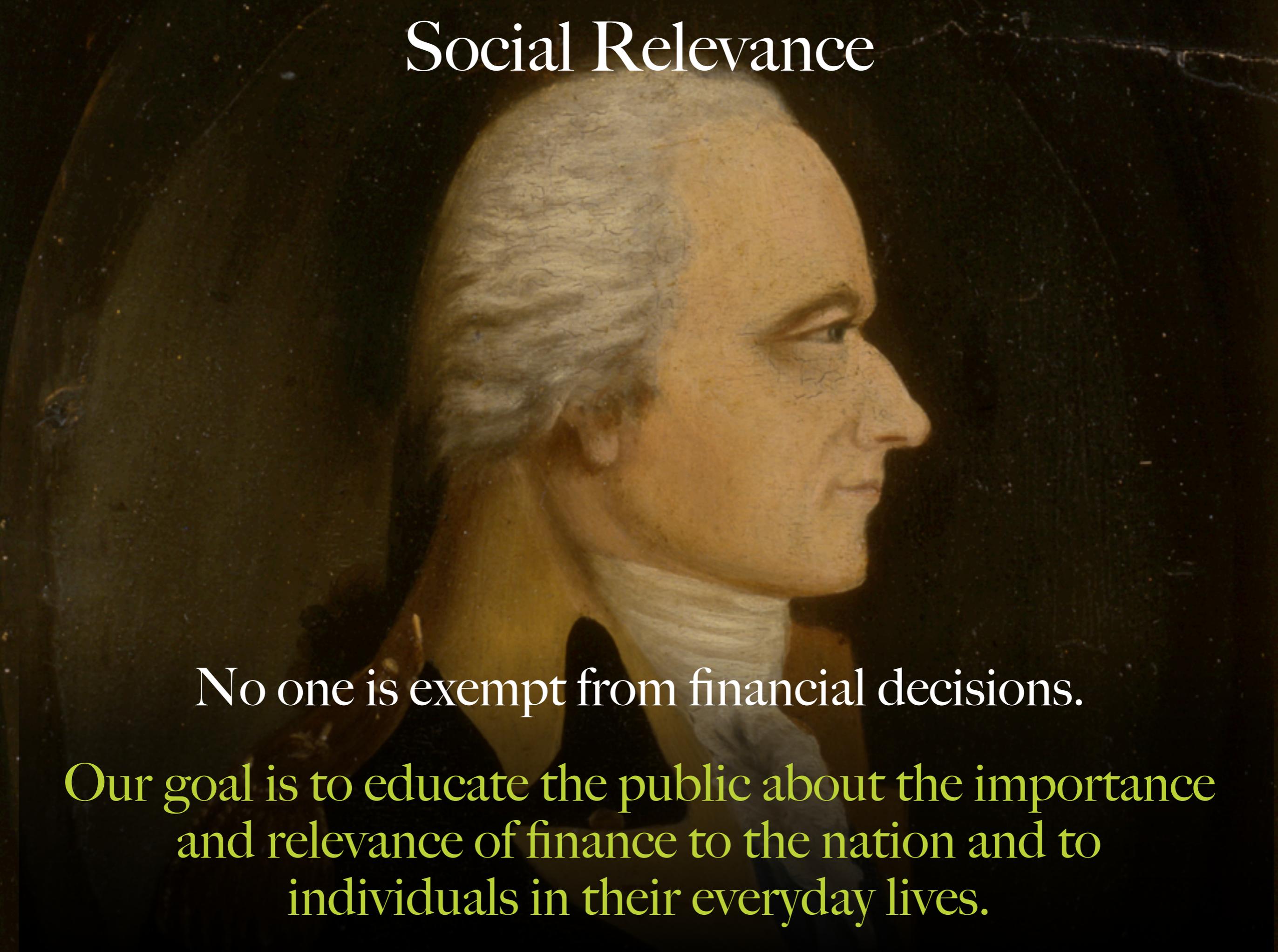
MoAF *must* exist to tell an **independent, non-partisan history and serve as a platform for discussion of contemporary issues in finance**. We need an improved space to effectively meet our mission.

- **Exhibits:** By the time visitors leave the Museum, they will understand how investing, budgeting, risk and credit **empower them** towards financial independence.
- **Education:** Visitors of all ages and backgrounds will learn more about empowering financial themes through our lectures and classes.
- **Digital:** Visitors will experience further self-discovery and knowledge through our online portals.



In coming to better appreciate how **finance is part of everyday life**, MoAF's audiences will make **better financial decisions** that impact their futures for decades to come.

Social Relevance

A classical bust of a man's head in profile, facing right, set against a dark background. The bust is light-colored, possibly marble or plaster, and shows the man's hair and facial features in detail. The background is dark and textured, possibly a wall or a backdrop.

No one is exempt from financial decisions.

Our goal is to educate the public about the importance and relevance of finance to the nation and to individuals in their everyday lives.