

ATLANTA DEVELOPMENT AUTHORITY
National Center for Civil and Human Rights Expansion
Westside TAD Ascension Fund Grant



Summary	To approve the reauthorization of a \$250,000 grant from the Westside TAD Ascension Fund to help finance the expansion of the National Center for Civil and Human Rights
Tool	\$250,000 Westside TAD Ascension Fund
Location	100 Ivan Allen Jr. Blvd., Atlanta, GA 30313 Council District: 4 NPU: M APS District: 2
Type	Museum/Education
Ownership Entity/Sponsor	National Center for Civil and Human Rights Foundation, Inc./National Center for Civil and Human Rights, Inc.
Description/Background	<p>The planned 23,898 square-foot expansion and investment in the National Center for Civil and Human Rights (“NCCHR”) aims to increase the institution’s ability to address civil rights challenges head on by teaching the connection of history to the present, creating dynamic and empathy-building experiences and empowering individuals to become civically engaged. NCCHR’s growth will increase the institution’s physical footprint by 50% and positions it to serve as a leading educational and cultural center as well as a global hub for contemporary study and discussion on the linkage between lessons from the past and the advancement of contemporary rights issues today.</p> <p>Built in 2014 and operated primarily as a museum, NCCHR seeks to expand from an attraction to a national cultural organization – a vibrant institution that not only houses museum exhibits (including the papers and artifacts of Dr.</p>

Development Budget

Sources	
Philanthropic Donations	\$41,355,000
Federal Grant	\$11,434,000
WTAD Grant	\$250,000
NMTC Equity	\$3,655,000
Total	\$56,694,000
Uses	
Hard Costs	\$43,869,599
Architects, Engineers & Design	\$6,501,611
Soft Cost	\$3,197,039
Contingency	\$2,300,751
Financing Fees	\$825,000
Total	\$56,694,000

Relationship Summary

- \$40M in WTAD bond proceeds were committed for the construction and equipping of NCCHR
- \$13M in NMTC allocation was committed by AEMI for the construction and equipping of NCCHR

Timeline

Start of Construction	July 2022
End of Construction	November 2024

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Martin Luther King, Jr.) but also serves as a training, education, conference, and performance facility. The new vision considers the master planned expansion of the existing 41,875 square foot facility to construct 23,898 square feet of new educational, training and conference facilities housed in two new wings. The expanded footprint and new educational offerings will fundamentally shift the Center's business model going forward - increase annual admissions from approximately 202,000 to over 250,000; adding new revenue streams from corporate and law enforcement trainings, and expanding its rental income for external events.

The expansion includes: A new East Wing will house a new Innovation Lab including 5,000 square feet of flexible classroom, meeting and training space. Combined with the renovation of existing space, the new Innovation Lab will be 10,000 square feet to serve a variety of purposes, including:

- Classrooms for students and teacher trainings, especially for underserved schools,
- Training facilities for non-profit and corporate Diversity, Equity, and Inclusion (DEI) experiences (expect 72-96 sessions per year),
- Human rights training facilities for courses for police officers: Offering 2-3 law enforcement courses/month in 2021 (1,600 – 2,000 police officers/year) and planning 8 courses per month after construction completion,

- Civic engagement courses to help people tap their own power to change communities,
- Post-tour conversation space for visitors, and
- Conference & Event space allowing for high-profile lectures and performances.

A new West Wing will house four new galleries and a cafe:

- A 2,700 SF Family Gallery to house programming and exhibits for families and children under 12,
- A 900 SF Café offering visitors healthy foods,
- A 2,500 SF gallery for the Without Sanctuary Collection of artifacts,
- A re-imagined gallery for the Martin Luther King Collection of artifacts to culminate a visitor's experience, and
- Temporary gallery space for rotating and visiting exhibitions.

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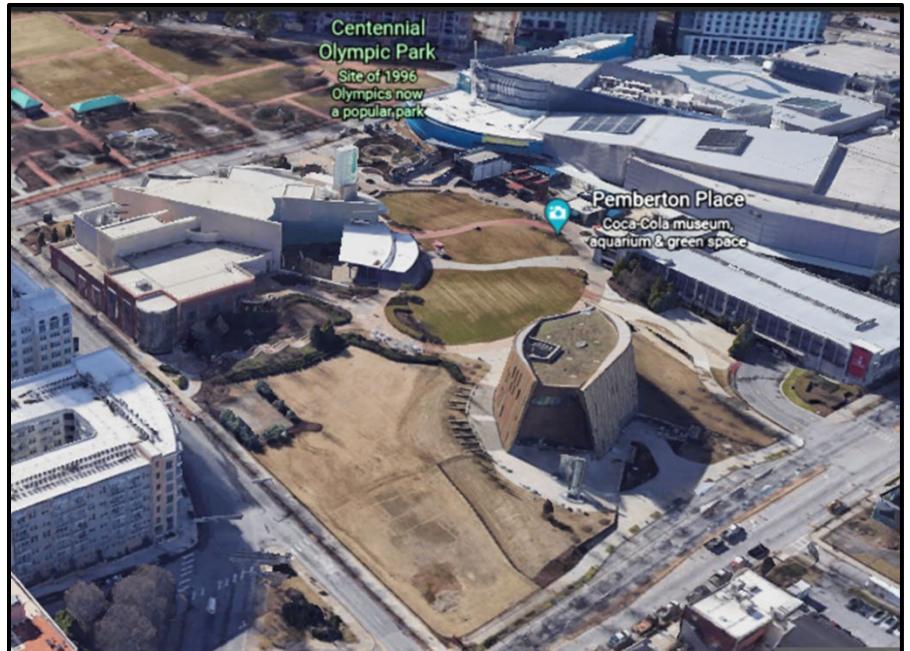
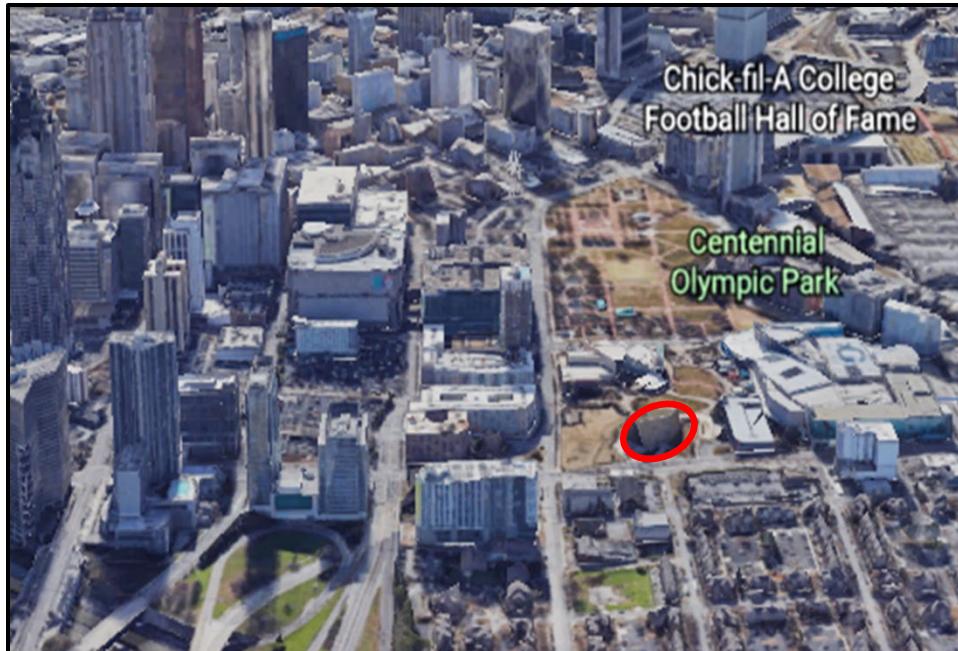


The new facilities will allow the Center to expand its Operation Inspiration Program to provide free and subsidized admission and transportation to up to 35,000 low-income (Title I-qualified) students annually. In addition, targeted outreach programs will link youth and caregivers in “at need” zip code and school catchment areas with Center K-12 and professional development opportunities and other resources.

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Project Location



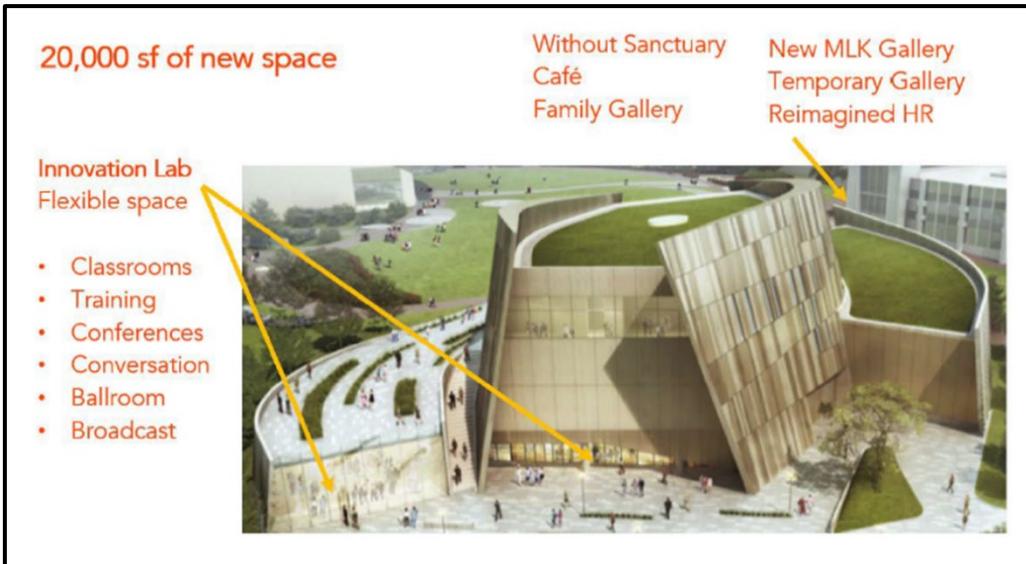
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Existing



Proposed



20,000 sf of new space

Without Sanctuary

Café

Family Gallery

New MLK Gallery

Temporary Gallery

Reimagined HR

Innovation Lab
Flexible space

- Classrooms
- Training
- Conferences
- Conversation
- Ballroom
- Broadcast

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