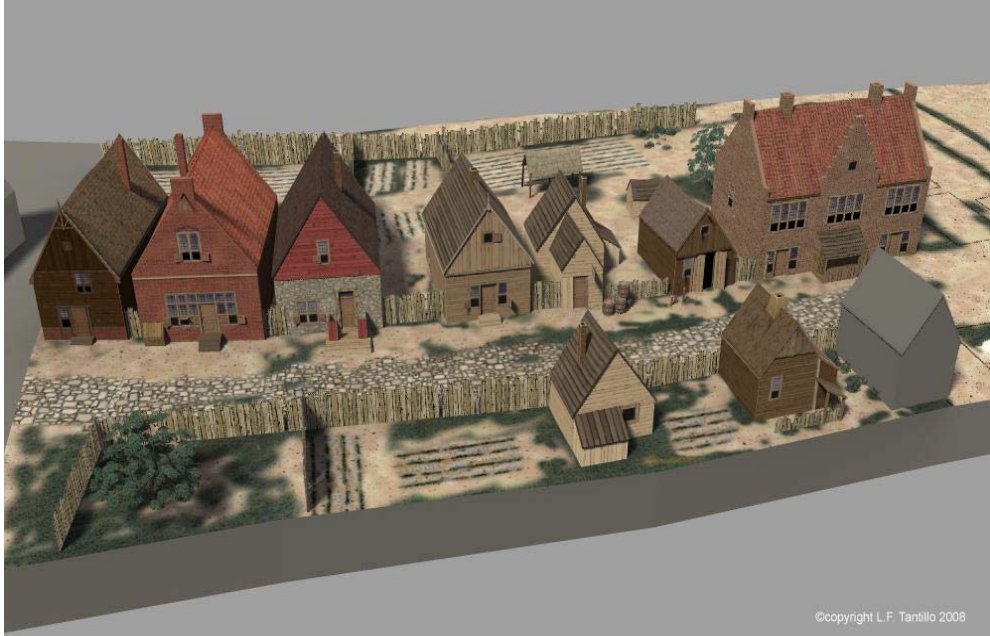


***Business Plan
for Development of the
New Amsterdam History Center***



New Amsterdam's Stone Street



The Half Moon

February 2006 (Revised 2009)

New Amsterdam History Center Business Plan

Table of Contents

Executive Summary	3
Introduction	
Vision Statement	
Competitive Advantage	
Current Market and Situation	
The Not-for Profit History Center Business	6
Description	
Business Model	
Strategy and Tactics	
Competitive Market	10
The Real Estate Market	
The Museum Market	
Management Team	14
Corporate Management Team	
Outside Consultants/Key Service Providers	
Marketing Strategy	19
Overview	
Marketing Plan	
Advertising	
Public Relations	
Funding	22
Projects	
Sources	
Financial Information	31
Assumptions	
Projected Performance	
Summary of Future Plans	37
Appendix	40

New Amsterdam History Center Business Plan

EXECUTIVE SUMMARY

Introduction

The New Amsterdam History Center (NAHC) proposes substantial organizational collaboration from the Collegiate Church Corporation, the Holland Society of New York, the New Netherland Museum and the New Netherland Institute based in the Albany area. Other museums in Manhattan have traditionally focused on the New Netherland period as an exhibit segment rather than a primary subject and rationale for institutional existence. Recently, such traditional surveys of New York's colonial beginning have been downsized even further to make room for other galleries and contemporary exhibit programs. In reaction to these eclipsing tendencies, key decision-makers from the above four institutions have decided to join forces and intellectual capital to create a new institution, the NAHC. Not a museum proper, but a dynamic history center instead, this new entity embraces a mission exclusively directed toward expanding public understanding of this 1609-1675 period in America's colonial history.

NAHC's initial historical base of information is expected to be derived from archival material accumulated or held in trust by these institutions over 300 years. Collegiate Church was founded in 1628 and chartered in 1696 (America's oldest active corporation) by King William III; it has a rich collection of artifacts and records dating as early as 1639. The Holland Society of New York founded in 1885 has been undertaking family history research and publishing from its beginning. Over the last 30 years, New Netherland Institute (NNI) has translated and published 8,000 pages of 17th century Dutch colonial manuscripts, the official records of the colony of New Netherland, an area that included all of New York. These documents were declared a National Treasure in 1999. The New Netherland Museum's Half Moon ship represents a replica of Henry Hudson's ship that sailed up the Hudson River in 1609; through its Voyages of Discovery, the ship annually retraces this journey for the benefit of our nation's youth.

Vision Statement: Mission of the New Amsterdam History Center. The New Amsterdam History Center plans to engage in a collaborative relationship with the New Netherland Institute, the Collegiate Church Corporation, the New Netherland Museum and the Holland Society of New York.

Mission-The New Amsterdam History Center will encourage public exploration of the early history of New Amsterdam and New York, its diverse peoples, landscapes, and institutions, and its legacy for all the people of the world today." It is NAHC's intention to collaborate fully with existing historical sites and museums in lower Manhattan, Brooklyn, Staten Island, as well as the rest of New York City and State and New Jersey, that attempt in varying ways to interpret the historical New Netherlands/ 17th-century colonial experience.

Public Value, Institutional Character-The NAHC will be designed to perform a unique service for New Yorkers and visitors to New York, through its creative public presentations of the enduring influence of the Dutch settlement of New York. No other interpretive site offers a quick, conveniently accessible, and engaging public orientation to these foundational topics. The offerings of this "gateway" history center will forge visual and intellectual connections between 17th-century New Amsterdam and the 21st-

New Amsterdam History Center Business Plan

century metropolis, encouraging visitors who wish to explore this historic past embedded in New York's urban present.

Key Audiences-NAHC's programs and geography will attract, and be responsive to, five key audiences, anticipated as: (1) visitors to Ground Zero; (2) visitors, many of them residents of the tri-state area, who are interested in exploring the history of New York and for whom the NAHC can be a gathering place, and departure point for such itineraries; (3) foreign tourists, whose local experiences would be much enriched by acknowledgment of New York City's roots in other places; (4) educational groups, adults and children, for whom NAHC proposes to provide a needed resource base for sustained field studies of this great urban nexus. NAHC seeks to promote historical consciousness of the New Amsterdam epoch and to work with like-minded institutions, agencies and sites to reinforce the importance of rediscovering NYC metropolitan area's historical past and assets to regional cultural tourism; (5) downtown residents and families eager for entertaining and instructive activities, after-school, after-work, and on holidays and weekends. The New Amsterdam History Center seeks to draw on the powerful authenticity of its setting in Lower Manhattan.

The history center is proposed to be located at an historic site that will capture the essence of Dutch heritage. See Appendix.

Primary Geographic Service Area-The NAHC will be located in Lower Manhattan, and will service visitors to and residents of the area. Outreach through the media will engage the general public and school audiences beyond the physical service area, but will emphasize the greater metropolitan area. Collaboration with the Half Moon/New Netherland Museum and the New Netherland Institute will help carry the programs of the NAHC to broader audiences.

Competitive Advantage

Evidence exists to support the concept that a new museum can be successful: witness the rising interest in the history of New Amsterdam, as seen by the success of Russell Shorto's book, Island at the Center of the World, the entrance of entities such as the History Channel in greater promotional efforts of historical tourism, the commitment by the State of New York to commemorate as part of a larger tourism effort the 400th anniversary of Henry Hudson's voyage here for the Dutch East India Company, and the maturation of networks of communities in the Hudson River Valley capitalizing on cultural and historical tourism.

Further, the New Amsterdam History Center will not be simply Dutch ethno-centric. The salient feature of New Amsterdam was its foreshadowing of the cultural characteristics that are the hallmark of our modern American democracy, particularly the role of women in society, tolerance and diversity, and the role of a market economy in a flourishing cultural environment.

Thus, initial efforts can include specific and appropriately targeted appeals related to aspects of New Amsterdam culture, such as: the role of women in running businesses

New Amsterdam History Center Business Plan

and having legal standing; the rise to success of individual members of ethnic groups that ranged from North Africa to northern Europe; the importance of a market based economy both to the cultural and economic success of the colony; the role of religious minorities, such as Quakers, Jews and Lutherans, in establishing their legal rights and freedom to practice their faith; juxtapositions of Native Peoples and European settlement; and the interactions between the colony and the natural environment. These characteristics provide the basis for outreach to sectors that at first blush might not seem apparent for the New Amsterdam History Center.

Current Market

After several visioning sessions with key downtown museum leaders who are members of the *Museums of Lower Manhattan* collaboration, it has become apparent that focus on a permanent exhibit such as the replication of the 1660 Castello Plan of today's Lower Manhattan below Wall Street and transportation related themes associated with the Fulton Street Transit Center would be appropriate for the planned Corbin building location. Collaboration with other museums and cultural institutions with similar mission statements is also expected to strengthen initial development efforts. Currently an emerging collaboration orchestrated by the NAHC with the New Netherland Museum, the Wyckoff Farmhouse Museum in Brooklyn and the National Park Service Gateway Marina located near Floyd Bennett Field as part of the Gateway National Park is underway to provide interpretive experience for New York City school children. Other topic specific appeals can be made to entities related to interpretive themes of the New Amsterdam History Center. Much of the material presented to the public will pertain to engaging aspects of daily life. Significant in New Amsterdam were brewers and tavern keepers, bakers, traders in beaver skins and commodities, maritime interests, and others with modern business analogs that can be approached for institutional support.

The organizations involved in this start-up recognize that no 'silver bullet' source of funding will meet the financial needs of the New Amsterdam History Center. This effort will require a consistent and persistent approach across a range of fundraising targets to be successful.

THE HISTORY CENTER NOT-FOR-PROFIT BUSINESS

New Amsterdam History Center Business Plan

Description

Representatives from each of the above four institutions have committed leadership and time to development of the New Amsterdam History Center, and have developed a Memorandum of Understanding with the NAHC that demonstrates the proposed relationship to the NAHC, since it is now an independent not-for-profit institution. Approximately \$50,000 initial seed money from Collegiate Church Corporation has been spent in early NAHC start-up costs and will assist in delivery of future space in Lower Manhattan (See Appendix). Amongst the first stages of development of the New Amsterdam History Center has been the institutional development needs of the Center and the creation of a ten member Board of Trustees drawn with representation from the four collaborating institutions.

Recent Achievements

The New Amsterdam History Center has completed its Visioning Process and developed a Concept Document as a result of its December 15, 2004 meeting at the Lower Manhattan Cultural Council led by the American History Workshop. In addition, it has worked with Collegiate Church Corporation towards securing space for its planned operations at the Corbin Building, a historic building. It is located on lands bequeathed to the Collegiate Church Corporation in 1724. These are lands that have been Dutch held lands going back to the 1640's (originally Van Tienhoven's farm) in an area called Shoemakers' Field.

The NAHC has developed an innovative financing strategy to generate development funding through an RFP process soliciting developer contributions and generation of possible equity contributions from historic tax credits applied to expected eligible redevelopment costs of the Corbin Building; as well as a fundraising outreach strategy targeted towards the approximately 15-25 million persons in America who can establish a connection, through family genealogy to the New Netherland Colonial period. Based on recent findings showing that 70 percent of Americans have an interest in their family history, a portion of these individuals are expected to be significant supporters of the NAHC mission. The NAHC plans to develop a fund raising strategy based on the successful fund raising model of the Ellis Island History Center.

Business Model

The New Netherland Museum (NNM) has been a fiscal sponsor to the early stages of the NAHC. The NNM's current programming will add tremendous value to the planned programming for the NAHC. Its programs are implemented primarily aboard the Half Moon ship and its on-going curriculum development efforts. The NNM, (founded in 1989 by Andrew A. Hendricks, MD, a descendent of residents in New Amsterdam and a Trustee of the NAHC) provides a vantage point for creating the NAHC. He envisioned an institution that would provide public education about the history of New Netherland, the Dutch colony that developed on the Hudson River Valley and extended from central Connecticut to Delaware. The Museum uses its attention catching replica ship, the Half Moon, as its principal asset for its work, and focuses its efforts on methods that bring life to cultural and historical studies. The

New Amsterdam History Center Business Plan

Museum develops and presents a range of programs that include hands on programs for youth sailing the ship; historical re-enactments and festivals with the ship; dockside programs to tour the ship; media programs to generate documentaries and news coverage about the ship and New Netherland; training programs for teachers; in-class programs; development and distribution of educational curricula; and museum-style exhibitions in public arenas using graphics and replicas of 17th century artifacts.

The NAHC in collaboration with the NNI expects to build on this programmatic approach with a focus on New Amsterdam and its relationship to New Netherland by having responded to a recent request for proposals from the Lower Manhattan Development Corporation in December 2005.

Strategy and Tactics

In order for NAHC to achieve its mission, the NAHC's facilities will contain sufficient space to support, in both for-pay and free zones, its stated goals for unique visitor hospitality, interpretive content, program delivery, and staffing as well as earned revenue. These functions, with estimated total NAHC space requirements of 10,650 sq ft., with approximate square-foot needs, are estimated as follows:

FREE ZONE

1. Orientation Area 500 sq ft

Offering welcome and front-line visitor services; ticketing options; a graphic or media overview emphasizing the chronological origins of New York City and Dutch contributions to that history; basic amenities

2. The Coffeehouse / Tavern & Shop 1,000 sq ft

An atmospheric Coffeehouse / Tavern (possibly leased to a concessionaire,) serving Dutch-style refreshments. Local residents, desiring to make downtown a 24-7 community, will have opportunities to use the Coffeehouse as an evening performance venue at the conclusion of the tourist day. A small shop adjacent to it will stock books, maps, CDs, posters, games and other material pertinent to early New York history and the Dutch framing of the New Netherland endeavor.

PAY ZONE

3. Introductory Program 3,000 sq ft

Embarkation area into an experientially rich survey of New York's colonial past. Employing innovative interactive media rather than conventional or static museum display systems, this section of NAHC seeks to more deeply implant key historical themes and ideas. The block of interpretation attractions will include (1) a more detailed introductory or "core" exhibit about New Amsterdam; (2) a film or "virtual reality" trip backwards into 17th-century New York, customized for

New Amsterdam History Center Business Plan

presentation in different languages, and according to varying user-age groups. (3) engaging, “history detective” style exercises encouraging first-hand inspection of historical documents and artifacts, and possibly computer simulations of various events, places, and lingering mysteries about New York’s 17th-century past.

4. Temporary Exhibits 2,500 sq ft

This continuation of the “Walk Back in Time” will showcase changing topical exhibitions and singular loans of original historical evidence borrowed from, or developed with NAHC’s partnering institutions, private collectors, and other noted repositories. A dedicated, climate control space, flexible and secure, will accommodate these offerings. Components may include: 1) “Featured Soloists: Treasures of the Past,” a regularly rotating display of loan archival documents and artifacts, which carry the power to persuade visitors that they are seeing something enormously valuable, irreplaceable, intelligent, and “real.” 2) Special Topical Exhibits, curated with or by, borrowed, or adapted from outside institutions participating in NAHC’s advisory consortium. 2-3 such exhibitions mounted annually would be a manageable expectation.

5. Programmatic Attractions (*Grant-Supported)

*Teaching and Learning Laboratory c. 2,000 sq. ft
(750 sq ft for teacher center; 1,250 sq ft for student workshops & gallery)*

A capstone of NAHC will be its Teaching and Learning Laboratory, equipped to accommodate both school and adult groups of 40 by appointment. It will feature a reference library, the latest aids for instructional support - including computer kiosks which are internet accessible, self-curated gallery boards, comfortable break-out/activities alcoves, and opportunities for docent-led field investigations in lower Manhattan. NAHC will strive to build sustainable bridges to educators, school systems, and allied historical agencies to insure that NAHC’s workshops, exhibits and programs serve core curricular needs and assist teachers’ wishing to craft customized lesson plans and field studies that are exciting, participatory, rigorously researched, and tied to actual 17th century documents, artifacts, maps and evidence found in lower Manhattan’s cityscape.

The Teaching and Learning Laboratory will also accommodate special programs developed for youth groups like the Girl Scouts and Boy Scouts, for special groups visiting from the Netherlands, and for renewable Elderhostel and other lifelong learning courses.

6. Mini-Archeology Laboratory 400 sq ft

Because the South Street Seaport Museum (SSSM) recently closed its on-site archaeology lab due to curtailed funding, a portion of those 17th-century era collections might be transferred on loan to NAHC, from the New York State Museum in Albany who obtained the artifacts from SSSM, for teaching and didactic purposes and to secure the participation of New York City’s community

New Amsterdam History Center Business Plan

of professional urban archeologists, often in search of meeting and conference venues.

Internet Portal: NAHC on the Web

NAHC will maintain an animated, “sticky” and content-rich electronic presence on the world wide web, with connecting links to other relevant history-information sites internationally.

Annual Public Program Cycles & History Fair Event

NAHC will fortify its niche in New York’s crowded cultural community through a lively, seasonally attuned calendar of distinctive programs consisting of talks by noted historians, authors and dignitaries, genealogy workshops, family learning projects, book discussions, film screenings, and field trips, including sails on the New Netherland Museum’s Half Moon ship. An opportunity to transcend routine attendance at such programs (estimated at 25-50 participants each) could arise through a signature Annual Dutch History Fair – a well-promoted weekend featuring scholarly papers, popular presentations, performances, and special thematic tours -- which NAHC will co-sponsor (potentially) with CUNY’s Gotham Center, the Holland Society, and the New Netherland Museum / Half Moon.

7. Support Spaces (Offices; Supplies Storage; Restrooms) 1,250 sq ft

New Amsterdam History Center Business Plan

COMPETITIVE MARKET

Proximity to the genuine historical fabric is important to the success of a cultural heritage-based entity. Thus, no other location than Lower Manhattan could serve as the locus of the New Amsterdam History Center. The site at the Corbin building is located within the original settlement of New Amsterdam, in a building owned by an entity (the Collegiate Church) that traces its ownership to a bequest from original settlers of New Amsterdam. The Corbin building is, adjacent to and an integral part of The Fulton Street Transit Center (FSTC), now under development by the Metropolitan Transit Authority (MTA). The NAHC can be expected to capture a portion of the 10 million tourists per year forecasted to visit the nearby World Trade Center memorial cultural site and 300,000 daily commuters and tourists expected to pass through the FSTC.

Beyond this, Lower Manhattan presents a unique opportunity for public interpretation of the history of New Amsterdam. Lower New York is seen by the world as the locus of market oriented economy, success based upon merit, the opportunity for immigrants to come penniless and succeed, and tolerance for ethnic and cultural diversity and religious persuasion. These are the very characteristics that typified New Amsterdam, and provide a consistency in telling the story of New Amsterdam in the context of the modern world.

Further, the attacks on the World Trade Center and development of memorials to the victims of these attacks heighten the importance today of understanding the nature of tolerance, diversity, and an understanding of the historical importance of these characters in a successful society; targeted as the backbone of the NAHC.

Contextual and Market Analysis

Contextual Analysis: In recent years, a “museum boom” has led to a great increase in the number of museums and related attractions throughout the United States. However, research has shown that historic museums experience the lowest average and median attendance levels of all museum types simply because there are so many of them and potential visitors have difficulty differentiating among them. Hence the focus must be on Dutch colonial history. Museums operate on the basis of income from earned, contributed, government and endowment sources. The data confirm the need for realistic projections with respect to the percentage of operating income that might be generated from earned sources by the New Amsterdam History Center. A 50% ratio of earned income should be considered an extremely successful operation.

Comparable Analysis: Analysis confirms that a museum linked with the appeal of ships as a component of living history development such as the Plimouth Plantation site near Boston attract greater number of tourist visitors.

Potential Beneficiaries

New Amsterdam History Center Business Plan

Potential Resident Markets: Prior to 9/11, the Lower Manhattan residential market was the fastest growing market in New York City. It appears that downtown growth rates are again reaching prior levels with nearly 5,000 new residential units built or in the pipeline in Lower Manhattan since 9/11. The NAHC seeks to operate so as to accommodate the needs and patterns of lower Manhattan families seeking educationally enriching and fun pastimes for multi-generational family activity that can be tied into such events as the annual River Festival.

Potential School Markets: Public and private schools are within walking distance of the history center and harbor site. The History Center should fit in well with New York State curriculum needs with regard to Colonial New York history. The Half Moon would be a strong interest component, with education tours. NAHC is committed to making its collective expertise, programs, and gathering of original historical evidence available as a learning resource for local teachers and schoolchildren. NAHC expects to build sustainable relationships with curriculum developers, teachers, and others who are thinking creatively about how to bolster learning standards in place for secondary schools in the city and state of New York.

Potential Tourist Markets: Lower Manhattan is a tourist destination, particularly near the former World Trade Center site. Today's tourist market is huge: five million tourists are now estimated as visitors to Lower Manhattan on an annual basis, many of them seeking history related attractions.

Real Estate Market

Lower Manhattan presents an ideal opportunity for public interpretation of the history of New Amsterdam. Lower New York is considered by the world as the locus of market-oriented economy, success based upon merit, an opportunity for immigrants to come penniless and succeed, and tolerance for ethnic, cultural and religious diversity. These are the very characteristics that typified New Amsterdam, and provide a consistency in telling the story of New Amsterdam in the context of the modern world.

History Center Market

While the New Amsterdam History Center does not envision that its attendance would rival or significantly expand anticipated attendance at the major memorials in Lower Manhattan, it proposes to provide a unique conceptual contribution and interpretive experience to area visitors and residents. Themes interpreted at the New Amsterdam History Center can reinforce and magnify through historical presentations experience gained at other sites in Manhattan.

Economic Impact

New Amsterdam History Center Business Plan

Proximity to the genuine historical fabric is important to the success of a cultural heritage-based entity (see Appendix.) The Corbin Building, owned by the Collegiate Church, is an integral part of The Fulton Street Transit Center (FSTC), now under development by the Metropolitan Transit Authority (MTA). The NAHC expects to attract many of the 10 million tourists per year forecasted to visit the nearby World Trade Center memorial cultural site and the 300,000 daily commuters and tourists expected to pass through the FSTC.

NAHC expects to attract a significant level of visitors due to its favorable location, lively historical attractions and Dutch period restaurant focus. Building on recent economic analyses by Appleseed in November 2004 for LMDC, NAHC projects 80-100,000 visitors annually by 2010 can generate \$4.267 million in corresponding spending in Lower Manhattan and \$5.359 million in visitor impact citywide. In addition, the NAHC expects to generate 25 new jobs in lower Manhattan (10 in the history center and 15 in the new restaurant).

Museum Market

While the New Amsterdam History Center does not envision attendance that would rival or expand the attendance at the major memorials in Lower Manhattan, it can provide a unique conceptual contribution and interpretive experience to visitors to the area. Themes interpreted at the New Amsterdam History Center can reinforce and magnify through historical presentations the experience gained at other sites in Manhattan.

For Example the recently designated Downtown **NYC Heritage Tourism Center** located at a permanent site at the Southern tip of City Hall Park on the Broadway sidewalk at Park Row is expected to be open seven days a week through a grant made possible by The History Channel.

Interactive displays, brochures on history-themed tours and attractions and knowledgeable staffers will help visitors find out about the people, places and events of historical importance in New York City. Although different in purpose and scale, the NAHC will seek referrals from this kiosk, thus providing a nearby destination point for visitors seeking to understand the nature of Lower Manhattan from its earliest beginnings.



New Amsterdam History Center Business Plan

The World Trade Center Site Kiosk provides another good example of the level of tourist activity that might be expected in the FSTC area in which the NAHC will be located.

The following table presents recent activity on a month by month basis showing increased activity in the Summer months and greater activity in the first seven months of 2005 than a similar period in 2004.

WTC KIOSK YEAR TO DATE VISITOR TOTALS

	<u>TOTAL MONTH</u>	<u>TOTAL YEAR TO DATE</u>
<u>2003</u>		
November	2725	2725
December	19980	22705
<u>2004</u>		
January	18325	18325

New Amsterdam History Center Business Plan

February	18038	36363
March	23906	60269
April	32208	92477
May	37795	130272
June	45666	175938
July	59298	235236
August	55918	291,154
September	48920	340,074
October	54190	394,264
November	47,470	441,734
December	49,869	491,603

2005

January	30052	30,052
February	36945	66,997
March	46629	113,626
April	49712	163,338
May	53813	217,151
June	59090	276,241
July	57735	333,976

Source: Drawn from Lower Manhattan Development Corporation's figures supplied by Carin Carrone for the WTC visitor kiosk.

MANAGEMENT TEAM

Corporate Management Team

The Provisional Charter recently presented by the NAHC to the Regents of The University of the State of New York reflects the corporate management team.

The names and post-office addresses of the first trustees are as follows:

Kenneth H. Chase, Esq., 60 Riverside Drive (9F), New York, N.Y. 10024

Hubert J. W. de Leeuw, Hoge Haar 93, 2790 Gravenwezel, Belgium

New Amsterdam History Center Business Plan

Dr. Andrew A. Hendricks, 103 Rosewood Drive, Lumberton, N.C. 28358

Casey R. Kemper, Chief Operating Officer, Collegiate Church Corporation, 45 John Street, Suite 1000, New York, N.Y. 10038-3706.

Christopher P. Moore, Jr., Schomburg Center for Research in Black Culture
515 Malcolm X Blvd., New York, N.Y. 10036

William T. (Chip) Reynolds, Executive Director, New Netherland Museum, P.O. Box 10609, Albany, N.Y. 12201.

James R. Van Wagner, Jr., Director, Ernst & Young LLP, 5 Times Square, New York, N.Y. 10036-6530.

Prof. Charles W. Wendell, 205 West 9th Street, Plainfield, N.J. 07060

Rev. Everett L. Zabriskie III, 32 Franklin Avenue, Oakland, N.J. 07436.

New Amsterdam History Center Memorandum of Understanding Wants/Needs/Proposes to Give Matrix

The following Memorandum of Understanding reflects the proposed corporate interests of the collaborative four institutions.

The Holland Society of New York

What Holland Society Wants/Needs:

1. A relationship that will promote our own membership.
2. A history center that will broaden the understanding of Dutch history in line with our by-laws.
3. A promotion of our own publications and library resources with a broader audience.
4. An alliance with organizations that share our mutual interests and possible location at the Corbin building..

What Holland Society Proposes to Give

1. A sharing of our membership roster that can be used to promote each other and assist each other in fundraising, that is consistent with our Objects, as stated in Article II, paragraph sixth of our Constitution.
2. Our publications to be sold at the history center with a percentage of sales to the NAHC.
3. A consideration of funding for special publications in line with Holland Society interest.
4. Collaboration and promotion of joint literature that could be added to the Halve Maen magazine.

New Amsterdam History Center Business Plan

Collegiate Church Corporation

What Collegiate Wants/Needs

1. A permanent home for its archives
2. A highly visible site to preserve its heritage as a long term landowner.
3. A historically significant site to preserve the heritage as a significant founder of New York City.
4. An alliance with other organizations of mutual interest.

What Collegiate Proposes to Give

1. Assist in delivering approximately 10,000 square feet for the NAHC facility.
2. Management time for organization and governance.
3. Contribution of archival materials.
4. Assistance in fund-raising.

New Netherland Museum

What New Netherland Museum Wants/Needs

1. Joint fund raising through media programs to generate documentaries and news coverage about the ship and New Netherland;
2. Access to NYC public schools for curriculum implementation, The Museum develops and presents a range of programs that include hands on programs for youth sailing the ship; historical re-enactments and festivals with the ship; dockside programs to tour the ship
3. Greater exposure for the Half Moon in Manhattan based dockage
4. NNM satellite space at the Corbin building.

What New Netherland Museum Proposes to Give

1. Initial sponsorship as fiscal agent for the NAHC
2. Intermittent Location and Voyage of Discovery at perhaps Pier 25 in association with the Hudson River Park historic ships program.
3. Half Moon presence and availability for corporate fund raising events
4. Educational curriculum for use by NAHC; training programs for teachers; in-class programs; development and distribution of educational curricula; and museum-style exhibitions in public arenas using graphics and replicas of 17th century artifacts.

New Netherland Institute

What New Netherland Institute Wants/Needs

1. To place the documentary evidence for a balanced analysis and assessment of Dutch colony in the hands of American scholars who are unable to read seventeenth- century Dutch.
2. To make the above source material accessible to the general public at the NAHC in order to tell the story of the impact of the Dutch in American colonial history.
3. To promote wider audience for , De Nieu Nederlandse Mercurius, which is

New Amsterdam History Center Business Plan

- distributed by our support organization The Friends of New Netherland,
4. To hold an annual conference (open to the general public) called the New Amsterdam History Center Seminar in collaboration with other local institutions such as the Gotham Center.

What New Netherland Institute Proposes to Give

1. Development and distribution of curricula concerning New Netherland for use in secondary schools (4th and 7th grades).
2. Affiliation with a local university such as we are developing with a University near Albany, which will establish a program to offer courses on Dutch history/ the history of New Netherland.
3. Joint participation in research and development projects focused on New Amsterdam.
4. Assist the NAHC in the development of exhibitry at the history center.

Governance and Staffing

Governance: The Board of Directors of the New Amsterdam History Center, a private, not-for-profit organization created to oversee the fiduciary responsibilities, membership, policies and operations of the History Center, will be drawn from the not-for-profit and corporate contributors. The New York State Education Department reviewed the NAHC application for a provisional charter and approval was granted in September 2005. Initial directors have been selected from the membership of the Collegiate Church Corporation, the Holland Society of New York, the New Netherland Museum and the New Netherland Institute.

Staffing Plan: Four divisions will be created which organize the primary functions of the Museum and Half Moon locations;

- public programs,
- interpretive history,
- development and marketing, and
- administration and operations.

Operations and Marketing

Name: New Amsterdam History Center

Seasonality Operating Schedule: Operating on a year round basis with seasonal events and festivals organized throughout the year.

Admission charges: Nominal charge.

Membership: A traditional membership program, with a modest rate structure.

Retail Operations: Small retail operation and a larger-sized gift shop and book store.

Food Service: A separate concession focused on Dutch food and beverages.

Other Earned Income: Birthday parties, contributions to donations boxes and for photo opportunities will help to provide other sources of earned income.

New Amsterdam History Center Business Plan

Organizational Structure

Granted a provisional charter on September 9, 2005 by the Board of Regents of the University of the State of New York, NAHC is organized pursuant to section 216 of New York's Education Law.

The NAHC is a nonstock corporation organized and operated exclusively for educational purposes, and no part of the net earnings of the corporation inures to the benefit of any individual; and no officer, member, or employee of the corporation is entitled to receive any pecuniary profit from the operations thereof, except reasonable compensation for services.

The corporation does not carry on any other activities not permitted to be carried on (a) by a corporation exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code of 1986 or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Code.

Key staff, including relevant experience available to carry out the development of the NAHC

Haff Associates, Inc., under contract with the Collegiate Church Corporation, has been providing project management and financial advisory recommendations to the NAHC.

Richard Rabinowitz and Jan Ramirez of American History Workshop have been providing early stage history development guidance and have been instrumental in designing a format for the visioning session held at the Lower Manhattan Cultural Council in December 2004, that set the stage for communicating the mission and plans for the NAHC.

George Janes of the Environmental Simulation Center has been providing information on methodologies and experience they have gained in guiding museums in the development and implementation of Virtual Reality approaches to recovering culture and history of place as applied to New Amsterdam.

NAHC has contacted H3 Hardy Collaboration about its serving as preservation architect for the History Center and in the event grants received do not fully defray the costs of installing the History Center, NAHC is considering the use of the investment banking firm of Roosevelt & Cross to develop project financing for the renovation of the building (including the Center's facilities).

The Exhibition Alliance (TEA), a nationally recognized professional museum organization based in Hamilton, New York will design, fabricate and install the Legacy exhibition. TEA is a non-profit museum service organization that functions as an extended staff for museums and historical organizations and has been serving the New York State museum community for over thirty years. TEA is currently working on the design phase of the exhibition.

Together, the State University of New York System Administration, The Exhibition Alliance, and the New Netherland Institute will present *The Legacy of New Netherland*, from May 1 –

New Amsterdam History Center Business Plan

October 31, 2007, at the galleries of the State University Plaza in Albany, NY, situated in the heart of old Beverwijck (Albany) with the portion of this exhibit focused on New Amsterdam, to be part of the “core” NAHC exhibitry. This exhibit will help to furnish historical context for understanding the modern phenomenon of NYC's hosting of the World Trade Center. Its intention is to demonstrate among other themes, the historical traffic and ties between NYC and Albany/Beverwyck, and to reveal the comparative fluidity of trading networks established in the historical construct of colonial New Netherland.

A highly experienced team of curators and researchers is working on the project. Project Director, Greta Wagle, functions as research curator, script developer, designer and fundraiser in cooperation with a team of five consultants working on scriptwriting, research, production of audio-visual materials, acquisition of artifact collections, planning and design. In addition several historians and scholars from local and statewide institutions assist the project on a voluntary basis with scholarly or technical advice. Historians Ruth Piwonka and Rod Blackburn, former assistant director of the Albany Institute of History and Art, serve as curator and consultant respectively. Both have published several books relating to New Netherland history, art and architecture. Dr. Charles T. Gehring, Director of the NNI, functions as primary scholarly advisor. NNI staff member, Dr. Janny Venema's recently published book, *Beverwijck: A Dutch Village on the American Frontier, 1652-1664*, and author Russell Shorto's, *The Island at the Center of the World*, which tells the story of New Amsterdam and relied heavily on the New Netherland Institute's translations, serve as inspiration for the exhibition. Shorto's book, now in paperback, was listed on the NY Times best seller list and has been translated into Portuguese, German and Dutch. Its great popularity is a significant indication of the general public's growing interest in the history of the forgotten colony of New Netherland. Mr. Shorto was recently invited by Prins Willem Alexander and the Mayor of Amsterdam, the Netherlands, to honor him for his work. Dr. Gehring and Mr. Shorto have each received numerous awards.

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MARKETING STRATEGY

Overview

The disaster of 9/11 has made the Dutch community pause and consider what it can do today to emphasize the Dutch contribution to New Netherland, and to express its feelings of re-commitment to Downtown, the area in which the 400 year journey began. The celebration of Henry Hudson's discovery of the Hudson River is an event that provides inspiration for the creation of a Dutch history center that can fit into the current cultural revitalization plans for Lower Manhattan (the “Mission”). More specifically, it is planned to create a history center and to celebrate Dutch colonial history in the place in

New Amsterdam History Center Business Plan

New York where the Dutch community can best share its rich history with the City, a location near the old New Amsterdam Fort, just up the “Weckquaesgeck Trail” now called Broadway.

Marketing Plan

It is the opportune time to take advantage of the publicity and international presence of Russell Shorto’s recent best selling book “The Island at the Center of World” and to create a permanent cultural presence in Lower Manhattan celebrating New Netherland history.

The NAHC has selected the Corbin Building with its access to the nearby World Financial Center harbor as the suitable place to accomplish the Mission, a history center that will initially celebrate the beginning of New Netherland’s Dutch history. The Corbin Building, at the corner of Broadway and John Street in the heart of the proposed Fulton Street Transit Center within the John Street and Maiden Lane Historic District, recently designated as a national landmark and historic site, would be the ideal location to create the NAHC to celebrate the unity between the Dutch, New York and America. The New Amsterdam History Center, a 501.c (3) non-profit entity, coordinated by the Holland Society, the New Netherland Museum, the New Netherland Institute and Collegiate Church Corporation, will be seeking corporate and family foundation partners for the project and raising funds to establish an endowment to create the museum and maintain it in perpetuity.

The energy being created by this new downtown history center, assures that the New York of the future will know about its Dutch beginnings. The Corbin Building provides a place for the NAHC and the New Netherland Museum’s “Half Moon” ship provides a venue in which to experience and educate about the Dutch experience in a real way today.

Public Value, Institutional Character, and Key Audiences

The New Amsterdam History Center focuses on a single powerful idea: ***The history of NYC, which has been enormously important in shaping the lives of everyone alive today, begins HERE.*** Making that point forcefully will provide a unique service to New Yorkers and their guests. No other interpretive site offers a quick, conveniently accessible, and engaging public orientation to the history and historic character of the city. Unlike more general visitors’ centers, this will not be primarily a place for advertising attractions, restaurants, shopping, and accommodations. This one says that here, in 1626 as in 2005 and in any future we can imagine, is where the action is.

The concept for the New Amsterdam History Center is to focus on a 65 year period between 1609 and 1675 – the Dutch period in New Netherland – because it would be unique in the regional and national marketplace, along with New York’s Colonial period in general.

Although many of the Vision’s project components will be replicas, there will be a strong commitment to historical accuracy. Archeology has provided a reasonably vivid picture

New Amsterdam History Center Business Plan

of New Netherland in the New York area, so that a satisfactory level of historical accuracy can be achieved in replication. Recent archeological findings in Lower Manhattan and information documented by the planned Fulton Transit Center, the Collegiate Church Corporation archives and the New Netherland Institute in Albany provide a rich resource. The recent popular best selling non-fiction book “Island at the Center of the World” by Russell Shorto drew its inspiration from the 25 years of translation of Dutch history by the New Netherland Institute, that was initially and continuously supported by the Holland Society’s efforts along with its own. Social history resources are even more rewarding, giving us the potential to recreate daily life with a high degree of fidelity to actual social conditions of the time, particularly as they relate to cultural, commerce and water-bound activities.

Advertising

The synergy created by the close neighborhood access to such other museums as the George Washington Memorial at the Federal Hall on Wall Street, the Museum of the American Indian at the foot of Bowling Green, the South Street Seaport Museum, the archives of the Collegiate Church and the planned cultural attractions at the World Trade Center (WTC) site provides a context for collaboration and generation of tourist, business community and local resident interest. The NAHC Vision builds upon New York’s goal of a 24-7 Lower Manhattan community and the development of a cultural focus near the World Trade Center site.

Public Relations

The NAHC has gained a marketing presence among other interested Dutch related organizations by being included as a sponsor of two 2005 events during the week of November 15-20 established as the ***Five Dutch Days in November*** at the AIA Conference Center on LaGuardia Place for a discussion of the Vision for the Corbin building and a fund raising event at the Old Stone House in Prospect Park in Brooklyn after the Old Dutch Reformed Church service in Flatbush. The New Netherland Institute and the Quinn Foundation’s recent fellowship for the study of New Netherland and the Dutch Colonial Atlantic World, Jeroen van den Hurk of the University of Delaware Art History Department made a presentation on his dissertation topic, “Imagining New Netherland: Origins and survival of Netherlandic Architecture in Old New York, 1614-1776” at the Old Stone House fund raising event. Courtney Haff, Frank Sypher, George Janes and Jeroen van den Hurk made short presentations about the Corbin building Vision at the AIA Conference Center event convened by Chris Moore.

New Amsterdam History Center Business Plan

FUNDING

Project Description/Programming Plan Project Description

The project is to install a history center (approximately 10,500 square feet) in the Corbin building and to construct exhibitry offering a unique visitor hospitality, interpretive content, program delivery, and staffing experience. These functions are estimated as follows: Free Zone to include Orientation Area (500 sq ft.) and The Coffeehouse / Tavern & Shop (1,000 sq ft.) and in the for-pay zone, Introductory Program (3,000 sq ft.), Temporary Exhibits (2,500 sq ft.), *Teaching and Learning Laboratory* (2,000 sq ft.), Mini-Archeology Laboratory (400 sq ft.), as well as support space (1250 sq ft).

New Amsterdam History Center Business Plan

Employing innovative interactive media rather than conventional or static museum display systems, the History Center will include (1) a “core” exhibit about New Amsterdam from a portion of the Legacy Exhibit of New Netherland; (2) “virtual reality” trip backwards into 17th-century New York employing techniques which, in the case of New Amsterdam’s history, bring to life its physical fabric and built form, thus adding to the only remaining evidence, the street pattern itself as well as the land ownership patterns that have maintained their Dutch heritage for over 340 years; (3) engaging, “history detective” style exercises encouraging first-hand inspection of historical documents and artifacts, and computer simulations of various events, places, and lingering mysteries about New York’s 17th-century past; and (4) participation in the Onrust ship construction as well as the presence of the Half Moon ship which is already operating with a curriculum for elementary to college level students.

Project Budget and Schedule for The NAHC Project

Components of the Project are:

Phase One - to be operational about 2007, includes (i.) the development of exhibits featuring New Amsterdam artifacts and history as part of the New Netherland Institute-sponsored forthcoming 2007 traveling “Legacy of New Netherland” exhibition and (ii) creation of a virtual reality representation of the settlement patterns, architectural features and historical place of the approximately 1500 families who immigrated to New Netherland. See David M. Riker, *Directory to Persons in New Netherland from 1613 to 1674* (1999).

i. Interim Platform for NAHC in Advance of Physical Installation of the History Center

NAHC proposes to launch a public version of the virtual New Amsterdam exhibit before 2008/9 – the earliest practical date for opening physical history-center facilities downtown. Similar efforts have been implemented in other international city locations such as London and Los Angeles, as well as in Cedar Rapids, Iowa’s Timequest.

Virtual London has been developed using a variety of electronic media to convey information about the built environment via the Internet. Creators argue the term 'Virtual' has recently been over used, particularly with reference to the virtual city. With this in mind the Virtual London project aims to create one of the first truly virtual cites with photorealistic models of London existing within a multi user environment. Users will be able to walk down the streets of Whitehall and fly over the Houses of Parliament. The project will also include VRML (Virtual Reality Modeling Language) models of London landmarks and integration with Geographical Information Systems to provide not only visual but also spatial data on London's regions.

ii. Virtual Reality: Recovering Culture and History of Place

New Amsterdam History Center Business Plan

The Environmental Simulation Center (ESC) has developed a revolutionary approach to preserving the memory of place: the creation of highly detailed virtual reality models of historic places as a means to collect, present, experience, and spatially organize local neighborhood history. NAHC proposes to use ESC in developing a Virtual Reality environment focused on New Amsterdam. Their experience has acquired an international reputation. Through the application of 3D computer visualization technology traditionally used for military training applications and video games, the ESC is partnering with other museums to explore new, interactive ways to recover the history of neighborhoods through the power and experience of place. Imagine being able to walk virtually through a historic neighborhood as it exists today or a century ago in a fully realistic virtual environment, and then with the click of a mouse, look around, select any building to view historical facts, photos, stories, and videos linked to these selected sites, and add your own stories to these sites. The ESC is applying the latest in 3D Geographic Information Systems (GIS) technology to recreate virtually historic neighborhoods, link them to historic and cultural multimedia archives, and facilitate an experiential process that is accessible to the public on-site or on the web.

These virtual reality historic databases have the following characteristics which are expected to be implemented at the NAHC:

- **Links buildings to archival data.** Buildings, streetscape, and any other 3D element can store digitized archival media for retrieval and dynamic interaction in multi-dimensional environments.
- **Provides an administrative tool for spatial archiving.** Historic artifacts and data can be organized and managed easily through an interface that can tag objects with unique attributes for retrieval at different levels.
- **Fully Interactive.** Users can virtually walk through a neighborhood with simple mouse clicks or key commands, select buildings to bring up information, and add their own information/ history to sites.
- **Photo-realistic.** The environment is highly detailed and photo-realistically represented.
- **Place-specific.** The virtual environment is a recreation of not a generic set of buildings, but the actual place during a moment in time. Dependent on available data, multiple recreations of a place from different time periods can be created and switched into the environment in real-time.
- **Web-ready.** With appropriate server and bandwidth, virtual environments can be accessed via the Web.
- **Geographic Information Systems (GIS) enabled and analysis.** Available planning, demographics, and census information can be integrated to relate the virtual place of the past, to the place as it currently exists.

This “virtual” NAHC initiative will work hand in hand with the implementation of a fund raising effort along the lines of the success (in public usage and revenues) of the Ellis

New Amsterdam History Center Business Plan

Island Foundation's computer-accessible family genealogy program, which allows site users to build family albums drawing on a vast reservoir of scanned historical documents and biographical information compiled by the Ellis Island Foundation with assistance from skilled genealogical researchers volunteered to that project by the Mormon Church.

The ESC has developed a comparable virtual reality project based on double-screens as a compelling exhibit for the Museum of the Chinese in the Americas that debuted earlier this year. This initiative was made possible under a pilot technology grant from N.E.A. that encouraged exploration of historical interpretation utilizing virtual reality techniques and capacities for time-travel informed by a database of authentic local-history documents (archival photos, postcards, maps, census records, oral histories, etc.) Features of this program include: walk/drive navigational flexibility; facile shifting from 2-D to 3-D visual modes; user-driven control over clicking/zooming on particular site elements that invite deeper exploration; hot links to flash video; and an inherent ability to forecast or impose the modern city's contours over its historical antecedents.

Because the only major physical remnant of the Dutch period that remains visible in New York City is the street plan of Lower Manhattan, a Virtual Reality approach is clearly appropriate. There are no extant Dutch ruins to explore in Lower Manhattan, but it is the place of some of the New World's richest history. A virtual recreation of the place will not only demonstrate and illustrate the richness of that history, but it will also tie the past to the present, by showing the place as it was, and the place as it is.

iii. NNI Legacy Exhibit

Project Summary - During the past 30 years, the New Netherland Institute (NNI) has translated and published eight thousand pages of 17th century Dutch colonial manuscripts, the official records of the colony of New Netherland, an area that included all of New York. The NNI is the leading center for New Netherland studies in America and the only organization in the US that translates primary source material of this era. The documents were declared a National Treasure in 1999 and have recently received national attention due to several publications based on these translations. The most fitting way to shed light on this influential chapter in American history is through a comprehensive exhibition. Artifacts recently discovered from archeological "digs" that have not been catalogued and evaluated are expected to be a primary resource for the mini-Archeology Laboratory as noted in section four above.

Project Importance to the New York State Heritage Area System - 'Legacy' will be the first major exhibition in two decades to explore the early colonial history of the State and its impact on later American life. This educational exhibition and related public programs will celebrate our American heritage and will travel extensively throughout New York State and neighboring states for three years in anticipation of New York State's 2009 Quadricentennial.

iv. NNI Onrust Ship Reconstruction

New Amsterdam History Center Business Plan

During the months of May to October 2006, on the adjacent grounds of the State University Plaza, the public will be able to watch the beginning of the reconstruction of the first Dutch ship built in America (on the shores of Manhattan in 1614), the Onrust (Dutch for Restless). This replica will be built using original 17th-century Dutch building techniques, and this unique project is being undertaken under the auspices of a new nonprofit organization called New Netherland Routes, Inc., formed by Gerald De Weerdt, Director of the Maritime Museum, and former Director of the National Institute of Ship Archeology in Lelystadt, the Netherlands, by Don Rittner, County Historian, and Greta Wagle, New Netherland Institute. An expert on historic Dutch vessels, Mr. De Weerdt will be supervising the reconstruction of the Onrust as the ship's architect. The project plans to have the ship completed for New York State's Quadricentennial (2009) celebration and act as a floating ambassador for New Amsterdam (Lower Manhattan) and our Dutch history in New York Harbor, perhaps docked at Pier 25 as a Historic Ship. These ships will serve as a platform in which to add a sea-going experience to early childhood, secondary and post-secondary student knowledge of the New Netherland colonial period, thus adding to the flexibility and range of the NAHC's variety of programs.

***Phase Two** - to be implemented in 2007 and 2008 - will involve development of various concepts for the NAHC and construction of a history center with a permanent exhibit based on the physical recreation of lower Manhattan in 1660 (reflected in the Castello Plan) and to provide orientation and thematic exhibitions as well as temporary exhibitions and visitor amenities.*

Phase Three - to open in 2009, the 400th anniversary of the arrival of Henry Hudson, the first of an annual Henry Hudson Festival fund raising event will encourage the public to participate and acknowledge the benefit they receive from increasing their cultural awareness of this important historical period celebrating the beginnings of New York City. Beyond this, Lower Manhattan presents a unique opportunity for public interpretation of the history of New Amsterdam. Lower New York is seen by the world as the locus of market-oriented economy, success based upon merit, the opportunity for immigrants to come penniless and succeed, and tolerance for ethnic, cultural and religious diversity. These are the very characteristics that typified New Amsterdam, and provide a vital ingredient in the story of New York in the context of the modern world.

Further, the development of memorials to the victims of the attacks on the World Trade Center heighten the need for appreciating tolerance and diversity, and an understanding of the historical importance of these characteristics in a successful society; which will be a major theme of the NAHC.

We believe the New Amsterdam aspects of the Legacy exhibit will be an extraordinary experience not only for local visitors but also for a large segment of heritage tourists with a tremendous educational outreach for many years to come. The six-month stationary exhibition at the State University Plaza and its traveling version will increase awareness of the pre-Revolutionary War period (17th -18th century), thereby creating a new tourism base, capable of generating new regional heritage tourism dollars and increasing local

New Amsterdam History Center Business Plan

tourist economies before its arrival at the Corbin building in Lower Manhattan. The NAHC will benefit from the fact that several museums in New York State including the Museum of the City of New York, the Roosevelt Center in Hyde Park, and four in neighboring states have either committed or have expressed serious interest to host the exhibition. It will bring together the historical resources of major regional museums and historical societies and give these institutions broad publicity and visibility.

New Amsterdam History Center Business Plan

The following sections provide a summary of the major points covered in the development of the history center concept.

Site Issues

Site Characteristics and Design: The site is an optimal location for a history center housed in a historic building within an historic district at the Fulton Transit Hub maximizing historic character, visibility and accessibility. A forerunner of modern skyscrapers, the Corbin Building, a Romanesque style structure with elaborate terra cotta details designed by Francis H. Kimball, has stood at the northeast corner of John Street and Broadway since 1889.

Infrastructure: With the availability of the World Financial Center (WFC) harbor within a few blocks of the history center, by passing through the Fulton Transit Center and its passage way to WFC, the link between the ship and the museum will be an indoor, protected route that is usable during all seasons and weather conditions; creating no additional infrastructure requirements. In addition, preliminary discussion with the National Park Service and the Wyckoff Farmhouse Museum is underway in developing a interpretive program in Brooklyn near the Gateway National Recreation Area.

Environmental Features: The entire Project presents no environmental impacts, and is expected to fit in with the overall goals of an historic district.

Architecture: The area surrounding the Corbin building includes a number of buildings of various vintages, styles and conditions representing the area's more than 350 years of urban occupation. The nearby area is of such historical significance that it has recently been designated as the John Street/ Maiden Lane Historic District and New York State has declared the district as eligible for inclusion in the State and National Registers of Historic Places. The determination helps protect the area against appropriate or damaging development. It is an area of early skyscraper and office building development constructed during the late 19th and early-20th centuries. These buildings were built on speculation to house the many collateral businesses attracted by the concentration of wealth and business in the nearby Financial District.

The Corbin Building is located on the former site of the Bouwerie of Cornelius Van Tienhoven, secretary to Peter Stuyvesant. John Street, is named after John Harberdinck, a New Netherland pioneer who arrived from Germany in 1663, just prior to the British take over of New Amsterdam. Harberdinck left 39 lots in his will from the area then called "Shoemaker Field" to the Dutch Reformed Church in 1723. During the Revolutionary War period, Thomas Jefferson lived in this area. The Corbin Building is built on a lot that remains as one of those 39 lots and has been owned by the Collegiate Church Corporation for a period of 282 years.

New Amsterdam History Center Business Plan

Transportation: New York City Transit (NYCT) is planning to construct the Fulton Street Transit Center (FSTC) in the vicinity of Fulton Street and Broadway, with connections at Fulton, Dey, Church & Williams Streets and Broadway. The project is designed to improve access and connections to 12 existing subway lines. These lines provide service for hundreds of thousands of daily commuters, Lower Manhattan residents and visitors to the downtown area. The project will also link with NYCT facilities, the Port Authority Trans-Hudson (PATH) and the WTC site.

Assessment of Heritage Resources

Artifact Resources: There are opportunities for the long-term loan of artifacts, and for the modeling of working replicas of authentic materials. New Amsterdam materials are located at the Museum of the City of New York. Fort Orange materials are located in the collection of the New York State Office of Parks, Recreation and Historic Preservation, and the South Street Seaport Museum. The collections of the New York State Museum, the artifacts collected by the excavations of archaeological sites in Lower Manhattan, the New York Historical Society, the Museum of the American Indian and various private collections and houses celebrating early Dutch history maintained by the New York City Department Parks and Recreation provide significant resources.

Buildings: The history center is expected to provide a base of **educational materials** that could serve as useful models for the replication of houses and barns, including documentation on the unique features of Dutch farms.

Half Moon : Half Moon is the name of Captain Henry Hudson's ship that sailed up the Hudson River in 1609. A replica ship already operates very successfully, and the related docking sites would become its New York City based home.

Walking Tours: Walking tours of Lower Manhattan will begin at the history center and take advantage of the Dutch influence that remains in Lower Manhattan, particularly the street pattern of colonial New York laid out by the early settlers of New Amsterdam. A map collection will point out the important features and provide a basis for discussion and experience. The recent Diana Wall and Anne-Marie Cantwell publication, **Touring Gotham's Archaeological Past** provides an example of readily available walking tours that can be integrated with the NAHC programs. Currently, NAHC Trustee Christopher Moore is developing a walking tour from Bowling Green to the African American Burial Ground from his post at the Schomburg Center in collaboration with the New York Historical Society.

Educational Forums: The history center will explore a range of present-day topics against the background of Dutch Colonial history along the lines of the Renssalyrwyk conferences held by the New Netherland Institute, the Gotham Institute, and the Holland Society. The Halve Maen magazine, published by the Holland Society will assist in creating a museum magazine that will feature exhibits and events at the

New Amsterdam History Center Business Plan

museum and the schedule for educational aspects of the History Center and its collaboration with the Half Moon ship.

Study Visits: Teacher-led student study visits to the NAHC will take hundreds of thousands of students back in time more than 350 years.

The Visitor Experience

The Visitor Experience consists of exhibitions, amenities and programs.

Programs: Curriculum-related programs will serve various schools, with more general programs for all other visitors. Special events and festivals will replicate the Dutch 17th century calendar, with major celebrations in the holiday season each year.

Exhibitions: the History Center, to be opened in Phase Three, will include permanent and temporary exhibitions. The permanent exhibitions will include an orientation gallery and a thematic gallery illustrating many aspects of Dutch colonial history and its contemporary relevance. An electronic field trip will be developed and broadcast around the world from the museum web site.

Sources of Philanthropic Support

NAHC Fund Raising Strategy

A fund raising strategy meeting was held in Seattle in August with John Van Derbeek, IV, the Pacific Northwest Branch President of the Holland Society of New York. The preliminary NAHC website and the Ellis Island fund raising model concept as applied to the NAHC was presented. The proposed NAHC donor funding raising strategy uses tools for the discovery of family history and identification of a 3D image of a family's colonial house in New Netherland as the reward for a donation to the NAHC similar to placing the immigrant family name on the Ellis Island Wall of Honor, as in the Ellis Island approach.

It is expected that approximately 15- 25 million families in the United States could accomplish this family tree search and exploration of its ties to an ancestor in New Netherland. An example has been developed for a New Netherland family, Laurens Haff, as a Haff family history scrapbook , that is expected to be tied to the identification of the "Little House at the Center of the World" that the Laurens Haff lived in at the corner of Wall and Williams Street as a 3D image. Each potential donor would have the capability to develop their own similar scrapbook that ties their family back to one of 1500 families that settled in New Netherland . The prototype Haff family history is available on www.ellisland.org website by typing in "Haff" under Search Scrapbooks within the Family Scrapbooks tab.

The NAHC request for funding proposal in collaboration with the New Netherland Institute to the Lower Manhattan Development Corporation's Cultural Enhancement Grant Program was submitted in December 2005. The NNI provided cost and

New Amsterdam History Center Business Plan

development info on the delivery of a portion of the Legacy exhibit and the Environmental Simulation Center provided similar estimates for creation of the 3D virtual tour of the Castello Plan based on their approach to “Virtual Reality: Recovering Culture and History of Place”. This concept was included in the proposal as the primary on-line New Amsterdam interpretive focus as the NAHC awaits its available space at the Corbin building . Further development of the concept of “Little House at the Center of the World” using the Ellis Island fund raising model will be incorporated into the proposal. The proposal provides a solid foundation for further presentation of the NAHC business plan and request for contributions. Recent presentations at the Holland Society New England meeting on September 17 at the Harvard Club in Boston as well as the fund raising event at the Old Stone House in November as part of the Five Dutch Days in November celebration, began the fund raising effort.

New Amsterdam History Center Business Plan

FINANCIAL INFORMATION

Assumptions

Capital Costs - Estimated capital costs for the project are \$3,100,000 with \$2,000,000 allocated for the interior renovations within the Corbin Building and \$1,000,000 allocated to the educational and family-friendly components of the NAHC to include three interactive learning scenarios or program platforms that would bring together parents and children, teachers and students, and generally interested adults/tourists to explore New Amsterdam and New Netherlands' history primarily through new media strategies and games (along with the Castello Model concept). The NAHC plans to commission three different exhibit/graphics/new media designers, each to develop preliminary sketches, budgets and powerpoint "slides" for one of the three sequential exhibit experiences. This would be the basis for a development package, based on the results of a feasibility study proposed to be funded from New York State grant sources, that could be further marketed, tested, expanded, etc. The importance of convening the right cross-section of attendees for the "educator/curricular" requires seasoned feedback from school-based experts as to the saleability of NAHC's exhibition programs to teachers and families in search of quality edu-tainment, and from professionals at places like the National Museum of the American Indian that are now running and trying to sustain teacher resource centers using more traditional collections-based learning & discovery models.

NNI Legacy Exhibition themes - *Legacy* will offer a comprehensive, detailed look at the colony of New Netherland, chronicling the events and people who shaped its history. It will bring to light the impact of the colony's distinctly New Netherland culture and show the many ways in which its legacy is still visible today. Main themes of the exhibit will include the nature and scope of Dutch explorations such as Henry Hudson's first voyage up the Hudson River and Capt. Adriaen Block's mapping of the Hudson River within the eastern seaboard; the settlement of the middle colonies; relations between the colonists and Native American tribes; the life ways of the settlers, how they lived and the social systems they established; the diversity of European nationalities (and their 18 different languages) and religions living loyally under the aegis of the Dutch. It will explore New Netherland's larger milieu, from the banks of the Hudson and Mohawk Rivers, focusing on the first major settlements of 'Beverwyck' (now Albany) and 'New Amsterdam' (now New York City) and nearby developments such as Kingston, Schenectady and Long Island.

NNI Legacy Material resources - *Legacy of New Netherland* will combine rare manuscripts, maps, exploration journals, and a unique collection of artifacts to underscore the main themes. Over 100 institutions from here and abroad, as well as numerous private collectors, have been contacted to accumulate one of the most extensive collections of New Netherland documentary and material culture for display ever in one place. Covering about 4800 square feet, it will include about 50 manuscripts, maps, and early printed works; over 300 artifacts; and an estimated 100 digitally reproduced artworks. Included are several original works by Dutch masters

New Amsterdam History Center Business Plan

such as Rembrandt and Van Ostade, as well as an array of archeological objects never made available before to the American public.

New Amsterdam History Center Business Plan

Legacy Exhibit Planning Process - Fundraising and marketing strategies have been established. Project team meetings, consultations with the advisory team and meetings with the exhibition fabricator (TEA) are ongoing. Work currently in progress includes: curatorial and historical research; consultation with advisory committee of scholars; exhibition script writing; floor plan and preliminary design development; assembly of artifact list; securing of loan agreements and image rights; planning for exhibit catalogue; introductory video concept planning; and planning for educational programs

Work plan for July 2005 – January 2006: final selection of illustrations and reproducible images; review of content, design, multimedia and layout confirmation; writing of text labels; final review of the loan process; Symposium planning and confirmation; catalogue production begins: photography and essays compiled; script development for introductory video.

Work plan for January –May 2006: complete design development: final floor plan and design, elevations of all exhibit components including furniture and interactive components, final graphic layout for all panels, cost projection for completion of the project as designed; loan shipments arranged; planning for the Writers Fair in cooperation with The Writers Institute; text labels edited; scale model design- curators and model maker; design of exhibition guide ; introductory video concept meeting; planning meeting for educational programs; curriculum package planning finalized.

Exhibition design by the Exhibition Alliance began in May 2005.

Implementation Plan

The opening of the history center at the beginning of Phase Three is timed for the four hundredth anniversary of the arrival of Henry Hudson in 2009. Phases One and Two will accomplish the site work, pre-testing and installation of the history attractions, and operations. The implementation process begins immediately with the virtual reality concept for the Castello Plan.

NAHC plans to undertake a formative museum evaluation, wherein trained consultants assemble focus groups or roundtables and conduct surveys, phone interviews, or other devices to solicit a sense of public awareness of 17th century Dutch history, to ascertain their possible motivations for making leisure time to visit a NAHC, to test certain “key ideas” and take-away message with educators and members of the tourism industry. During this time, relationships will be advanced with potential historic site and museum partners around the general subject of colonial NY history, and the specific subject of how the Dutch presence in the New World at New Amsterdam impacted the society that grew from it. NAHC expects a resulting report/set of recommendations.

New Amsterdam History Center Business Plan

The Project Budget and Schedule is presented in the table below detailing the costs in each of the fiscal years 2005, 2006, 2007 and 2008 for the four exhibits planned for the New Amsterdam History Center and the costs and timing of the build out of the 10,500 square feet of space for the NAHC.

NAHC Project Budget and Schedule

	FY 05	FY 06	FY 07	FY 08
1) CONSULTING	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
2) EXHIBITS		100,000	500,000	500,000
3) FEASIBILITY STUDY		300,000		
4) BUILD OUT OF FACILITY				2,000,000
TOTAL	\$ 50,000	\$ 450,000	\$ 550,000	\$ 2,550,000

Funding the Feasibility Study and Operations

Needs for securing adequate funding to proceed with a solid feasibility study are part and parcel of initial fund raising efforts for NAHC. It is expected that the “core buyers” would be interested in such an enterprise. How to identify and leverage sponsorship capacities based on the known philanthropic and investment preferences of targeted patrons, and scheduling strategies for approaching likely sponsors for start-up grants versus longer-range operating monies is the task at hand.

Planning and Development Grant Proposal

A grant funding proposal has been submitted to New York State in February 2006. This proposal requests \$300,000 in discretionary funds from the New York State 2006 Budget for a planning and development grant to help us take the next steps in developing the NAHC. The \$150,000 expected to be raised from private funding sources and the LMDC, completes the funding requirements for the 2006 Budget of \$450,000 to cover the start-up phase. A \$10,000 contribution has already been made in 2006 from private sources and matching funds of \$50,000 are expected from the Collegiate Church Corporation in 2006.

The specific budget items include:

1. Complete a full feasibility study (\$150,000);
2. Develop the Virtual New Amsterdam Project (\$150,000).
3. Engage Consultants (\$50,000);
4. Design programs, displays, and physical space (\$100,000)

New Amsterdam History Center Business Plan

Substantial seed money initial investments already have been shouldered by the Collegiate Church, particularly around the development of business and adaptive plans for constructing the History Center and covering the costs of consulting expertise central to those exercises. Each of the four founding groups is very different – a few having overlapping – hence, potentially competing sponsor sources. It was generally agreed that the converged fundraising clout of the foursome exceeds any single organization's capacity to individually front or raise project funds.

The benefits and disadvantages of linking fundraising to Dutch genealogy: although the brisk family genealogy market drives approximately 50% of all research conducted on-line today, limiting appeals to those descended from New Amsterdam or with special passion for colonial New York and Dutch history might blind NAHC to other global sponsorship routes, such as maritime industries. Significant sponsorship for Ellis Island Foundation was received from America On-Line, Oracle, and developers and retailers of data collecting software and hardware. A joint venture with Genealogy.com is expected to raise funds for the NAHC through its partnership arrangements.

The NAHC's mission will be persuasive enough to transcend any perception that it is merely a non-profit "filler" for repositioning the Corbin Building. NAHC will be most authentic if it operates physically within the original confines of New Amsterdam and its outlying farms because it will draw increased credibility from its situation on the historical footprint of the 17th-century Dutch settlement. The Skyscraper Museum in lower Manhattan provides a comparable arrangement. Its ability to operate rests in part on the advantages of having positioned the museum as a cultural amenity to a hotel developer investing in Battery Place, who contributed the space and most build-out costs.

Initial fund raising efforts NAHC's starter-campaign, have established a general gift goal of \$100,000. Approaches to approximately 20 family foundations is expected to be the most viable route for securing seed donations needed for NAHC operating funds in 2006 and 2007, with \$10,000 as an initial solicitation sum, acknowledged as having some associated risk-factors; introductory meetings would lay out a likely sequence of return solicitations. The NAHC virtual reality approach for New Amsterdam has been pre-identified as a "tangible" piece of support that could entice sponsors, and progressive steps of solicitation will be rigorously defined and rehearsed in advance.

A presentation about NAHC to the Holland Society/New England chapter, in September 2005 began the fundraising effort, followed by the Five Dutch Days Events in November 16-20, 2005. This celebration brought together organizations from across the City, including museums, historic sites, preservation groups, and professional organizations, and Dutch-centered professional, genealogical and business groups to provide an exciting variety of programs that reflect both historic and contemporary Dutch and Dutch-American arts and culture. Other trustees have been researching approaches to major vendors so as to solidify funding targets on behalf of NAHC's electronic platform. Further analysis will be given to articulating the curricular and instructional

New Amsterdam History Center Business Plan

“needs” that NAHC could fill for New York State students since educational grants seeking to improve historical literacy and “document-based” analytical skills among secondary school audiences are quite varied, generous, and oriented to crafting partnerships with historical agencies.

Operating Budget.

The NAHC operating budgets for the fiscal years 2005, 2006, 2007 and 2008 are presented below including Income and Expenses in each year.

NAHC Operating Budget 2005-2008

NEW AMSTERDAM HISTORY CENTER OPERATING BUDGET				
	FY 05	FY 06	FY 07	FY 08
Income	\$ 50,000	\$ 450,000	\$ 550,000	\$ 2,550,000
Expense	\$ 50,000	\$ 450,000	\$ 550,000	\$ 2,550,000

New Amsterdam History Center Business Plan

SUMMARY OF FUTURE PLANS

Project Importance to the Redevelopment of Lower Manhattan - NAHC will be the first new history center in nearly 80 years to explore the early colonial history of the State and its impact on later American life. The NAHC primary exhibit and planned rotating exhibitions and related public programs will celebrate our American heritage. We believe the NAHC will be an extraordinary experience not only for local visitors but also for a large segment of heritage tourists with a tremendous educational outreach for many years to come. Both permanent exhibition and the traveling exhibits will increase awareness of the pre-revolutionary war period (17th-18th century), hereby creating a new tourism base, capable of generating new regional heritage tourism dollars and increasing local tourist economies in the Lower Hudson River Valley. The NAHC expects to join nine museums in New York State and four in neighboring states that have either committed or have expressed serious interest to host the Legacy exhibit expected to be initially presented in May 2006, developed by the NNI. The NAHC is expected to capitalize on this widespread interest and intends to bring together to its rotating exhibition space the historical resources of major regional museums and historical societies and give these institutions broad publicity and visibility in lower Manhattan.

Exhibition themes – The NAHC will offer a comprehensive, detailed look at the colony of New Netherland with particular focus on New Amsterdam events and people who shaped its history. It will bring to light the impact of the colony's distinctly New Netherland culture and show the many ways in which its legacy is still visible today. Main themes of the primary exhibit will include the nature and scope of the initial Dutch settlement as it appeared in the Castello Plan of 1660.

Material resources – The Archives of the Collegiate Church has expressed willingness to consider a loan of rare manuscripts, maps, and a unique collection of artifacts which will be the starting point for NAHC material artifacts

Role of municipal agencies – The NAHC intends to collaborate with the emerging Five Dutch Days events and Manhattan's Downtown Alliance and its annual River Festival. The NAHC exhibit will promote the established annual events of the City of New York, and will tie in to the Downtown Alliance's promotion of Lower Manhattan as a cultural center. The NAHC will create a new revenue stream for NYC based on the celebration of historical based themes (for example, promote the development of microbreweries and beer festivals linking to 17th & 18th century methods of beer brewing, traditional food contests or festivals, recreation of famous events, traditional arts & crafts cottage industry).

Role of private organizations - the NAHC expects to collaborate with many of the New Netherland related historic houses in New York City under the auspices of the New York City Parks Department.

Organizational team –Consultants- volunteers – Establishment of a relationship with a local university will provide publicity, subsidize publication of written materials, and provide access to student interns.

A highly experienced and motivated team of curators and researchers have expressed interest in assisting the NAHC in developing its programs. American History Workshop, Environmental Simulation Center, Dr. Paul Huey and Len Tantillo, have volunteered to assist the project on a voluntary basis with scholarly or technical advice until funding can be obtained.. Historian Rod

New Amsterdam History Center Business Plan

Blackburn, former assistant director of the Albany Institute of History and Art, may serve as consultant in relationship to the developing real estate community interest in collaboration with the NAHC. He has published several books relating to New Netherland history, art and architecture and currently owns a real estate firm in Hudson, New York. Dr. Charles T. Gehring, Director of the NNI, functions as primary scholarly advisor. NNI staff member, Dr. Janny Venema's recently published book, *Beverwijck: A Dutch Village on the American Frontier, 1652-1664*, and author Russell Shorto's publication, *The Island at the Center of the World*, which relied heavily on the New Netherland Institute's translations, serve as inspiring sources to the NAHC in developing the virtual reality environment for New Amsterdam initially and later for all of New Netherland. The fast-growing popularity of the Shorto book is a significant indication of the general public's interest in the history of the forgotten colony of New Netherland. Mr. Shorto was recently invited by Prince Willem Alexander and the Mayor of Amsterdam, the Netherlands, to honor him for his work and has together with Dr. Gehring received numerous awards.

It is also highly anticipated that the NAHC will cross promote with the upcoming statewide Hudson-Fulton-Champlain Quadricentennial celebration of 2009. The virtual reality New Amsterdam Exhibit will be the first comprehensive multidisciplinary exhibit of its kind that focuses on Colonial New Amsterdam.

Consistency with Lower Manhattan Development Corporation Goals -The NAHC will promote the preservation of the Lower Manhattan's natural history, prehistory and European history by providing artifacts and art that show the human occupation of the island and how this human history influenced the development of the island into what it is today. It will give an overview of the geography and natural history of the Manhattan area and explain why the early Dutch community began here based on abundant natural resources.

The expected development of an NAHC video documentary will show the beauty of the Lower Manhattan's natural landscape and the historical architecture of the New Amsterdam period. This video will not only be able to be used as an educational resource but also as a promotional tool to stimulate interest in the NAHDC as a tourist destination. In addition the video documentary and virtual reality environment can be used to promote the City of New York to future real estate investors and residential owners that are considering locating to this area.

Planning process - Fundraising and marketing strategies will be further developed as the NAHC matures as an institution. Project team meetings, consultations with advisory teams and meetings with curatorial and historical experts ; consultation with advisory committee of scholars; exhibition script writing; floor plan and preliminary design development; assembly of artifact list; securing of loan agreements and image rights; planning for exhibit catalogue; introductory video concept planning; and planning for educational programs will all be incorporated in future planning documents

Publicity and economic impact -We estimate at least 250,000 visitors per year will visit the NAHC due to its strategic location. The NAHC will actively reach out to people of all ages and backgrounds so that understanding of the contribution to American Heritage of *New Netherland* and its early settlement of New Amsterdam may reach a broad and diverse socio-economic audience.

Promotional plans will be made at various lower Manhattan kiosk locations to inform the mass public through press mailing lists, press kits, brochures at the World Trade Center and City Hall kiosks, Downtown Alliance, schools, libraries, cultural and community centers, real estate rental projects, businesses, kiosks, historical organizations and museums. Local media including

New Amsterdam History Center Business Plan

newspapers, television and radio will also be utilized. The City of New York and the MTA are expected to be fully supportive of the project and will promote the NAHC as an anchor tenant at the Fulton Street Transit Center.

The NAHC exhibitions will target school groups, especially 4th and 7th graders and high-schoolers. The NYS Museum will be contacted to request that they offer their website to distribute information about the NAHC in collaboration with their recently acquired archaeological artifacts from Lower Manhattan digs.

New Amsterdam History Center Business Plan

APPENDIX

New Amsterdam's Lower Broadway



Source: Museum of the City of New York

Mapping Our New Amsterdam History Project at the Corbin Building

The New Amsterdam History Center (NAHC) has begun plans for a prototype of its *Mapping Our New Amsterdam History Project* – a pioneering three-dimensional,

New Amsterdam History Center Business Plan

interactive map of New York's "New Amsterdam as viewed by the Castello Plan", the image of Old New York as it was in 1660.ⁱ The project was launched by the NAHC website www.newamsterdamhistorycenter.citymax.com. The steering committee has been developing a prototype for a fully interactive virtual kioskⁱⁱ that can potentially provide people with access to a range of information on New Amsterdam – such as statistical and biographical data, historical photos, documents, individual oral histories, and artifacts. Visitors engage with the area below Wall Street as defined in the Landmarks Preservation Commission "Street Plan of New Amsterdam and Colonial New York" within the confines of the Dutch settlement of New Amsterdam.^{iii, iv}

The area is a striking reminder of New York's colonial past and provides virtually the physical evidence in Manhattan of the Dutch presence in New York during the 17th century.^v The virtual tour of New Amsterdam will allow, by clicking on or "visiting" an address to not only see artifacts, photos, documents, and oral histories connected to that place, but also allow visitors to also submit their own personal accounts and memories of New Amsterdam and its environs from family histories that may be connected to this area. This format provides a new way of exploring and writing the history of New Netherland based Americans in New York and expands the public's participation in the ongoing process of reclaiming and interpreting the community's diverse cultures and histories.

The *Mapping Our New Amsterdam History Project* is expected to be a collaborative one. It's the first project of its kind that the four principal partners of the NAHC have all worked on, and it is expected to further "raise the bar on so many levels: technical achievement, design creativity, and innovation in the ways we tell cultural and historical stories"^{vi} about an area that has the richest collection of historical documentation available that is not well understood by the public at large.^{vii}

Virtual reality technology will be used to see history in a new, interactive way. Integrating cutting edge technology with their extensive, growing archives. NAHC has embarked on an innovative approach to presenting and gathering the history of New Amsterdam to develop a computer simulated, photo-realistic model of New York's New Amsterdam. Through interactive menus, [visitors] will also be able to share their own stories and photos to these specific sites, making them a part of the documentation process to the project's growing database." It is expected that this community effort will be very similar to the Ellis Island's Honor Wall methods of fund raising but is likely to capture the interest of those tourists and residents of the New York Metropolitan area that are seeking to confirm their genealogical roots 200 years earlier than immigrants who came through Ellis Island in the late 1800's.

Rather than receiving a name on the wall, the NAHC expects to add new names and family histories and short biographies to its growing database of New Amsterdam's family tree.^{viii}

A unique vehicle that will not only serve as a repository of information, but also as a tool to solicit personal stories and memories of the neighborhood, the *Mapping Our New Amsterdam History Project* becomes a means by which community volunteers, students,

New Amsterdam History Center Business Plan

residents and organizations can play a crucial role in helping to gather new information, images and artifacts on the New York's New Amsterdam community. A recent example is the New Netherland Museum's partnership with the New Netherland Institute and its ship the Half Moon to support the work of students from the area's public schools by providing them a public venue for their experience on the Half Moon. The *Mapping Our New Amsterdam History Project* will add to the student experience that is now already operational through the New Netherland Museum's Half Moon Voyages of Discovery.^{ix}

The *Mapping Our New Amsterdam History Project* is expected to seek support from the Lower Manhattan Development Corporation as well as other sources such as the New York State Council on the Arts and National Trust for Historic Preservation. Project specification is already underway to create a Mapping Our New Amsterdam History Project kiosk that will be located at the emerging NAHC.

Seed money for the Mapping Our New Amsterdam History Project has been made possible with the generous support of the Collegiate Church Corporation.^x Additional grant support applications are in progress.

ⁱ Glenn Collins, "A Distant Urban Past Is Just a Local Stop" in Wired New York Forum, New York Times, April 28, 2004

ⁱⁱ It is expected that the kiosk will draw on the visual images that were created by the Museum of the City of New York's "New York Begins" and the Brooklyn Museum's "An Old House in the New World" on line curriculums.

ⁱⁱⁱ New York City Landmarks Preservation Commission, Street Plan of New Amsterdam and Colonial New York, June 14, 1983, Designation List 165 LP 1235, I.N. Stokes, New York Past and Present Its History and Landmarks 1524-1939, One Hundred Views Reproduced and Described From Old Prints, Ets., and Modern Photographs, Compiled from original sources for the New York Historical Society on the occasion of the New York World's Fair 1939

^{iv} Courtney A. Haff, "Land Market Understanding is the Basis for Smart Change" as a David C. Lincoln Fellow of the Lincoln Institute of Land Policy, April 2004 available on the web site <http://www.lincolninst.edu/pubs/pub-detail.asp?id=868> describing the 400 Year History of Lower Manhattan's land market and an econometric model of urban land value methodologies using Geographic Information Systems and power point presentation for course at Williams College, Winter 2005 available from the author by request.

^v Collections of the Holland Society of New York, Vol. 5, Domine Selvns Records, New York, 1686, 1916, ; Kevin L. Stayton, Dutch by Design, Traditions and Change in Two Historic Brooklyn Houses, Brooklyn Museum, 1990, Harrison Meeske, The Hudson Valley Dutch and Their Houses, 1998.

^{vi} The Museum of the Chinese in the Americas, Op.Cit.

^{vii} www.nnp.org and Russell Shorto, Island at the Center of the World, 2004.

^{viii} Immigrant Wall of Honor, www.ellisland.org

^{ix} See www.halfmoon.mus.ny.us

^x See www.collegiatechurch.org

New Amsterdam History Center Business Plan

Information on Proposed NAHC Site The Corbin Building 192 Broadway, New York City

In 1723, Collegiate Church received a bequest of 4 acres (from land then known as the Shoemakers' Field) by John Harpendingh, the namesake of modern John Street.. The Field, which stretched between today's Broadway and William Streets from Ann Street to Maiden Lane, comprised part of a grant by Pieter Stuyvesant to Cornelius Van Tienhoven, Secretary of New Netherland province.

The Corbin Building was completed in 1888-89, designed by architect Francis H. Kimball, in the heart of this field. This 8-story, 110 foot tall forerunner of the modern American office building stands along John Street at Broadway, and is included on the National Register of Historic Places. See Stern, Mellins and Fishman, New York 1880 (1999) at pp. 414-415. Governor Pataki has described the Corbin Building as "one of the city's most important early skyscrapers". It is proposed that the NAHC would occupy approximately 20% of the 50,000 square feet of above-ground space in the building.

By letter dated December 1, 2005, the Metropolitan Transit Authority notified Collegiate Church that it is taking this property, effective in early March 2006 (along with three other properties owned by Collegiate in the immediate vicinity) in order to build a Downtown Transit Center. Representatives of Collegiate Church are negotiating with the MTA to reoccupy the Corbin Building once the Transit Center is completed. Collegiate is awaiting information from MTA on their requirements, and there can be no assurance that Collegiate's proposals will be accepted.

In the event that the Corbin Building cannot accommodate this history center, NAHC's board and supporters - committed to anchoring the institution within lower Manhattan's historical fabric - intend to search for alternative real estate sites below Canal Street. The landmark Corbin building, however, is seen as the project's ideal venue due to its centrality within the urban landscape of Lower Manhattan and proposed transportation hub that will facilitate traffic flow across Fulton Street and connections from the new WTC-site Path train station. A dynamic, inviting place to explore New York's 17th-century origins situated within these contemporary infrastructure improvements will contribute to the healing of this downtown section of New York City wounded by the terrorists attacks of 2001, and previously restricted from reaching its potential as an historical attraction due to confused transit access, inconsistent promotion and limited opportunities to integrate historical discussion within the busy commercial life of Lower Broadway.

Current plans are to submit a response to the Battery Park City Authority Request For Qualifications at Pier A due in January 2010 in response to their Visitor Center requirement.