

!The Jule Collins Smith Museum of Art at Auburn University

Location: Auburn, Alabama

Scope of Work: Business Planning



The Jule Collins Smith Museum of Art opened in October 2003 as Alabama's only university art museum. In 2002, MMC worked with Auburn University to plan for the opening of the 39,000-square-foot museum, which includes exhibition galleries, a scholars' library, works-on-paper study room, gift shop, restaurant, and an auditorium. MMC prepared a Benchmark Study that surveyed the finances and operations of five major university art museums. MMC also completed a Strategic Business Plan to guide the Museum through its first three years of operation.