



This rendering illustrates the proposed interactive AI exhibit, envisioned as the final experience at the conclusion of the museum tour. Designed as a moment of reflection, the exhibit would allow visitors to engage in a relevant, present-day conversation with President Herbert Hoover and First Lady Lou Henry Hoover, drawing on the information they have just encountered throughout the museum. Guests may ask questions and AI explores more than 1,500 relevant answers, connecting historical insight with contemporary issues in a meaningful and engaging way.

\$3 Million Hoover AI Exhibit

Timing

The Herbert Hoover Presidential Library and Museum, Iowa's only presidential library and museum, is completing a \$22 million renovation and expansion and is scheduled to reopen in summer 2026 in conjunction with America's 250th anniversary, a moment of heightened national attention and tourism.

What is the project

The Herbert Hoover Presidential Library and Museum is undergoing its most significant renovation and expansion in more than 60 years. The project modernizes galleries, improves accessibility, and creates new immersive experiences that bring Hoover's story and legacy to today's audiences.



Why it matters

This renovation strengthens Iowa's role in preserving national history, supports heritage tourism, and positions West Branch as a key destination tied to America's 250th anniversary. As Iowa's only presidential library and museum, the Hoover Library and Museum plays a unique role in telling a national story from an Iowa perspective.

Signature innovation

As an enhancement to the renovation, we are proposing a new interactive AI exhibit that would further elevate the visitor experience and allow guests to engage in a conversation with President Herbert Hoover and First Lady Lou Henry Hoover.

- Visitors can ask questions across more than 1,500 curated responses
- The experience is educational, personal, and repeatable
- It is designed to bring visitors back multiple times, not just once
- The exhibit would be the first of its kind in Iowa

Links:

[AI Concept Renderings](#) (Renderings around the AI concept)

[Video Explanation of AI Concept](#) (5 minutes)

For questions please contact:



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Economic and visitation impact

We anticipate more than 150,000 visitors in the first year following reopening. The AI experience would be installed after our grand reopening and would serve as a key driver of repeat visitation, longer stays, and broader regional economic impact, building on the momentum of the renovation.

Requested state investment

Governor Reynolds has included a \$3 million appropriation for this AI exhibit in her budget recommendation. We respectfully request that the subcommittee build this funding into its RIIF budget for approval, supporting this AI exhibit as an enhancement to the renovation and ensuring Iowa is home to one of the most innovative presidential museum experiences in the country.

This investment helps Iowa's only presidential museum tell a national story in a modern way, drives tourism, and ensures long-term relevance.

