

Arizona Science Center

Capital and Endowment Campaign

Case Summary Statement

Arizona at Critical Juncture in Science Education

The burgeoning growth of Arizona's bioscience, engineering and technology industries requires a strong, local talent pool made possible only by better exposing youth to science and math. Young people need to learn about basic science concepts, the impact of advancing research on individual lives and the career opportunities associated with these industries.

As public scrutiny focuses on the need to expose children to science at an early age, experts uniformly agree that the diminished quality of math and science education in schools around the country has led to a drop in the number of students majoring in these fields in college and graduate school. Feature articles such as "Is America Flunking Science?" in a recent issue of Time magazine reflect mounting national concern about our ability to preserve our global scientific edge.



Compounding these concerns is the condition of Arizona's under-resourced public education system, which routinely ranks at the bottom of national lists for per pupil expenditures and efforts to improve teacher quality. While our children have become more proficient in using the Internet, video games and iPods, their math and science test scores have dropped, limiting their ability to become the creative thinkers, problem solvers and innovators of tomorrow. Now more than ever, Arizona's young people – and their families and teachers – need an inventive and stimulating venue in which they can become actively engaged in the science around them, explore new ways that scientific discovery affect their world and discover new career opportunities.

Arizona Science Center is Big Part of Solution

Arizona Science Center plays an ever-increasing role in Arizona's public school system by supplementing classroom curriculum with applied science experiences in an informal, hands-on environment designed to encourage learning through discovery.

Collaborations with universities, businesses and numerous community partners allow the Science Center to provide a comprehensive array of low-cost, standards-based educational offerings including on-site gallery tours and presentations, in-school programs and professional development programs for teachers. All of these programs combined reach out to more than 400,000 individuals each year. Demand for additional learning opportunities continues to rise at a rapid pace – and shows no sign of abating – as community leaders, government officials and residents alike demand that improvements be made in the state educational system.

Belief in the intrinsic value and fundamental importance of science is not news to Arizona Science Center, whose mission since its inception in 1984 has been to *"inspire, educate and entertain people about science."*

The objectives of the Science Center continue to build on those of its earliest days:

- Capture the enthusiasm and ignite the curiosity of children
- Create a fun and non-threatening place for people of all ages and walks of life to explore the wonders of science
- Heighten the awareness of all visitors about the benefits of advances in science and technology
- Reaffirm to all Arizonans that knowledge creation and dissemination are increasingly important drivers of innovation, sustainable economic growth and social well-being
- Support public understanding of new developments in science and technology
- Ensure sustained development of Arizona's workforce in science and technology
- Enhance the ability of Arizona educators to continually improve their science curriculum and teaching techniques

The Work of the Science Center has Only Just Begun

Arizona Science Center's commitment to excel as the state's most trusted and viable source of information about science and technology has never wavered. Just as our nation and state discover they must now invest significant new resources to attract a greater number of young people into the world of science and technology, so must Arizona Science Center. Its board of trustees has determined that multiple galleries, interactive exhibits and public areas are outdated and must be dramatically enhanced to ensure that our state's *only* science center can continue to effectively engage young people in a lifelong exploration of the scientific wonders that shape their world.



It is undeniably true that the work of Arizona Science Center has only just begun. Plans to enhance its programming, facilities and future sustainability have been developed for the following critical reasons:

- ❖ **Today's world of science is changing at lightning speed** and many of Arizona Science Center's 300-plus permanent exhibits are eight to ten years old.
- ❖ **Completion of the eagerly awaited Valley Metro Light Rail System in Phoenix** is anticipated to attract an even greater number of school children and large touring groups to Arizona Science Center. This has created an urgent need to renovate and reconfigure existing school bus loading zones to ensure the safety of an increased number of young visitors and other groups.
- ❖ **Increasing pedestrian traffic in Heritage and Science Park** necessitates the reconfiguration of Arizona Science Center's entry ramp to ensure safe and convenient access.
- ❖ **Extraordinary advances in technology, dynamic special effects and interactive viewing options** necessitate the installation of highly sophisticated, high-end projection systems, "user friendly" digital seating and other exciting amenities in the giant-screen Irene P. Flinn Theater and the Dorrance Planetarium.

It's Not About Keeping Up... It's About Staying Ahead

In recognition of Arizona Science Center's important role in engaging people in the wondrous world of science and its contribution to the state's education system, voters enthusiastically approved \$5.2 million in bond funds in March 2006 to support much needed facility improvements.

The bond funds, however, cover only a modest portion of the total funds needed to significantly update and improve facilities, galleries and programs. Determined to achieve a number of ambitious objectives, the Arizona Science Center Board of Trustees has developed plans to secure an additional \$21.5 million in philanthropic commitments paid over a three to five-year period through *The Future of Education is Science* capital and endowment campaign.

Major components of the expansion and enhancement program include:

1. **Create Magnificent New Welcome Center and Adjacent Atrium.** The 7,500 square foot main lobby will be transformed into a spectacular welcome and orientation area where visitors can visually explore the offerings of the day and navigate a streamlined ticketing process. Visitors will be drawn into a dramatically altered outdoor courtyard through floor to ceiling doors at the end of the main lobby. With a theme of sustainable energy, the atrium will be a place where visitors can immerse themselves in the possibilities of renewable and sustainable energy.
2. **Create Innovative New Galleries and Exhibits.** Completely new **biology** and **bioscience** galleries will be devoted to living organisms and what makes us tick, as well as groundbreaking applications of modern science that affect our everyday lives in big and small ways.



An expansive new **physics** gallery that focuses on the fundamental mathematical laws that govern matter, energy, force, motion, space and time will be devoted to the development of critical thinking skills.

A newly created **networks gallery**, complete with genius counter, comfortable seating and Wi-Fi will engage teenagers in technology.

Other new galleries will include a **geology gallery** where the forces of nature that shape the Earth's crust and atmosphere will be revealed and an **innovation gallery**, where innovative products and technology developed by Arizonans and their affiliated institutions will be presented. **Redesign School Bus Loading Zones** to safely accommodate greater numbers of school children and large touring groups expected to visit Arizona Science Center upon completion of the Valley Metro Light Rail System.

3. **Enhance Main Entrance and Entry Ramp** to improve access to Arizona Science Center from the increasingly busy Heritage and Science Park, and to comply with accessibility requirements.
4. **Introduce IMAX Viewing in the 285-Seat Irene P. Flinn Theater** to increase offerings of dynamic giant-screen films of broadest appeal and educational value to the entire community.

5. **Install Full Dome Viewing in the 235-Seat Dorrance Planetarium** along with high-tech seating and other special features to capture audiences of all ages in the celestial universe.
6. **Expand Endowment by \$7.5 Million** to provide for the ongoing renewal and replacement of interactive exhibits to ensure that they reveal the most current changes occurring in today’s scientific world. Endowment income will also be used to hire additional interpretive staff members to guide and direct visitors.
7. **Increase Working Capital by \$1 million** to ensure that Arizona Science Center is cash-ready to reserve the most outstanding and competitively sought after traveling exhibitions when they become available.

A Modest Investment Will Yield Major Returns

Arizona Science Center is one of the most popular educational and cultural attractions in Arizona with more than 400,000 visitors each year. It is a well-managed, financially sound institution that started humbly 22 years ago when the Junior League of Phoenix opened the Arizona Museum of Science and Technology on the ground level of the parking garage of the Hyatt Regency Hotel in Phoenix.

In 1988, as the need for a larger, more advanced science center became abundantly clear, Phoenix voters approved \$33 million in bond funds – later supplemented by \$20 million in private contributions – to construct the magnificent, 120,000 square foot Arizona Science Center, currently located in the heart of Phoenix. The unique Antoine Predock building is a renowned City landmark.

In its relatively short history, Arizona Science Center has hosted a multitude of visitors from around the Valley, state and world – many of them young, bright, eager to learn and ferociously curious.

This is an important moment in the history of Arizona Science Center. The role of science has taken on greater meaning as it relates to our state education, economy, workforce and general health and well-being. As a relatively young institution in a burgeoning community experiencing unprecedented population growth, Arizona Science Center – the only institution of its kind in the entire state – is well positioned to play a central role in advancing the sciences. New opportunities abound for Arizona to have a significant positive impact on the state’s education system and in the development of our bright new innovators of tomorrow.

<i>Key Project Element Costs</i>	
Create New Galleries and Exhibits and Enhance Program Areas	\$11,050,000
Create Safe School Bus Zones and ADA Entry Accessibility	5,200,000
Expand Endowment	7,500,000
Increase Working Capital	1,000,000
Special Project Manager and Fabrication Contingency	1,225,000
Development costs, pledge shrinkage and contingencies	<u>725,000</u>
Total Project Costs:	\$26,700,000
Less City of Phoenix Bond Funding	<u>(5,200,000)</u>
Campaign Requirement:	\$21,500,000

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