

our mission, vision + values

OUR MISSION

To ignite curiosity, spark imagination, and power exploration.

OUR VISION

To be a leading science and educational center in the Southwest that brings together curious minds of all ages, inspires innovative learning, and unleashes human potential.

OUR VALUES

education We believe that interactive discovery + science education should be available to everyone; it fosters a love of learning and develops creative, critical thinkers.

science We believe that an appreciation and understanding of science is integral to being an informed citizen. Exposing children to the sciences at an early age is critical to fostering their natural curiosity.

energy We recognize that energy was a primary motivation for the development of the Powerhouse and that it is integral to all human endeavor.

history We draw inspiration from early scientists and inventors as we develop a forward-thinking center that showcases energy technology and challenges us to explore future energy possibilities.

community We value our role as a gathering place and science + cultural center for all families.

leadership Our work is to inspire youth to be informed leaders and leaders to be better informed.

trust We have a responsibility to be a resource for accurate and meaningful information. We are fiscally accountable and responsible to our stakeholders.



the impact [ECONOMIC | EDUCATIONAL | RIVERFRONT]

art
culture
economy
science
learning
entertainment
ecology
technology
wonder

The expanded Durango Discovery Museum will include an interactive science and discovery center for all ages, energy labs, a café, and a museum shop.

AN ECONOMIC DRIVER

Jobs. More than 160 construction and exhibits jobs will be created over the next five years, from the time we gear up for Phase II construction of the Powerhouse interior and Blockhouse remodel, to our full 20,000 square foot Phase IV concept design. At least 43 direct and indirect jobs will be generated to support the museum at full build-out.

THE ECONOMIC RIPPLE EFFECTS

Develop the Durango Discovery Museum and watch the universe—and the economy—expand. Every dollar spent on ticket sales, buying a pet robot in the museum shop, hanging out in the café by the Animas River...it all has a “multiplier effect” on spending within the City of Durango and La Plata County—for extra hotel nights, for

that’s an extra \$3.2 million a year!

2 out of 3

La Plata County residents

will visit the museum at least once every year

65,000

Visitors and locals

will visit the museum every year at full build-out

14,000

Visitors will extend their stay

to experience the museum every year

giving circles

We Turn to You

JOIN A 'POWER THE POWERHOUSE' GIVING CIRCLE Build Your Legacy

The Four Corners region has an important opportunity to build on an unprecedented City of Durango and La Plata County commitment to invest in experiential discovery + science education, benefiting youth and families, our tourist economy, and the Four Corners.

To ensure a valuable and viable interactive science museum for generations, the Durango Discovery Museum's Phase II Power the Powerhouse Campaign has three urgent goals:

- 1 To launch the Durango Discovery Museum at the Powerhouse in 2010 with the resources adequate to:**
 - Remodel the interior of the Powerhouse, supplying heat, electrical, and plumbing infrastructure
 - Design and fabricate 20+ indoor and outdoor interactive discovery + science exhibits
 - Remodel a 3,200 sf building on the Powerhouse property, converting it to three learning labs, an exhibit workshop, storage, and administrative offices
 - Design and install the first phase of the Powerhouse Public Plaza featuring outdoor café tables, benches, xeriscape, and a brick patio around the smoke stack
- 2 To expand the Durango Discovery Museum's innovative experiential science education programs in school districts, libraries, and community centers across the Four Corners**
- 3 To launch the Discovery Museum with the resources adequate to secure its mission and vision for the long-term**

Make a contribution to the
Power the Powerhouse Campaign
by joining a Giving Circle today.

continued on reverse

giving circles 2

JOIN THE COMMUNITY CIRCLE \$100-\$9,999

① Start the Powerhouse Public Plaza by adding your name to a brick

- \$100 (*family name OR individual first, middle, and last name*)
- \$250 (*in memory of*)
- \$500 (*special message*)

Create the public plaza at the Durango Discovery Museum! Phase II will feature a brick patio, café tables and chairs, benches, and xeriscape. Phase III will feature outdoor water exhibits, art installations, a café, events pavilion and gardens nestled next to the Durango Discovery Museum at the Powerhouse and the Animas River.

② Fill the Powerhouse with quality interactive exhibits by taking the Alpine Bank Exhibit Challenge \$3,000 up to \$9,999

Take the challenge by making a minimum pledge of \$3,000—that's just \$1,000 each year for three years or just \$83.00 per month! Once we raise \$30,000 in pledges, Alpine Bank will add \$100,000 to our exhibit fund (a 3-year loan at 2%) so we can build more exhibits by our 2010 opening!

"I have no special talent. I am only passionately curious."

—ALBERT EINSTEIN

"All my life through, the new insights of nature made me rejoice like a child. It was like a new world opened up to me which I was at last permitted to know in all liberty."

—MARIE CURIE

JOIN THE FOUNDERS CIRCLE

Name an exhibit, gallery, or building!

Phase II \$10,000 - \$500,000+

Phase III giving levels range from \$50,000-\$3 million

and are available upon request

CURIE LEVEL \$500,000+

Name the Education/Administration Building

This 3200 sf building on the Powerhouse property will feature alternative energy and green building technology and contain learning labs/birthday party/meeting rooms, an exhibit fabrication workshop, storage space, and administrative offices. High visibility from the Plaza and Animas Riverfront Trail.

EINSTEIN LEVEL \$250,000-\$499,999

Name the Main Interactive Exhibit Gallery of the Powerhouse (5,000sf)

The Powerhouse will showcase 20+ interactive discovery + science exhibits for all ages to explore the world around us. (See Schumacher Level for Powerhouse exhibit concept details.) 30,000 annual visitors are projected to attend after Phase II is complete; and 65,000+ after Phase III—a 5,000sf+ new expansion—is complete.

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giving circles 3

"Let the future tell the truth, and evaluate each one according to his work and accomplishments."

—NIKOLA TESLA

TESLA LEVEL \$100,000-\$249,999

Naming Opportunities (choose one):

- 1 Name the Exhibit Workshop
- 2 Name the Administration Center
- 3 Name the Energy Gallery on the South side of the Powerhouse (now called the "Boiler Room")

"To invent you need a good imagination and a pile of junk."

—THOMAS EDISON

EDISON LEVEL \$50,000-\$99,999

Naming Opportunities (choose one):

- 1 Name the Powerhouse indoor early childhood exhibit area
- 2 Name the outdoor early childhood exhibit area

"There is no substitute for energy. The whole edifice of modern society is built on it...It is not 'just another commodity' but the precondition of all commodities."

—E. F. SCHUMACHER



SCHUMACHER LEVEL \$25,000-\$49,999

Sponsorship Opportunities (choose one):

- 1 Sponsor a Treehouse Exhibit as part of our three-story tall tree and climbing structure. The Treehouse will feature interactive exhibits related to the natural history of the Four Corners region.
- 2 Sponsor an Ecohouse Exhibit: geothermal, solar, efficient lighting—all designed to provide hands-on alternative energy learning for residential applications.
- 3 Sponsor an Energy Exhibit. Help interpret, the past, present, and future of energy, in an interactive way—from the great history of steam powered AC electricity generation to coal and natural gas to wave, algae, and bioenergy.

"If women can be railroad workers why can't they fly in space?"

—VALENTINA TERESHKOVA
(FIRST WOMAN IN SPACE)

continued on reverse

giving circles 4



JOIN THE VISIONARY ANGEL INVESTOR CIRCLE **Secure the present and future of the Durango Discovery Museum!** **\$100,000+** *pledged over three years*

We are looking for Visionary Angel investors in our community—individuals, foundations, organizations, corporations and small businesses—who will donate \$100,000+ to the museum's general fund to secure the Discovery Museum's future. We gladly accept an Angel Investor gift as a pledge payable over three years, with specific annual commitments. Your cumulative gift to date (even back to 1998—when the Children's Museum first opened!), plus your donation now, will be honored as your total Visionary Angel gift. (note: this is not a capital gift)

Visionary Angels will enjoy the following benefits:

- Your name acknowledged at the entrance of the museum as a Visionary Angel.
- Recognition now as a Museum Partner on all appropriate marketing/fundraising collateral from the time of the donation until our one-year anniversary at the Powerhouse! Special VIP treatment and acknowledgement at all museum events and functions.

Joining a Visionary, Founders or Community Circle provides meaningful support for the Durango Discovery Museum's science and experiential learning programs, and sends a clear message to the Four Corners region that you care about youth, science and energy literacy and our future. Please join us! Establish your legacy.

**To indicate your support,
please fill out the enclosed pledge form and mail to:**

Durango Discovery Museum
1333 Camino Del Rio Durango, CO 81301

For more information, contact:

Claire A. Bradshaw, Executive Director
970.828.1152
claire@durangodiscovery.org

"We can lick gravity, but sometimes the paperwork is overwhelming."

— WERNHER VON BRAUN

tax benefits of giving

IT PAYS TO GIVE BIG TO YOUR COMMUNITY:

A \$5,000 contribution
to the Discovery Museum
can cost you less than \$2,500.



HOW IS THAT POSSIBLE?

The Discovery Museum
is an Enterprise Zone Project.

The Durango Discovery Museum is one of just nineteen Southwest Colorado Enterprise Zone Projects approved as of August 2006. A taxpayer who makes a contribution to the Museum may claim a Colorado income tax credit equal to 25 percent of the value of the contribution, up to \$100,000 (12.5% for in-kind contributions up to \$50,000 in credit).

Individual Contribution Example:

An individual in the 28 percent tax bracket who makes a \$5,000 contribution to the Discovery Museum could receive a reduction in federal income taxes of \$1,400 and a state credit of \$1,250, so that net out-of-pocket would be \$2,350.

Business Contribution Example:

A business pledges \$20,000 to the Discovery Museum over a four-year period; each year contributing \$5,000. The shareholders in a 28 percent bracket could receive a reduction in federal income taxes of \$1,400 and a state credit of \$1,250, so that net out-of-pocket would be \$2,350.

Other Benefits to Your Business:

If, on the advice of the business's accountant, the business treats your contribution to the Discovery Museum as a promotion expense, the contribution can reduce the shareholder's income. This can reduce the effects of the Alternative Minimum Tax and phase-out deduction rules.

Please consult with your CPA for more details and the best way for you or your company to take advantage of the Discovery Museum's Enterprise Zone status.

"Satisfaction of
one's curiosity
is one of the
greatest sources of
happiness in life."

— LINUS PAULING

phase II and III concept designs

DURANGO DISCOVERY MUSEUM



PHASE II SITE PLAN

SCALE 1" = 20'-0"



DURANGO DISCOVERY MUSEUM



PHASE III SITE PLAN

SCALE 1" = 20'-0"



DURANGO DISCOVERY MUSEUM



BLOCK HOUSE FLOOR PLAN

SCALE 1/4" = 1'-0"



DURANGO DISCOVERY MUSEUM



PHASE III FLOOR PLAN

SCALE 1/4" = 1'-0"



exhibit concept designs



Powerhouse Interior | Phase II



Powerhouse Plaza | Phase III

pledge form 1

I, , agree to contribute and hereby pledge
to the Durango Discovery Museum the sum of \$

PLEASE CHOOSE ONE OF THE FOLLOWING PAYMENT METHODS:

Cash or Check enclosed for the full pledge amount of \$

Charge to my credit card the full pledge amount of \$

I will transfer shares of stock,
estimated value \$ on (indicate transfer date).

I agree to satisfy this pledge through installments beginning (indicate month and
year) and paid in full by (indicate month and year, not to exceed 3 years).

I would like pledge reminders: no regular mail email

Payment Schedule: monthly quarterly semi-annually annually

for installments of \$

For all credit card transactions: full amount installments

Visa MasterCard

Name as it appears on Card:

Card Number

Expiration Date

Please Note:

This is a binding pledge on you and your estate. The Durango Discovery Museum may make commitments that rely on this pledge. A pledge can be made only by the entity exercising legal control over the assets to be given. Should changes to this agreement be necessary, any amendment shall be made in writing and signed by both parties.

continued on reverse

pledge form 2

MY GIFT WILL BE:

For Unrestricted Fund (Unrestricted gifts allow the Museum to put your gifts to work for the areas of greatest need. These dollars allow the Museum to continue to fulfill its mission, provide exceptional education programs, and continue day-to-day operations of the organization.)

Without Further Designation

Designated to the Angel Investor Campaign (\$100,000+ pledges)

For Restricted (Capital) Fund - *Power the Powerhouse Campaign*

Without Further Designation

Designated to the Community Circle: Powerhouse Plaza Pavers

Designated to the Community Circle: Alpine Bank Exhibit Exchange

Designated to the Founders Circle

Signature:

Date:

Please print how you would like your name to appear in campaign recognition:

-OR- I choose to remain anonymous.

Please indicate the wording for your brick(s):

Mailing Address:

City:

State:

Zip:

Home Phone: ()

Office Phone: ()

Cell Phone: ()

Email:

For questions or more information, please contact:

Claire Bradshaw, Executive Director
1333 Camino Del Rio, Durango, CO 81301
(970) 828-1152
claire@durangodiscovery.org

Annie Pollet, Development Manager
1333 Camino Del Rio, Durango, CO 81301
(970) 828-1153
annie@durangodiscovery.org

THE DURANGO DISCOVERY MUSEUM THANKS YOU FOR YOUR PLEDGE!