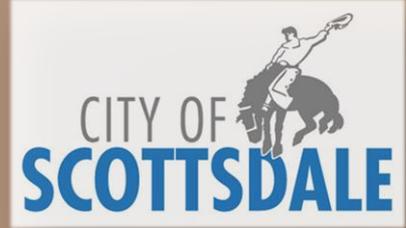


# DDC

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*April 20 and 21 Public Meetings*



- ❖ Welcome/Introductions
- ❖ Project Overview
- ❖ DDC Planning Perspectives Dialogue
- ❖ Questions/Answers

❖ Meeting Purpose:

- *To inform public on project scope and purpose, sharing ideas that have come forward from initial project planning*
- *To collaborate with the public, gaining their input on preferences to share with architect and experience designer*

- ❖ Jan. 11, 2015 Scottsdale City Council action:
  - DDCCS – business plan/feasibility analysis, public outreach, fund-raising potential
  - Begin process to amend municipal use master site plan at the Gateway Trailhead
  - Hire an architect for conceptual site plan and preliminary building design

- ❖ Location – McDowell Sonoran Preserve Gateway (Bell/Thompson Peak)
- ❖ Project planning phase to determine elements, size, cost
- ❖ Funded by bed tax dollars
- ❖ 18-month contract (through July 2017)



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## *DDCS – Who Are We?*

*Community-led  
public-private partnership  
Deep ties to Scottsdale  
and McDowell Sonoran  
Preserve*

### **BOARD OF DIRECTORS**

Christine Kovach, *Chair*

Melinda Gulick, *Vice Chair*

Dick Bowers, *Secretary*

Lynne Lagarde, *Treasurer*

Joan Fudala, *Member*

Dan Gruber, *Member*

Mike Surguine, *Member*

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Sam Campana, *Executive Director*

Randy Schilling, *Development Director*

- ❖ Experiences, Exhibits & Programming
  - ❖ Developing Partnerships
  - ❖ Business Plan/Economic Impact
  - ❖ Fundraising
  - ❖ Communication, Branding, Marketing
  - ❖ Community Outreach
- 
- ❖ Architectural Design (*under separate City contract – DDCS to coordinate outreach with architect*)

- ❖ Opportunity to get acquainted with the extraordinary Sonoran Desert—including those who don't hike, bike or ride
- ❖ Scottsdale has a preservation story to tell
- ❖ DDC will be a municipal use, not a commercial endeavor
- ❖ DDC must be compatible with the Preserve Ordinance

- ❖ Global center for education, research and interpretation about arid environments
- ❖ Engage residents and visitors looking for unique experiences and destinations
- ❖ DDC should be a model for sustainable building – built green on a minimalist footprint
- ❖ DDC should be a good neighbor – to the people, and animals and desert surrounding it

- ❖ How big the DDC will be
- ❖ How much the DDC will cost
- ❖ The experience specifics
- ❖ What it will look like
- ❖ Future partnerships



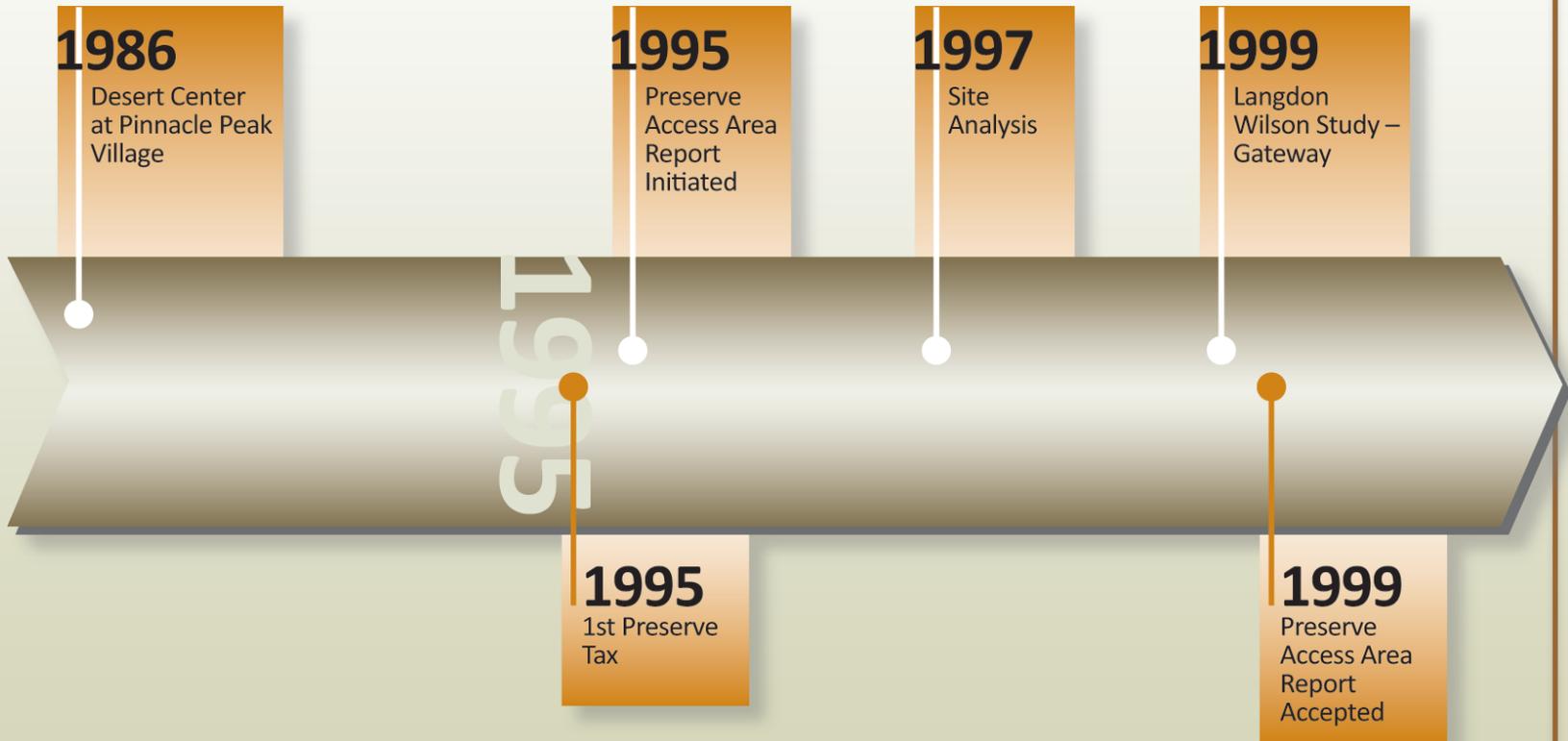
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# **BACKGROUND/HISTORY**

- ❖ Approximately 30,200 Acres Protected
- ❖ Approximately \$946 million Funding to Date
- ❖ Five Public Votes—
  - 1995** - - .2% Land Only
  - 2004** - - .15% Land and Amenities

- ❖ Four City Studies 1996-2012
  
- ❖ Tax-Payer Funded (2008 ½ private)
  - 3 Bed Tax
  - 1 Preserve Tax

## *The Early Years*



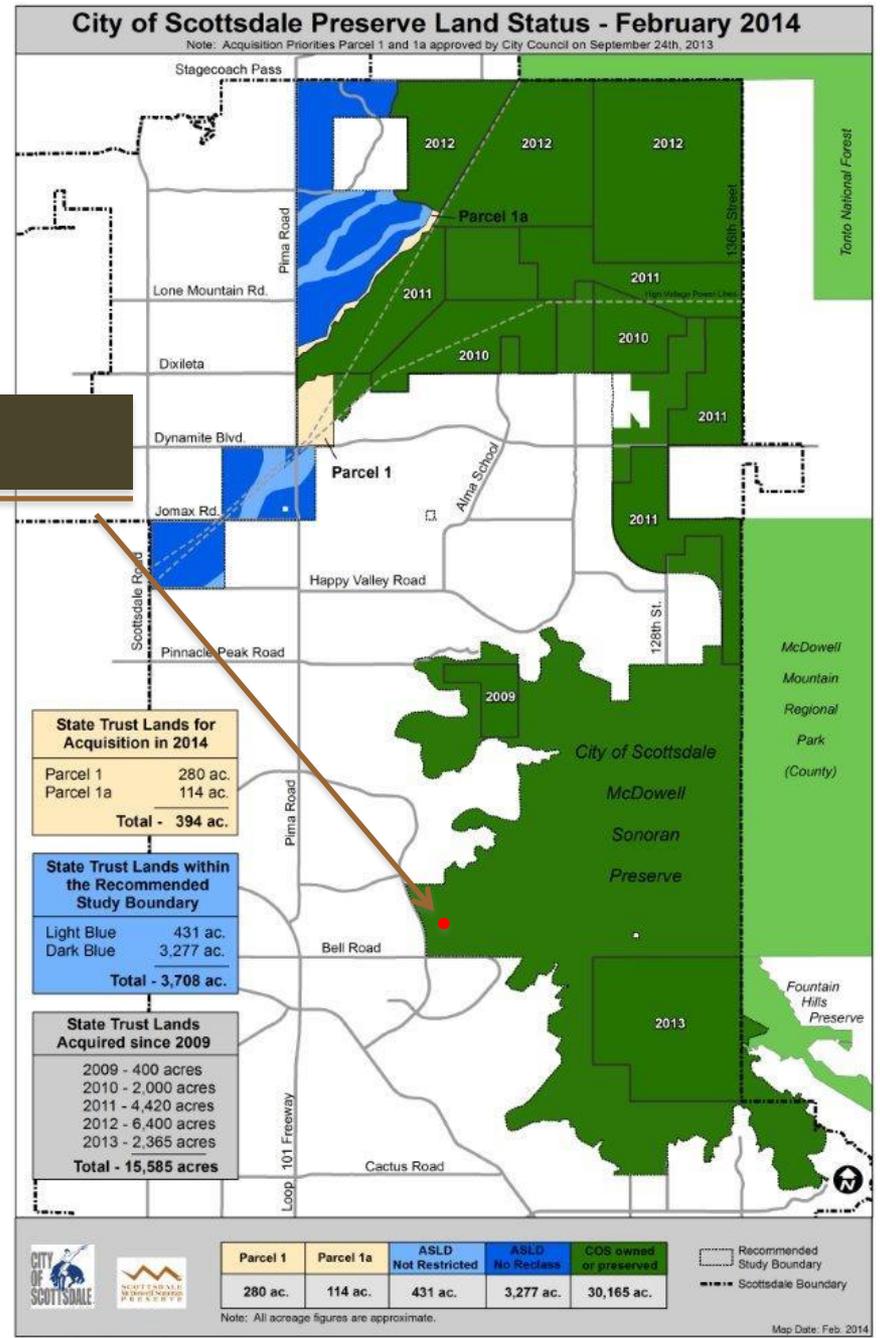
## *From 2000 to Current*





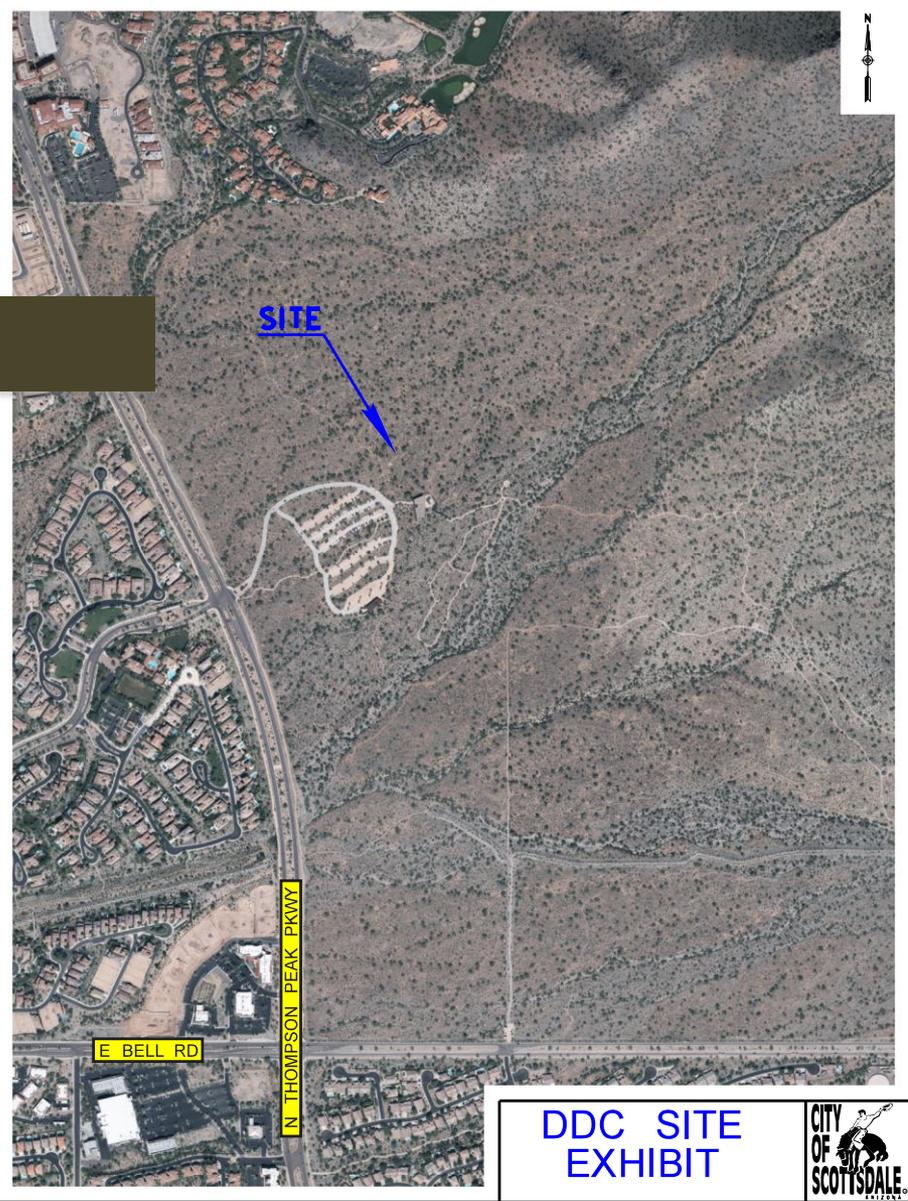
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*DDC Location at Gateway*



## *DDC Location at Gateway*

PLOT DATE: 2/8/2016 1:21:48 PM



DESIGN FILE: ... \PM's\Gary\160207\_DDC SITE.dgn

DDC SITE  
EXHIBIT



# DDC

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*Current Gateway Facility*



H5 MEDIA .COM

- ❖ Since this is a preserve, isn't building prohibited?
- ❖ Will there be lights and noise that will disrupt neighbors and Preserve wildlife?
- ❖ Will the buildings be compatible with the natural environment?
- ❖ Will the DDC be a commercial operation?
- ❖ How will the DDC affect traffic and safety in the area?
- ❖ Will the DDC be sustainable, financially?



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# **DDC PROJECT – THE NEXT 18 MONTHS**

## ***Experiences, Exhibits and Programming***

- ❖ RFQ for Experience Designer (*will be selected in June*)
- ❖ Innovative and imaginative approaches to exhibits and programming that take advantage of latest technologies
- ❖ Education focus that is engaging and inspiring
- ❖ Bring “Place” —Scottsdale’s Sonoran Desert—to life for visitors and residents to explore its mysteries and stories

## *Developing Partnerships*

❖ Our work and discussions are ongoing with:

- Arizona State University
- McDowell Sonoran Conservancy
- Scottsdale Community College
- Salt River Pima-Maricopa Indian Community
- Southwest Wildlife
- Liberty Wildlife
- Western Spirit: Scottsdale's Museum of the West
- Scottsdale Cultural Council
- Arizona Forward
- Taliesin West

## ***Business Plan/Economic Impact and Fundraising***

- ❖ Updating 2010 Business Plan
- ❖ Museum of the West Template
- ❖ Determining Feasibility/Sustainability
- ❖ Ongoing, Continuing Cultivating of Donors

## *Communications, Marketing, Branding and Community Outreach*

- ❖ Phased Communications Plan
- ❖ Currently: Community Conversations
  - Speakers Bureau
  - Public and Stakeholder Meetings
  - City Website—**scottsdaleaz.gov** (*search DDC*)
  - City eBlasts
- ❖ Future: Public input on architectural concepts and initial marketing and branding

## *Architectural Design*

- ❖ Selection Expected in June
- ❖ Architect will Develop Schematic Design Concepts
- ❖ Second Phase of Communications/Outreach will be sharing concepts, listening to feedback and refining accordingly



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# **DDC PLANNING & VISION**

*“Educate and inspire a global audience to value, thrive in and conserve desert environments through transformative experiences based on scientific studies in Scottsdale’s McDowell Sonoran Preserve and from around the world.”*

***Revelatory—***

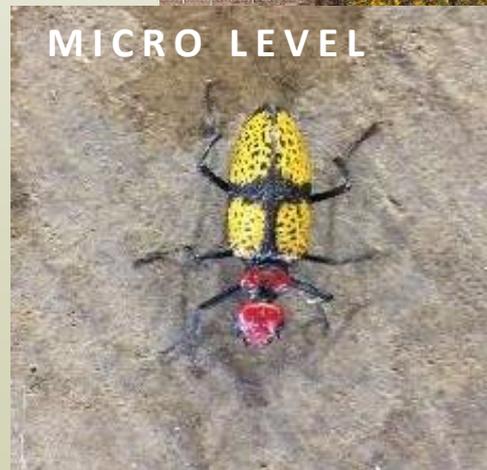
Adjective...

- 1.of, relating to, or having the characteristics of revelation
- 2.showing or disclosing an emotion, belief, quality or the like

*"You'll never see the desert in the same way again"*

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*"You'll leave changed and ready  
to make a difference"*



*The DDC will teach the next generation a culture of conservation...*





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# **DDC PERSPECTIVES DIALOGUE**

- ❖ Environmental/Conservation Considerations
- ❖ Community Impact
- ❖ Sustainability Focus
- ❖ Educational Opportunities
- ❖ Visitor Experience

- ❖ Dan Gruber, DDCS Board Member and McDowell Sonoran Preserve volunteer
- ❖ Joan Fudala, DDCS Board Member and author of “The People’s Preserve”
- ❖ Janet Holston, Arizona State University

- ❖ Community Conversations Continue...*Ongoing*
- ❖ First Public Meetings...*April*
- ❖ Architect Selected...*June*
- ❖ Experience Designer Selected...*June*
- ❖ Next public outreach opportunity...*Fall 2016*



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## Questions

*For More Information  
and to Sign-Up for  
Updates—*

City of Scottsdale website:  
**Scottsdaleaz.gov**  
*(search DDC)*







## ❖ Project Budget

• Management Contract (DDCS, Inc.) --	\$726,900
• Architectural Services --	\$700,000
• Project Mgm't/Administrative Expenses --	\$120,000
• Contingency --	\$150,000
 TOTAL --	 \$1,696,900