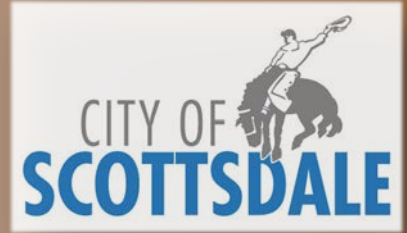


DDC

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S C O T T S D A L E



April 20 and 21 Public Meetings





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Tonight's Agenda

- ❖ 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, 2016 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



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City of Scottsdale DDC Project

- ❖ 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*

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*)



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What We Know...

- ❖ 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



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What We Envision...

- ❖ 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



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We Don't Know Yet...

- ❖ 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



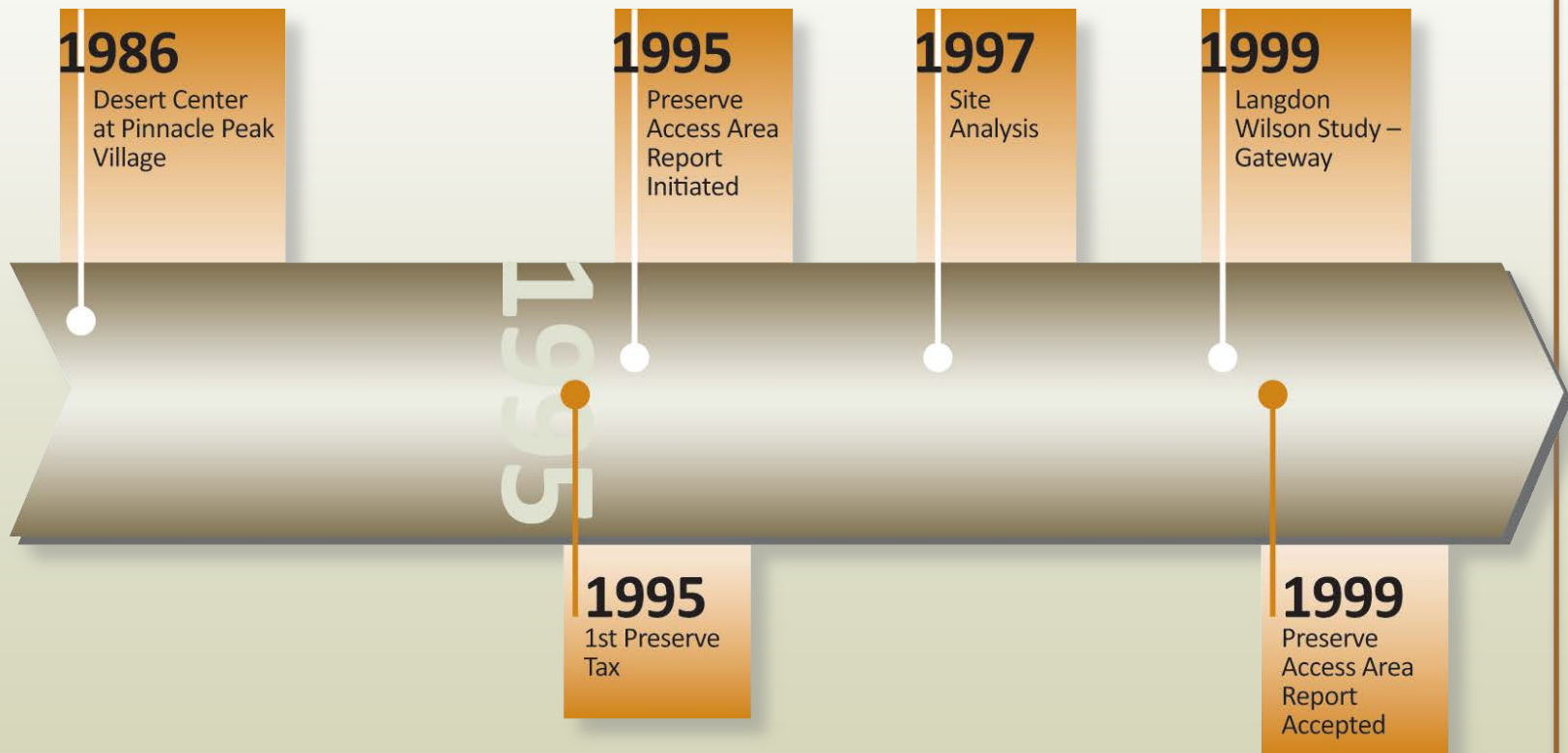
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Preserve Background

- ❖ 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

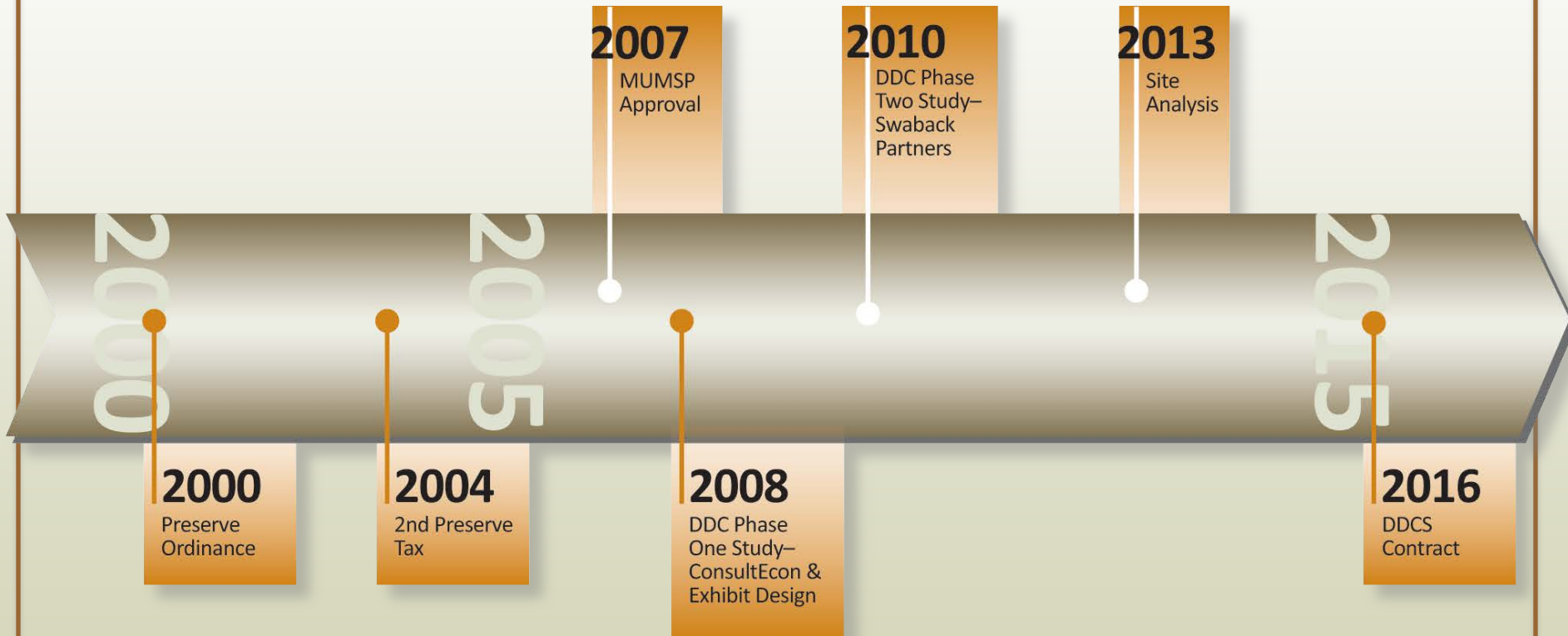




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DDC Location at Gateway—

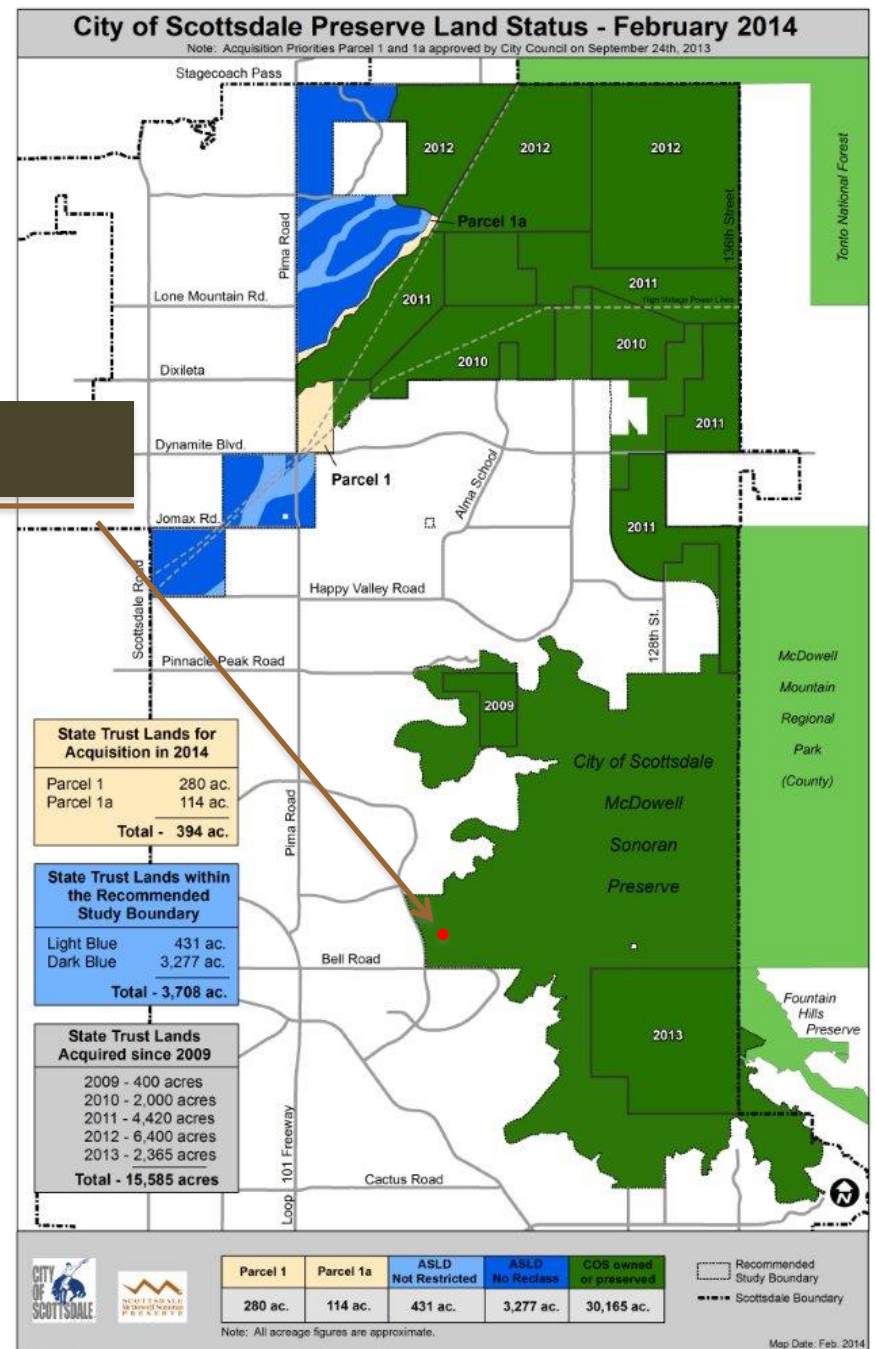
From 2000 to Current





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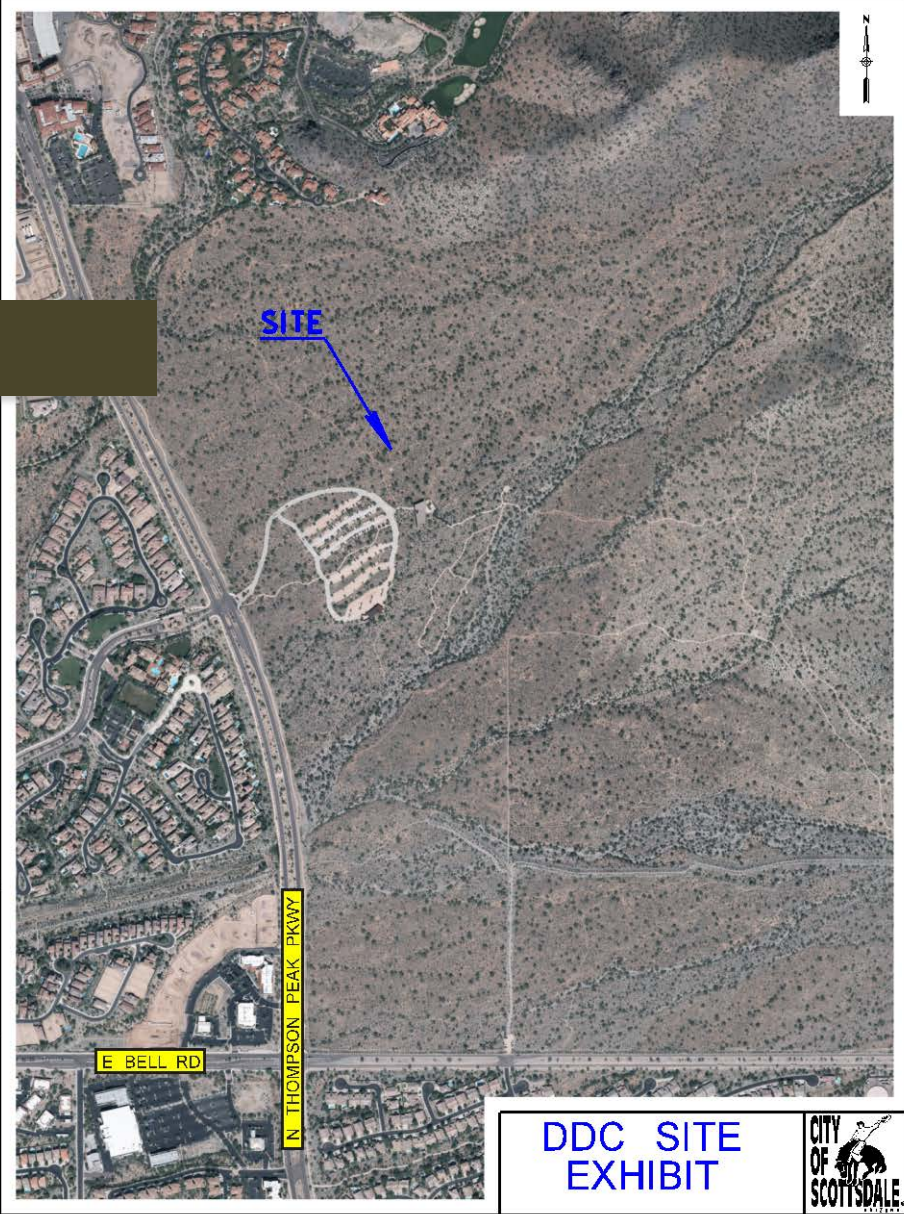
DDC Location at Gateway



DDC Location at Gateway

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DDC SITE
EXHIBIT





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Current Gateway Facility



- ❖ 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
- 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



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Working Mission Statement

“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 look at the desert in the same way
again"*

*"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



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Value Statements

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

- ❖ Joan Fudala, DDCS Board Member
and author of “The People’s Preserve”
- ❖ Janet Holston, Arizona State University
- ❖ Dan Gruber, DDCS Board Member,
McDowell Sonoran Preserve volunteer
(4/20)
- ❖ David Scholefield, Tourism Development
Commission (4/21)



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Next Steps —

- ❖ 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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S C O T T S D A L E

Questions?

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

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





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❖ 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
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