

## OVERVIEW

(updated November 18, 2009)

**WHO WE ARE TODAY.** *With a mission to “inspire minds through nature and science,” the Museum of Nature & Science at Fair Park delivers exciting, engaging and innovative visitor experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners.*

- The Museum is the result of a 2006 merger, unlike any in the nation, of three cultural institutions – the Dallas Museum of Natural History (est. 1936), The Science Place (est. 1946) and the Dallas Children’s Museum (est. 1995).
- The Museum is led by CEO Nicole Small who directs a strong, diverse group of talented individuals who take a business-minded approach to operations and programming and partner easily with expert scientists, researchers, and other institutional partners.
- The Board of Trustees is made up of visionary civic leaders who dream big and have the experience to accomplish goals. They are good stewards of the contributions received from donors and the various collections.
- Since the 2006 merger, the Museum has invested over \$1 million in its Fair Park facilities.
- The Museum was awarded the National Collaboration Prize for non-profit organizations by the Lodestar Foundation and AIM Alliance in March 2009, recognizing the successful merger of the Dallas Museum of Natural History, The Science Place and the Dallas Children’s Museum.

**EDUCATION IS CRUCIAL.** *Our country is expected to face a significant shortage of qualified science, math, technology and conservation professionals in the coming years. We must place math and science programming in the forefront so North Texas and the U.S. can maintain its competitive edge!*

- The Museum provides after-school programming, outreach and other non-museum programs to the community.
- In fiscal year (FY) 2008, the Museum served more than 540, 000 people - of that number, 324,000 were school children.
- The Museum has provided well over \$700,000 in scholarships to at-risk students in the past five years.
- The Museum has a significant need for a new facility. It frequently hits its capacity on school children. The Museum’s busiest months in March, April and May are continually oversubscribed, forcing the Museum to turn children away or overload the buildings and programs.
- The Museum serves a highly diverse school market: 60.8% Latino, 29.1% African American, 8.8% Caucasian, 1% Asian and .3% other.
- The Museum has strong partnerships in its programming with major educational institutions (SMU, UTD, UTSWMC and Dallas ISD and other school districts), community organizations (World Affairs Council of Greater Dallas, Children’s Medical Center of Dallas, Junior League of Dallas) and youth groups (Girls Inc., Boys and Girls Clubs).

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**RESEARCH.** *The Museum of Nature & Science conducts leading edge, paleontology research in Alaska, Texas and Mongolia.*

- The Museum is at the forefront of innovative research on the study of polar dinosaurs and continental ecosystems and the implications for climate change through time.
- 2009 marked the Museum's 12th year of work in Alaska.
- The Museum has been fortunate to receive the National Science Foundation and National Park Service grants in recent years to support this groundbreaking research.

**NEW FACILITY AT VICTORY PARK TO EXPAND MUSEUM'S REACH AND IMPACT.** *The Museum of Nature & Science will expand its reach and impact by building a world-class, state-of-the-art museum at Victory Park in Downtown Dallas to supplement the existing programming and operations at Fair Park.*

**VICTORY PARK:**

- The Museum's new facility at Victory Park will be built on a 4.7-acre site at the northwest corner of Woodall Rodgers and Field Street, with ground-breaking anticipated for November, 2009.
- As a result of the \$50 million gift made by the Perot children in honor of their parents, Margot and H. Ross Perot, the Victory Park facility will be named in honor of the Perots.
- The Victory Park facility, combined with the Fair Park facilities, will address the growing demand for science and math education in North Texas.
- The new Museum will sit in the heart of Dallas, conveniently located to the American Airlines Center, the Arts District, Uptown, the West End and more. The Victory Park facility will offer easy access to roads, DART, and pedestrian and bicycle paths on the Katy Trail.
- With a new facility and twice as much space, the Museum will be able to showcase a wider spectrum of its valuable collections, incorporate modern technology, host world-class traveling exhibitions and greatly expand its educational programs.

**THE DESIGN:**

- On January 8, 2008, the Museum named 2005 Pritzker Prize Laureate Thom Mayne of Morphosis as the architect for its new facility. Mayne is the first American since in 17 years (since 1991) to be selected for architecture's most prestigious award, the Pritzker Prize (equivalent to the Nobel Prize in literature).
- Ralph Appelbaum Associates (RAA), the world's largest and most renowned museum interpretative design firm; along with Paul Bernard Exhibit Design & Consulting, Austin; and the Science Museum of Minnesota have been hard at work on the exhibition interpretive plan for the interior spaces within the Victory Park facility. The goal of the new exhibition spaces is to create one-of-a-kind experiences using hands-on activities, collections and the latest in technological advances to communicate the wonders of nature and science.
- For the past 20 months, the team of architects from Morphosis and the team of exhibit designers, along with Museum Trustees and staff, have searched the globe benchmarking best practices in design and operations in order to provide the most stunning, innovative and inspiring ways of sharing math, science and technology with people of all ages – from preschoolers to high school students to Nobel Prize winners and lifelong learners.
- The goal is to create a museum that attracts millions – from Texans to domestic travelers to an international audience – people who return again and again because they “can't experience it all in one day” and because they're eager to check out the latest exhibits and activities.
- With the ultimate goal of creating a 400,000 square foot museum complex, the Phase One design will accomplish 180,000 square feet which includes 80% public space.

- The design will be highly functional in order to support many dynamic museum programs.
- Although this will be defined as the design process moves forward, the Trustees, staff and design teams are constantly searching for innovative ways to make the Museum a cutting edge model of “green building” with a Leadership in Energy and Environmental Design (LEED) Green Building Rating.
- The Museum programs and experiences are being developed to meet and exceed the academic requirements for science and math education as defined by the Texas Essential Knowledge & Skills (TEKS) for schoolchildren.

**FUNDS RAISED:**

- As of November 18, 2009, the Museum has over \$127 million in capital committed to date towards its current goal of \$185 million, which will fund the site acquisition, exhibition planning and design, construction of the new building, education programs and an endowment. Major lead gifts include \$50 million from the Perot children in honor of their parents, Margot and H. Ross Perot; \$10 million from Hunt Petroleum; \$10 million from The Rees-Jones Foundation; \$10 million from the Hoglund Foundation and Family; \$10 million from T. Boone Pickens; \$5 million from former Governor William P. Clements; \$5 million from Deedie and Rusty Rose; and \$2.5 million from the Corrigan Family.

**FAIR PARK**

- Once the facility at Victory Park opens, the Fair Park facility will continue to play a critical role. Dallas architecture firm Good Fulton & Farrell currently is developing a comprehensive space plan for the Fair Park facilities.
- By utilizing both facilities at Fair Park and Victory Park, the Museum will be better able to address the growing demand for science and math education in North Texas.
- With both facilities, the Museum can better accomplish its mission to “inspire minds through nature & science” and help North Texas and its citizens maintain their competitive edge.

**HOW TO SUPPORT.** *Everyone can play a role in supporting the Museum of Nature & Science at Fair Park and its expansion into Victory Park by attending our exhibits, educational programs and activities; becoming a member; volunteering; and donating.*

- **ATTEND.** The Museum is open every day so given the MNS schedule of activities guests can visit a gallery, explore a collection, experience the Children’s Museum, attend a family festival and more. Other activities include birthday parties, summer camp programs, scouting programs and sleepovers.
- **BECOME A MEMBER:** Individual, student, family and corporate memberships are available ranging from \$40 to \$10,000 (and higher). For more information, please call Murphey Harmon at 972-201-0602 or [mharmon@natureandscience.org](mailto:mharmon@natureandscience.org); or join online at [natureandscience.org](http://natureandscience.org). Museum members enjoy free or discounted admission to Museum activities and more.
- **VOLUNTEER:** There is a wealth of volunteer opportunities for adults, teens and teachers. Jobs range from science experiment instructors to tour guides to collections assistant to clerical. For details, call 214-201-0552 or visit the website at [natureandscience.org](http://natureandscience.org).
- **DONATE:** Donations of any size – from a few dollars to millions – are welcome.
  - For general donation information for the Museum of Nature & Science at Fair Park and/or the Victory Park Expansion Project please contact Mary Crain at 972-201-0555 or [mcrain@natureandscience.org](mailto:mcrain@natureandscience.org).
  - For Individual or Foundation Gifts contact Patti Broyles at 972-201-0598 or [pbroyles@natureandscience.org](mailto:pbroyles@natureandscience.org).
  - For Corporate Membership or gifts contact Megan Harrison at 972-201-0593 or [mharrison@natureandscience.org](mailto:mharrison@natureandscience.org).

**For more information about the Museum of Nature & Science, please call 214-428-5555 or visit the website at [natureandscience.org](http://natureandscience.org).**