

# 'Discovery' Scenarios

## IADC Objectives

- *Develop an education/communications plan, i.e., a business plan for the discovery.*
- *Think holistically about the discovery, w/regard to other Scientific/Ed. opportunities.*
- *Be a conduit for community input, ideas, suggestions on the discovery.*
- *Develop a fundraising strategy; recommend sites and facilities.*
- *Provide recommendations on organization structure, branding, and communications.*

### Scenario 1

- Standalone
- Physical Site

### Science/Ed. Program

- Ice Age Discovery Center with fresh programs

### Partners

- DMNS, CMC, ACES, ASG, ASkiCo, Anderson Ranch, AHS, others
- Does it require 1 or more patrons?

### Marketing/Tourism

- 'Discover' Snowmass theme
- 'Net add' to existing plan

### Pros/Cons

- What's in it for partners?
- Cost is \$\$\$ (higher)
- Can we find a patron?

### Scenario 2

- Synergistic Partners
- Physical or Virtual Mtgs.
- Some physical presence
  - Discovery Center
  - Info. Center
  - Resource Center

### Science/Ed. Program

- Convene conversations
- Programmatic content
  - Integrated
  - Related
- Experiential education
- Guided tour to programs
  - GPS App.
  - Passport concept

### Partners

- Viable Science Ed. partner (CU, CMC)
- Local NPs (as above)
- Program integration
  - ACES Nature Hike
  - CMC courses
  - Observatory
- Nat'l Science Teachers Assoc.

### Marketing/Tourism

- Integrated from a mktg./tourism perspective
- Partners will want to bring programs to SV

### Pros/Cons

- Could use Bldg 7
- Partner friendly (brings partner resources)
- Dynamic (by design)
- Bridge between valley and larger cities
- Requires structured coordination process
- Cost could be less (\$\$) if borne by partners.

- *Can it establish a permanent connection between SV and the Ice Age discovery?*
- *Can it generate economic opportunity?*
- *Can it provide world-class science/education programs?*
- *Can it be a sustainable operation?*

- *Will it attract visitors, conferences, etc. to SV?*
- *Can it provide fresh programs/content?*
- *Can TOSV tourism build programs/events/a brand around it? Will partners want to participate?*
- *Does it meet the IADC objectives (above)?*

Note: Can we do it? Should we do it? A 3<sup>rd</sup> Scenario is 'No Action'.

# More Questions to Consider



- Does Scenario 1 imply a new 501c3 to manage the site and resources? To create new programs and content? What role would partners play in programs and content?
- Can Scenario 2 be a catalyst for bringing existing programs together around the Ice-Age discovery i.e., where the partners create the related programs and content?
  - Why would a partner participate? Are there special benefits/advantages for ‘founding’ partners?
  - Would it be a requirement that partner programs link in some way to the Ice Age discovery?
  - What type of effort would be required to manage the overarching program plan? Would the program be open to many partners or limited to a few? How frequently would the plan be ‘refreshed’?
- From a partner perspective, what is the difference between Scenario 1 and Scenario 2?