

## Application of Criteria for Pima County Bond Project Proposals

Directions: The Pima County Bond Advisory Committee adopted criteria for project inclusion. For each resubmitted and new bond project proposal, please answer how the project meets the criteria below. If certain criteria do not apply to the project, please answer not applicable. The total response for each project should be no longer than two pages in Arial size 11 font. Please do not submit exhibits or attachments. The completed form should be e-mailed to [Deseret.Romero@pima.gov](mailto:Deseret.Romero@pima.gov) on or before July 15, 2013.

**Project Name:** Arizona-Sonora Desert Museum – Exhibits and Facility Expansion

***American Crocodile Experience*** – This would extend the Museum’s focus on the Gulf of California featuring one of its most surprising inhabitants, the rarely encountered American crocodile. We conceive going beyond simple *exhibition* of a massive (~12’ long) reptile by developing the space in a manner that allows us to present the intelligence of this ancient line of reptiles, and create an interactive experience sure to intrigue and surprise our visitors.

***“Bringing Back the Birds”*** – We will create several small aviaries nested within the appropriate habitat area, featuring iconic birds, such as caracara, turkey vulture, magpie jay, several species of owls, as well as potential improvements/expansion of the ever popular hummingbird exhibit.

***Desert Loop Trail Interpretive “Dome”*** – We will create a themed children’s nature play & learning experience for this (existing) space, with sections designed for different age groups, along with a stage/presentation area for puppet shows, book readings, interpretive presentations, as well as food service and seating area for adults.

***Riparian Adventure*** – The Museum will expand and renovate its beautiful riparian area, including upgrades to beaver and otter exhibit, incorporation of more information about water in the desert, and introduce *wise water-play*, too. This would allow visitors to play “streamside” in a low impact, relaxed manner, with water use subsequently directed to irrigation of the surrounding vegetation (which will afford us a wonderful opportunity to interpret the Museum’s wetland, recently upgraded through the 2004 Pima County Bond).

***Other Interactive experiences*** (TBD) – The Desert Museum is considering a few other experiences designed to expand audiences, increase learning, increase earned revenue, and provide public health benefits, too.

### 1. Broad Demonstrated Support by Public:

The Desert Museum is viewed as the “crown jewel” of Tucson and, as such, has tremendous public support. With annual visitation of over 370,000, visitors continually ask for new exhibits, more dynamic/interactive experiences, more animals, more indoor spaces, and greater learning opportunities. The aforementioned projects meet all of these criteria.

### 2. Has Regional Public Benefit:

For years, museums have demonstrated their public value as educational providers, community

anchors and stewards of our national heritage. They've also earned a reputation for driving tourism, creating jobs, attracting businesses to the community and serving as a source of immense civic and community pride. Considered as Tucson's #1 attraction, and consistently rated as a top ten zoo, botanical garden, and natural history museum, the Desert Museum has certainly accomplished all of this.

Tourism is a key industry for Tucson. With an international reputation as a pioneer in regional natural history interpretation, the Desert Museum draws visitors from around the world. It is also a valued place by local citizens, too. These projects will allow the Museum to develop new cutting edge exhibits and experiences that will help maintain the Museum's stellar reputation and increase its power to draw new audiences and attract more visitors to Tucson, along with providing local citizens with an enriched experience. In particular, they will lead to a broader range of immersive experiences for Museum visitors, improved and more interactive exhibits, extended visitor stay (relative to time in Tucson as well as time on the Museum grounds), deepened member support (especially those residing in Pima County), better understanding of the Sonoran Desert Region, new opportunities for increased revenue (which will increase job opportunities at the ASDM and lead to greater financial independence), increased indoor spaces available, (a major advantage during inclement weather)

3. Partnerships: N/A

4. Other Funding Sources or Matches:

ASDM will seek private funding for the balance of projects costs – especially in terms of staffing, ancillary support, and deferred maintenance

5. Education and Workforce Training: N/A

6. Advances Board Adopted Principles of Sustainability and Conservation:

These projects will introduce new learning opportunities for visitors & are likely to increase people's understanding of the fragility of the Sonoran Desert Region; thus, supporting aspects of Pima County's Sonoran Desert Conservation Plan.

7. Previously Authorized Large-scale Bond Projects or Programs that are Now Short of Funding: N/A

8. Phasing of Large Projects:

These projects will be done in series, featuring one major project per year, beginning mid-to-late 2015. Projected completion date for all projects would be 2019.

9. Impact on Operating and Maintenance Costs for Governments and Commitment to Fund These Ongoing Costs:

The ASDM is committed to cover O & M costs from internal revenue sources. Thus, there will be no impact on governments for operating and maintenance costs.

10. Project or Program is a Capital Improvement, Not a Repair or Maintenance Project:

The entire set of projects is a new capital improvement.