

2012 FUNDRAISING INITIATIVE

building _____
BIGGER
_____ skies
at the Taylor Planetarium



MUSEUM OF
THE **ROCKIES**

PROJECT INTRODUCTION

THE TAYLOR PLANETARIUM

In 2011, a market survey was conducted to gauge Museum Members' interest in the planetarium. An overwhelming 485 responded. Data from this survey indicate that our members strongly value the planetarium. However, they feel it is time to update the technology and offer fresh, current programming. Teacher feedback that we received supported the members' response as well. Museum data reveals that 82% of the schools visiting the Museum request a planetarium show as part of their visit.

The Taylor Planetarium

is a 40-ft, 104-seat domed theater with its entrance in the interior of the Museum of the Rockies' lobby. The Planetarium provides a unique look at the Montana night sky and offers a variety of educational shows year-round. It has been an integral and unique part of the Museum's experience since its inception in 1989.



The Taylor Planetarium

uses an Evans and Sutherland Digistar 2 digital planetarium projector. The *Building Bigger Skies* project will support an upgrade to the projection system to Digistar 5, and all new planetarium equipment, seating and lights. This renovation and upgrade has an estimated cost of \$1.5 million.





HISTORY

THE MUSEUM OF THE ROCKIES



The Museum of the Rockies was founded in 1957 by Caroline McGill, a doctor from Butte, Montana. McGill, worked in conjunction with MSU's President at the time, Roland Renne, to establish the Museum, and she served as its first curator. Her gifts included an extraordinary collection of Montana historical objects that were first housed in three Quonset huts on the MSU campus.

Today the Museum houses more than 350,000 objects and features significant exhibitions on American Indians, Regional History, and Dinosaurs. The Museum has the world's largest collection of dinosaur fossils from North America, including significant *T. Rex* specimens. An original 1890s Living History Farm shows what it was like for Montanans during the Homesteading Era, and the Children's Discovery Center, which opened in July of 2010, allows younger visitors to explore the science of Yellowstone Park.

The Taylor Planetarium was added when the Museum moved to its current location in 1989, and has continued to be an integral offering for visitors at the Museum. One out of every three visitors sees a show at the Taylor Planetarium, serving 60,000 visitors annually.

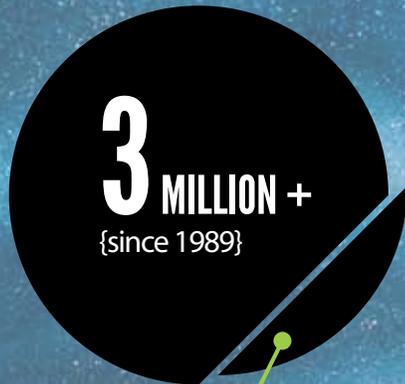
MOR Mission

The Museum of the Rockies inspires visitors to explore the rich natural and cultural history of America's Northern Rocky Mountains. In partnership with Montana State University, the Museum reaches diverse communities with engaging exhibits, educational programs, and original research that advance public understanding of the collections.

Caroline McGill

THE MUSEUM BY THE NUMBERS

NUMBER OF VISITORS



163 THOUSAND
{in 2011}

MEMBERSHIP

Since 2005, more than **8,000** schoolchildren (Grades K-8) have visited the Museum as part of an organized fieldtrip for free in thanks to the *Opening Doors for Schoolchildren* program.

6,000 households currently hold a Museum membership.

168 Head Start family memberships provided for free by the Museum (in Gallatin, Park and Meagher Counties)



of all school groups that visit request to see a planetarium show as part of their trip.

MOR'S ACCREDITATIONS

One of only 774 museums out of 17,500 nationwide accredited by the American Association of Museums.

College-level division of Montana State University

MOR
MUSEUM OF THE ROCKIES

A separate 501(c)(3) nonprofit institution, operating as MOR, Inc.

A Smithsonian Institution Affiliate

MUSEUM OF THE ROCKIES

The background image shows the exterior of the Museum of the Rockies at dusk. The building is a modern, multi-story structure with large glass windows and a prominent entrance. A large, dark shadow of a dinosaur, likely a Tyrannosaurus Rex, is cast onto the light-colored stone or concrete wall of the building. The sky is a deep blue, and the interior lights of the building are visible through the windows, creating a warm glow. The word "MUSEUM" is partially visible in large letters on the wall.

The Taylor Planetarium is one of the core offerings of the Museum of the Rockies. Other major offerings include:

World-Class Changing Exhibit Galleries,
dedicated to bringing the world to Bozeman.

The Living History Farm
including extensive heirloom and
Native American gardens

Explore Yellowstone: Martin Children's Discovery Center

The Seibel Dinosaur Complex

**Paugh History Hall and Enduring Peoples American
Indian Exhibition**

MONTANA STATE UNIVERSITY

Since the Museum's inception in 1957, it has had binding ties with MSU. Today, the University is an integral part of the Museum mission of making research accessible to the public. As a land-grant university, MSU is committed to its mission of learning, discovery and engagement. Through its strong partnership, the Museum of the Rockies at Montana State University lives out this mission through educational programming, outreach, research and exhibitions.

President Cruzado's Commitment

Since she began her term as MSU's President in 2010, Dr. Waded Cruzado has shown an incredible commitment to the Museum of the Rockies and its mission. In March 2012, she awarded \$45,000 to the Building Bigger Skies at the Taylor Planetarium project through the MSU Budget Council. This is an impressive show of support from the University and a testament to how much Dr. Cruzado believes in the future of the Museum and the Taylor Planetarium.

MSU Solar Physics Department

The Solar Physics Department at MSU is considered one of the best in the world. In 2011, the department was one of eight finalists to become the new home for the U.S. National Solar Observatory.

Graduates of the program have gone on to receive the nation's top awards, including the Presidential Early Career Award for Scientists and Engineers.

MSU College of Engineering

The Montana State University College of Engineering (COE) is one of the top-tier engineering schools in the nation, with students going on to work at major international companies, including Chevron, Boeing and Halliburton. MSU's engineering students undergo rigorous academics and have consistently scored ten percentage points higher on the Fundamentals of Engineering exam than other engineering students across the nation.

In 2011, MSU was named the winner of the prestigious C. Peter Magrath University Community Engagement Award for the COE's work in bringing clean drinking water to the people of Kenya.

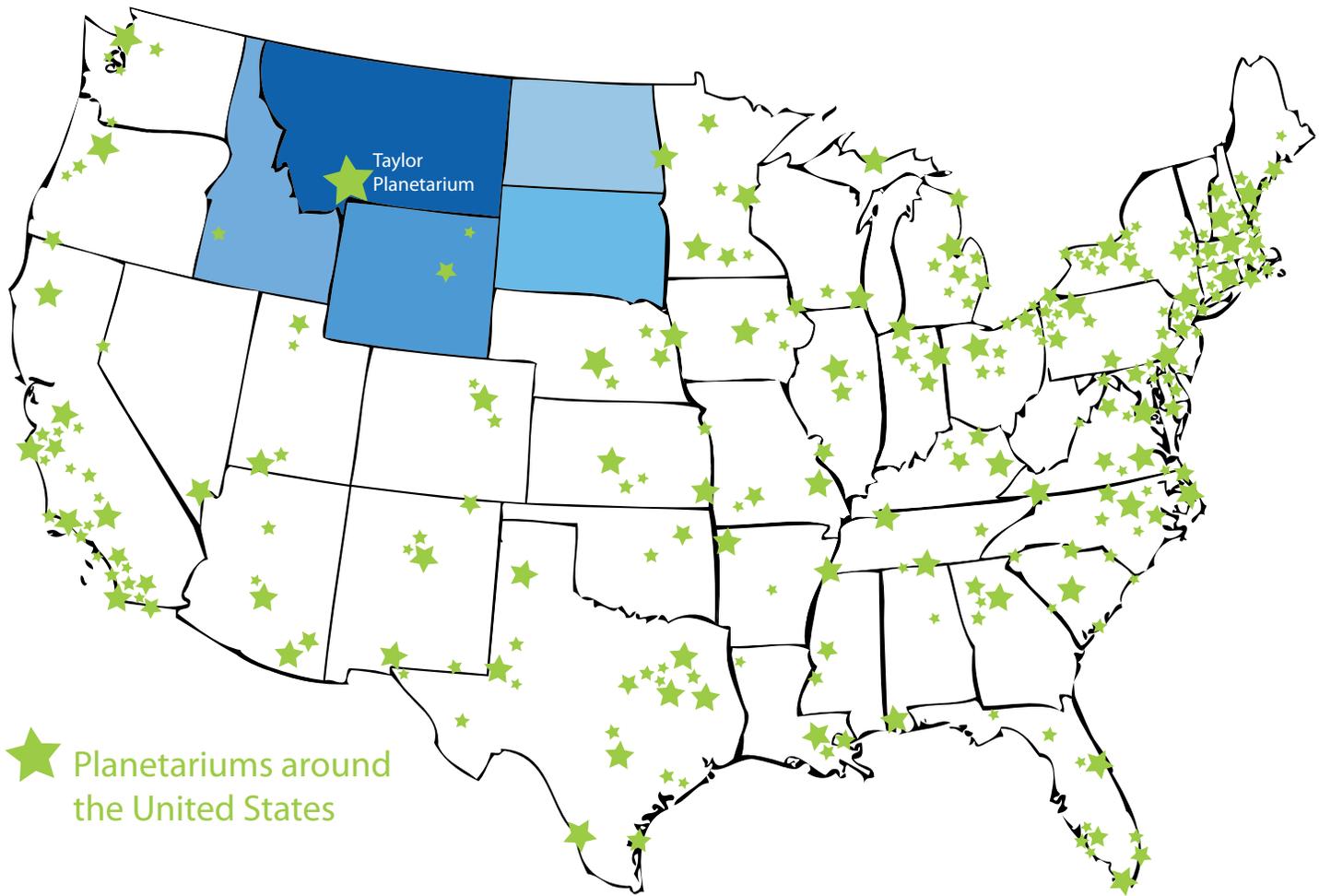
MSU Carnegie Designations

The Carnegie Foundation for the Advancement of Teaching classified MSU as one of only 108 research institutions in the nation with "very high research activity." This Tier One Carnegie research designation places MSU among the most prestigious universities in the nation. Within the past two years, over \$215 million has been awarded to MSU's research efforts.

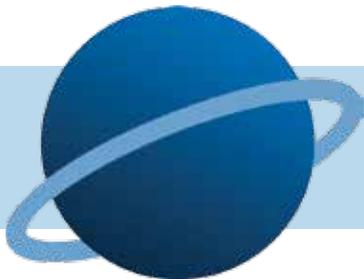
The University also places an emphasis on public outreach. Under President Cruzado's leadership, the MSU was awarded the Carnegie Community Engagement classification in January 2011. The designation recognized MSU for its commitment to volunteer service in communities and the spreading of knowledge that benefits the public, an effort in which the Museum of the Rockies plays a large role. MSU is among only 311 universities out of more than 4,600 nationally to receive such recognition.

PLANETARIUMS NATIONWIDE

THE TAYLOR PLANETARIUM



There are no digital full domes in Idaho, North Dakota or South Dakota; the only digital full dome in Montana will be the newly renovated Taylor Planetarium.



The Taylor Planetarium hosts nearly 60,000 visitors annually. The average 40 foot dome planetarium hosts 25,303 visitors annually.



1.2 million visitors have seen a show in the Planetarium since 1989



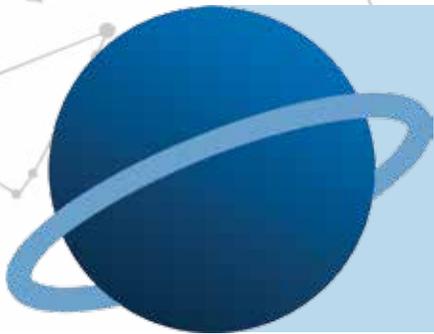
The Taylor Planetarium will have a 4K pixel resolution. The average 40-foot dome has 2K resolution.

THE TAYLOR PLANETARIUM PLANETARIUM OVERVIEW

{ 82% }
the percentage of schools who visit
MOR that request a planetarium show.

In 1989, the Taylor Planetarium opened at the Museum of the Rockies thanks in part to the vision, commitment and generosity of private donors. To date, nearly 1.2 million people have experienced a show in the Taylor Planetarium, and 82% of schools that visit request a show as part of their trip. The Taylor Planetarium continues to be the only planetarium serving the state of Montana.

After twenty years, the facility and the projector have become outdated. To *Build Bigger Skies* at the Taylor Planetarium, we need \$1.5 million for a facility renovation, equipment upgrade, new show purchases and increased annual operating costs.



“ For children and adults alike, the Taylor Planetarium sparks the imagination. Join us in *Building Bigger Skies* at the Museum of the Rockies so that we can have an educational and creative environment where the sky is the limit. ”

George Beimel

Taylor Planetarium Steering Committee Chair
Board of Trustees member

KEY PARTNERSHIPS



“ The first planetarium I ever went to was the Taylor Planetarium, on a school field trip. The experience opened my eyes to the joys of astronomy and science, and that inspiration put me on a path to spread that joy to a new generation. ”

Eric Loberg

Program Manager, Taylor Planetarium

TECHNOLOGY

THE TAYLOR PLANETARIUM

Digistar 5 is all about astronomy and science. The software has the most comprehensive set of astronomical data ever assembled, including the fully integrated Digital Universe data set from the American Museum of Natural History and NASA. Here are some of its features:

-  **Three-dimensional real-time computer graphics**
-  **Interface with NASA satellite data and images**
-  **Students can interact through joysticks, thereby improving their educational experience**
-  **Ability to project the latest digital full-dome shows, including shows that take viewers into the eye of a hurricane, or on a quest to find intelligent life**
-  **Flexible storytelling tools to customize presentations to any audience**

ABOUT EVANS & SUTHERLAND

Evans & Sutherland is the world's first computer graphics company and has developed advanced computer graphics technologies for almost four decades. Evans & Sutherland is a company that has proven, high-quality technology. The Taylor Planetarium's current projector is an Evans & Sutherland Digistar 2, which has served the Taylor Planetarium well for the past two decades. The Digistar 5 will provide the same reliability as the Digistar 2, but with greatly enhanced capabilities.



RENOVATION & REMODEL THE TAYLOR PLANETARIUM

A professional cleaning of the dome, new seating, LED cove lighting all the way around the planetarium, and a new digital surround-sound system will compliment the new Digistar technology.



PLANETARIUM PROGRAMS

THE MUSEUM OF THE ROCKIES

With the new planetarium upgrade, the Museum will continue to engage communities and inspire learners through new and enhanced educational offerings:

- All New Digital Planetarium Shows
- Customized Shows for Montana Schools
- Enhanced Astronomy Day Activities
- Awe-inspiring *Stars Over Yellowstone Program*
- Ever Popular Astronomy Lecture Series
- More Astronomy Kits for Educators
- Expanded Astronomy Preschool Programs
- New Programs for K-8th Graders
- Improved Astronomy Summer Camps



PROJECT GOALS

THE MUSEUM OF THE ROCKIES

THE NEW PLANETARIUM WILL ALLOW US TO BETTER:



PROMOTE SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS (STEM) EDUCATION

The Taylor Planetarium will be positioned at the forefront of STEM education for Montana K-12 students attending public, private, home and tribal schools.



PARTNER WITH THE MSU COMMUNITY

The planetarium will serve Montana State University by offering a unique resource to both MSU professors and students. Partners are already in place at MSU, including the Space Grant Consortium, the Solar Research Group and Computer Science Department.



INSPIRE THE NEXT GENERATION OF LEARNERS

When the original Taylor Planetarium opened, it inspired students to pursue careers in science, many of whom now work in planetariums and universities across the country. The new Taylor Planetarium is sure to do the same for the next generation of learners.



ENGAGE OUR MEMBERS

The Museum continually strives to better serve our 6,000+ household members. According to a survey conducted in 2011, a new planetarium is a top priority for Museum members and local teachers alike.



BOOST ECONOMIC DEVELOPMENT IN THE GALLATIN VALLEY

This is the only public planetarium within 400 miles and is a huge tourism draw for visitors interested in Montana's night skies. These visitors stay in area hotels, eat at restaurants and shop in local stores.

PROJECT TIMELINE

PLANETARIUM OVERVIEW

MARCH 2013:
NEW Taylor Planetarium Opens

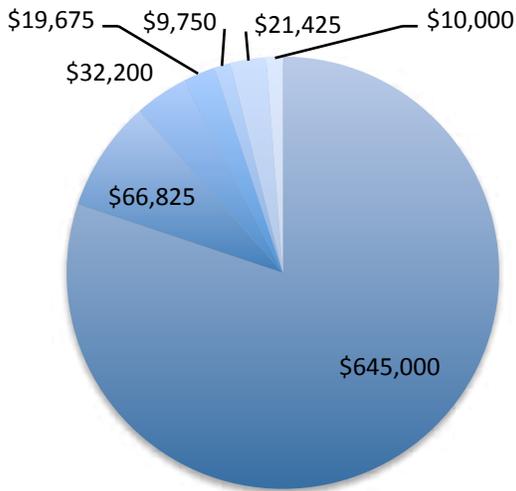
SEPTEMBER 2012:
Renovation begins

FEBRUARY 2012:
MSU commits \$48,000 to the project

NOVEMBER 2011:
MSU Board of Regents approved
Taylor Planetarium renovation

OCTOBER 2011:
Museum's Board of Trustees approve the
Building Bigger Skies project

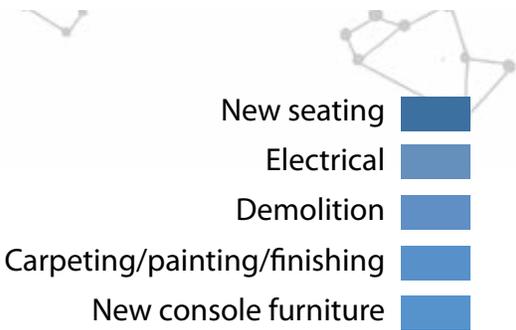
PROJECT BUDGET PLANETARIUM OVERVIEW



EQUIPMENT

- Digistar 5
- 5.1 HP digital sound system
- New lighting
- Theatre control system
- HD video and wireless
- Light tray & dome cleaning
- Contingency (IT costs)

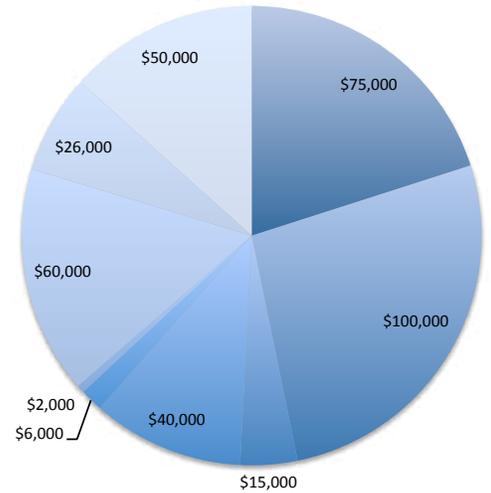
TOTAL \$801,125



RENOVATION

- New seating
- Electrical
- Demolition
- Carpeting/painting/finishing
- New console furniture
- Purge HVAC and clean dome
- Consultant design fees
- Other fees
- Contingency

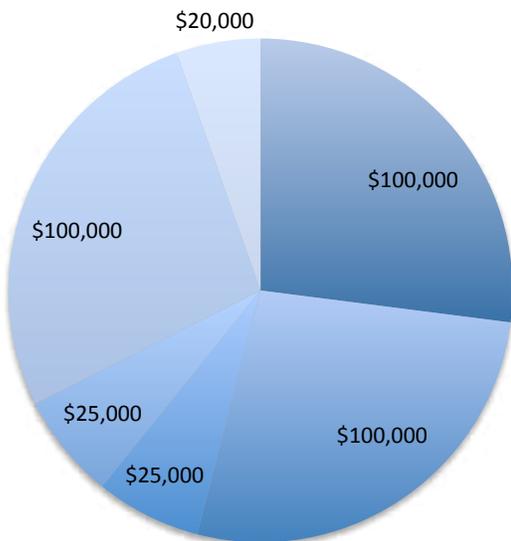
TOTAL \$374,000



PROGRAMMING & ANNUAL OPERATING EXPENSE

- Purchase start-up show package
- Equipment to retrofit/create shows
- Increase to Annual Operating costs (first year)
- Marketing and fundraising expenses
- Fund to underwrite new shows
- Interest on construction loan

TOTAL \$370,000



TOTAL PROJECT BUDGET \$1,548,875

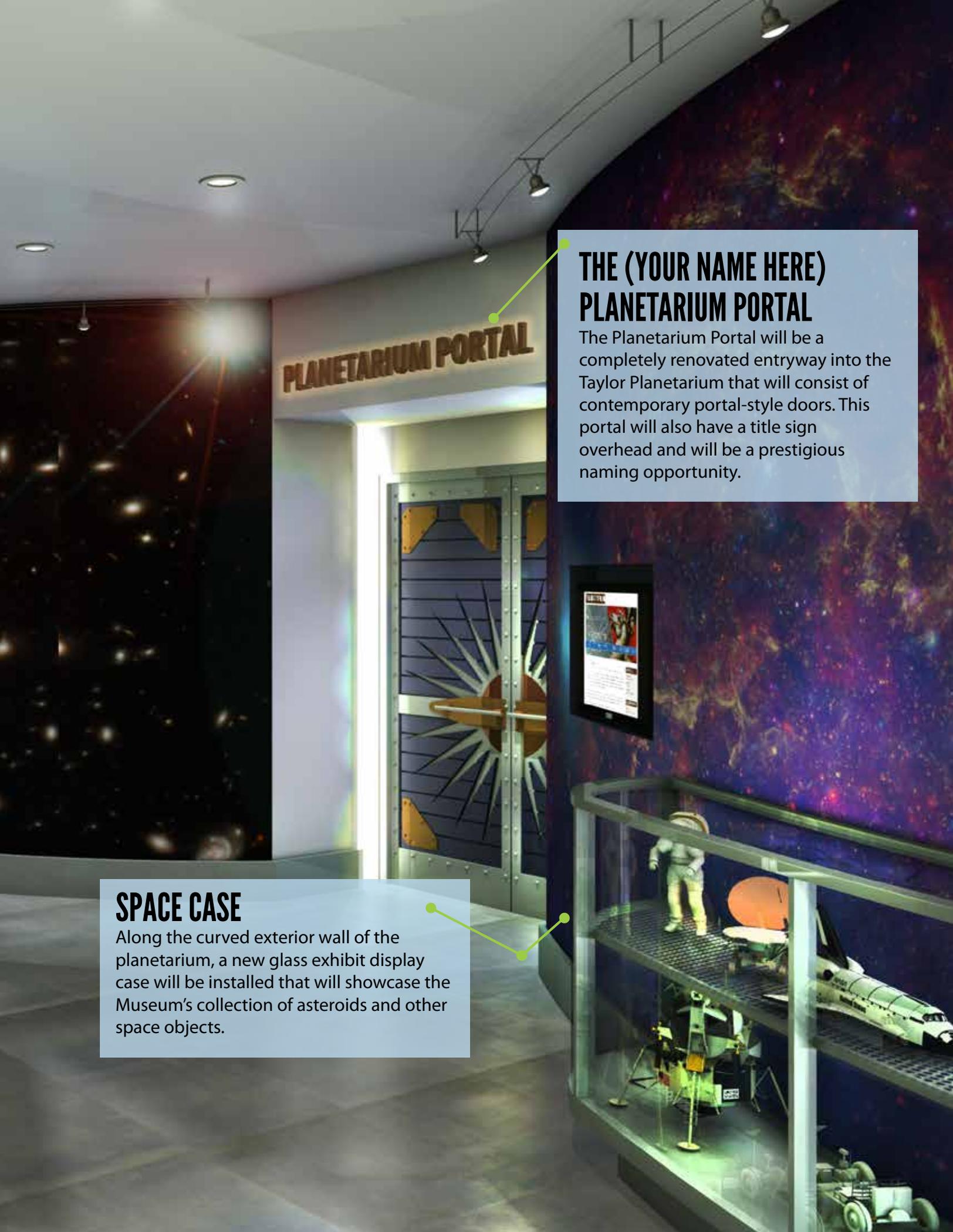
NAMING OPPORTUNITIES THE MUSEUM OF THE ROCKIES

SATELLITE THEATER



THE (YOUR NAME HERE) SATELLITE THEATER

The Satellite Theater will be located to the left of the Planetarium Portal. It will allow visitors to watch live NASA satellite images and other NASA programming while they wait for a planetarium show. There will be a title sign above the video monitor allowing the Satellite Theater to be sold as a named exhibit area (i.e. Strauss Satellite Theater). There will be new seating in this area in removable rows.



PLANETARIUM PORTAL

THE (YOUR NAME HERE) PLANETARIUM PORTAL

The Planetarium Portal will be a completely renovated entryway into the Taylor Planetarium that will consist of contemporary portal-style doors. This portal will also have a title sign overhead and will be a prestigious naming opportunity.

SPACE CASE

Along the curved exterior wall of the planetarium, a new glass exhibit display case will be installed that will showcase the Museum's collection of asteroids and other space objects.



NAMING OPPORTUNITIES THE MUSEUM OF THE ROCKIES



CONSTELLATION STATION

Constellation Station will be located to the right of the Planetarium Portal in the far corner of the planetarium exhibit space. This station will have science and space-related interactives geared towards children. The NASA SpacePlace information will be incorporated into this area as well as a hands-on activity area with kid-sized benches and storage.

PROJECTED STARS ON THE PLANETARIUM DOME

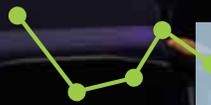
The new high definition projection system will allow for personalization of the 14 brightest stars in the night sky. This naming opportunity is called "Your Name in the Sky". These will appear on the screen after shows on the planetarium dome. Stars can be sold as naming opportunities and will be displayed every day that the planetarium is operating (this excludes holidays and down times when the planetarium shows are not running.)



The history of the world is the history of expanding horizons

PLANETARIUM CHAIRS

New planetarium chairs will be installed as part of the overall renovations. These state-of-the-art planetarium chairs can be sponsored individually or as a group.



WAYS TO GIVE THE MUSEUM OF THE ROCKIES

- ▶ Cash or check (Make payable to the Museum of the Rockies)
- ▶ Credit card (Visa and Mastercard accepted)
- ▶ For gifts of a \$1,000 or more, a pledge may be made with the gift payable over two years (2012-13)
- ▶ Gift of stock
- ▶ Bequest
- ▶ Online at museumoftherockies.org (please designate "Planetarium" on the donate form)

For more information, or to make a gift, contact:

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Executive Director

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Development Director

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building
BIGGER
skies
at the Taylor Planetarium

The Museum of the Rockies, Inc. is a 501(c)(3) non-profit organization.
Contributions are tax-deductible to the fullest extent of the law.

MORE ABOUT PLANETARIUM NAMING OPPORTUNITIES AND SPONSORSHIPS

In recognition of the past and current support of more than \$1 million, the Taylor family's name will remain on the facility itself.

All Taylor Planetarium Building Bigger Skies Donors will be listed on a donor recognition plaque. For gifts totaling \$5,000+, donors will also be recognized on the Cumulative Donor Panels in the Museum's Bair Lobby.

For the Satellite Theater, and Planetarium Portal, the sponsor's name will be integrated with the named area. Due to size constraints, this opportunity must be limited to one last name.

Please note that naming opportunities are for the lifespan of the project, on average 10 years.