Our Future is the Past

OUR MISSION
- Preserve archaeological sites and collections
- Curate the collections locally
- Make them available for research and education
- Develop partnerships with American Indians, cultural groups and the communities it serves
- Foster a deeper understanding of prehistory and American Indian history in the Verde Valley through the science of archaeology

A Capital Campaign for the Verde Valley Archaeology Center
From 1884 to 1888, Dr. Edgar Mearns, the surgeon at Fort Verde, documented every major pueblo within a 50-mile radius of the fort. He was also the first to excavate several sites, including Montezuma Castle and Clear Creek Ruin. In 1890 he wrote the first nationally circulated article on the Sedona/Verde Valley’s ancient ruins. It created widespread interest and was the impetus for at least two subsequent surveys along the Verde River and its tributaries.

But Mearns also began a practice that has seen most of the valley’s treasures carted off to someplace else. Mearns sent wagon loads of items to New York’s Museum of Natural History. The two subsequent expeditions of Cosmos Mindeleff and Jesse Walter Fewkes saw artifacts sent off to the Field Museum in Chicago, the Smithsonian and the Peabody Museum at Harvard University. When the National Park Service became the manager of Montezuma Castle, Montezuma Well and Tuzigoot, artifacts that could not be displayed on site were sent away.

This practice of sending artifacts of the heritage of the Sedona/Verde Valley out of the area continued into the 21st Century and formed the impetus to start the Verde Valley Archaeology Center. The Center was incorporated as an Arizona 501(c)(3) nonprofit corporation in 2010 with the vision of sustaining an archaeological center and museum where artifacts:

- will be cared for in a state-of-the-art environment
- are available for academic and professional research
- are used in educational programs and exhibits so the public can learn about the prehistory of the region

In 2014, the Center received a grant from the National Institute for Conservation and the Institute of Museum and Library Services to conduct a Conservation Assessment of our facilities, policies, and practices in the conservation of artifacts and museum management. The final report of the assessment conducted by the Arizona State Museum, noted that the "professionalism in the activities of the museum staff is very evident." The report concluded that the Center "is well qualified to be an archaeological collections repository for Federal, State, Town or private collections in Arizona."

The Center is now poised to meet its primary mission objective to stop the removal of artifacts from the Sedona/Verde Valley area and to house them locally in a new, modern curation facility.
The Challenge

Many museum collections today are in a state of crisis unprecedented in the history of curatorship. Public funds for the acquisition, conservation, preservation, display and storage of museum objects (particularly archaeological or historical objects) are scarce and the costs for proper care and treatment of collections have been skyrocketing. The President of the Society for American Archaeology, stated that “the curation problem is at crisis proportions.” The effects are being felt not only by researchers using museum collections but also by archaeologists in the field, who worry about where to store the artifacts they recover -- and whether they should recover any at all. “I think it’s the end of the days of endless archaeology,” said an archaeologist with Statistical Research Inc., a cultural resource management firm in Tucson, Arizona.

Lack of space is a critical problem. Federal and state laws often require archaeological surveys before construction, so collections swell wherever development is rapid. In Arizona, one of the fastest growing states in the country, archaeologists are doing more than twice as much work as they did a decade ago. The governor of Arizona appointed a commission in 2006 to study the curation problem. The resulting report predicted that Arizona's principal repositories will be full in 5 to 10 years. In June, 2015, the National Park Service stated that “Realistically, despite the progress, the crisis is not over. Major problems and issues still exist.”

The challenge is to develop the needed curation space on our own for the Sedona/Verde Valley area.

Our Response

In June 2015, the Verde Valley Archaeology Center acquired 15.28 acres of land in Camp Verde, at an appraised value of $1.37 million. Of this amount, Mr. Scott Simonton of Gilbert, Arizona, donated $1.12 million. This property will be the site of our future Verde Valley Archaeology Center and Museum. Of particular significance is that the property contains eight to ten undisturbed pit house structures that could date to about A.D. 650. It is highly significant that we will be building the curation facility adjacent to the site of a prehistoric village.

To begin the process, the Design Group Architects of Sedona donated their time to consult with the Center in the initial conceptual design that is shown on the next page. In addition, the Kinney Construction Company has donated consulting services to insure the most cost-effective building materials and design.

Sources:
Storage image from the National Park Service in the photograph collection of the U.S. Army Corps of Engineers
5 Kinney was the builder of the Easton Collection Center at the Museum of Northern Arizona in Flagstaff.
The Verde Valley Archaeology Center and Museum at Simonton Ranch

Preliminary Conceptual Design

15.28 acres
Collection Repository
Conference Center
200-seat Auditorium
State-of-the-Art Museum
Native American Sculptures and Mural
Children’s Archaeology Discovery Area
Archaeological Park and Pit House Trail
Traditional Prehistoric Use Native Garden
The Future Home of the
Verde Valley Archaeology Center and Museum

The new 28,000 square-foot campus will include the following features. The construction phases may change based on funding considerations.

PHASE 1 to address the Curation Crisis

1. A 6,000 square-foot collections repository including space for collection processing and a collections study area for visiting scholars

2. A 4,000 square-foot administrative area including staff offices, meeting rooms and library

PHASE 2 to engage the public

3. A 6,000 square foot museum to include:
   ► permanent gallery of Yavapai, Apache and Hopi history in the Verde Valley
   ► rotating exhibit gallery displays of Verde Valley artifacts
   ► open gallery space to host temporary traveling exhibits
   ► Children’s Archaeology Discovery area

4. A 1,000-square foot gift shop.

5. Native American sculptures in the entry and courtyard gardens.

6. A 2,000 square-foot reception lobby with painted mural of prehistoric life at nearby Montezuma Castle.

7. Parking for 90 vehicles and 3 commercial or school buses

PHASE 3 to enhance educational opportunities

8. A 9,000 square-foot multi-purpose public and educational programming space that will include:
   ► 4,000 square-foot, 200-seat auditorium with theatrical stage and dressing rooms
   ► 5,000 square-foot conference center of two large rooms that can be divided into meeting or class rooms

9. A 10-acre Archaeological Park with meandering trail through native vegetation that connects excavated and unexcavated ancient pit house structures. Interpretive signs, benches and ramadas will dot the trail.

10. A one-acre traditional use garden developed in cooperation with other non-profit groups.
Since its humble beginning in 2010, the VVAC has been turning big ideas into reality. At this moment, we are an organization poised for a monumental transformation. By making a capital investment in our mission today, you will help to (1) create a cultural center for the Verde Valley of tomorrow; (2) preserve and interpret stories of the people of the Verde Valley for the past 12,000 years through innovative exhibitions and exceptional educational programs; and (3) build a museum campus for today and the future.

Our vision is ambitious, but it is attainable if we use the full measure of our capacity and our imagination. Please join us.

Naming Right Opportunities
Naming rights are available for various spaces. Each includes your name and/or logo displayed as appropriate for the space/item. Complimentary facility use opportunities are also available.

<table>
<thead>
<tr>
<th>Levels of Support and Naming Rights</th>
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<tbody>
<tr>
<td><strong>Phase 1</strong></td>
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<tr>
<td>Museum (Four galleries - $500,000 each)</td>
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<tr>
<td>Permanent Exhibits</td>
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<tr>
<td>Lobby and Courtyard</td>
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<tr>
<td>Children’s Archaeology Area</td>
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<tr>
<td>Sculptures and Mural</td>
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<tr>
<td>Entry Landscaping</td>
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<tr>
<td>Courtyard Landscaping</td>
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<tr>
<td><strong>Phase 2</strong></td>
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<tr>
<td>Collections Repository</td>
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<tr>
<td>Administrative Center</td>
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<tr>
<td><strong>Phase 3</strong></td>
</tr>
<tr>
<td>Auditorium</td>
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<tr>
<td>Conference Center</td>
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<tr>
<td>Archaeological Park</td>
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<tr>
<td>Native Garden Area</td>
</tr>
<tr>
<td>Park Interpretive Signs (10)</td>
</tr>
<tr>
<td>Park Bench (12)</td>
</tr>
<tr>
<td>Theater Seat (200)</td>
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<tr>
<td>Conference Center Chair (300)</td>
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Donor Recognitions
A donor may contribute any amount to the campaign. Pledges may be paid over a period of time, not to exceed four years. Contributors from the $100,000 level will be listed on a special Founder’s Plaque in the lobby, on our website and in promotional materials. All gifts of $1,000 or more will be acknowledged on a permanent commemorative donor recognition plaque in the Lobby.

For more information about naming opportunities, donations, pledge cards or to arrange a tour of our facilities, please call Executive Director Ken Zoll at 928-593-0364 or email at director@verdevalleyarchaeology.org.
The Town of Camp Verde and the Verde Valley Archaeology Center jointly contracted the Yavapai College Regional Economic Development Center to determine what impact the proposed Center operations would have on the economy of the community in terms of direct spending on wages, supplies and services. The College was also asked to study the induced impacts derived from increased demand for supplies and services and increased household expenditures. The following analysis by the College identified the probable economic impact that would occur in the context of labor wages and output in the local community. Additionally, it was determined that there would be an economic impact derived from increased capacity for tourism and destination learning operations.

<table>
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<tr>
<th>Impact Type</th>
<th>Employment</th>
<th>Labor Income</th>
<th>Sales Output</th>
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<tr>
<td>Direct Effect</td>
<td>10.0</td>
<td>$425,148</td>
<td>$1,707,158</td>
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<tr>
<td>Indirect Effect</td>
<td>2.7</td>
<td>$105,591</td>
<td>$294,547</td>
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<tr>
<td>Induced Effect</td>
<td>1.9</td>
<td>$72,312</td>
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<tr>
<td>Total Effect</td>
<td>14.6</td>
<td>$603,051</td>
<td>$2,219,773</td>
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**Significant Economic Benefits**

**How will operations be sustained?**

The Center has carefully planned and budgeted for continuing operation. For example:

► With the same frugality that saw us grow rapidly since our inception, the board of directors has pledged that our vision will be backed by cash and pledges – in hand – before construction.

► A minimum goal of $2 million will establish a reserve fund that will be invested with the Arizona Community Foundation as a Reserve Fund Endowment.

► A professional economic study (shown below) concluded that, when fully operational, the Center will be financially sustainable, generating over $1.7 million in annual revenue through admission fees, event tickets and gift shop sales.

► The building itself is being designed to save operational costs. Geothermal heating, solar electricity and other energy initiatives will be considered that will result in annual savings over more conventional energy sources.

► A professional tourism study, in conjunction with the National Geographic Society, concluded that the time is right for such a facility. This will allow us to address the unmet needs of our local, regional and national audiences.

**Sustainability through Partnerships**

Partnerships among nonprofit groups and businesses provide invaluable opportunities. Collaboration can increase funding but, even more importantly, it can:

► Increase Program Effectiveness
► Increase Program Relevance
► Increase Visibility and Expanded Reputation
► Strengthen Organizational Capacity

For these reasons, the Center is reaching out for partnerships with groups such as Native Seed Search to assist with the Native Garden and to the Sedona International Film Festival to host films in the auditorium theater. A major university partnership is also being sought.