



## FINAL REPORT

### City of Ashland Economic and Cultural Development Grant 2017-18

**Applicant/Organization:** ScienceWorks Hands-On Museum

**Mailing Address:** 1500 East Main Street  
**City/State/Zip:** Ashland, OR 97520

**Contact Person:** Dan Ruby, Executive Director

**Phone:** [REDACTED]

**Email:** [REDACTED]

**Alternate Contact Person:** Cliff Edwards, President, Board of Directors

**Phone:** [REDACTED]

**Email:** [REDACTED]

**Organization Web Page:** [www.scienceworksmuseum.org](http://www.scienceworksmuseum.org)

**Federal Tax ID:** [REDACTED]

**IRS Class (Exemption):** 501(c)3

**Grant Amount Awarded:** \$25,159

**Grant Period:** July 1, 2017 – June 30, 2018

#### Report Overview

ScienceWorks applied the 2017-2018 ECTS grant funds to produce cultural programming and promote programming to both local residents and tourists.

#### The City of Ashland's Grant provided support in the following areas:

Cultural: \$7,558

Tourism: \$17,601

#### Cultural Funding Impact

ScienceWorks invested the Cultural funding to support production of the following programs:

##### Hands-on Activities & Programming

Each weekend, ScienceWorks delivered engaging hands-on activities and programs which enabled children and families to interact, explore and "do" science -- from simple explorations of geometry to chromatography to learning the beginnings steps of programming a small robot.

ScienceWorks delivered more than 200 hands-on activities and programs during the grant period.

### **Themed Weekends and Special Events**

During the grant period, ScienceWorks offered several exciting weekend-long programs focused on a different aspect of science. These themed weekends attracted over 1,000 visitors and included interactive experiments, educational performances and lectures, and "Science Live!" demonstrations for audiences of all ages.

### **StarLab Planetarium**

A unique inflatable "ball" in our Sci-Theatre allowed us to project stars as we see them from earth. Our staff educated children and families on how stars move, taught them to name constellations, and described what stars have signified for different cultures and civilization through time.

### **Tourism Funding Impact**

We invested the Tourism funds to target promotional messages to visitors from beyond a 50-mile radius of Ashland. Specifically:

- Advertising was geographically concentrated in six Southern Oregon counties (Coos, Curry, Douglas, Jackson, Josephine, Klamath) and three Northern California counties (Del Norte, Siskiyou, Shasta)
- Events promoted included:
  - Rogue Valley Mini Maker Faire - A family-friendly showcase of invention, creativity, and resourcefulness which gathered more than 50 artisans, inventors and exhibitors and a total of 2,161 visitors in Ashland for the weekend
  - Brews and Boogie - an October evening celebration targeted to young adults featuring music, dancing, refreshments, games and educational displays. Both brewers and attendees included tourists who were drawn to visit Ashland at a time when much of the local tourist season is winding down
  - ScienceWorks' Eclipse Viewing - event attended by 650+ visitors
  - "Creepy & Crawly Day" with presentations from Wildlife Images
- Media outlets included:
  - Oregon Welcome Centers
  - North State Parent
  - Southern Oregon Family Magazine
  - Southern Oregon Magazine
  - Highway signs on I5 Freeway (northbound and southbound)

Fourteen percent (14%) of our 60,000 visitors during the grant period were tourists – nearly 8,000 people. This compares positively to prior year totals: In 2016-2017, a total of 12% (6,800+) of ScienceWorks' 57,000 visitors were tourists; in 2015-2016, 11% of visitors were tourists. We base these numbers on the zip codes obtained from every visitor to the Museum at admission.

The trend of these statistics demonstrates the positive impact of this investment in tourism promotion. During the grant period, ScienceWorks had visitors from 47 of the 50 states, plus Canada. ScienceWorks has now established itself as one of the top tourist attractions in Ashland – by some measures, the number two attraction after OSF.

It is worth noting that our membership base includes more than 50 families who reside beyond the 50-mile radius of the museum. Additionally, nearly 30,000 ScienceWorks visitors during the grant period were non-Ashland residents who live within the 50-mile radius. These 30,000 visitors, while not technically meeting the definition of tourists, undoubtedly had a net positive economic impact on Ashland.