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Christopher Freeland
City Manager, City of Indian Wells

June 24, 2022

Dear Christopher,

Thank you so much for your consideration of supporting the Museum and our reIMAGINATION project. We are extremely grateful for the partnership we have had with The City of Indian Wells over the years and hope you share in our excitement for the reopening.

After over two years of our museum being closed, we are on the journey towards a reimagined and renewed gallery space for children and families as we hope to reopen in late 2022. Our reIMAGINATION will include over **40 new exhibits and increase accessibility** to visitors of all ages, backgrounds, and abilities. We are expanding our programming to include older children and their families and provide more opportunities for family interaction and growth.

Our fundraising efforts thus far have been successful due to the multi-generational memories that have been made at CDMoD and the love of the Museum by our community. We have secured funding through grant writing, individual donors and corporate donors as well as fundraising events and have reached nearly half of our **\$3 million budget** for this phase. We have received a Matching Grant from the **City of Rancho Mirage in the amount of \$150,000** which we were able to raise funds to receive the maximum amount as well as financial support from the **City of Palm Desert in the amount of \$150,000**. The City of Rancho Mirage is also applying for the JPA Grant through Visit Greater Palm Springs on our behalf awarding **another \$200,000**. We are requesting financial support from all the Valley's Cities. We still have a long journey ahead and hope the City of Indian Wells will be a part of this reIMAGINATION project with financial support. I am respectfully writing today to request your support in the amount of \$150,000 towards the reopening and reimagination of Children's Discovery Museum of the Desert.

The museum has been serving valley families for over **3 decades**, with approximately 85,000 visitors annually. That is over 2 million visitors!. That is a LOT of hands-on fun, creation of family memories and learning through play. We are an economic driver bringing families to the Valley and helping to bring visitors to our local resorts.

In a world where children are growing up too fast, the Children's Discovery Museum of the Desert allows a safe and exciting space for kids to be kids and interact with their families in imaginative ways. It encourages creativity, discovery, and experiences which inspire and promote intellectual curiosity and self-expression. Our children need the Museum more than ever, and we can't wait to welcome them back.

Thank you for your consideration of this request and please don't hesitate to reach out with any questions and/or thoughts.

With sincere gratitude,

Cindy Burreson
Chief Executive Officer