



# BRANCHOUT

a campaign in support of the  
Wenatchee Valley Museum & Cultural Center



Together we can cultivate connections and revitalize the  
Wenatchee Valley Museum and Cultural Center.



## We each have deep roots in this extraordinary place.

Some who call North Central Washington home have been deeply connected to the land for generations, while other families journeyed this way in search of discovery, drawn by the allure of the mountains, winding rivers, and sun-soaked landscapes that sustain our souls.

The Wenatchee Valley Museum and Cultural Center stands as the steward of our region's diversity—the keeper and protector of the Valley's vibrant history, creative expressions, scientific discoveries, and cultures.

For nearly 85 years, the Museum has captivated visitors with the stories of North Central Washington. As our region changes and our community grows, we recognize the pressing need to transform this treasure into a vibrant hub that embraces our beginnings while branching out into an even brighter future.

We are excited to embark on this transformation of the museum alongside you. This campaign goes beyond bricks and mortar—it's about creating an enduring testament to the power of unity, where our stories interweave, our roots intertwine, and our connections deepen.

Eliot Scull, Co-Chair  
Heather Ostenson, Co-Chair  
John Donaghy, Co-Chair  
Marriah Thornock, Executive Director

*Exterior plaza and cafe connects with nature.*



From left to right: Historic welcome sign. Wenatchee Avenue.



From left to right: Apple sorting machine. Summer camp outing. Great Northern Railway Diorama.

## Embrace a new season

Since 1939, the Wenatchee Valley Museum and Cultural Center has helped visitors discover and interpret life in the Central Washington region dating back to the Ice Age. The Museum gathers, engages, and educates people in the celebration and preservation of our region's history, art, sciences, and rich diversity.

Today, Museum leaders are embarking on a capital campaign to expand and renovate its historic buildings and diverse exhibits to transform the Museum into a cultural anchor for our community, a source of pride for the region, and a premier destination for visitors from both near and far.



From left to right: Current front entrance off Mission street, rendering of new Mission street entrance.

## Reach for the unexpected

Wenatchee Valley Museum and Cultural Center welcomes visitors daily—from students to seniors—providing educational opportunities, resources, and forums that inspire creativity and foster connection.

- Fifth graders from Lake Chelan School District burst through our doors to learn about the Native People of the Columbia Plateau.
- A group of retired friends meet up, grandkids in tow, to enjoy a few hours in Coyote's Corner children's area. First stop is to follow the train cars of the Great Northern Railway Diorama.
- After school, members of the robotics team fill our MakerSpace to test their Lego creations, elevating their STEM learning opportunities.
- After business hours, a group of recreationalists gather to hear from an expert on climate change and its impacts on the North Central Cascade region.

What visitors do not see are the countless hours staff and volunteers spend creating workarounds to address the buildings' multiple physical limitations and out-of-date infrastructure. Every room, working electrical outlet, and bit of broadband is maximized to make Museum programming possible.

**“We need a common space for storytelling and community conversation—a space that lives and breathes like the forests around us.”**

- Randy Lewis,  
Elder of the Colville  
Confederated Tribes





Accessible exhibits for all.

“The greenest building is one that already exists.”

- Mark Johnson, Signal Architects



Large, sunlight-filled space connects buildings and adds exhibit space.

## Extend the role of the museum



Built in 1917 and 1937, the Museum is housed in two buildings in the former Wenatchee Post Office and Annex. The location provides accessibility, however, both historic buildings lack the functionality needed to offer a modern museum experience.

- Countless staff and volunteer hours are spent on difficult and temporary workarounds, shortchanging the visitor experience.
- Space constraints limit exhibition opportunities and hamper visitor flow.
- Entrances aren't welcoming or obvious to visitors.
- Most permanent exhibits date back to the 1970s.



Immersive and hands-on exhibits like these from Luci Creative will invite participation and spark curiosity.

**It's time to grow the Museum into a more interactive and immersive destination.**

Museum leaders hired Signal Architects to develop plans that revitalize our buildings, foster community, and center guests at the heart of the museum experience. These plans:

1. Connect the two buildings via an expansive, light-filled lobby that adds an additional 14,000 square feet of new interior and exterior space.
2. Create a new main entrance at the back of the Museum, centralizing access to exhibits and programs, creating better access to parking, and a more equitable experience for all visitors.
3. Extend Museum spaces to the outdoors with a welcoming exterior plaza and gathering space, and shared programming at Centennial Park developed with the City of Wenatchee.
4. Implement exhibits that connect people to our region's history, art, science, and culture in fresh, engaging ways.

**We will transform the Museum into a cultural anchor and premier destination for visitors near and far.**



From left to right: Apple tree in Apple Industry exhibit. Coyotes Corner. Trade, Tradition and Change exhibit.

From left to right: Dias de las Muertos program. Native Heritage Tour.

## Our vision: Harvest deep community connections

Our region is growing and changing. This investment comes at an important time for our community—to share the stories of the diverse people and cultures that create our collective identity. We will engage visitors in a living museum that connects our past to our future.

New permanent exhibits will include multiple voices and learning styles, creating a compelling experience for all visitors through interactive and immersive experiences that create emotional connections to history, art, science, and culture in ways that broaden perspectives.

We will also renovate our ever-popular Coyote Corner into an early learning activity center.

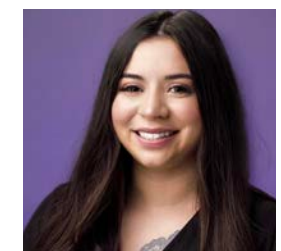
## Intertwine community and culture

In its central location, the Museum will host gatherings, bring programs to Centennial Park, and start visitors on walking tours to nearby attractions like Pybus Public Market. Together, we will create a space where:

- Refreshed exhibits showcase the region's diverse communities, agriculture, industry, and recreation.
- Latinx and Native community members visit exhibits that tell their stories and share how they are rooted in this extraordinary place.
- Children explore interactive exhibits that inspire them to learn about the natural world.
- Rotating galleries showcase local artists, part of a Downtown arts walk.
- Braille, audio narratives, and multiple languages allow everyone to access the Museum's offerings.
- A café offers space to meet, visit, and refuel before and after visiting.

**“I cherish how the museum is a hub of our heritage and history, enhancing the area's cultural vitality.”**

– Rosa Pulido, Executive Director of the Wenatchee Downtown Association



**“We need to update the museum into the heartbeat of our community and a must-visit for everyone.”**

– Linda Haglund, Community Leader

# Our Reach

**EDUCATION:** The Museum supports school districts in Chelan, Douglas, Grant, and Okanogan Counties.

- We've hosted 7,500 in-person student field experiences.
- We've supported 1,500 students in STEM-focused Mobile Makers and Ice Age and Clovis Culture virtual field trips.
- We've connected with 600 students through Summer Camp activities and 250 students engaged in cultural events.

**HERITAGE:** The Museum builds community and regional identity by preserving our collective cultural assets.

- We create space for open dialogue and challenging conversations.
- We uplift neighboring and rural communities with collaborative and pop-up programming.

**INVESTMENT:** Regional museums are a cornerstone of a thriving creative economy sector in Washington State.

- The creative economy's contribution to Washington's GDP is 10.3%—the highest share of state GDP in the nation!

*Historical Averages*



*Steamboat Rock*

## Expanding our regional reach

Over the next decade, the Wenatchee Valley Museum and Cultural Center is poised to become a premier destination that attracts visitors from across the region and the state, instilling a deep sense of pride. Anchored in cutting-edge technology, our offerings will provide meaningful, engaging, interactive, and collaborative experiences both within the museum and beyond its walls. We envision a flourishing, diverse membership and a sustainable economic model.

Our aspiration is to take the lead in nurturing culture and heritage, meeting the needs of our neighboring historical societies and museums along the Columbia River as a professional resource hub. School children from Leavenworth to Omak, George to Winthrop, and all points in between will have access to an advanced civic, history, and humanities education through virtual docents and 3D augmented reality exhibits.

Currently, we reach thousands of people annually, but our strategic vision extends further. We aim to touch the lives of everyone in North Central Washington, fostering a deeper connection with our region's rich history, culture, and heritage.

*Icicle Creek*

## Regional growth and impact



**Brewster  
Pateros  
Bridgeport**

Provide "Museum to You" boxes and docents for in-school programming

**Twisp  
Winthrop  
Methow**

Leads tours on Methow Valley Native Culture with the Wenatchi Band

**Omak  
Okanogan**

Annual spring showcase of High School student artwork in Main Gallery

**Entiat  
Waterville**

Professional collection care support for local Museums and history organizations

**Colville Tribes**

Work together to provide collaborative education, programs and exhibits

**Cashmere  
Leavenworth**

Bus-in hundreds of students each year for field tours

**Dry Falls**

Lead hundreds of people each year in Ice Age Floods tour

**Wenatchee**

House 80,000 artifacts, archives, and historic photos important to NCW history

**George**

Provide MobileMakers program to students at George Elementary School

*Images from left to right: Wenatchee Valley. Summer camp field trips. Columbia River, Apple box labels.*



A place for all ages to learn and grow.

## Grow better together

**“A vibrant, updated museum is integral to Community – telling stories, preserving our rich history, and culture.”**

– Dennis Johnson,  
Former Mayor & current  
Board member



We have the opportunity to branch out and deepen our shared sense of community—in ways that will preserve our valuable heritage, celebrate our vibrant diversity, and provide educational opportunities for generations to come.

Reinvesting in our Museum facilities and exhibits will:

- Drive tourism and hospitality spending by complementing our area’s recreational offerings.
- Attract businesses and residents and help recruit professional talent.
- Build partnerships that drive sustainable regional growth.
- Ensure our area’s cultural and educational opportunities are accessible to everyone.

Through this campaign, the Museum will emerge as a North Central Washington community anchor—one that sits at the confluence of past and future and inspires curiosity and engagement.



Accessible entrance for wheelchairs and strollers.



## Let’s make history

Join us! Together we will preserve our historic buildings, engage visitors in a living museum that connects our past to our future, and create a welcoming cultural anchor for all of North Central Washington.

To learn more, please contact  
**Marriah Thornock, Executive Director**  
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509-888-6249

**“Museums are the living pulse of a community, connecting us with our shared history and the world around us.”**

– Paula Arno Martinez,  
Board Member





*Building renovations will preserve functionality and historical value.*

**“Our museum is a place of discovery, imagination, and fun! This is where transformation occurs!”**

– Martha Flores,  
Community Leader & Artist



**“Our museum is the keeper of our stories and the place to celebrate the people and events that make those stories possible.”**

– Jerrilea Crawford,  
East Wenatchee Mayor

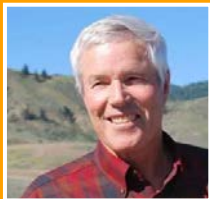


## BRANCHOUT

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“We have an opportunity to drive urban renewal through this project, transforming our museum into a 21st-century centerpiece, injecting fresh energy into our community.”

- Eliot Scull, Campaign Co-Chair



### **Wenatchee Valley Museum and Cultural Center**

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