



Western Spirit Expansion PLUS



Western Spirit
SCOTTSDALE'S MUSEUM OF THE WEST



Cover: Photo courtesy of Bill Timmerman, Studio Ma Inc. Above: Hash Knife Pony Express during Scottsdale's Western Week.



**WESTERN
SPIRIT**

SCOTTSDALE'S
MUSEUM
OF THE WEST

Western Spirit: Scottsdale's Museum of the West boldly immerses guests in the unique story of the greater Western region, illuminating the past to better shape our future.

Our world-class exhibitions and impactful education programs allow visitors from around the world to experience the dynamic art, diverse cultures, and captivating histories that define the West.

“Go West!”

at Scottsdale’s youngest museum.

Since opening our doors in 2015, Western Spirit has been a vibrant gateway to the American, Canadian, and Mexican West. *True West* magazine has repeatedly named us the top Western museum in the nation. Thousands of annual visitors agree, rating us as one of the top cultural destinations in Arizona. From passionate art enthusiasts and curious school groups to adventure-seeking families and global travelers, our doors are open to anyone looking to discover their own Western spirit.

A decade ago, Western Spirit was just a dream. Today it stands as a living

monument to the indomitable spirit of the West—a spirit embodied by our generous donors, dedicated supporters, and tireless volunteers.

We at Western Spirit forever have our eyes on the horizon, looking to the future as we honor the past. Thanks to a generous gift from Louis “Buzz” Sands IV, in January 2024 we broke ground on a two-story, 12,000-square-foot expansion. This new wing will be the permanent home of The Basha Collection, a remarkable collection of Western and American Indian Art amassed by Arizona philanthropist Eddie Basha and donated to Western Spirit in 2023.

Together we can keep the spirit of the West alive for generations to come.

Left: Pipe Tomahawk of Meriwether Lewis, c.1809, on loan from the Peterson Family Collection.





On the Horizon...

Western Spirit proudly continues our tradition of celebrating the West by sharing and preserving its artistic treasures and cultural artifacts.

The expansion will include newly built galleries for The Eddie Basha Collection and the museum's significant collections of Indigenous art, including Hopi pottery and Navajo jewelry. These galleries will set a new standard for atmospheric presentation and immersive storytelling, bringing the art to life for our visitors and fostering deeper appreciation and understanding.

Western Spirit is excited to partner again with the renowned architectural firm Studio Ma on the new **Louis Sands IV Center**.

Following the completion of the expansion, the existing museum will undergo a comprehensive refresh. Favorite exhibits will be updated with new items and technology while new exhibits will tell original stories from fresh perspectives, expanding and enhancing our coverage of the art, history, and culture of the West.

With a \$12 million foundational gift for the exterior construction of the Louis Sands IV Center and an additional \$1 million gift from the Stardust Foundation, we are just \$4 million from our campaign goal of \$17 million.

Will you make a gift today to help keep the proud traditions and stories of the West alive for future generations?



Expansion PLUS Budget

Expansion Construction	
Exterior construction of 12,000 sq. ft. of new gallery space	\$12,850,000
Design Curation of New Expansion Galleries	
Interior construction of flooring, lighting, display cases	940,000
Video monitors, sound isolation systems, interactive displays	330,000
Design elements	430,000
Subtotal	\$1,700,000
Technology & Immersion Upgrades to the Museum	
Immersion design and rebuild	285,000
Design elements	259,000
Video monitors, sound isolation, interactive displays, lighting	706,000
Subtotal	\$1,250,000
Renovate & Refresh Existing Spaces	
New seats in Piper Theatre	455,000
Refinish floors, walls, ADA updates	418,000
New sound and AV system in theater/auditorium	255,000
Merchandising furniture for gift shop	72,000
Subtotal	\$1,200,000
Total	\$17,000,000

The Eddie Basha Collection

Eddie Basha grew up captivated by the American West and amassed one of the largest and most significant Western Art & American Indian Art collections in the country, with more than three thousand works of art that span three centuries including rare and important examples of paintings, sculpture, jewelry, pottery, baskets, and katsinas from Cowboy Artists of America (CAA) members and Indigenous artists.

Included in the collections are pieces by artist Joe Beeler, CAA co-founder and a pioneer of contemporary Western Art. Upon learning that The Eddie Basha Collection would not only remain in Arizona, but also that the collections, paintings, and sculptures would reside in Scottsdale with Western Spirit, Jody Beeler, son of the late Joe Beeler said, **"It's perfect, it's just perfect!"**



Left: Eddie Basha Jr. 1937 – 2013. Below: *Starting The Day*, Joe Beeler, artist and CAA co-founder.



Above: Arizona philanthropist Louis "Buzz" Sands IV provides the initial funding needed to begin construction on Western Spirit's 2-story, 12,000 sq. ft. expansion.

Will you Help Us Reach the Finish Line?

Pledge	# Pledges Needed	Subtotal by Gift Level	Cumulative Total
\$1,000,000	1	\$1,000,000	\$1,000,000
\$500,000	3	\$1,500,000	\$2,500,000
\$250,000	3	\$750,000	\$3,250,000
\$100,000	3	\$300,000	\$3,550,000
\$50,000	4	\$200,000	\$3,750,000
\$25,000	4	\$100,000	\$3,850,000
\$10,000	6	\$60,000	\$3,910,000
\$6,000	8	\$48,000	\$3,958,000
<=\$3,000	14+	\$42,000	\$4,000,000
TOTAL	32		\$4,000,000

Letter from the Founding Chairman



To make your gift online
or learn about other
ways to give,
go to

westernspirit.org/expansion

or e-mail Sarah Smith,
Director of Development, at
SSmith@westernspirit.org.

Dear Friend,

With the generous support and contributions of Frankie & Howie Alper, Abe Hayes, Christine Mollring, Elaine & Tim Peterson, and many others, the legacy of Western Spirit has carved its place in history in just a few formative years. Western Spirit: Scottsdale's Museum of the West has already played a vital role illuminating the rich history and cultural heritage of the American West. We are so grateful for their kindness and grace.

This remarkable institution has become a destination museum thanks to its innovative storytelling of the West and the generosity of friends like you.

We recently received a significant gift from Louis "Buzz" Sands IV, allowing us to add a two-story addition of 12,000 sq. ft. to our existing building. Combined with the generosity of the Basha family and its gift of The Eddie Basha Collection, Western Spirit is ready to move forward.

This vision for the expanded Museum is already taking shape, with an ambitious plan to build new galleries, increase our educational offerings, and improve technology throughout. We are building a museum that will continue its unmistakable commitment to excellence. A museum worthy of the history and culture of the Greater American West.

Your financial support will be vital for Western Spirit to realize the full potential of this moment. Join us in this exciting endeavor of writing the next chapter of Western Spirit.



Sandy and Jim Bruner

Sincerely,

A handwritten signature in black ink that reads "Jim Bruner". The signature is written in a cursive style.

Jim Bruner

Founding Chairman



Charles F. Smith, American, c.1850-1860
The Pacific from Point of View—
January 2, 1846, 1846
Oil on canvas

Several of the members of the Expedition, including Sacramento, decided to go to the coast to see if they could find a beached whale. This would provide a much needed resource: blubber. At the time of Lewis and Clark, blubber or whale fat, had many uses. Most importantly, it was a much needed food source for the Expedition.

“If you’re expecting a building full of cowboy hats and rifles think again... **this is a museum of ideas!**”



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3830 N. Marshall Way | Scottsdale, AZ 85251 | westernspirit.org