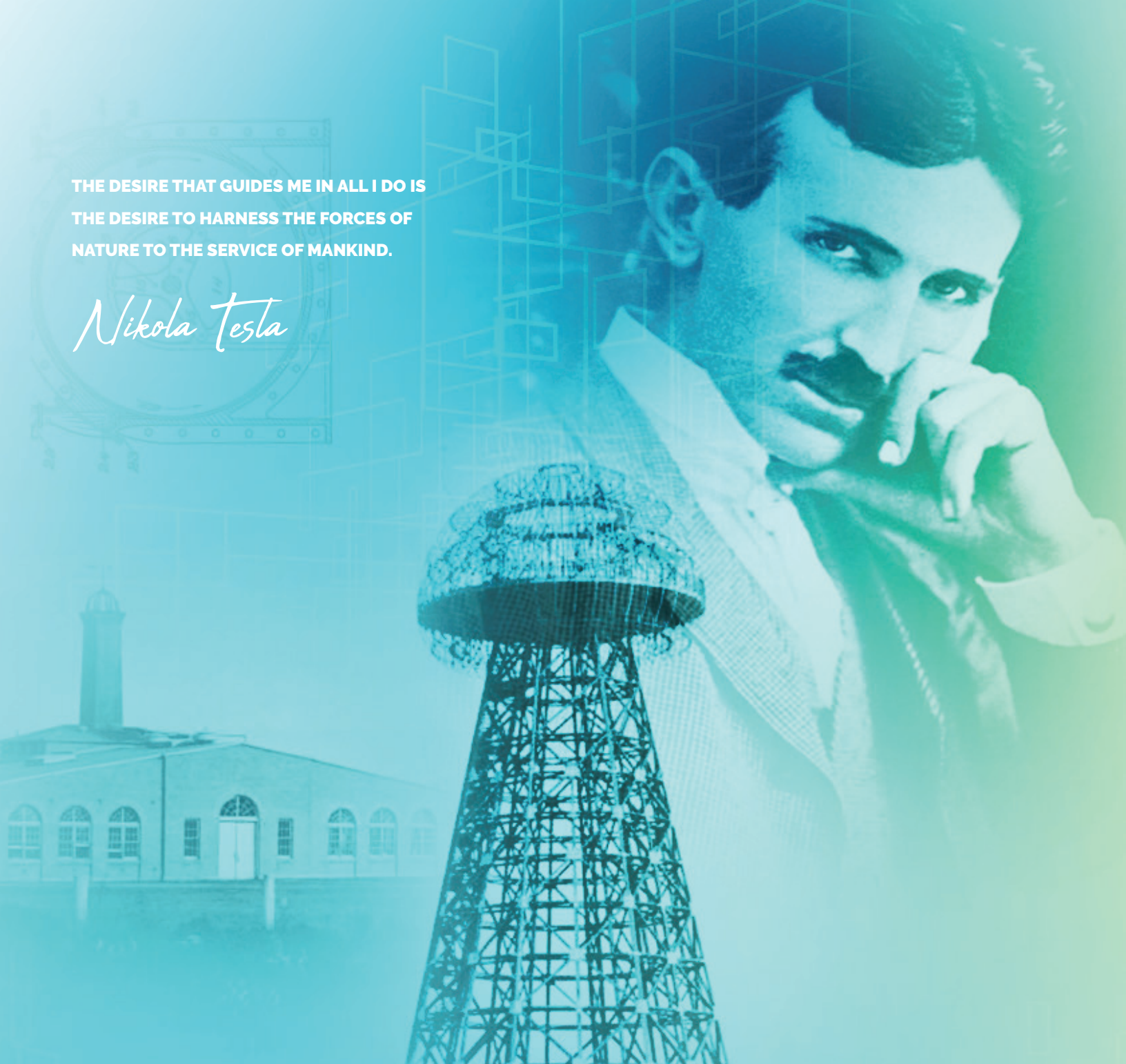


THE DESIRE THAT GUIDES ME IN ALL I DO IS  
THE DESIRE TO HARNESS THE FORCES OF  
NATURE TO THE SERVICE OF MANKIND.

*Nikola Tesla*



# *Annual Report 2019*

**TESLA SCIENCE CENTER AT WARDENCLYFFE**



# Annual Report 2019

## MESSAGE FROM WARDENCLYFFE

In 1923, Nikola Tesla stated, "Let the future tell the truth, and evaluate each one according to his work and accomplishments. The present is theirs; the future for which I have really worked, is mine."

Ninety years in the future, supporters from around the world declared that Tesla's time had come when they united to save Wardencllyffe in a crowdfund that remains one of the three most successful in history. But raising the funds to buy the site of Tesla's historic laboratory was just the beginning. Since Wardencllyffe's purchase in 2013, we've teamed up with supporters to forge ahead and do what it takes to build a global science center worthy of Tesla. We are raising funds and awareness; acquiring necessary site plans and permits to rehabilitate and open the lab; collaborating with experts, educators, and innovators; and developing the plans and programming needed to launch the center.

The results of these efforts are remarkable. The metrics to the right are quantifiable proof of progress. But we hope you take the time to read about the moments behind the numbers. Within this report are details about the ways TSCW is having an impact in the present and making huge leaps toward greater impact in the future.

We are still at the beginning of this journey, and encourage anyone who wants to be part of this historic opportunity to join us. As you review this report and see areas where you'd like to make an impact, let us know.



With great appreciation,

**Marc Alessi**, Executive Director  
Tesla Science Center  
at Wardencllyffe



NIKOLA TESLA



## 2019 PROGRESS IN NUMBERS



**3,350**  
annual on site visitors  
2018 - 1,300  
2017 - 800  
2016 - 660



**10,000+**  
monthly website  
visitors  
Interactive timeline, videos,  
podcasts, Members-page  
and more increase traffic  
and engagement



**373**  
volunteer supporters  
2018 - 172  
2017 - 130  
2016 - 75



**120,000+**  
constituents  
2018 - 84,125  
2017 - 63,750  
2016 - 33,223



**289**  
members  
2018 - 177  
2017 - 89  
2016 - 70



**65,000+**  
social media followers  
2018 - 51,600  
2017 - 50,500  
2016 - 31,300



**17**  
board & staff



**6**  
years at  
Wardencllyffe



**34**  
programs &  
events

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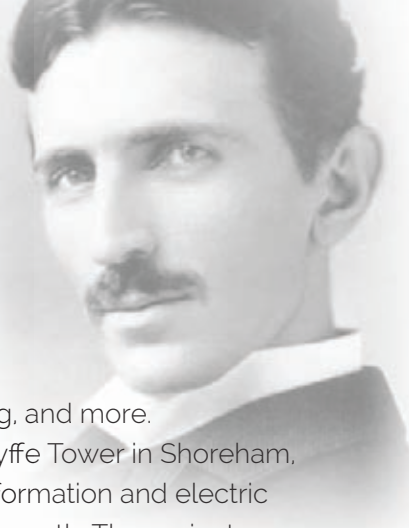
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# Who Is Nikola Tesla 1856-1943

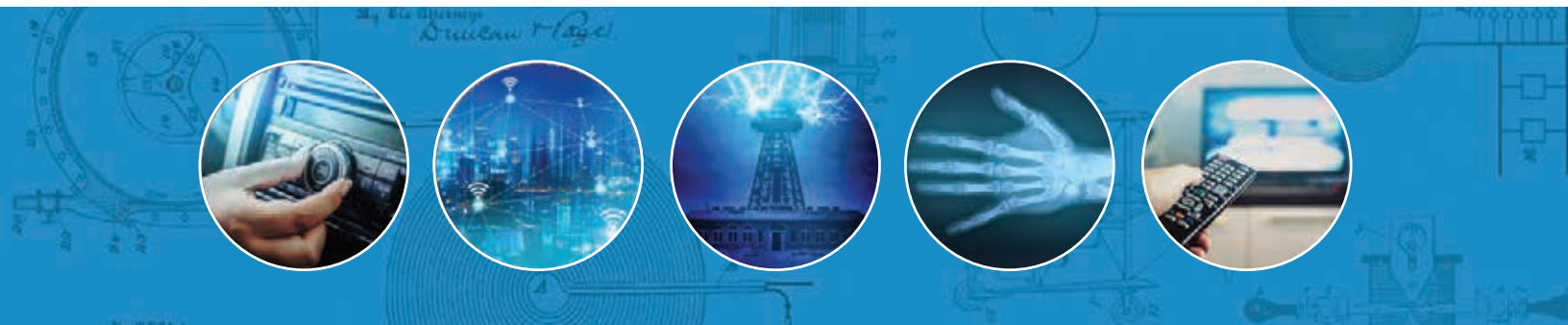


## A LIFE DEDICATED TO SERVING HUMANITY

**Nikola Tesla** is one of history's most influential inventors. He was born to Serbian parents in what is now Croatia. While still in his twenties, Tesla developed an invention that changed history: a motor that operated on alternating electrical current. This invention is the foundation of our modern power grid.

Along with the AC system, Tesla developed wireless technology, radio, the bladeless turbine, x-ray imaging,

fluorescent and neon lighting, and more. In 1901 Tesla built Wardencllyffe Tower in Shoreham, NY, with plans to transmit information and electric power wirelessly through the earth. The project was shut down in 1903 when JP Morgan and others discontinued funding. After Wardencllyffe, Tesla invented several important devices, including the speedometer and tachometer. Tesla lived quietly during his last years, until passing in New York at age 87.



## Thanks to Tesla INVENTIONS THAT BENEFIT HUMANITY

Every day, we benefit from technology developed by Nikola Tesla. Thanks to Tesla, we have wi-fi and remote control, radio, x-ray, fluorescent and neon lighting, and many other innovations. Thanks to Tesla, we also have the alternating current (AC) system that runs our modern power grid and virtually every electric device we use. Tesla dedicated his life to harnessing science and nature for the benefit of humanity. Here are some of the innovations he developed to better our lives.

- AC motor & power distribution system
- Remote control & wireless technology
- Radio & fundamental systems of wireless communication
- Vertical take-off & landing (VTOL) aircraft
- Devices for x-ray imaging
- Bladeless turbine
- Bifilar coil
- Devices that use rotating magnetic fields
- Speedometer & tachometer
- Electronic ignition for gas engines
- Devices for lightning protection
- Devices for high-voltage discharges
- Fluorescent & neon lighting distribution
- Laser technology
- Coaxial cable
- Devices for charged particle beams
- Radio frequency oscillators
- Devices for voltage magnification by standing waves
- Apparatus for producing ozone
- Devices for ionized gases & high field emission
- Methods for providing extremely low levels of resistance to the passage of electrical current
- Voltage multiplication circuitry

# Welcome to Wardencllyffe

## WHAT IS TESLA SCIENCE CENTER AT WARDENCLYFFE

Tesla Science Center at Wardencllyffe (TSCW) is a NY State 501c3 not-for-profit organization located in Shoreham, NY, at the site of inventor Nikola Tesla's historic Wardencllyffe laboratory.

## WHY WARDENCLYFFE MATTERS

Wardencllyffe is Nikola Tesla's only remaining laboratory in the world. Here, the genius inventor embarked on his most ambitious project and built an 18-story tower for transmitting energy and information across the globe.

### INTERNATIONAL LANDMARK

Wardencllyffe is a global destination, famous throughout the world as the site of great inventor Nikola Tesla's last standing laboratory.

### HISTORIC SIGNIFICANCE

Tesla built a wireless power and communications tower at Wardencllyffe in a historic project that involved icons such as JP Morgan, Stanford White, Guglielmo Marconi, John Jacob Astor, and others.

### PRESENT & FUTURE IMPACT

TSCW presents a unique opportunity for those who want to make a difference and empower themselves and others through education and entrepreneurship.



### 2018 - NATIONAL HISTORIC REGISTER

Wardencllyffe's application for inclusion on the US National Historic Register received a record number endorsements from over 10,000 supporters around the world.

## Our Mission

On the site of Nikola Tesla's only remaining laboratory, we will establish a global center that will preserve, restore, and advance Tesla's legacy of invention and perseverance through education and innovation.

## Our Vision

Following the inspiration of Nikola Tesla, we will empower all people around the world to dream, invent, experiment, and create the newest, most disruptive innovations of our future for the benefit of humanity and the environment. Standing on Nikola Tesla's shoulders, we will push the boundaries of imaginative thinking by providing a center of excellence that will preserve and advance Tesla's legacy and shape the future of education and innovation.

### Board of Directors

Jane Alcorn, President  
Mary Daum, Vice President  
Michael Russo, Vice President  
Neil Baggett, Secretary  
Richard Gearns, Treasurer  
Joseph Campolo  
Margaret Foster  
Eugene Genova  
David Madigan  
Andrew Mitchell  
Janice Scherer  
Christopher Wesselborg

### Staff

Marc Alessi, Executive Director  
Douglas Borge, Chief Operating Officer  
William Dillon, Director of Finance  
Debbi Scott Price, Director of Marketing  
Elizabeth Nestler, Administrative Assistant



TSCW IS DEDICATED TO  
**BUILDING A GLOBAL CENTER**  
WITH THREE KEY COMPONENTS:

### 1 NIKOLA TESLA MUSEUM

Renovate Tesla's last standing laboratory into a world-class museum that honors his life and work through interactive, immersive exhibits. Attract visitors with an evolving, experiential destination that merges history and storytelling with technology and innovation.



### 2 EDUCATION CENTER

Build a global center of excellence that provides opportunity through STEAM education. Educate the public and attract academics, researchers, and professionals who want to shape the future of science and technology. In collaboration with universities, offer the newest standards of innovative education with workshops and conferences to promote experiential learning and experimentation.



### 3 INNOVATION & ENTREPRENEUR CENTER

TSCW is striving to empower others through the world's most progressive tech industry start-up and economic innovation programs. Accelerator, work space, mentorship, and other services for researchers, technologists, and scientists will provide opportunity and a training ground for learning the practical and tech skills needed to succeed.



# Our Story

## MILESTONES TO SAVING TESLA'S LAST LAB

Wardenclyffe is the only remaining laboratory of one of history's greatest inventors, yet seven years ago it was in danger of being demolished. Here is the story of how a world of supporters joined our mission to save Tesla's last standing laboratory.

### 1901-1917

#### TESLA & WARDENCLYFFE

In 1901 Tesla bought 200 acres in Shoreham, NY, and dubbed the site Wardenclyffe with a goal to build a Radio City. The project was financed by JP Morgan and Tesla hired the firm of renowned architect Stanford White to build a brick laboratory and 187-foot transmitting tower. The project ended in 1903 when Morgan withdrew financing. The tower was eventually dismantled in 1917 and sold for scrap to pay off Tesla's creditors.

### 1930-1987

#### COMMERCIAL USAGE

During this time, Wardenclyffe was used commercially by a photo processing company that built numerous structures on the site until vacating Wardenclyffe in 1987.

### 1996

#### FRIENDS OF SCIENCE EAST

A non-profit by the name of Friends of Science East, Inc. formed to try to recover Wardenclyffe. They garnered support, began fundraising, and formed what is today the Tesla Science Center at Wardenclyffe (TSCW) with the goal of purchasing Tesla's last remaining laboratory and renovating it into a science museum dedicated to Tesla's life and work.

### 2012

#### HISTORIC CROWDFUND



By 2012, time was running out: Wardenclyffe was up for sale and a potential buyer wanted to level the lab and build condos on the property. An urgent call for support was posted on social media by Jane Alcorn, Board President of TSCW. Response was immediate and donations began to trickle in from supporters. One of these was Matt Inman, a cartoonist who used his internet genius to launch a crowdfund. The trickle became a flood and within six weeks, \$1.3 million was donated by 33,000 supporters from 108 countries. This was enriched by a \$1 million donation from Elon Musk, \$850,000 in grant funding, and private contributions. It was a true global effort that remains one of the top three most successful crowdfunds in history.



### MAY 2013

#### WARDENCLYFFE

Crowdfund donations were used to purchase Wardenclyffe in a landmark moment on May 6, 2013.

### FALL 2013

#### BRICKS FOR NIK



Then President of the Republic of Serbia, Tomislav Nikolic, presented TSCW with a bronze statue of Tesla as a gift from the Serbian people. The statue inspired a unique Bricks for Nik fundraiser where supporters purchased personalized bricks that were used to build a plaza for Tesla's statue. Bricks for Nik Plaza is now a Wardenclyffe wonder that features thousands of bricks inscribed with inspirational messages, cryptograms, images, even marriage proposals.

### 2018

#### NATIONAL HISTORIC REGISTER

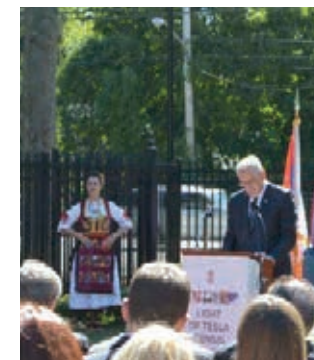
Wardenclyffe is placed on the US National Historic Register, hitting another record for highest number of endorsements. TSCW also launched a new website that energized an increase throughout 2019 in memberships, event attendance, online followers, and volunteers.



### 2019

#### GROWTH & GALA

TSCW experiences exponential growth in memberships, programming, and volunteers. Attendance at events double or triple. In September, TSCW kicks off a remarkably successful inaugural Gala that exceeds fundraising goals.



# Building the Future

## NIKOLA TESLA MUSEUM

TSCW made landmark progress in 2019 toward one of the key goals of our mission: to renovate Tesla's laboratory at Wardenclyffe into a museum honoring his life and work.

### LABORATORY RENOVATIONS

The laboratory's distinctive chimney, cupola, and arched windows underwent critical renovations, and roof repairs were performed. This construction is the launching point for developing the building into a museum that recreates Tesla's laboratory and offers an interactive experience that brings his work to life.



### VISITOR CENTER

TSCW's Visitor Center is the first step toward completion of the Wardenclyffe campus. It will serve multiple purposes, including reception/welcome area, exhibit area, educational classroom space, historic preservation area, and open concept administrative offices.



### SITE DEVELOPMENT

Since Wardenclyffe was purchased in 2013, volunteers have worked side-by-side with Board and Staff to clean, restore, and maintain the grounds. This work continued in 2019 with a new irrigation system, arborist work, brick work, and landscaping. Maintenance of the site is ongoing to ensure the grounds are welcoming and safe for visitors.

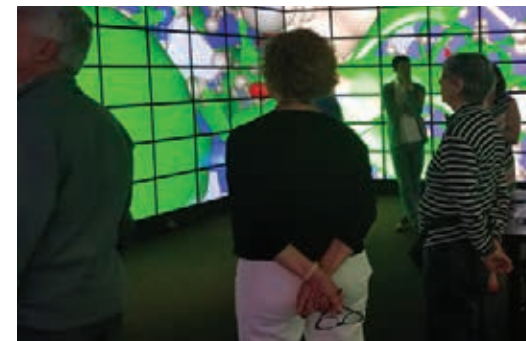


**"THE PROGRESSIVE DEVELOPMENT OF MAN IS VITALLY DEPENDENT ON INVENTION. IT IS THE MOST IMPORTANT PRODUCT OF HIS CREATIVE BRAIN. ITS ULTIMATE PURPOSE IS THE COMPLETE MASTERY OF MIND OVER THE MATERIAL WORLD, THE HARNESSING OF THE FORCES OF NATURE TO HUMAN NEEDS."**

*Nikola Tesla*

## A MUSEUM AS INNOVATIVE AS TESLA

With help from global experts in museum design and experience, TSCW made great strides toward our vision to restore the laboratory to its original state and transform it into an immersive and interactive space that educates and inspires.



Our Staff and Board of Directors conducts research through museums, science centers, universities, and technology centers to find the most innovative and transformative exhibits and experiences possible.



TSCW's Exhibit & Museum Development Committee is comprised of some of today's most creative designers and engineers. We also consult with experts from around the world who design award-winning exhibits and experiences.

TSCW issued its first RFP for an onsite exhibit that was awarded to Tessellate and ExPlus. It will be housed in our Visitor Center with an estimated opening date of September 2020. The interactive components will evolve into a mobile exhibit for school enrichment programs, offsite lectures, conferences, and events for all ages.



## EDUCATION CENTER

At the heart of our mission is a dedication to education that raises people up in life and provides opportunity for growth. In 2019, TSCW greatly expanded its impact in this area—thousands more students, visitors, educators, STEAM advocates, and organizations benefitted from increased programs, events, and exhibits.

### Events that Inspire

#### WINTER 2019

**Tesla Ultra-Run** - Ultra-runner Todd Adyette jump-started our year with a 70-mile journey over 2 days, stopping at historic Tesla-related sites from NYC to Wardencllyffe.

**Tower to the People, Huntington Cinema Arts Centre** - It was literally standing room only at this screening of the award-winning documentary about Tesla and Wardencllyffe. History, science, and cinema arts merged in this thought-provoking event that was livestreamed worldwide.

**SXSW Conference, Austin, TX:** TSCW's Marc Alessi presented *Success the Wardencllyffe Way*, a motivational and educational talk for entrepreneurs, at this International entertainment and tech industry event for innovators.

**Talks, Exhibits, Programs:** TSCW presented mind-expanding talks, interactive exhibits, and presentations, both live and online, such as "An Electric Idea: Nikola Tesla's Dream of Wireless Energy at Wardencllyffe."

#### SPRING 2019

**Currents by Mayumana** - Electric music, dance, and light show inspired by Tesla and performed by Israeli troupe Mayumana at Stony Brook University's Staller Center. TSCW sponsored an exhibit of electromagnetic models that enhanced the show's theme.

**Fun with Forces** - Physics education by certified teachers to enrich elementary level students' knowledge and excite them about STEAM

**Spring Events & Programs:** We spread the power of experiential learning at numerous school STEAM Expos, community lectures, and Maker Fairs.



#### SUMMER 2019

**Tour of Wardencllyffe** - Visitors flocked to Wardencllyffe for a journey through time. Video, imagery, historians, and exhibits provided an immersive experience. Highlights included storytellers, a model of Tesla's famous telautomaton, and ground-shaking AV demo by director Joe Sikorski that brought Wardencllyffe history blazing to life.

**Tesla Birthday Expo** - 2019 was a record-breaker year with attendance soaring to 1,400+ and a 4-story Tesla coil onsite for an awe-inspiring demo. Visitors also enjoyed robotics, Tesla car and EV display, solar and energy demos, tech art, kid STEAM stations, interactive exhibits, and more.

**Tesla Tech Art Camp** - Young imaginations were channeled with remarkable results during this camp where kids created drawbots, interactive art with QR codes, electrified sculptures, blacklight art, and more.

**Griffith Observatory Talk** - The stars aligned for an exciting and educational talk by Marc Alessi against the backdrop of the historic observatory and their large Tesla coil.

**Energy: The Power of Art** - Movement, color, and electricity energized this unique interactive exhibit at Nassau County Museum of Art. TSCW displayed vintage electrical models, historic photos, and Tesla-inspired neon art by artist Clayton Orehek.

#### FALL 2019

**First Annual TSCW Gala** - Our inaugural benefit paid tribute to Tesla and innovators of today. Unique entertainment, electric themed presentations, and humanitarian spirit brought together STEAM advocates interested in shaping the future of education and innovation through TSCW.

**Teslamania** - Educators presented their most innovative and engaging physics and STEAM demonstrations in this day-long competition that offered valuable takeaways for all.

**Fall STEAM Classes** - Hands-on enrichment sessions for elementary students that bring to life the science of physics, electricity, sound, magnetism, and more.

**Halloween at Wardencllyffe** - A supercharged event featuring STEAM exhibits and a special screening of the *Goosebumps 2* motion picture, based on Tesla and Wardencllyffe.

**Holiday Lighting** - Wardencllyffe is lit with holiday spirit at this heart-warming event where families and community gather to decorate, enjoy tech-theme holiday activities, and take photos with Santa.

TSCW collaborates with universities, educators, and cultural and academic organizations to provide the most progressive, innovative, and impactful education programs possible. All ages benefit from our STEAM programs that spark curiosity and encourage exploration and experimentation.

# Looking to the Future

## INNOVATION & ENTREPRENEURSHIP CENTER

Innovation is a driving force behind our mission. Nikola Tesla was a visionary whose ideas and inventions utilized technology that was far ahead of the time in which he lived. Yet Tesla often struggled to find support and resources to further his work.

As part of our mission, we are beginning to develop progressive tech industry start-up and economic innovation programs to provide critical support for fledgling entrepreneurs. Accelerator work space, mentorship, and other services for researchers, technologists, and scientists is being planned to provide opportunity for developing the world's most advanced technologies. Unique maker spaces will be a training ground for learning the practical science and technology skills necessary for success.



## MAKE AN IMPACT

TSCW is laying the groundwork for recruiting an international board of advisors to develop and launch innovation and entrepreneurship programs. Initially, these programs will be virtual and powered in collaboration with incubators and accelerators from around the world. We are actively seeking Advisors and Board Members who are interested in shaping the future of entrepreneurship and being advocates for the promising new tech business leaders of today and tomorrow.

Marc Alessi, Executive Director at TSCW, traveled to Serbia, Spain, and throughout the US in 2019 to meet with technologists who are breaking barriers in business acceleration. Alessi is an attorney, successful entrepreneur, and technologist who is a dedicated advocate for business start-ups and economic growth through entrepreneurship.



**"WHAT THE RESULT OF THESE INVESTIGATIONS WILL BE THE FUTURE WILL TELL, BUT WHATEVER THEY MAYBE, AND TO WHATEVER THIS PRINCIPLE MAY LEAD, I SHALL BE SUFFICIENTLY RECOMPENSED IF LATER IT WILL BE ADMITTED THAT I HAVE CONTRIBUTED A SHARE, HOWEVER SMALL, TO THE ADVANCEMENT OF SCIENCE."**

*Nikola Tesla*



# Growing Support

**120,000+ CONSTITUENTS** IN 108 COUNTRIES

TSCW's constituent base is notably diverse and continues to grow. Our supporters are worldwide and range in age from youth to senior.



### VISITORS & CONSTITUENTS

Global Community of Followers, Tourists, Members, Volunteers, Families, School Groups, Organizations

### BUSINESS & TECHNOLOGY

Technologists and Business Leaders, Entrepreneurs, Government and Economic Growth Organizations, Business Startups, Maker Space Innovators

### ACADEMIC SECTOR

Universities and Colleges, School Districts, Laboratories, Researchers, Scientists, Teachers, Students

### SUPPORTERS & SPONSORS

Tech Industry Leaders, Private Contributors, Foundations

# Strategic Plans

**CAPITAL PROJECT GOALS**

## PROGRESS TO DATE

**Raised \$7.5 Million**

### Preservation

Acquired site in 2013, listed on National Historic Register in 2018

### Construction & Site Restoration

Cleared site; erected Tesla statue and built Bricks for Nik Plaza; filed site plans; hired architect and engineers; started renovations on laboratory's cupola, chimney, windows, and roof; Visitor Center scheduled to break ground in spring 2020; continue permit process on numerous government levels

### Programs

Developed education and STEAM programs for all ages; increased onsite tours and events; developed offsite programs in collaboration with museums and cultural organizations; launched online webcast, podcast, and video resources for worldwide use

### Support Network

Built a worldwide base of 120,000+ supporters in 108 countries; increased memberships by 850%; increased volunteers from 52 to 373; forged collaborations with academic and cultural institutions, global tech influencers, and entrepreneurs

## GOAL

**Raise \$12.5 Million More**

### Preservation

Ensure long-term preservation, acquire World Heritage site designation

### Construction & Site Restoration

Demolish buildings surrounding lab; redevelop grounds to accommodate visitors; renovate lab into museum and open it to the public; build science, education, and innovation center

### Programs

Offer comprehensive STEAM programming on a global basis; expand virtual and online education, events, and enrichment programs; develop entrepreneur resources

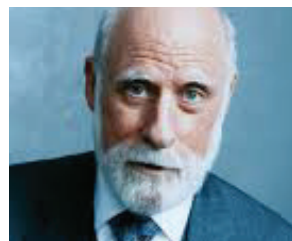
### Support Network

Have a greater impact by broadening worldwide reach; recruit international Board Members and Advisors; expand collaborations with global leaders in technology, education, and culture

# Partners & Collaborators



**ELON MUSK**  
**Tesla Inc., Musk Foundation**  
 Donated \$1M and pledged the construction of an EV charging station



**VINT CERF**  
**Father of the Internet**  
 Supporter and member of TSCW's Advisory Board



**NOVAK DJOKOVIC**  
**Tennis Champion, Philanthropist**  
 Advocate for STEAM education



**GREGORY OLSEN**  
**Entrepreneur, Astronaut**  
 Major donor and member of TSCW's Advisory Board



**ADAM CONOVER**  
**Adam Ruins Everything**



**MATTHEW INMAN**  
**Internet Innovator**



**TESLA THE BAND**



**EUGENE SAYAN**  
**Founder & CEO, Softheon**

- RICHARD MOXLEY**, Moxley Family Foundation
- PETER KLEIN**, The Claire Friedlander Foundation
- NIKOLA LONCHAR**, Tesla Science Foundation
- ROBERT DAVID LION GARDINER FOUNDATION**

- STONY BROOK UNIVERSITY**
- BROOKHAVEN NATIONAL LAB**
- NYIT - NEW YORK INSTITUTE OF TECHNOLOGY**
- PSEG LONG ISLAND**
- COLD SPRING HARBOR LAB**
- CEWIT - CENTER FOR EXCELLENCE IN WIRELESS INFORMATION TECHNOLOGY**

# Sponsors 2019



**Softheon**





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