TESLA SCIENCE CENTER AT WARDENCLYFFE

ANNUAL REPORT 2020

TABLE OF CONTENTS

OUR STORY
Mission & Vision....4
TSCW Timeline....4

OUR IMPACT IN 2020
TSCW Capital Project Progress....6
Educational & Enrichment Programs....6

OUR SUPPORTERS
Advisors, Education Committee & Collaborators....10
2020 Committee Members....11
2020 Partners & Sponsors....11

BOARD & STAFF

BOARD MEMBERS
Mary Daum, President
Michael Russo, Vice President
Christopher Wesselborg, Secretary
Richard Gearns, Treasurer
Jane Alcorn
Margaret Foster
Eugene Genova
David Madigan
Mitchell Maiman
Janice Scherer

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

EXECUTIVE DIRECTOR'S MESSAGE

When the pandemic first began, we asked ourselves how TSCW could support those impacted in a way that fulfills our mission. Amid a worldwide crisis, how do we develop the site of Nikola Tesla's last remaining laboratory into a transformative global science center that embraces his bold spirit of invention, provides innovative learning experiences, fosters the advancement of new technologies, and preserves his legacy in the Tesla Museum?

It seemed like a tall order. But I think we decided early on to embrace that bold spirit and push forward with purpose, perseverance, and an innovative mindset. While other museums and science centers were forced to close their doors, we opened our virtual doors wide and aggressively expanded online programming. We launched a free Virtual Science Center that provides innovative learning experiences for all ages, including online courses, videos, 3D scans, podcasts, and exhibits. We moved forward with emergency renovations to the lab's chimney and cupola, finalized site plans, and filed for the required permits and approvals needed to begin the next phase of our mission to build a Tesla museum and science center. We hosted online and onsite STEAM-focused events for all ages that were connective and educational.

The impact of these initiatives is detailed in the pages of this Annual Report, and some of the results made us sit up and take note. For example, over 25 million people were reached by the Tesla LEGO Challenge where covid-isolated individuals built models of Wardenclyffe from LEGO bricks and submitted them for a vote that engaged 16,135 people in 94 countries. Our *Tesla Unwired* webcast filled a unique need by providing adult learners with high-quality online education and much-needed connection. Kids who were isolated and unable to attend school received cutting-edge STEAM education and socialization at TSCW's online camps (see the full list on page 6).

This far-reaching impact at a time of great need was made possible by our many supporters. The TSCW global community is now over 150,000 strong and we are deeply grateful to the donors, volunteers, members, and followers who are on this journey with us to build a Tesla museum and global science center that provides our fellow humans with innovative learning experiences and new technologies. We welcome your involvement in 2021 when we break ground for our new Visitors Center and move to Phase II of renovations to Tesla's lab.

Sincerely,

Marc Alessi
Executive Director

OUR STORY

OUR MISSION

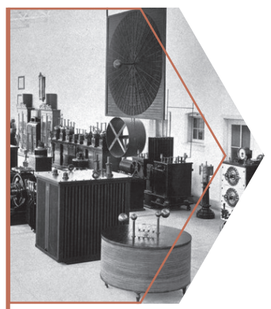
To develop the site of Nikola Tesla's last remaining laboratory into a transformative global science center that embraces his bold spirit of invention, provides innovative learning experiences, fosters the advancement of new technologies, and preserves his legacy in the Tesla Museum.

OUR VISION

A world where people appreciate Nikola Tesla's contributions, are inspired by his scientific audacity, and engage in the future betterment of humanity.

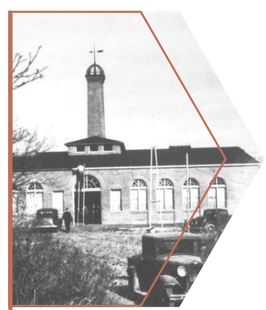
MILESTONES TO SAVING TESLA'S LAST LAB

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.



TESLA & WARDENCLYFFE
In 1901 Tesla bought 200 acres in Shoreham, NY, and named 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 laboratory. Tesla also built a 187-foot tower for transmitting power and communications wirelessly. Morgan withdrew financing in 1903 and the tower was dismantled in 1917 and sold for scrap to settle Tesla's debts. Though unable to raise additional funds to complete Wardenclyffe, Tesla worked for many years to resurrect the project.

FRIENDS OF SCIENCE EAST
A local group of educators and civic leaders formed a nonprofit named Friends of Science East, Inc. with a mission to preserve Wardenclyffe. They garnered support, raised awareness, and began fundraising efforts. FSE later formed Tesla Science Center at Wardenclyffe (TSCW) with a goal to purchase the lab and renovate it into a science museum dedicated to Tesla's legacy.



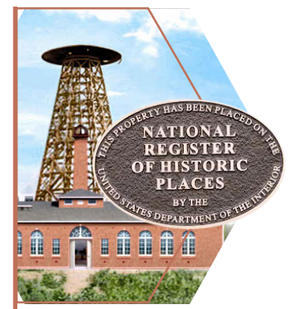
COMMERCIAL USAGE
During this time, Wardenclyffe was used commercially by a photo processing company that built numerous structures on the site until vacating Wardenclyffe in 1987.

HISTORIC CROWDFUND
In 2012 time was running out: Wardenclyffe was for sale and slated for demolition. An urgent call for support was posted on social media by Jane Alcorn, founding Board President. Response was immediate and soon became a movement with the support of internet cartoonist Matt Inman, who launched a crowdfund that became a record-breaker: 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 and a $850,000 grant from the State of NY. These funds enabled TSCW to purchase the property and perform immediate work needed to preserve the deteriorated laboratory.

WARDENCLYFFE SAVED
Crowdfund donations were used to purchase Wardenclyffe in a landmark moment on May 2, 2013.

BRICKS FOR NIK
A bronze statue of Tesla was presented to TSCW by then-President of the Republic of Serbia, Tomislav Nikolic, as a gift from the Serbian people. The statue inspired a unique Bricks for Nik fundraiser where supporters donated personalized bricks that were used to build a plaza to showcase the statue. Bricks for Nik Plaza is now one of Wardenclyffe's most popular features where visitors explore thousands of bricks inscribed with inspirational messages, cryptograms, images, even marriage proposals.

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



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.

PROGRESS
Amid the pandemic, TSCW aggressively expanded virtual education and enrichment programs to thousands worldwide. Critical renovations to the chimney and cupola of Tesla's lab were completed and celebrated in a global event. Our 2nd Annual Gala honored Vint Cerf, "One of the Fathers of the Internet," and exceeded goals. Visitor Center exhibit plans were developed, site plans were finalized, and permits submitted in preparation for Phase II renovations and Visitor Center groundbreaking in 2021.

1901–1920s | 1930–1987 | 1996 | 2012 | 2013 | 2018 | 2019 | 2020

OUR IMPACT IN 2020

Renovations to Tesla's lab accelerated in 2020, despite challenges due to the pandemic. We pushed forward to finalize site plans and file for permits and approval necessary to begin Phase II demolition and preservation of the lab. Innovative plans and exhibits for TSCW's new Visitor Center were created in preparation for breaking ground in 2021. The chimney and cupola were in a critical state and emergency restoration began in February thanks to funding from the Musk Foundation and a grant from the Robert David Lion Gardiner Foundation. Renovations halted briefly during the height of covid-19, but as soon as it was safe, work resumed and was finished by September. We celebrated with supporters at a livestreamed event that was broadcast around the world.

Robert David Lion Gardiner Foundation

MUSK FOUNDATION

TSCW CAPITAL PROJECT PROGRESS

- Brick Reclamation Project
- Chimney & Cupola Renovations
- Finalized Site Plans
- Filed Permits
- Raised $1.25 million in Funds
- TSCW's 2nd Annual Global Gala

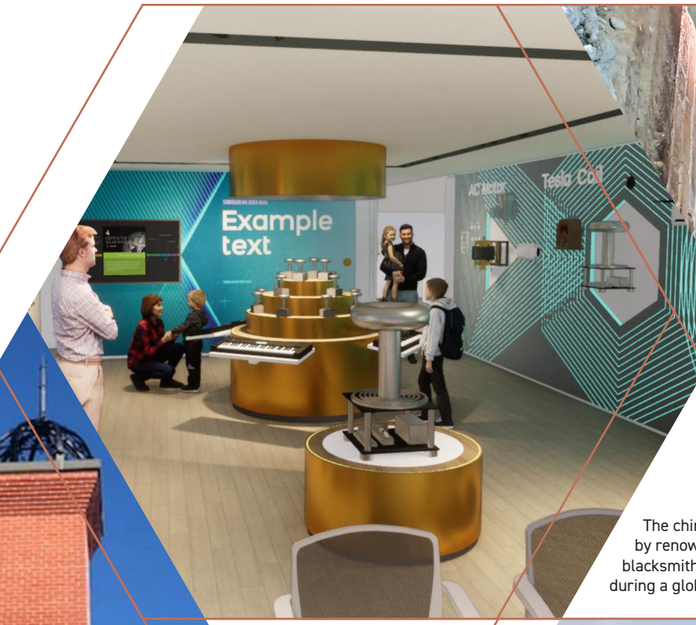
EDUCATION & ENRICHMENT PROGRAMS

YOUTH - STEAM CAMPS

- Catapult Camp
- Cool 'n Crazy Cars
- Drawbots Day
- Drone Day
- Game Hackers & Game Masters
- Green Energy Camp
- Magic of Magnets
- Maker Adventure Week
- Marble Rollercoasters
- Neon Laboratory
- Rocket Science
- Taking Flight Aeronautics Camp
- Teen Python Coding Camp
- Tower of Power Engineering
- Vibration Lab
- Youth Entrepreneur Camp

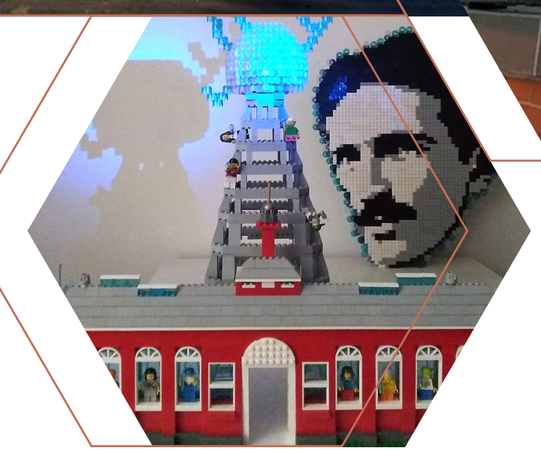
ADULT & FAMILY

- Chimney Wellhead Restoration Event
- Educational Movie Nights—Virtual and Drive-In
- Portal to Wardenclyffe—HOPE Conference
- Sprint for STEAM Virtual 5k
- STEAM Trivia Events
- Tesla Birthday Expo
- Tesla Coil Demo Day
- Tesla LEGO Challenge
- *Tesla Unwired* Webcast
- Virtual Science Center
- Virtual SpaceX Launch Party
- Wardenclyffe Anniversary Show—Virtual Events



Restoration crew discovered an unknown alcove in the chimney that is being explored by experts in architecture and archaeology. Evidence that Wardenclyffe is still revealing its history and potential.

The chimney is crowned by a 120-year-old wellhead designed by renowned architect Stanford White. It was restored by local blacksmith Rob Arnold and returned to its original spot by crane during a globally livestreamed event.



GLOBAL IMPACT: TESLA UNWIRED WEBCAST

48,000 VIEWERS

1,100 LIVE PARTICIPANTS

22 COUNTRIES
48 STATES

GLOBAL IMPACT: TESLA LEGO CHALLENGE

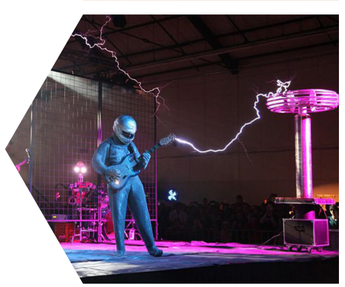
25 MILLION VIEWERS

250,000 WEBSITE VISITS

16,135 VOTERS FROM 94 COUNTRIES

396 ENTRANTS

OUR IMPACT IN 2020



JANUARY
- Tower to the People — Educational movie night with live Q&A
- Thanks to Tesla — Global supporters donate $125k to Annual Fund Drive

FEBRUARY
- STEAM Lovers Month — Educational STEAM programs
- Lab Renovations — Preservation work begins on chimney and cupola
- STEAM Camps — Drone Day, Virtual Reality Camp, Drawbot Day

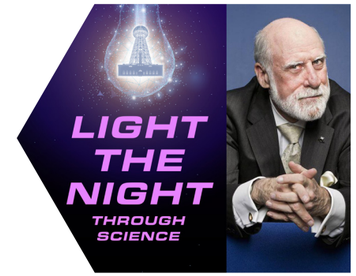
MARCH
- Pandemic Support — TSCW expands virtual programming
- Virtual Science Center — Free online education and enrichment activities: videos, games, podcasts, 3D scans, exhibits
- *Tesla Unwired* — Marc Seifer, Author — "Wizard: Life & Times of Nikola Tesla"
- STEAM Camps — Rocket Science, Cool 'n Creative Cars, Vibration Lab

APRIL
- Tesla LEGO Challenge – Educational challenge launched
- *Tesla Unwired* Webcast — Dr. Ryan Madigan — "Coping with COVID"
- *Tesla Unwired* Webcast — Greg Leyh, Engineer — Lightning on Demand
- STEAM Fix — Educational videos on trending STEAM topics
- STEAM Hack — Experiment videos using home supplies
- STEAM Camps — Magic of Magnets, Taking Flight Aeronautics Camp, Tower of Power, Marble Rollercoasters, Catapults, Glow in the Dark Day

MAY
- TSCW 7th Anniversary Celebration — Wardenclyffe Tribute Show
- Virtual Volunteer Appreciation Night
- STEAM Trivia Night
- *Tesla Unwired* Webcast — Greg Olsen, Astronaut — "Voyage Aboard the ISS"
- PBS *Drive by History* — Wardenclyffe episode airs
- STEAM Camp — Tower Power Engineering Camp
- SpaceX Event — Virtual program focused on Falcon 9 launch

JUNE
- Tesla LEGO Challenge — Winners announced
- Drive-In Movie Night at Wardenclyffe — *Battle of the Currents*
- *Tesla Unwired* Webcast — Dr. John Cohn — "The Transformative Power of Play"
- Sprint for STEAM — Virtual 5k Walk, Run, Roll for Virtual Education

JULY
- Tesla Birthday Bash — Global livestream with Tesla coil demos, ArcAttack
- Drive-In Movie Night — Advance screening of IFC Films TESLA
- Live Q&A — TESLA Director Michael Almereyda, Ethan Hawke, Kyle MacLachlan
- STEAM Trivia Night
- *Tesla Unwired* Webcast — Miles Chilson, Innovator — "You + Tech"
- Summer STEAM Camp — Maker Adventure Week, Teen Python Coding Camp
- Portal to Wardenclyffe — Hackers of Planet Earth (HOPE) Conference presentation



AUGUST
- Drive-In Movie — Q&A with Michael Almereyda, director of IFC Films movie TESLA
- Summer STEAM Camps — Green Energy Camp, Youth Entrepreneur Camp
- Virtual Education Certification Program — TSCW partners with New York Institute of Technology to offer virtual education training for teachers

SEPTEMBER
- TESLA Movie Night at Tesla Inc.
- Chimney Wellhead Restoration Event

OCTOBER
- Game Hackers and Game Masters Youth Coding Camps
- TSCW 2nd Annual Global Gala — *Light the Night for Science* — Honoree Vint Cerf, "One of the Fathers of the Internet"

NOVEMBER
- Giving Tuesday
- Black Friday and Cyber Monday
- I Love TSCW Annual Drive

DECEMBER
- Volunteer Outreach Program — I Love TSCW Annual Drive
- *Tesla Unwired* Webcast — Dr. Martin Hellman — "The Technological Imperative for Ethical Evolution"
- Frequency Wine — Tesla-inspired wine fundraiser launched

2020 PROGRESS IN NUMBERS

157,000
CONSTITUENTS
2019 - 120,000
2018 - 84,125
2017 - 63,750

79,160
SOCIAL MEDIA FOLLOWERS
2019 - 65,000
2018 - 51,600
2017 - 50,500

18,400
MONTHLY AVG. WEBSITE VISITORS
2019 - 10,000/mo. avg.

5,890
EVENT ATTENDEES
2019 - 3,350
2018 - 1,300
2017 - 800

393
VOLUNTEER SUPPORTERS
2019 - 310
2018 - 172
2017 - 130

289
MEMBERS
2019 - 220
2018 - 177
2017 - 89

8
YEARS AT WARDENCLYFFE

42
PROGRAMS & EVENTS

17
BOARD & STAFF

OUR SUPPORTERS

ADVISORS

GLOBAL THOUGHT LEADERS IN TECHNOLOGY, INNOVATION, ENTREPRENEURSHIP

VINT CERF
One of the Fathers of the Internet
Co-developer of World Wide Web and Education Advocate

DRAGANA DJERMANOVIC
Internet Strategist
Digital Transformation Expert and Social Media Innovator

PETER KLEIN
Claire Friedlander Family Foundation
Financial Strategist and STEAM Advocate

RICHARD MOXLEY
Moxley Family Foundation

GREGORY OLSEN
Entrepreneur, Astronaut
Supporter and STEAM Education Advocate

EUGENE SAYAN
Softheon
Tech Innovator, Education Advocate

DUSAN STOJANOVIC
True Global Ventures
Business Innovator, Entrepreneur

EDUCATION COMMITTEE

LEADERS IN EDUCATION

SASHA BAN, MBA, MA Edu.
NY City Dept. of Education Citywide STEM Programs

JOHN COHN, PhD
MIT, IBM Watson AI Lab Computer Science Pioneer

MATT EVANS, MA Edu.
Tech Lx Curriculum Developer
Professor, Univ. of San Diego

RICH GEARNS, PhD Edu.
NY State Master Teacher
TSCW Board Member

CHRIS LAWRENCE, MA
Museum Education, Sr. Program Manager at Grant for the Web

DR. RICHARD MARSH
Superintendent — Bethpage Public Schools
Exec. Board — Nassau Co. Council of School Superintendents

JUDY MURRAH, MBA, BS
CIO of Applied DNA Sciences, President of Tech to Connect

STAN SILVERMAN, MS
Director/Professor, New York Institute of Technology

ROGER WAGNER
Makerbit and Hyperstudio Creator, 1010 Technology President

- **MARY SCHWARTZ**
  Educator, STEAM Advocate
- **DEBORAH LOHMAN**
  Science Coordinator, Educator

COLLABORATORS

INNOVATORS & INFLUENCERS FROM AROUND THE WORLD

ADAM CONOVER
Adam Ruins Everything
Internet Influencer, STEAM Education Advocate

NOVAK DJOKOVIC
Tennis Champion, Philanthropist
Advocate for STEAM Education

TESLA THE BAND
Musicians, Advocates of Nikola Tesla and Wardenclyffe

MATT INMAN
Internet Innovator
Internet Influencer, Cartoon Blogger

JOSEPH SIKORSKI
Filmmaker
Award-Winning Wardenclyffe Documentary *Tower to the People*

IFC Films and TESLA Movie Actor Ethan Hawke, Director Michael Almereyda, Actor Kyle MacLachlan

iFCFilms

- MUSK FOUNDATION
- Brookhaven National Lab
- Center for Excellence in Wireless & Info Technology (CEWIT)
- New York Institute of Technology (NYIT)
- Nikola Lonchar
- PSEG Long Island
- Robert David Lion Gardiner Foundation
- Stony Brook University
- Cold Spring Harbor Lab

2020 PARTNERS & SUPPORTERS

AUGMIND

CAMPOLO, MIDDLETON & McCORMICK, LLP — A PREMIER LAW FIRM

THE CLAIRE FRIEDLANDER FAMILY FOUNDATION

MUSK FOUNDATION

ROBERT DAVID LION GARDINER FOUNDATION

GHO VENTURES

hawkemedia — YOUR OUTSOURCED CMO

INNOVATELI — INSIDE THE NEW ECONOMY

LISTNET — Long Island Software & Technology Network

PSEG LONG ISLAND — We make things work for you.

Samueli FOUNDATION

SARAH ANKER — SUFFOLK COUNTY LEGISLATURE

SIMONS FOUNDATION

CAMERON ENGINEERING

DAprintworks

Signature — SIGNATURE BANK®

SKYLINE RESTORATION

ZiNC AGENCY

bld architecture

BROOKHAVEN NATIONAL LABORATORY

ROBERT CATELL

edgewise energy

GEI Consultants

JUDY MURRAH

PHILLIP F. PALMEDO

MARC J. SEIFER

STRATEGIC FINANCIAL

2020 COMMITTEE MEMBERS

ARCHITECTURE, CONSTRUCTION & ENGINEERING (ACE)
Jane Alcorn, TSCW Board
Alex Badalamenti, CEO, bld architecture
Paul Cataldo, CEO, Paul Cataldo Architecture
Bill Chaleff, CEO, Chaleff & Rogers Architects, PC
Bart Gallagher, Engineer EnviroScience
Eugene Genova, TSCW Board
Kevin McAndrew, Cameron Engineering
Michael Russo, Board VP
Janice Scherer, TSCW Board
Frank Vero Jr., CEO, Aurora Contractors
Kevin Walsh, Managing Director, VHB
Edwin Xiao, Sr. Developer, Charging Infrastructure

EXHIBIT & MUSEUM DEVELOPMENT
Jane Alcorn, TSCW Board
Emily Conrad, President, Tessellate Technology & Architectural Design
Adam Esposito, Museum Specialist
Margaret Foster, TSCW Board
David Madigan, TSCW Board
Paul Orselli, President, Paul Orselli Workshop
John Rago, COO, Trifecta Technologies
John Siegel, Pres., MRISAR
Joseph Sikorski, Filmmaker, Fragments from Olympus

FINANCE
Chris Cheeseman, CPA, Giambalvo, Stalzer & Co.
Mary Daum, Board President
Richard Gearns, Board Treasurer
Gene Genova, TSCW Board
Michael Russo, Board VP
Jill Scher, CPA/MST Director, Marcum LLP

FACILITIES & GROUNDS
Dan Black, Volunteer
Judy Black, Volunteer
Jeff Brown, Volunteer
Aldo Catsaros, Volunteer
Michael DiBartolomeo, President, MD Electric
Michael DiBartolomeo Jr., Volunteer
Gene Genova, TSCW Board
Tom LeDeoux, Volunteer
Peter Palmieri, Volunteer
Paul Rosa, Volunteer
Karl Sidenius, Volunteer
Christopher Wesselborg, TSCW Board
Jim Wuttke, Volunteer

HISTORIC & COLLECTIONS
Jane Alcorn, TSCW Board
Neil Baggett, TSCW Board
Bryan Field, PhD
Margaret Foster, TSCW Board
Eva Rodriguez-Greguski
Marc Seifer, Author
Joseph Sikorski, Filmmaker, Fragments from Olympus

MARKETING
James Alcorn, President, Old Town Press, Inc.
Dragana Djermanovic, Internet Strategist
Tom Hespos, Founder, The Pitch MD
David Madigan, TSCW Board
Justin Palmen, Client Experience Consultant
Michael Schab, Founder, iOS Developer, Bluebird Brand
Joseph Sikorski, Filmmaker, Fragments from Olympus
Courtney Whiteside, Marketing Director, Vamonde

MICROGRID
Daniel Busi, US Green Energy Council of Long Island
Sam Chu, US Green Energy Council of Long Island
Josh Halsey, Peconic Land Trust
Stephen Jay, Alida
Michael Russo, Board VP
Janice Scherer, Board, Town of Southampton

PO BOX 552, SHOREHAM NY 11786
631.886.2632
TESLASCIENCECENTER.ORG

facebook.com/TeslaScienceCenter
instagram.com/TeslaScienceCenterWardenclyffe
twitter.com/TeslaScience
youtube.com/c/TeslaScienceCenteratWardenclyffe/videos