



# City of Charlotte

Discovery Place Presentation – February 2019





## Discovery Place is Charlotte's Place

- Top tourist attraction
- Workforce developer
- Catalyst for North Tryon



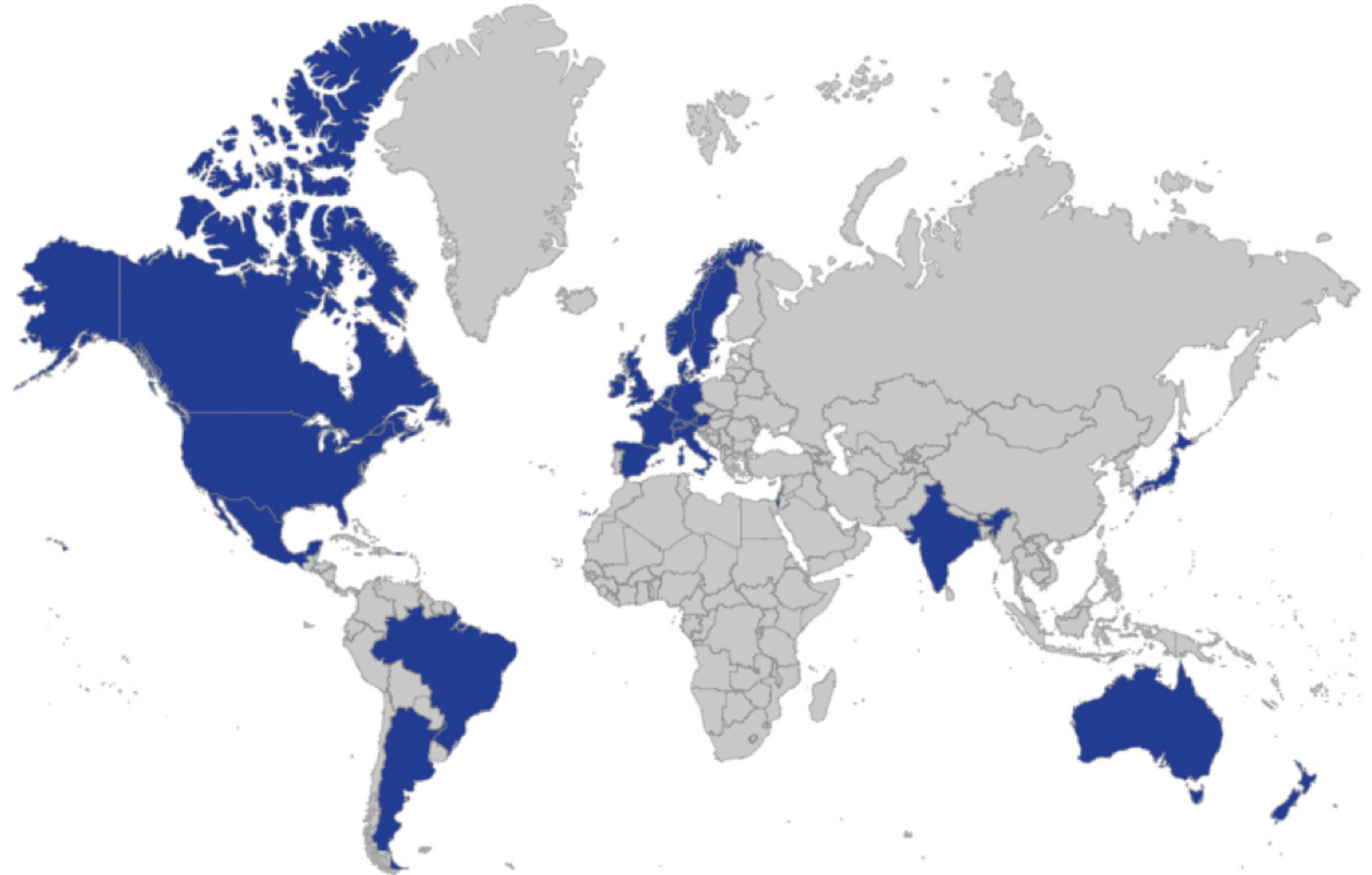






# Discovery Place is a Welcoming Place for Residents and Visitors

- Nearly 800,000 visitors to all four Discovery Place museums
- #1 cultural attraction in Charlotte
- Top field trip destination in NC – serving 132,000 students
- Annual economic impact \$50M+





# Discovery Place is Helping to Train the STEM Workforce in the Carolinas

- 14,000 teachers trained in 4 years
- 3,800 teachers in FY18
- Coding, engineering, robotics, 3D printing, makerspaces
- Core content in math and science
- 80% of CMS schools come to Discovery Place annually





# Discovery Place is Helping to Fill the STEM Pipeline

- Year of the Engineer
  - 486 STEM professionals
  - 2,816 experiences
  - 268,000 adults and children
- Youth Development – 150 teens each summer
- Girls in STEM





# Discovery Place Belongs to our Community

- Welcome program -- \$1 admission to EBT and WIC beneficiaries
- 200,000+ visits in 4 years
- \$1.5 million investment by Discovery Place annually
- Community/neighborhood impact in 21 locations including:
  - Renaissance West
  - Beatties Ford
  - Sugar Creek
  - Hickory Grove
  - Huntingtowne Farms
  - West Boulevard
  - South Blvd (4)
  - Project 658
  - Focus Academy
  - Starmount
  - East Charlotte
  - Mallard Creek
  - Siegle Point Apts
  - Southside Homes
  - Montclair South





# Early Pioneer on North Tryon

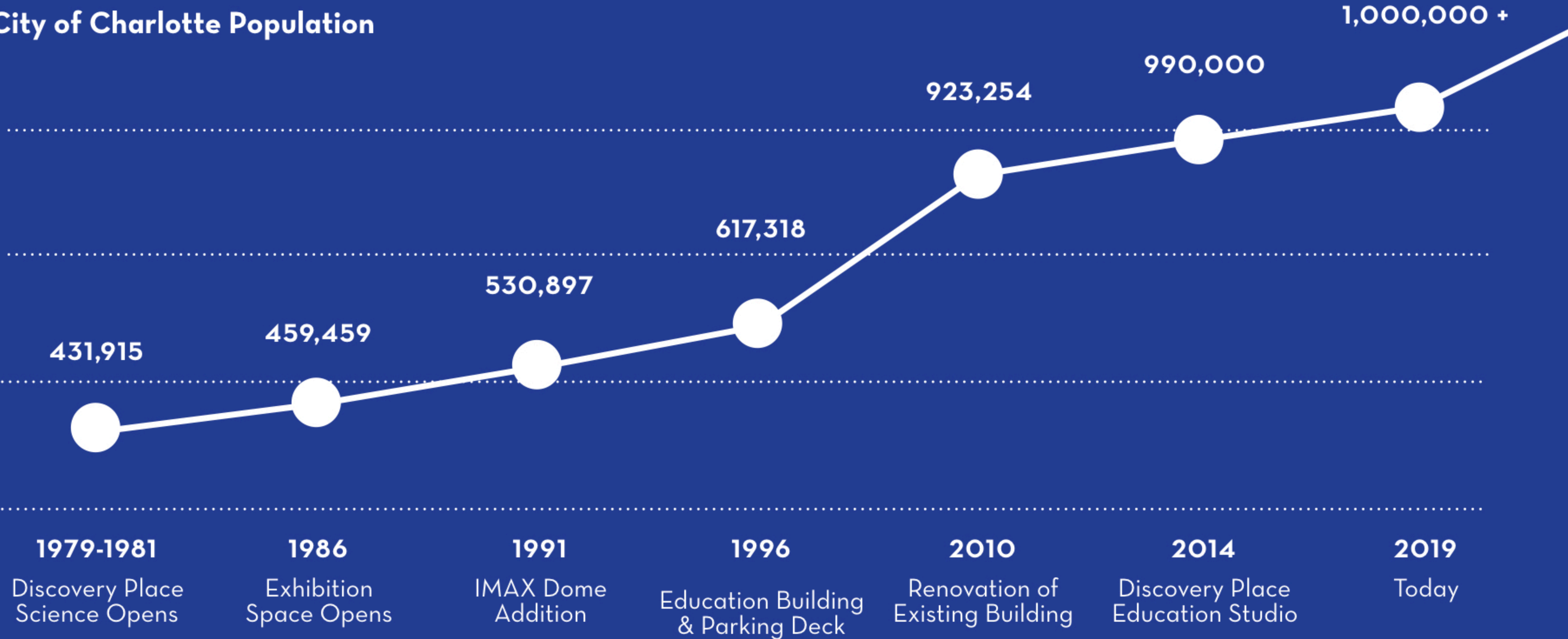
1981





# Nearly 40 years of growth

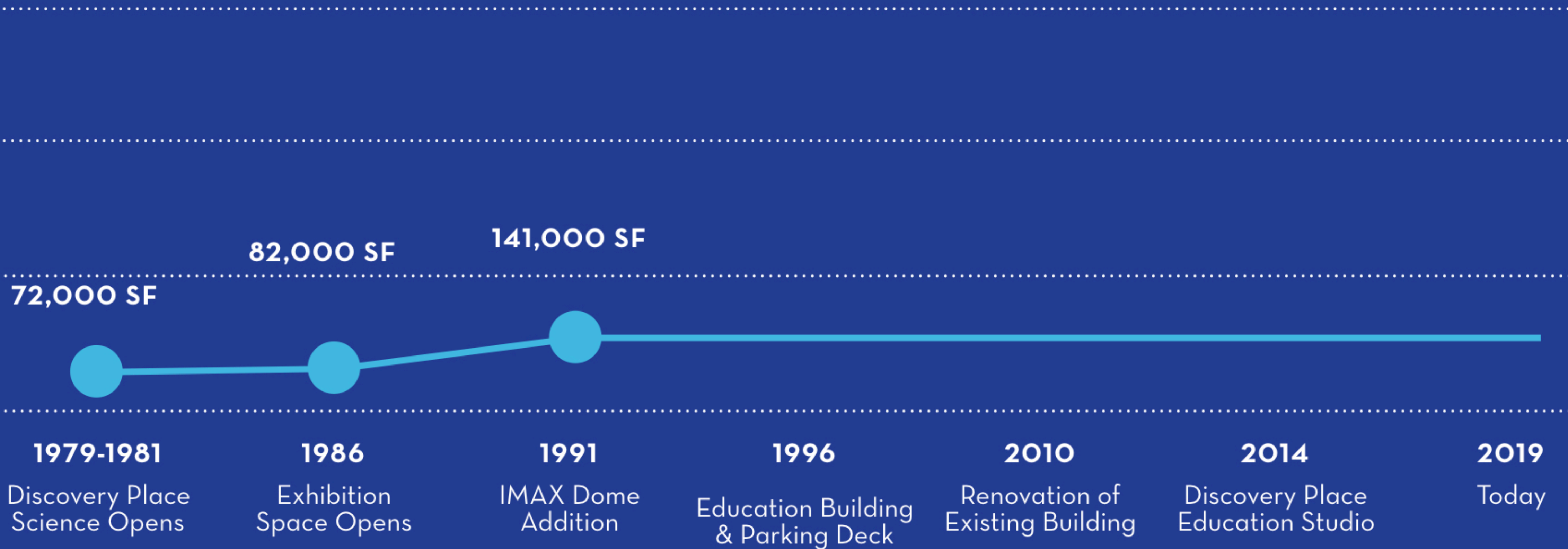
## City of Charlotte Population





# Nearly 40 years of growth

## Physical size of Discovery Place Science

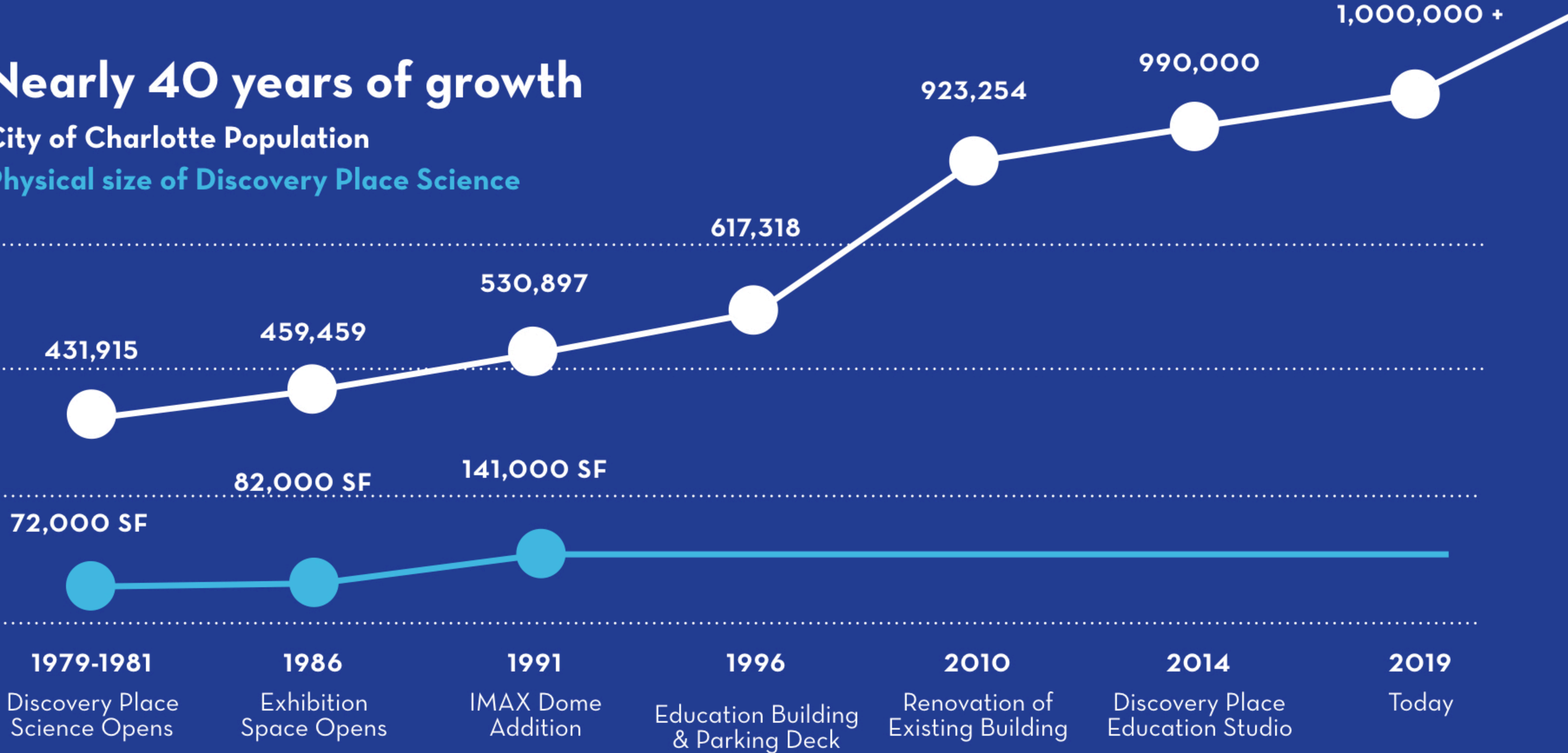




# Nearly 40 years of growth

City of Charlotte Population

Physical size of Discovery Place Science





2019





# Positioning Discovery Place for the future

- Growth of educational programs and experiences
- Importance of North Tryon Vision Plan
- Discovery Place Master Plan
- Impact on Charlotte and the Carolinas





**Thank You**

