

Discovery Place & North Tryon Vision Plan

January 9, 2017



Discovery Place - 1981 Renderings



 **Discovery Place 1981**



Discovery Place Growth

Mecklenburg County Population

1981	Discovery Place opens	413,915
1986	Expands for additional exhibition space	459,459
1991	Add IMAX Dome Theatre	530,897
1996	Add Education Building and Parking Complex	617,318
2010	Renovation of existing building	923,254
2014	Add Discovery Place Education Studio	990,000
2017	Today	1,000,000+



Discovery Place Today

Total attendance	828,000
Uptown	485,000
Welcome visitors	44,000

Full Time Staff	116
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Part Time Staff	78
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Recognition

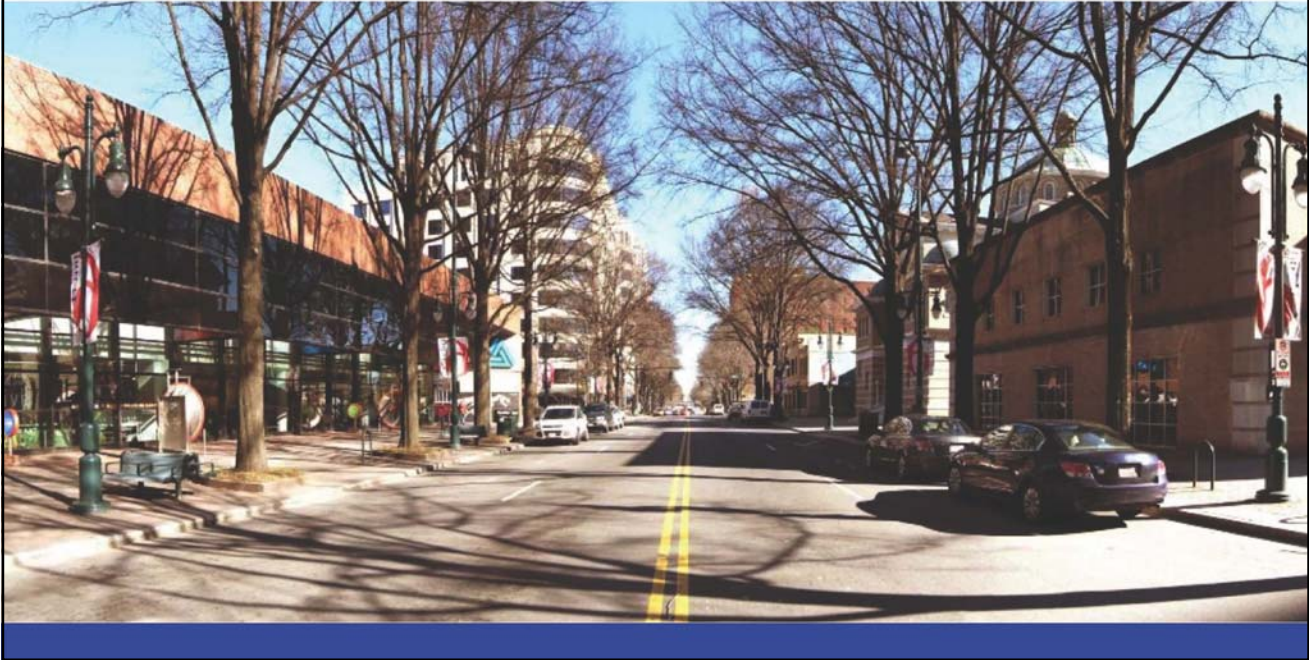
- #1 cultural attraction in Charlotte
- #4 cultural attraction in North Carolina
- #1 field trip destination in North Carolina



Discovery Place Uptown



Discovery Place Science 2017



Discovery Place Priorities

Top attraction

Expand exhibition and program space for growing audience (citizens and visitors)

Community gateway

Create public engagement and community access to science

Education partner

Prepare students and educators for the growing STEM economy

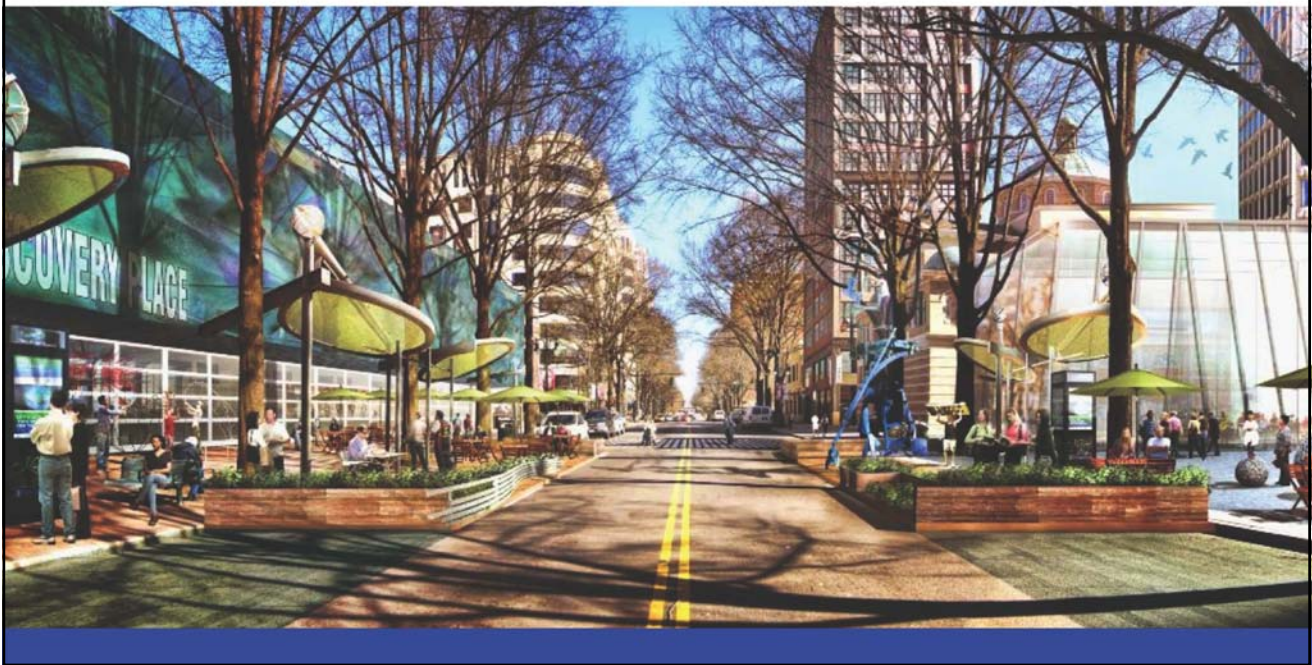
Introduce the new wonders of science and innovation



 **Discovery Place** | Vision for Future 1



 **Discovery Place** | Vision for Future 2



What will the Master Plan do?

- Analyze the visitor experience and business model to ensure continued financial health of Discovery Place Science
- Engage the community and stakeholders, including City Council, in the planning and study
- Forecast how citizens use science museums to determine needs relating to facilities, content and programs
- Develop a vision for a reimagined Discovery Place Science with a facility plan, budget and timeline



Proposed Budget

Community engagement and input, site visits to new facilities	\$100,000
Engineering analysis of current facility and campus	\$125,000
Market, facility and audience analysis, development of facility/site vision <small>(includes plans for education and exhibit plan, facility and operations/staffing)</small>	\$300,000
Facility design (competition/selection)	\$100,000
Conceptual design for facility	\$200,000
Project management and documentation	\$125,000
Total budget	\$950,000



Final Thought

For our young people to have the opportunity to become interested science opens up a whole new life to them, may open up a whole new profession to them...They learn about what is going on in the world and what can go on in the world... it opens their minds and when you open a child's mind, anything can happen.

- Hugh McColl

Thank you

Next Steps

- Council action request on January 23 for \$950,000 to fund a master plan (funded from Hospitality & Tourism taxes)
- 18-24 month planning period
- Any future capital facilities requests will come back to Council

