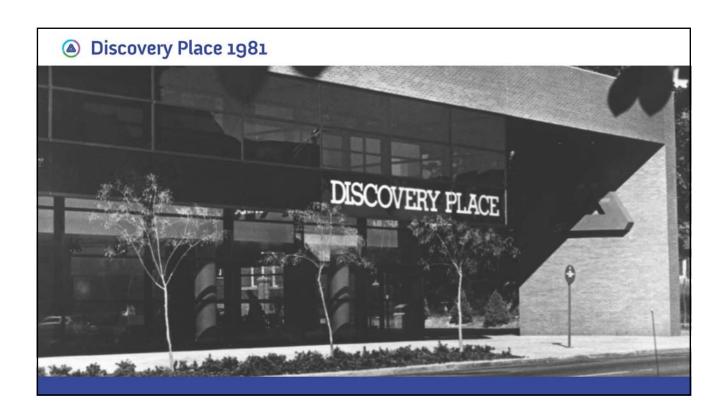
Discovery Place & North Tryon Vision Plan

January 9, 2017







Discovery Place Growth

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



Discovery Place Today

 Total attendance
 828,000

 Uptown
 485,000

 Welcome visitors
 44,000

Full Time Staff 116

Part TimeStaff 78

Recognition

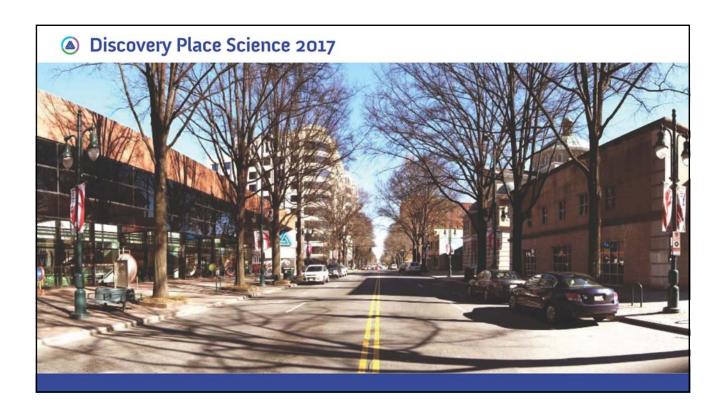
#1 cultural attraction in Charlotte

#4 cultural attraction in North Carolina

#1 field trip destination in North Carolina







Discovery Place Priorities

Top attraction

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

Community gateway

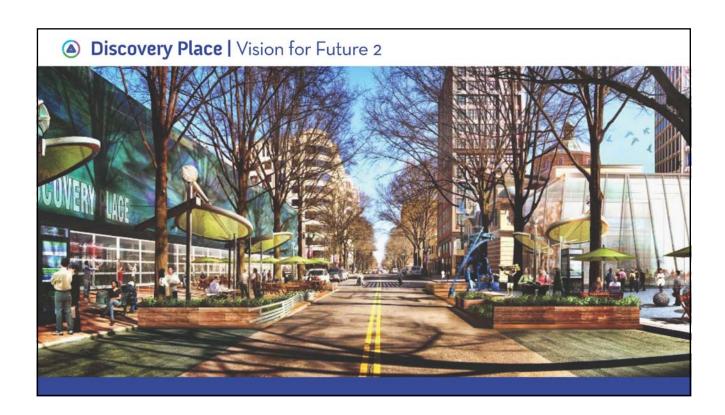
Create public engagement and community access to science

Education partner

Prepare students and educators for the growing STEM economy Introduce the new wonders of science and innovation







What will the Master Plan do?

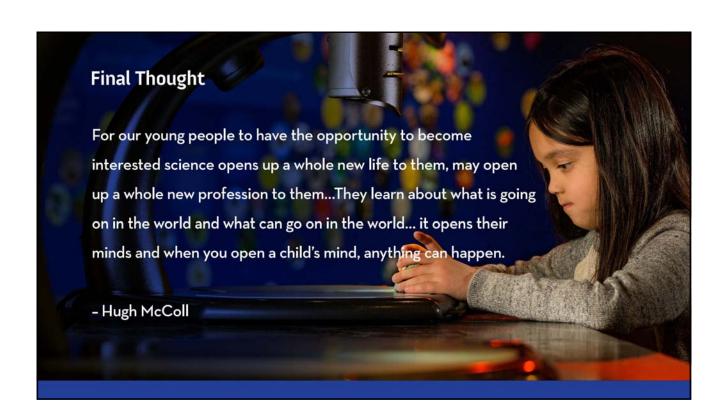
- Analyze the visitor experience and business model to ensure continued financial health of Discovery Place Science
- Engage the community and stakeholders, including City Council, in the planning and study
- Forecast how citizens use science museums to determine needs relating to facilities, content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



Proposed Budget

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





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

