



**children's  
science center™**

EXPLORE. CREATE. INSPIRE.

## **Future Science Center Briefing for Northern Virginia Regional Commission**

**October 2018**



# Introducing the Children's Science Center

**MISSION:** To inspire a love of learning STEM by providing unique opportunities to explore and create.

**VISION:** To create a world class interactive science center that inspires the curiosity in all of us.

**IMPACT:** Now serving 70,000 visitors annually at museum site and via off-site community programs.

**NEED:** Expand impact to 600,000+ children in our region.





# Current Operations Snapshot

- 70,000+ annual visitors
  - 50K onsite at Children's Science Center Lab, Fairfax
  - 20K offsite schools and venues across region
  - Onsite visitors: 95% DMV; from all 50 states, DC, and 12 countries
- Focus on preschool, elementary, youth and family programs
- Priority for underserved and under-represented audiences
  - Serving 40+ Title 1 schools with Latina Sci Girls, Field Trips, Family Science Nights, Science on Stage Assemblies
- \$1.3M operating budget; revenues: 50% contributed & 50% earned
- 22 FTE & 700+ active volunteers
- Lease at Fair Oaks Mall through early 2023



# Across the Region

Serving 20,000 a year via:

- Family Science Nights
- Science on Stage
- Latina Sci Girls
- Other Community Outreach



Loudoun

Fairfax

Falls Church

Arlington

Alexandria

Manassas Park  
Manassas

Fairfax

Prince William



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# Future Science Center: Stages of Work



## Planning Activities

- I. Develop Master Plan *(completed)*
- II. Establish Public Private Partnerships
- III. Mobilize Capital Campaign





# Future Science Center Location – Dulles, VA

- Land donation via proffer
- Route 28 Dulles Technology Corridor
- 2 million people within 20 mile radius
- 10 minute drive from Air & Space Museum
- Mixed use development
- Use of 150 acre parkland on Broad Run Stream Valley



# Future Science Center - An Investment in the Region

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- Expands impact exponentially, more fully supporting families and schools
- Develops future workforce and enhances quality of life for all citizens
- Showcases Northern Virginia as major technology hub, attracting audience and spending from across the world

*An economic analysis by Dr. Steve Fuller of George Mason University estimates economic impacts of \$99M in short-term impact and \$11M in recurring annual impact.*



# Strategic and Pivotal Partnership

- Science Museum of Virginia (SMV)
  - Part of Commonwealth's Department of Education
  - Operates Richmond-based museum and Danville Science Center
  - Invested ~\$60 M in upgrades and expansions for museums in past 5 years
- Why partner?
  - Missions in common
  - Efficiency in sharing resources
  - Creates state-wide network of science centers
  - Leverages SMV's four decades of experience with our No Va market knowledge
  - Enables growth and sustainability for future Northern Virginia Science Center





# Future Science Center: PPP Timeline

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- May 2014 – Signed land lease to secure Kincora land donation
- October 2014 – Completed philanthropic market study which indicated public-private partnership was a necessity
- June 2016 – Signed MOU with Science Museum of Virginia (SMV)
- June 2018 – SMV Trustees approve moving forward with Northern Virginia’s science center as next major capital project
  
- **Current – SMV requesting state funding for detailed planning, working to be included in the Governor’s upcoming budget**

# Community Champions



# Thank You



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*The Children's Science Center is a local 501c3 non-profit organization.*