

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

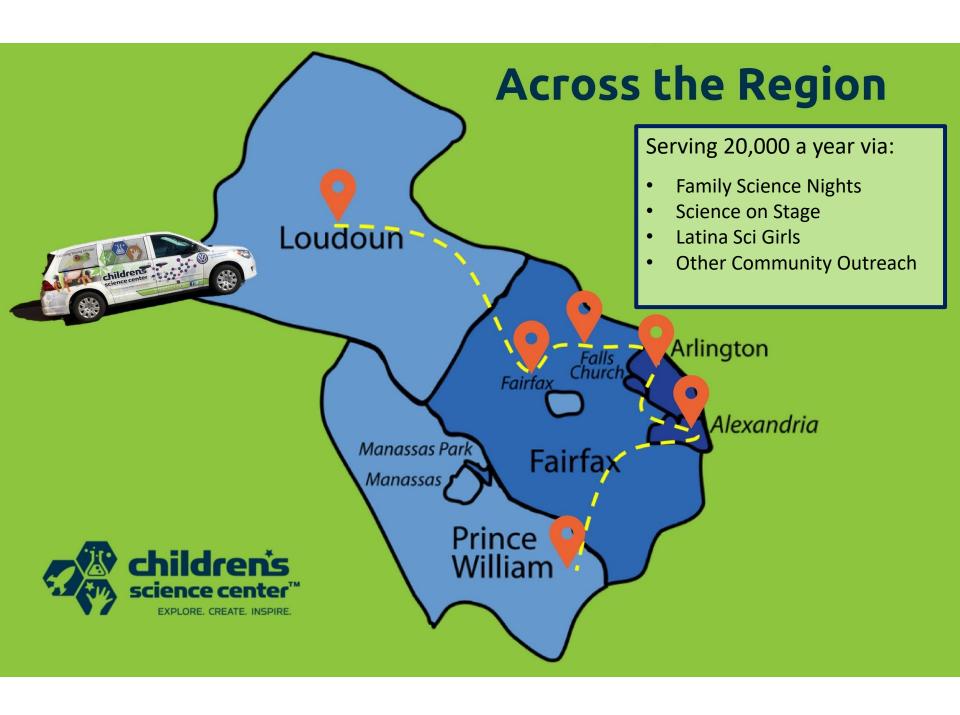












Future Science Center: Stages of Work

Pre-planning Planning Detailed Design Construction

Planning Activities

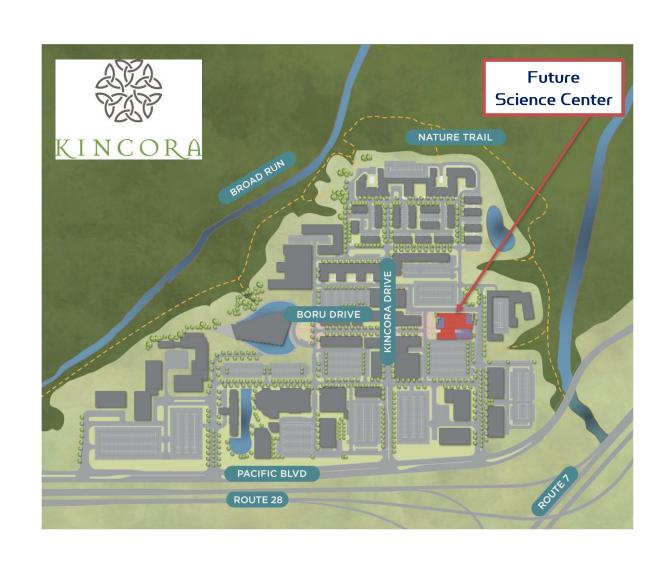
- I. Develop Master Plan (completed)
- II. Establish Public Private Partnerships
- III. Mobilize Capital Campaign





Future Science Center Location – Dulles, VA

- Land donation via proffer
- Route 28 Dulles TechnologyCorridor
- 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

- 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
 - o Enables growth and sustainability for future Northern Virginia Science Center











Future Science Center: PPP Timeline

- 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.