

SPARK! IMPACT

A rich return on investment.



Carnegie Science Center's mission is grounded in service to the public good; this aim shapes every aspect of its identity and operation. Supporting *SPARK! A Campaign for Carnegie Science Center* represents an investment in a vital source of science education, tourism, and economic growth with direct benefit to the quality of life across the region.

The *SPARK! Campaign* comprises expanded STEM education and career development programming, two new permanent exhibitions, three refreshed hallmark exhibitions, a new digital giant screen theater, endowment, and the construction of a three-story Science Pavilion to house STEM Learning Labs and a Special Exhibitions Gallery. These projects will serve the Science Center and the region in a number of tangible ways.

STEM CLASSROOM SPACES HOUSED WITHIN THE NEW SCIENCE PAVILION

- Sustain current momentum and build capacity for new initiatives, programs, and partnerships that cultivate a sustainable workforce pipeline of STEM workers
- Increase participation for year-round STEM education camps and classes by up to 50%, while meeting the workforce development needs of future generations
- Establish the Science Center as a regional hub for teacher professional development
- Allow Pre-K-12 teachers to deliver some of their regular science curriculum onsite
- Equate to higher revenue from camps, classes, and special events

SPECIAL EXHIBITIONS GALLERY

- A vehicle to address relevant issues through programs, lectures, forums, and community discussions on topics such as: stem cell research, tissue engineering, and climate change.
- A proven way to generate revenue from traveling blockbuster shows, which appeal to wider audiences and attract return visitors.

PROJECTED IMPACT AND RETURN ON INVESTMENT*

- Up to 1 million visitors to the Science Center—doubling the current annual admissions
- 1-1.5 million expected visitors to the Special Exhibitions Gallery during the first five years
- \$2.3 million in annual attributable spending to Allegheny County restaurants, hotels, and other businesses over the first two years
- 34 new jobs throughout the region created by this additional spending
- \$1.2 million in anticipated wages to Allegheny County

*Economic Impact Study for Carnegie Science Center's Planned Expansion, 2015. Completed by 501(c)3 Squared.

NEW DIGITAL GIANT SCREEN THEATER

- Opens the door to new programming opportunities—corporate events and community film festivals—and allows for new types of content, including Hollywood films and live streaming of performances and events
- Draws additional tourism to the North Shore
- Increases local spending through a projected increase in theater attendance from 125,000 to more than 300,000 annually

NEW AND UPDATED EXHIBITIONS

- Highlight the region's science and technology expertise
- Engage diverse audiences with relevant issues and topics in science
- Give people new reasons to visit and experience "Aha!" moments that spark the imagination and cultivate curiosity, all while bolstering admissions revenue
- Contribute to the ongoing development of Pittsburgh's North Shore

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INVESTING IN THE SCIENCE CENTER WILL ENRICH THE COMMUNITY AS A WHOLE.

QUINTIN BULLOCK, DDS

President, Community College of Allegheny County

A leader in higher education, Quintin Bullock understands all too well the STEM workforce development needs of businesses in the region.

Just as employers rely on his institution for promising college graduates with STEM-related skills to fill open positions, he relies on the Science Center to help inspire those same students well before they're ready to consider college.

His perspective on the benefits of the *SPARK! Campaign* underscores the critical role Carnegie Science Center plays in closing the “STEM gap.”

“Carnegie Science Center is making a positive impact on the young men and women that are actively engaged in the science experiences they provide.

“Investing in *The Campaign* creates a greater opportunity for the Science Center to expand its footprint.”



SPARK!

A Campaign for Carnegie Science Center

Please visit CarnegieScienceCenter.org/GiveNow to learn how you can make a difference today.