





OVERVIEW

Planning Process

- In 2017 SFSCA developed a Strategic Plan - Adventure with a Purpose - to guide the 8-year period from 2017 – 2025
- The Strategic Plan envisioned a multi-phase approach to improving and expanding facilities and enhancing the visitor experience
- The first two phases were completed in 2019 and 2020 with the opening of Journey Through the Human Brain and the Cox Amphitheater
- The final phase was envisioned as a major expansion of SFSCA's facilities to include a 3-story building that would feature a new Aquarium, a larger Traveling Exhibit Gallery and new STEM Exhibit Galleries
- Planning for this expansion began over a year ago and has continued despite the challenges faced by the COVID-19 pandemic



Planning Team

The planning team included the following:



Staff and Board Participants

Master Plan Components

Site and Facilities Architectural
Concept Plan

Aquarium Conceptual Design

STEM Exhibits Concept Plan

Consumer Research Study

Analysis of Attendance Potential

Operating and Financial Plan

Next-Generation STEM Education Plan

Capital Cost Estimate

Capital Campaign Fundraising Plan

Project Schedule and Timeline





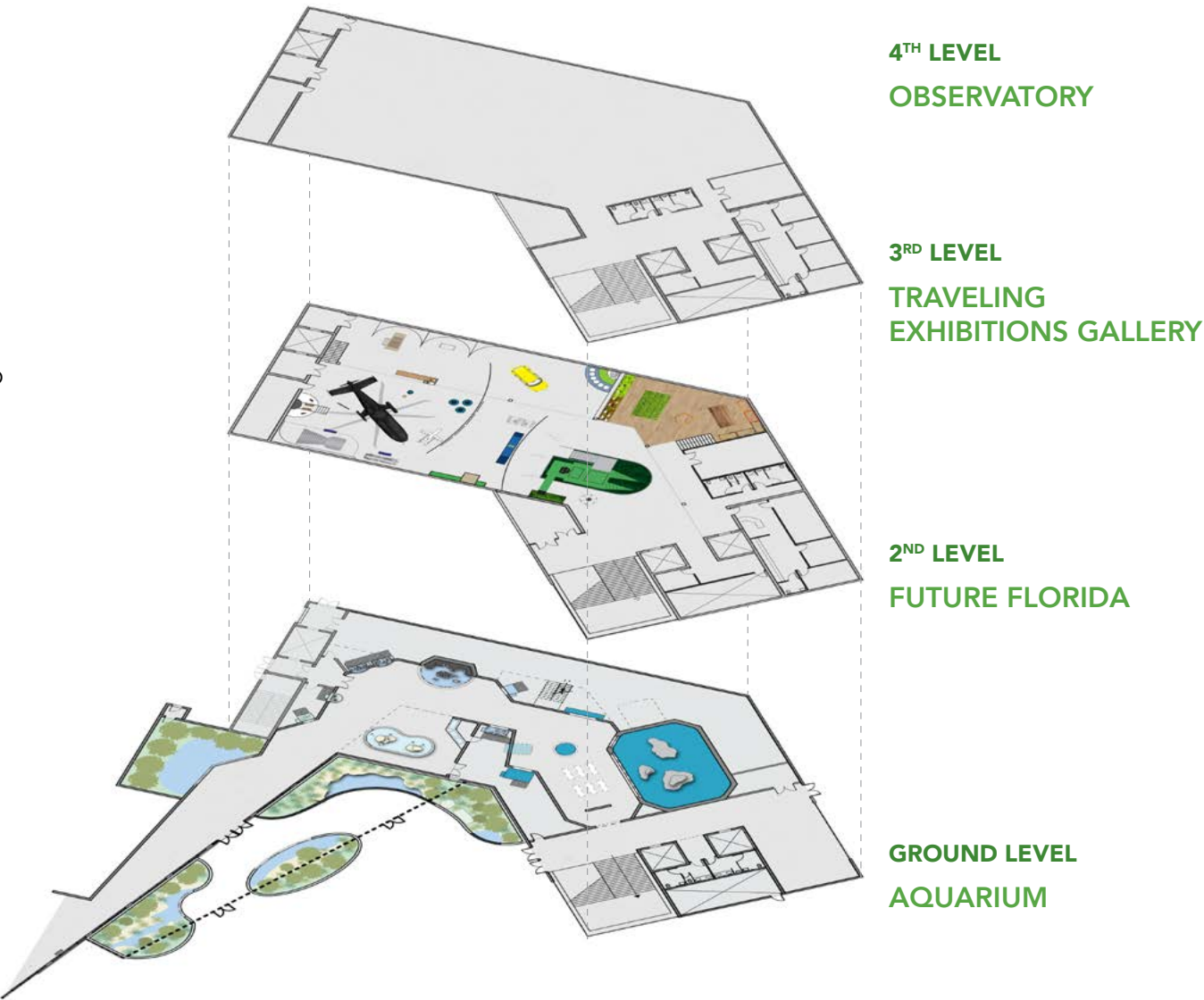
The Expanded CSCA Site Map





Science Pavilion

- A 3-story 50,000 SF facility with prominent visibility on Interstate 95
- The ground level will house aquarium exhibits including an 80,000 gallon open ocean tank
- A mezzanine above the ground level will house aquarium life-support systems and provide staff access into the tanks from above
- The second level will be equipped as a state-of-the-art permanent exhibit gallery and will house new Future Florida exhibits
- The third level will be equipped as a state-of-the-art temporary exhibit gallery that can also be used as a flex-space between exhibitions
- The fourth level will feature the Observatory, housing one of the largest refractor telescopes in Florida.

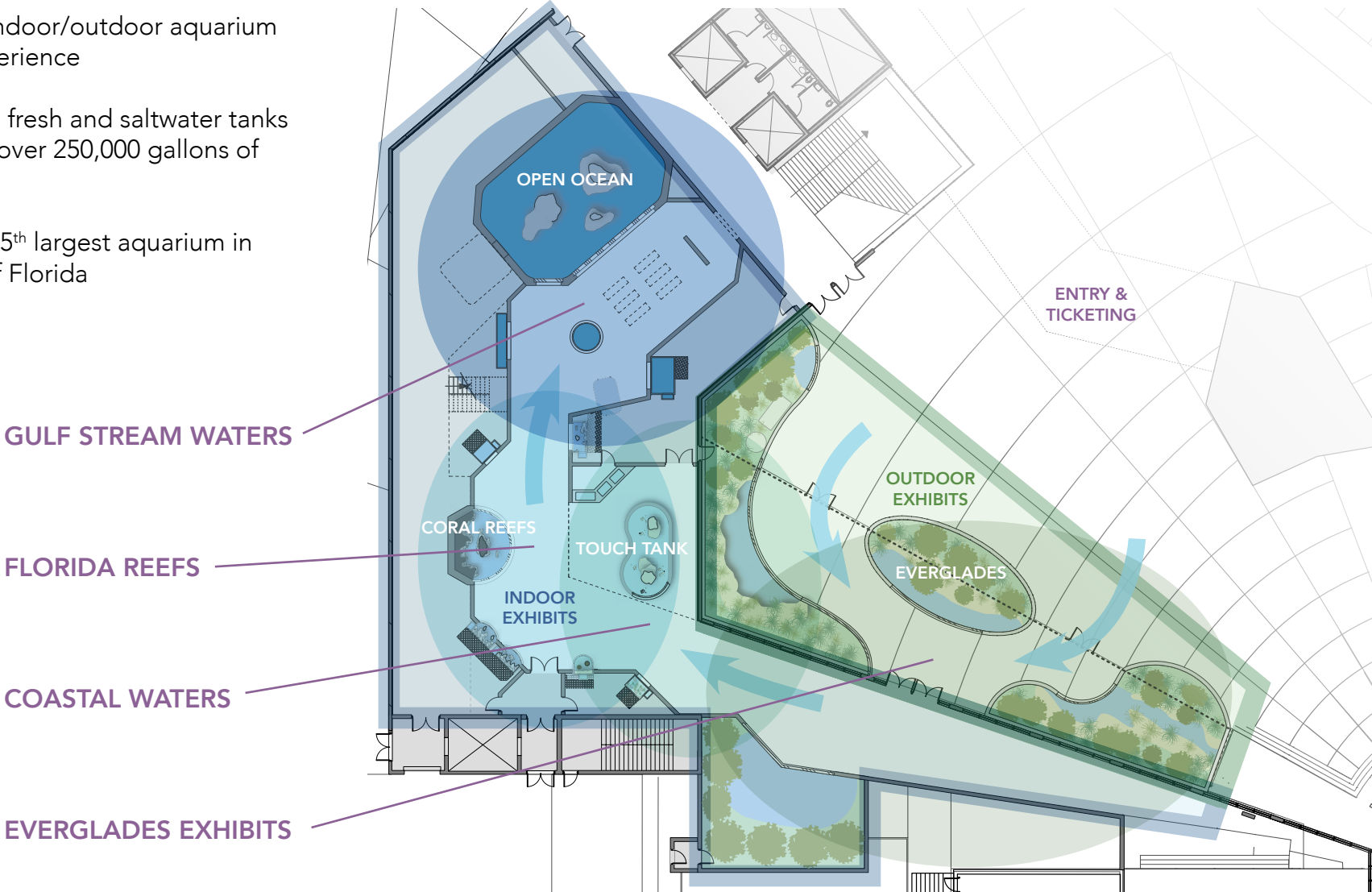




PROGRAMMATIC VISION

New Aquarium

- 57,000 SF indoor/outdoor aquarium exhibit experience
- Features 18 fresh and saltwater tanks containing over 250,000 gallons of water
- Will be the 5th largest aquarium in the State of Florida





PROGRAMMATIC VISION

New Aquarium



- Takes visitors on a journey from Florida's inland rivers and streams, through the Everglades, to its coastal beaches, coral reefs and Gulf Stream waters
- Featuring alligators, crocodiles, touch tanks, jelly fish, and many other aquatic animals that tell the story of Florida's aquatic ecosystems
- Telling the story of the Florida Everglades and ongoing efforts to ensure their protection, restoration and preservation.
- Florida's Coral Reef Systems will be interpreted in a series of live-animal tanks with coral research and education programs developed in partnership with the Reef Institute
- Includes an 80,000-gallon open ocean Gulf Stream tank with sharks, able to accommodate underwater SCUBA presentations by staff

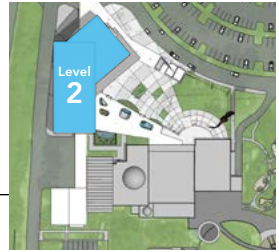
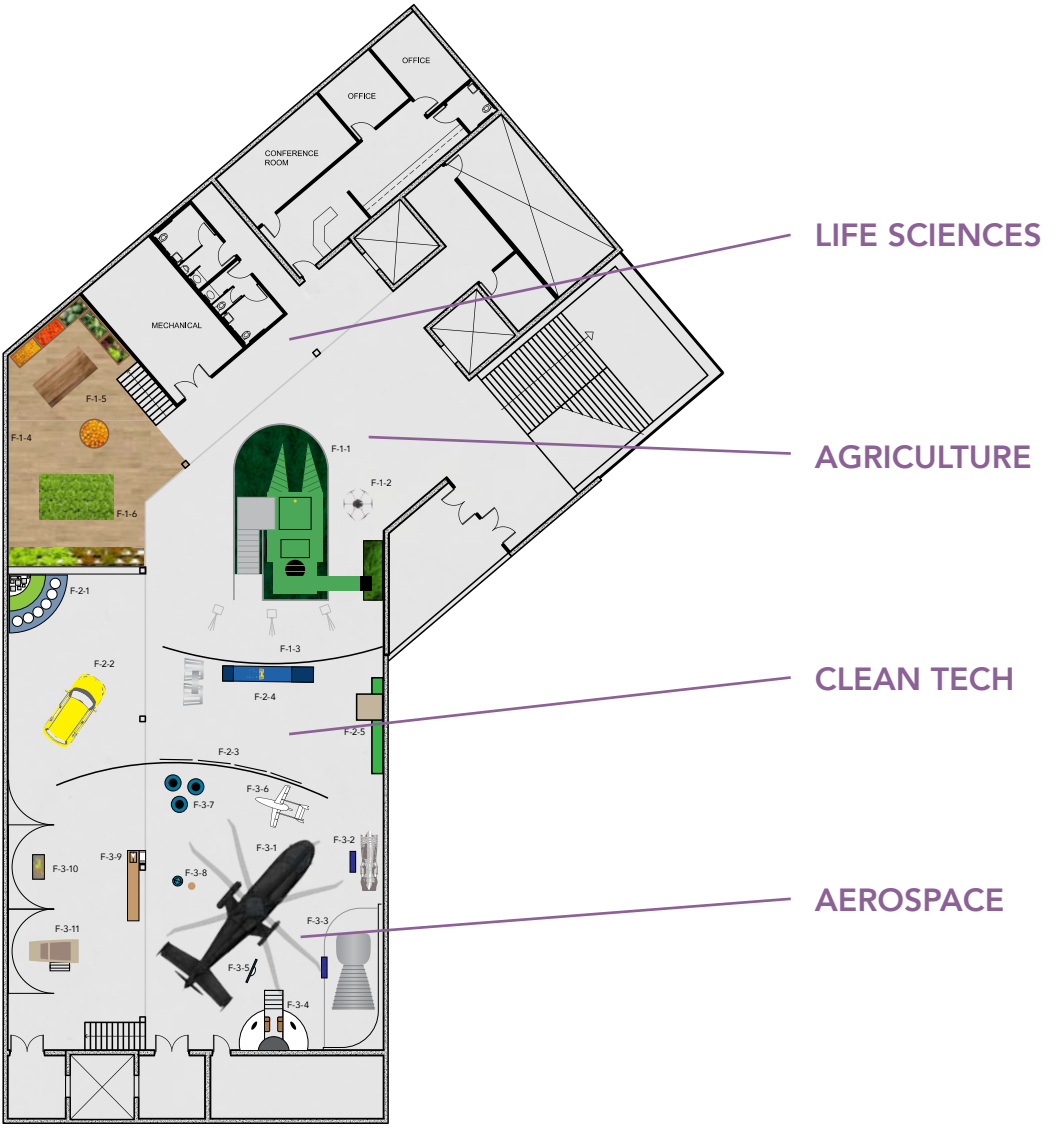




PROGRAMMATIC VISION

Future Florida Exhibit Gallery

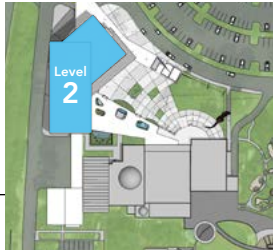
- New Permanent Exhibit Gallery focused on science, technology, and innovation driving our regional economy
- Featuring exhibits on four major industry sectors in Palm Beach County: Life Sciences, Agriculture, Clean Tech and Aerospace
- Will incorporate large-scale artifacts, hands-on interactive devices, and multimedia programs to create an immersive and fun exhibit experience





PROGRAMMATIC VISION

Future Florida Exhibit Gallery



- Exhibits will promote STEM jobs and emphasize STEM skills needed for different career paths
- The Journey Through the Human Brain exhibit will be refreshed and moved into the Future Florida exhibit gallery as the centerpiece of a Future Florida – Life Sciences permanent exhibition
- Future Florida exhibits will be developed in partnership with local corporations and universities



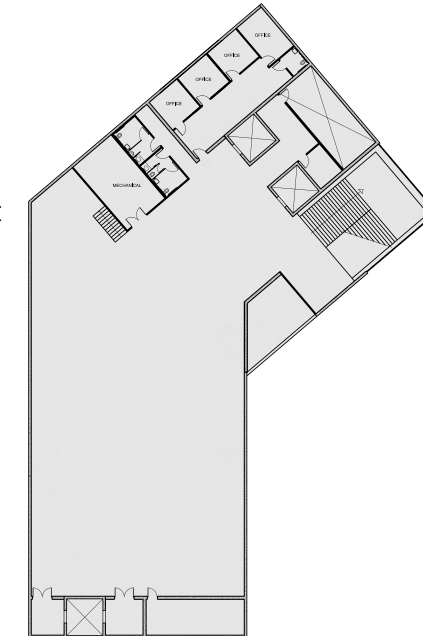


PROGRAMMATIC VISION

Traveling Exhibition Gallery



- 7,500 SF gallery capable of handling blockbuster-level special exhibitions
- Able to feature special exhibitions as part of a general admission ticket or as a separately-ticketed option
- Able to handle timed-ticketing access control during high-visitation periods
- Can be utilized as a flex space between exhibitions
- Fully isolated from other public visitor areas to minimize visitor disruption during exhibit change-over periods
- Designed to accommodate access for large exhibit components





PROGRAMMATIC VISION

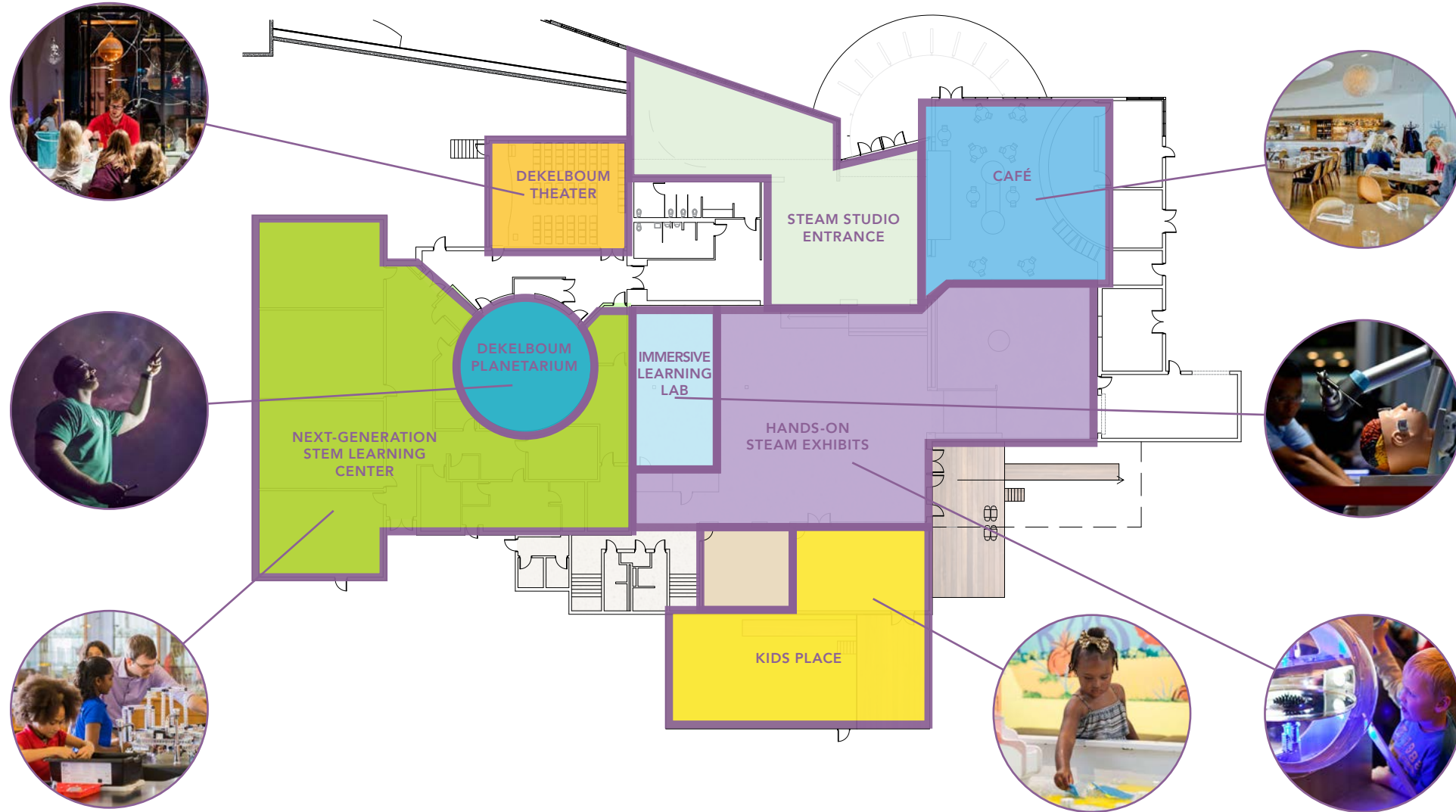
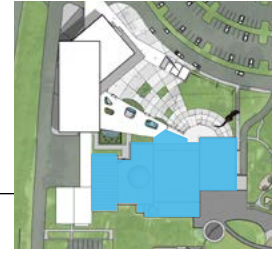
STEAM Studio



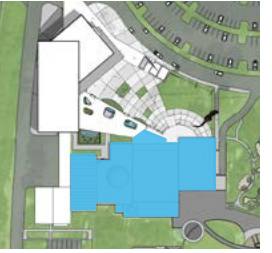
- STEAM Studio will be CSCA's hallmark informal STEM learning facility offering an integrated mix of hands-on exhibits, programs and educational experiences
- This 20,000 SF hands-on, high energy facility will be the premiere destination for informal STEM learning in South Florida
- STEAM Studio's programs are focused on CSCA's core audience of families with children up to age 10 and students in grades K-5
- The STEAM Studio experience will encourage curiosity and integrate Science and the Arts



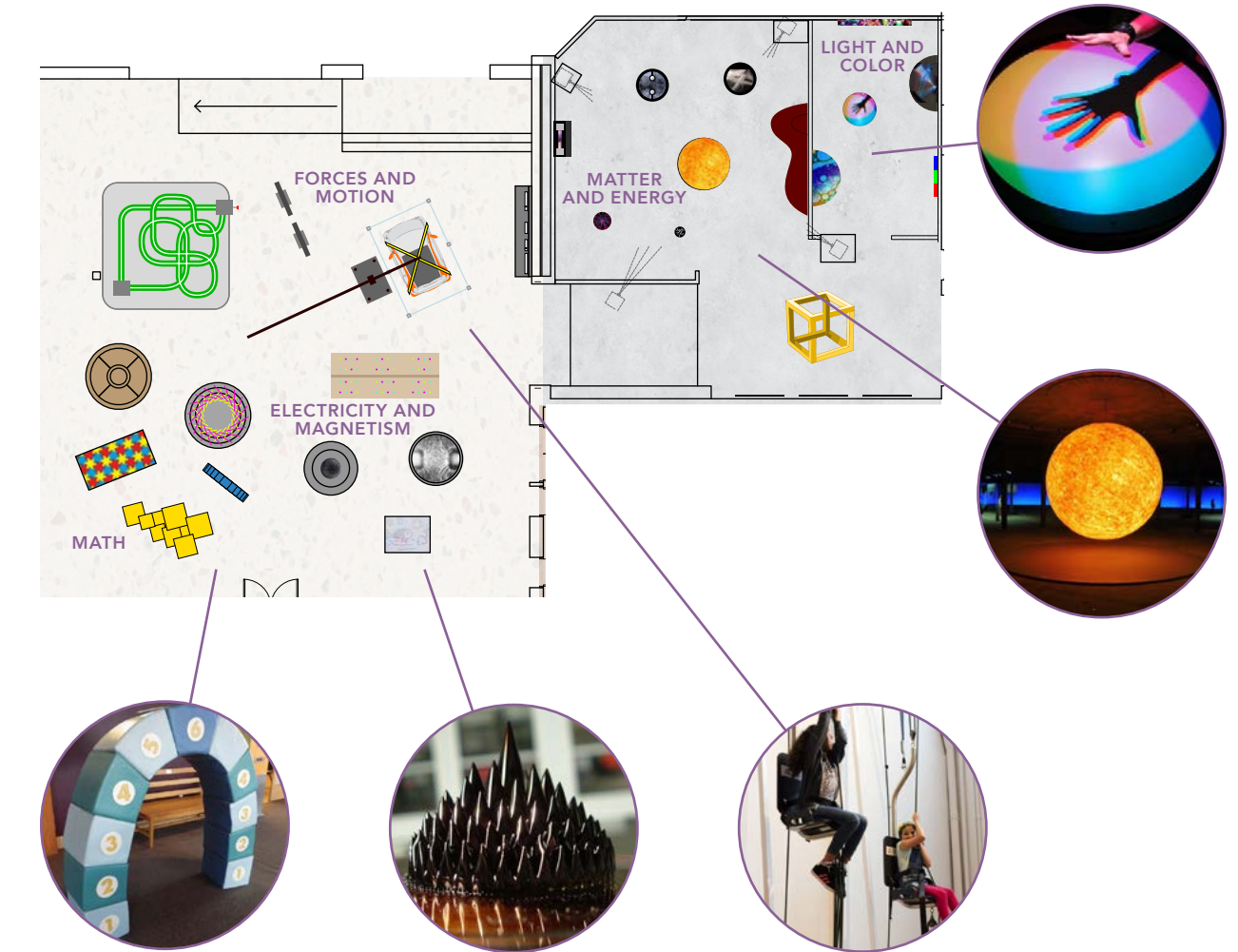
STEAM Studio



STEAM Studio - Hands-on STEAM Exhibits



- Classic hands-on interactive exhibits that let visitors explore science in fun, tangible ways
- Organized in five themed areas: Forces and Motion, Electricity and Magnetism, Light and Color, Matter and Energy, and Math
- A visually dramatic, kinetic, and highly tactile experience, with exhibits ranging in scale from a giant pinball machine to small-scale intricate hands-on interactives.
- Will incorporate some of CSCA's most popular existing exhibits including Science on a Sphere



STEAM Studio - Immersive Learning Lab



- Builds upon CSCA's experience and reputation in the area of robotics, and virtual and mixed reality technology
- Featuring hands-on robotics exhibits and a Robot Arena competition area
- Will serve as the home-base for CSCA FIRST LEGO League Teams and host FIRST LEGO League competitions



STEAM Studio - Kids Place

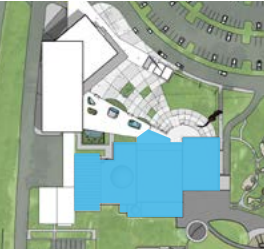


- An indoor/outdoor exhibit area especially for pre-school children
- Expands and builds upon CSCA's existing Discovery Center and Early Childhood Playground
- Featuring a new water-play exhibit area





STEAM Studio - Program Spaces



Dekelbourn Science Theater

- Upgraded staging and lighting to allow for the presentation of large-scale science shows
- Enhanced audio-visual capabilities will enable video production and live-stream of shows via digital platforms

Dekelbourn Planetarium

- Upgraded with new software and enhanced projection



STEAM Studio

Next-Generation STEM Learning Center



- A facility with specially equipped lab spaces that help CSCA advance to the next level in its STEM education and tech-skills training programs
- Immersive Learning Lab utilizing Augmented Reality, Virtual Reality, and other immersive technologies to enhance STEM learning
- STEM Lab Classrooms outfitted with specialized equipment to support advanced STEM and tech-skills hands-on learning

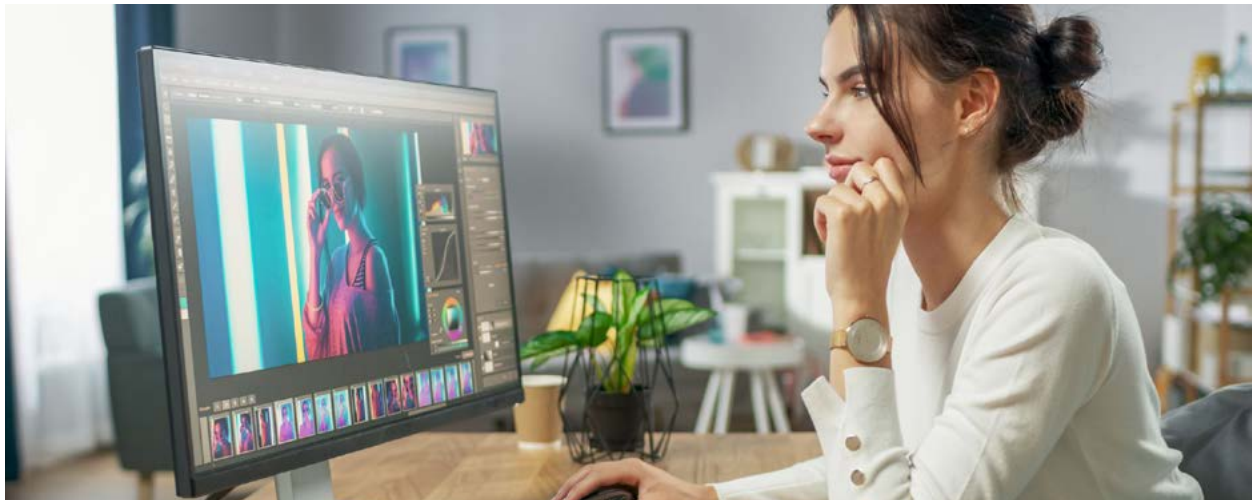


STEAM Studio

Digital Arts Studio



- Digital Arts Studio being planned in partnership with the West Palm Beach Center for Arts and Technology is envisioned as a state-of-the-art facility offering digital arts skills training to residents including high-school students to prepare them for high-tech, high-demand jobs in the region that do not require a college degree
- A Virtual Learning Production Studio integrated into the Digital Arts Studio will allow Education Staff to produce high-quality virtual-learning programs that can be streamed and distributed across a wide range of digital platforms such as You Tube and Coursera



Schedule

Project Timeline

	2020				2021				2022				2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Master Plan Phase June 2020 - June 2021																								
Design Phase July 2021 - December 2022																								
Construction Phase January 2023 - June 2024																								
Exhibits Phase April 2024 - December 2024																								
Public Opening 2025																								

Capital Campaign Timeline

	2020				2021				2022				2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Planning Phase September 2020 - July 2021																								
Quiet Phase Fundraising August 2021 - October 2022																								
Public Phase November 2022 - October 2024																								
Grassroots Engagement November 2024 - October 2025																								

Summary

- Our programmatic vision is compelling – it has been endorsed by consumers and educators, and has attracted a lead donor who has pledged an historic gift to the Science Center
- Our fundraising and business plans are conservative, we are highly confident of our ability to achieve success on both fronts
- Our cost estimates are realistic and include substantial allowances for contingency and cost escalation
- We will continue to challenge our assumptions throughout the design process to ensure that we invest every dollar wisely
- The \$50,000,000 investment in facilities and exhibits will take the Cox Science Center and Aquarium to new heights in terms of our visitor engagement and financial performance
- The expanded CSCA will provide us with far greater capacity to provide cutting-edge STEM education programs both on-site and virtually through a range of digital platforms
- The expanded CSCA will offer our visitors a full “day-out” with science and allow us to truly fulfill our mission to “Open Every Mind to Science”

