Memorandum

DATE March 1, 2013

TO Members of the Arts, Culture & Libraries Committee:
   Ann Margolin (Chair), Delia Jasso (Vice Chair), Jerry Allen, Tennell Atkins, Vonciel Jones Hill

SUBJECT Perot Museum of Nature and Science Overview

On Monday, March 4, 2013 the committee will receive an overview of the Perot Museum of Nature and Science. The museum’s chief executive officer, Nicole Small, will brief the committee. Briefing materials are attached for your review.

If you have any questions, please feel free to contact me.

Joey Zapata
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
    Mary K. Suhm, City Manager
    Thomas P. Perkins, Jr., City Attorney
    Craig D. Kinton, City Auditor
    Rosa A. Rios, City Secretary
    Daniel Solis, Administrative Judge

A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager

“Dallas, The City That Works: Diverse, Vibrant and Progressive”
Arts, Culture and Libraries Committee Presentation
March 4, 2013
POSITIVE REVIEWS IN NATIONAL MEDIA

- “Astonishing”
  – *The Wall Street Journal*

- “Bursting with Science”
  – *The New York Times*

- “A feat of scientific ingenuity”
  – *Travel and Leisure*

- “An instant institution”
  – *The Dallas Morning News*

- Listed as one of most interesting projects in the past few years
  - *Architecture Digest*
A MISSION-DRIVEN ORGANIZATION

MISSION: Inspiring minds through nature and science.

VISION: Be an extraordinary resource and catalyst for science learning through highly innovative and accessible experiences that broaden understanding of our world and improve community achievement.
STEM jobs are projected to grow 2x faster than other jobs...

...yet the U.S. lags in college grads with STEM degrees

Projected job growth in the next 5 years

College graduates with STEM degrees

Most HS seniors don’t have proficiency and interest in STEM…

STEM Interest and Proficiency

TAKS Performance (2011)

...a trend confirmed in the DFW area by TAKS performance

PROJECT TIMELINE


- January 2008 – Selection of Thom Mayne as design architect

- June 2008 – Five adult Perot children gift of $50M in honor of their parents

- Summer 2009 – Building designs unveiled

- November 2009 – Groundbreaking of construction on site located at the corner of Field Street and Woodall Rodgers Freeway

- November 2011 – Achieved fundraising goal of $185M a year early

- Spring 2012 – Major exhibit installation work began and continues throughout the year

- September 2012 – Staff moved into the new building

- December 1, 2012 – OPENING DAY
FAST FACTS

- Architect: 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects

- $185M total project cost; fundraising goal achieved on November 17, 2011

- Groundbreaking November 2009, opened on December 1, 2012

- 180,000-square-foot facility, 170 feet tall on a 4.7-acre site

- Five floors, ~60,000 sq. ft. of exhibit space housing 11 permanent exhibit halls and a traveling exhibition gallery that includes a children’s museum and outdoor playspace/courtyard

- 6 Learning Labs in education wing, 300-seat digital 3D cinema, flexible-use auditorium, Café and Shop, and large urban plaza

- A rainwater collection system with two 25,000-gallon cisterns

- Building exterior is made up of 450+ pre-cast concrete panels; the majority 8’ x 30’ and weighing up to 8 tons each

- Plinth covering -- Hackett Stone – a quartz and sandstone combination
The Perot Museum has welcomed more than 350,000 visitors

School group visits began in January and already 40,000+ school children have visited (and that is before March, April and May, which are our key months for field trips)

Membership ranks grown from ~6,000 households to more than 31,000

Executing extended hours during winter break, spring break and every weekend to meet the demand

Staff is currently more than 220, with about 20% hired as temporary contract employees

We are proud to have more than 1,000 active volunteers

Website received more than 6M hits and 34,000+ Facebook friends

Neighboring restaurants (El Fenix, Neo, and Luna del Noche) are reporting record sales

Our January first “adults only” late night, Social Science, in January sold out with 1,500 attending

Summer camps have had an overwhelming response

Seen visitors from 31 states

*As of 2/28/13
THE PEROT MUSEUM IS SERVING ALL DALLAS CITIZENS

(Attendance by City Council District)
VISITORS ARE AWED BY OUR COLLECTIONS…

T. BOONE PICKENS LIFE THEN AND NOW HALL
…ENGAGE WITH ENERGY TECHNOLOGY AND ITS CHALLENGES…
BEING HUMAN HALL

...LEARN ABOUT MEDICAL DISCOVERIES...
…AND EXPERIMENT AS ENGINEERS…

TEXAS INSTRUMENTS ENGINEERING AND INNOVATION HALL
MOODY FAMILY CHILDREN’S MUSEUM
STEM EDUCATION IS CRITICAL
THE PEROT IS EDUCATING THESE FUTURE LEADERS

On-site and outreach programs for children grades Pre-K through 12
SERVING OVER 196,000 SCHOOL CHILDREN IN DALLAS

(10/11 – 9/13)
SCHOLARSHIP FUNDS ENSURE CHILDREN FROM ALL OVER DALLAS ARE ABLE TO ATTEND

(10/11 – 1/13)

>105,000 children

>$200,000 scholarship funds
SIX LEARNING LAB CLASSROOMS

- 24 available programs

- Popular topics include:
  - Fire & Ice
  - Electric Theater
  - Adapt to Survive
  - Amusement Park Physics
  - Engineer It: Basic Builders

- Laboratory based dissection programs
  - Look Out! The Eye
  - Pump Up! The Heart
PORTABLE UNIVERSE

The Perot Museum brings the universe to students through portable planetarium programs. These programs are currently scheduled to reached 11,135 students this year.

- 2 available programs:
  - The Sky at Night
  - One World, One Sky

- Funded by Time Warner Cable

- This program allows students to fly themselves from the surface of earth to the farthest reaches of the Universe.
TEACHER PROFESSIONAL DEVELOPMENT AND CAMPUS PARTNERSHIPS

• Provide training for teachers which they take back to their classrooms and educational communities

• The *Leaders in Science* Tier 2 Professional Institute currently works with 23 teachers from the DFW metroplex and 40 teachers from the *Leaders in Science* Tier 1 Campus Partnership program which is in place at DISD Truett and Central Elementary Schools
SCIENCECAST DISTANCE LEARNING

- ScienceCast programs reach students from all over Texas (including the DFW metroplex) and as far away as Alaska, Utah and Kansas

- Funded through United Way grant

ScienceCast’s special program about Arctic Dinosaurs had Alaskan participants, and those close to home at DISD’s Medrano Elementary saw a special program called “Your Amazing Brain” broadcast live from the Being Human Hall
GLOBALLY RECOGNIZED RESEARCH AND COLLECTIONS

Over a decade of continued funding for Perot Museum dinosaur research program in Alaska
- Published several technical and non-technical papers
- Highlights of research featured in media (e.g., PBS NOVA, Alaska Magazine)
- Perot Museum polar dinosaur research subject of PBS NOVA Arctic Dinosaur program aired regularly nationally and internationally

Collaboration with scientists and museums in other countries
- South Korea, Japan, South Africa
- Agreement of Cooperation signed with Hokkaido University Museum in Sapporo, Japan, based on mutual institutional interests in northern studies
INSPIRING MINDS OF ALL AGES:
PUBLIC PROGRAMS FOR LIFE-LONG LEARNERS
IGNITING THE SPARK OF CURIOSITY: PROGRAMS FOR CHILDREN AND FAMILIES

- **Discovery Camp**
  - Ages K-6th

- **Scouting Adventures**

- **Birthday Parties**

- **Snore and Explore Sleepovers**

- **Scribbles & Dribbles**
  - Preschool
THE HOGLUND FOUNDATION THEATER
THE HOGLUND FOUNDATION THEATER

• 300 seat, digital 3D theater

• More than 70,000 visitors have enjoyed a film and been transported to ancient oceans or the South African desert

• Three-year theater partnership in place with National Geographic

January 7 – March 7

January 7 – May 24

March 8 – August 29
perotmuseum.org