



**City of Orlando,
Thank you for your
support of the Orlando
Science Center!**



The Orlando Science Center: A Good Investment

In a very difficult economy we:

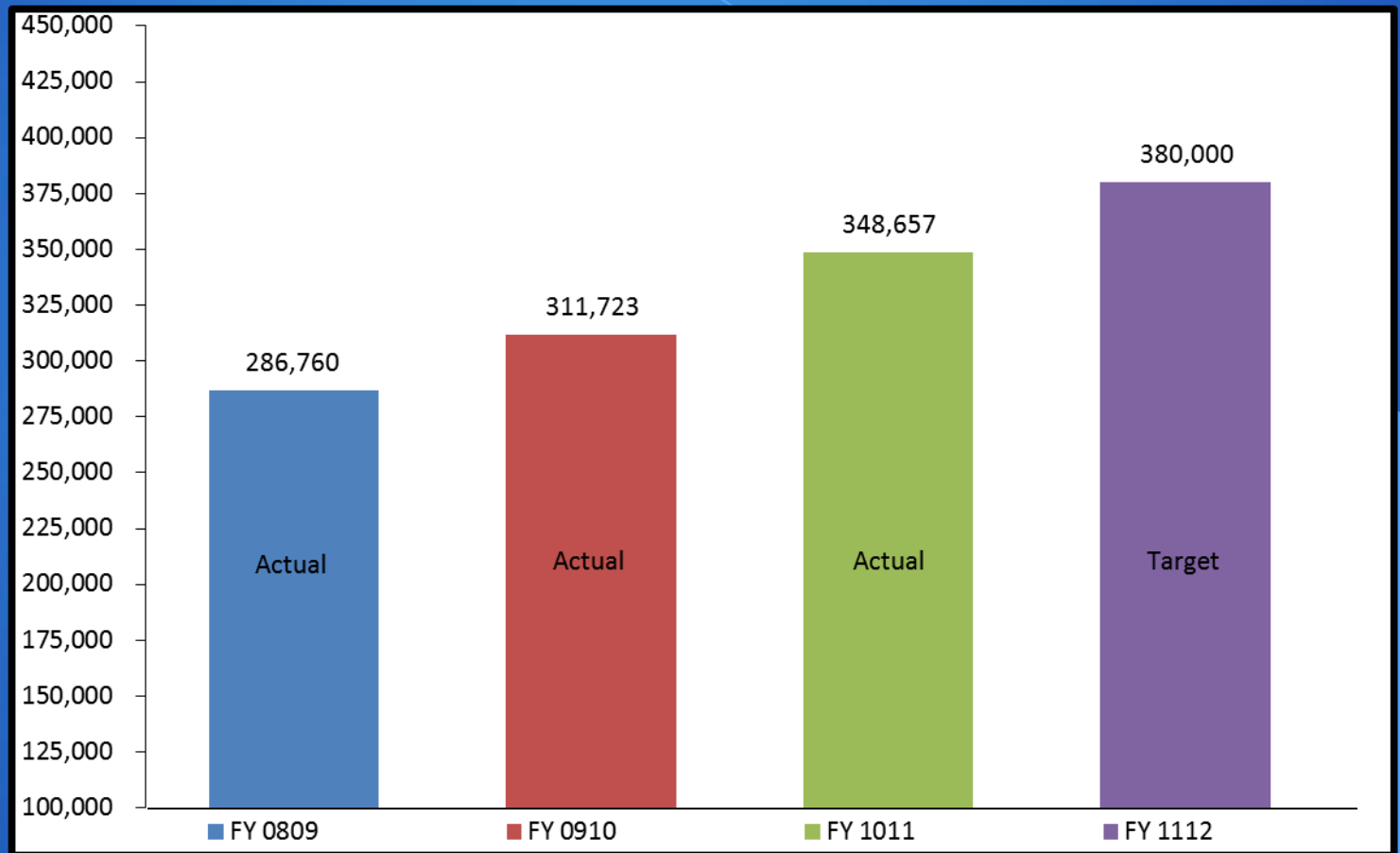
- Grew revenue from \$5M to \$6M
- Established an operating reserve (\$300K), for the first time
- Reached attendance of 350K this past year, up 12% from prior year
- Reduced vendor payables from 68 days to 45 days

The Orlando Science Center: A Good Investment

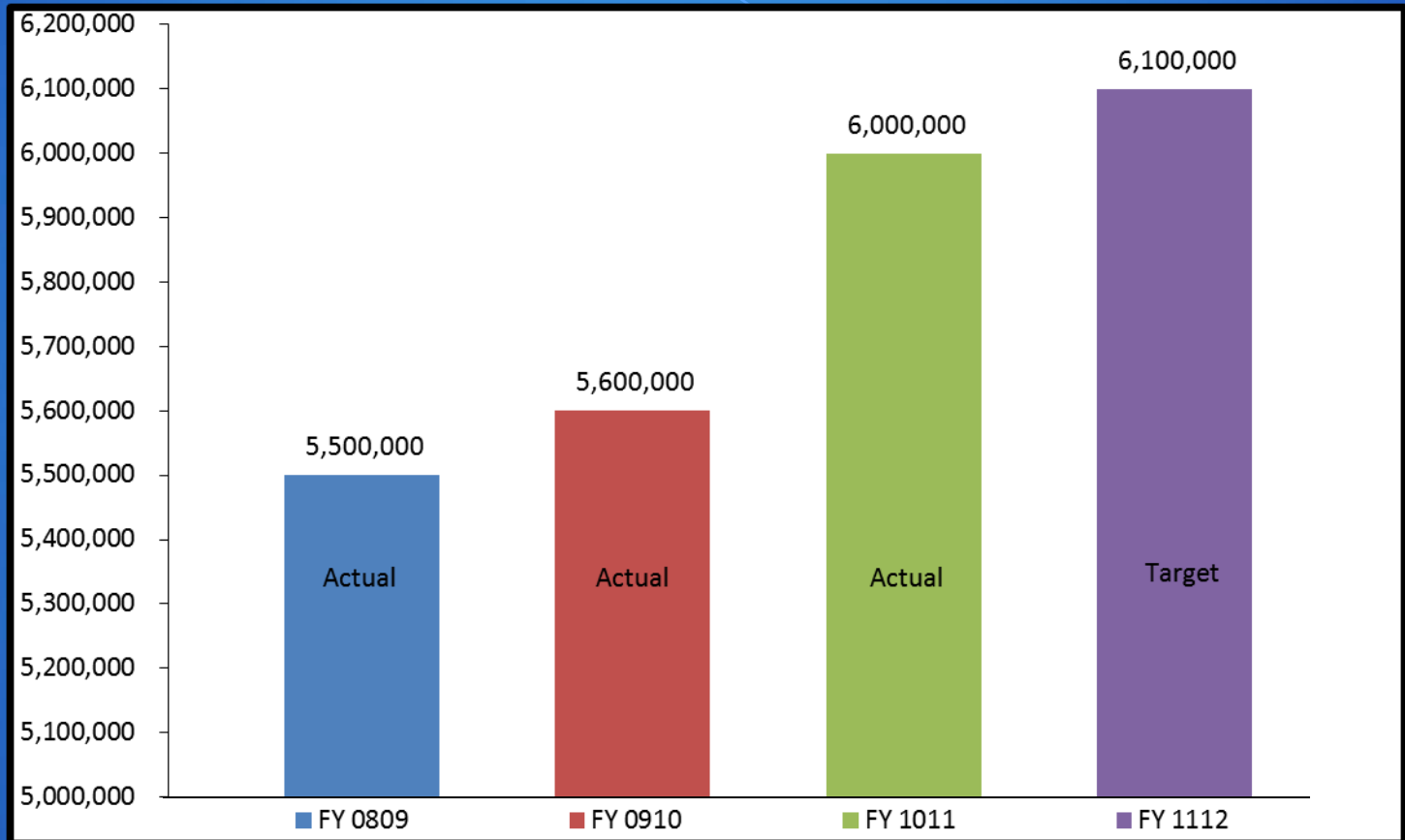
In a very difficult economy we:

- Funded a \$3.2M green building initiative (HVAC, solar, lighting, cool roof, recycling) with \$350K from the City of Orlando-Block Grant and \$1.2M Loan
- Established a Renewal and Replacement Reserve (\$112K), for the first time, in partnership with the City of Orlando
- Opened our own Pre-School

Highest Attended Cultural Venue in the Region



Revenue Growth



The Orlando Science Center

Based on our strategic plan and industry benchmarking data, our goals are to:

- Grow revenue to \$8M
- Grow operating reserve to \$500K
- Grow capital reserve to \$500K
- Grow attendance to 400K per year
- Invest in new exhibit experiences



The Orlando Science Center: A Unique Offering in our Community

Inspire Science Learning for Life

No one else can:

- Inspire, engage and educate like OSC
- Spark interest in pursuing STEM
- Engage the entire family, from toddlers to grandparents
- Educate the public on STEM by showcasing what is occurring in our own backyard

Science, Technology, Engineering, Math (STEM) Crisis

- Innovation, largely derived from advances in science and engineering, is a primary driver of the future economy and creation of jobs.¹
- The percentage of science and engineering degrees awarded annually peaked in the 1960s.²
- Only 20% of the degrees awarded in Central Florida are in the STEM fields, compared to 30% nationally.³
- 93% of U.S. public school students in 5th-8th grade are taught physical sciences by a teacher without a degree or certificate in the physical sciences⁴
- On the 2011 ACT, Florida students ranked 42th in math and 49th in science in the nation.⁵

The Orlando Science Center Community Partnerships

- Bank of America
- Big Brothers, Big Sisters
- Bright House Networks
- Boy/Girl Scouts
- Central Florida STEM Council
- City of Orlando
- Darden
- JP Morgan Chase
- Lockheed Martin
- Northrop Grumman
- Orange County Government
- Orange County Public Schools
- Orlando Utilities Commission
- PRISM Project
- Publix Super Markets Charities
- Seminole State College
- Siemens
- State of Florida
- Team Orlando
- United Arts
- University of Central Florida
- Valencia College
- Walmart Foundation
- WFTV (Channel 9)

OSC is Listening, Learning, and Leading

- We are inspiring, engaging and helping our youth see the opportunities in STEM.
- We provide a place for parents and their youngest children to go that is educational, fun, and safe.
- We are recognizing the changing demographics in our region and making sure that all feel welcome.
- We envision new experiences that provide a deeper engagement, with an authentic, layered experience.
- We are a second stage growth company that is a strong contributor to the economic landscape.

Five Year Plan

- Serve as a cornerstone for informal science learning
- Create new experiences at OSC and in the community
- Align to key community/STEM segments:
 - Early Childhood
 - Health and Wellness/Life Science
 - Technology (digital media, modeling and simulation, optics and lasers)
 - Earth and Space Science
 - Environmental Science/Renewable Energy

Five Year Plan

- Make sure each visitor knows we care about them, enhance customer experience
- Create strong STEM school field trip offerings – design, test, measure
- Support the City’s vision for Orlando to be “an international city that uses its diversity, amenities and economy to provide a high quality of life”



**“There is always one moment
in childhood when the door
opens and lets the future in.”**

Henry Graham Greene

Thank you for helping us let the future in.

www.osc.org

Sources

¹ National Academy of Sciences, *Rising Above the Gathering Storm Revisited* 2010

² National Science Foundation. *S&E Degrees 1966-2008*. Detailed Statistical Tables. NSF 11-316. 2011

³ myregion.org. *Where in the World are We? 2009 Progress Report from the Central Florida Region*. 2009

⁴ National Center for Education Statistics, *Qualifications of the Public School Teacher Workforce: Prevalence of Out-of-Field Teaching, 1999-2000*, Washington, DC:U.S. Department of Education, 2003

⁵ ACT, *2011 ACT National and State Scores: Average Scores by State*. 2011