Monterey Bay National Marine Sanctuary
Exploration Center

Sanctuary Advisory Council update
8.21.09

Sanctuary Exploration Center Completion Schedule for

December, 2006:	Conceptual Design complete
February, 2007:	Architectural Schematic Design complete.
March, 2007:	Exhibits Schematic Design complete
September, 2007:	Design Development complete
March, 2008:	Environmental Assessment Complete
January 2009:	50% Exhibit Construction Documents
February, 2009:	95% Facilities Construction Documents complete
October 2009:	Contractors Pre-qualification
December, 2009:	95% Exhibit Construction Documents complete
March 2010:	100% CD Facilities and Exhibits
May, 2010:	Bid and Award Building and Exhibits

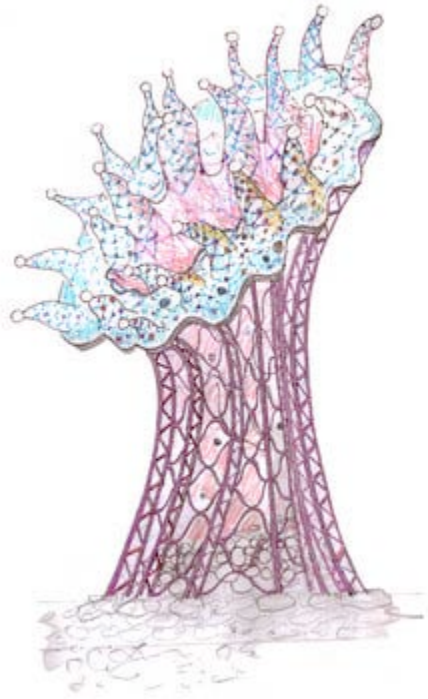
May 2010-July 2011: Building Construction

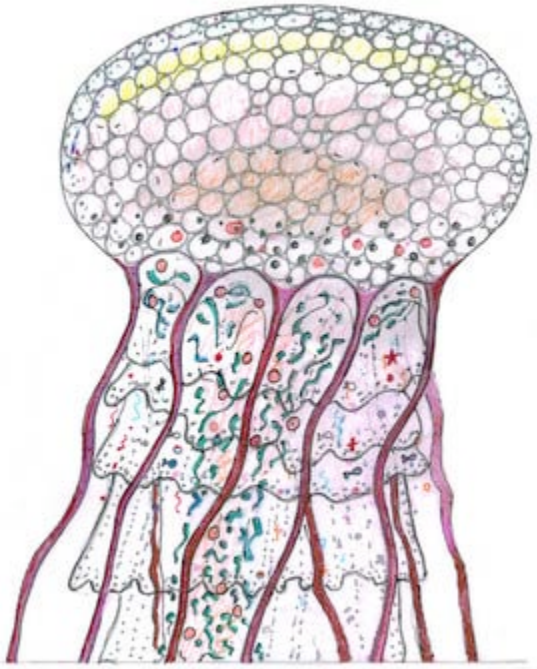
Ocean Fair-September 19th, 2009

FUTURE HOME OF

Monterey Bay National Marine Sanctuary Exploration Center

National Marine Sanctuaries





National Marine Sanctuaries

Sea life in these waters

Open Ocean

Interesting fact regarding panel topic goes here.

Another interesting fact on the panels topic goes here.

A Leopard Shark cruises through the kelp forest. Many creatures depend on the kelp forest for (insert fact here).

National Marine Sanctuaries

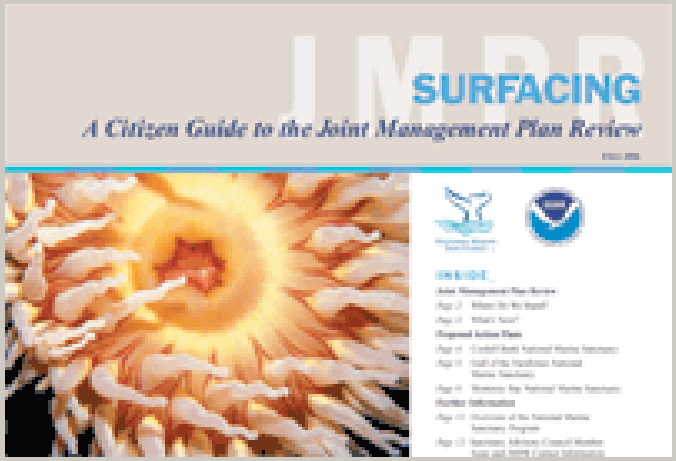
National Marine Sanctuaries

Monterey Bay National Marine Sanctuary Exploration Center

National Marine Sanctuaries

Action Plan:

Take Science to the Public



"There is a lack of public awareness of the resource issues and threats to our local oceans. Individuals need to be understanding of resource issues in the sanctuary and in the creation of an informed and scientific-talk literate public."

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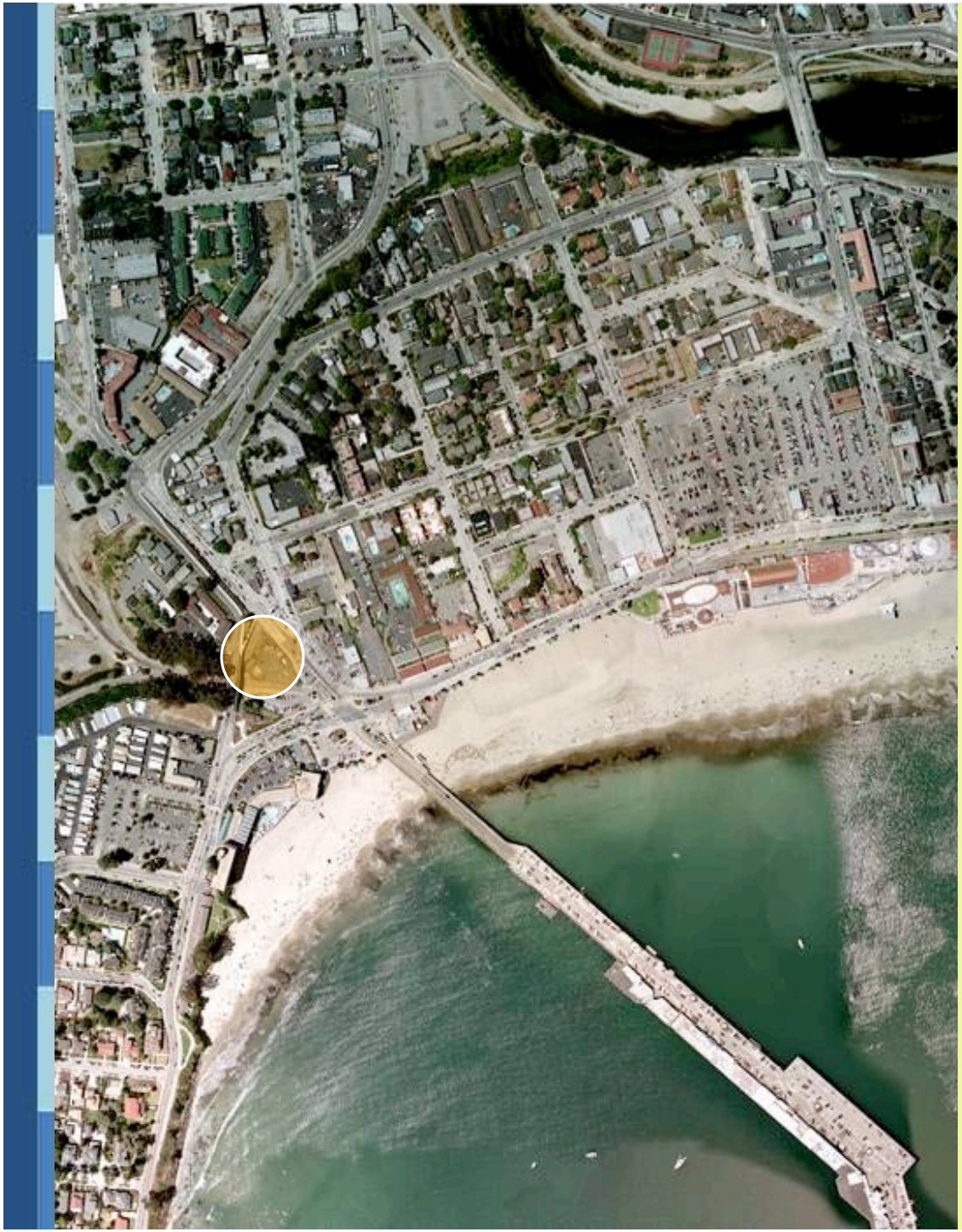
Santa Cruz Beach Boardwalk Location



Estimated 3-4 million visitors annually

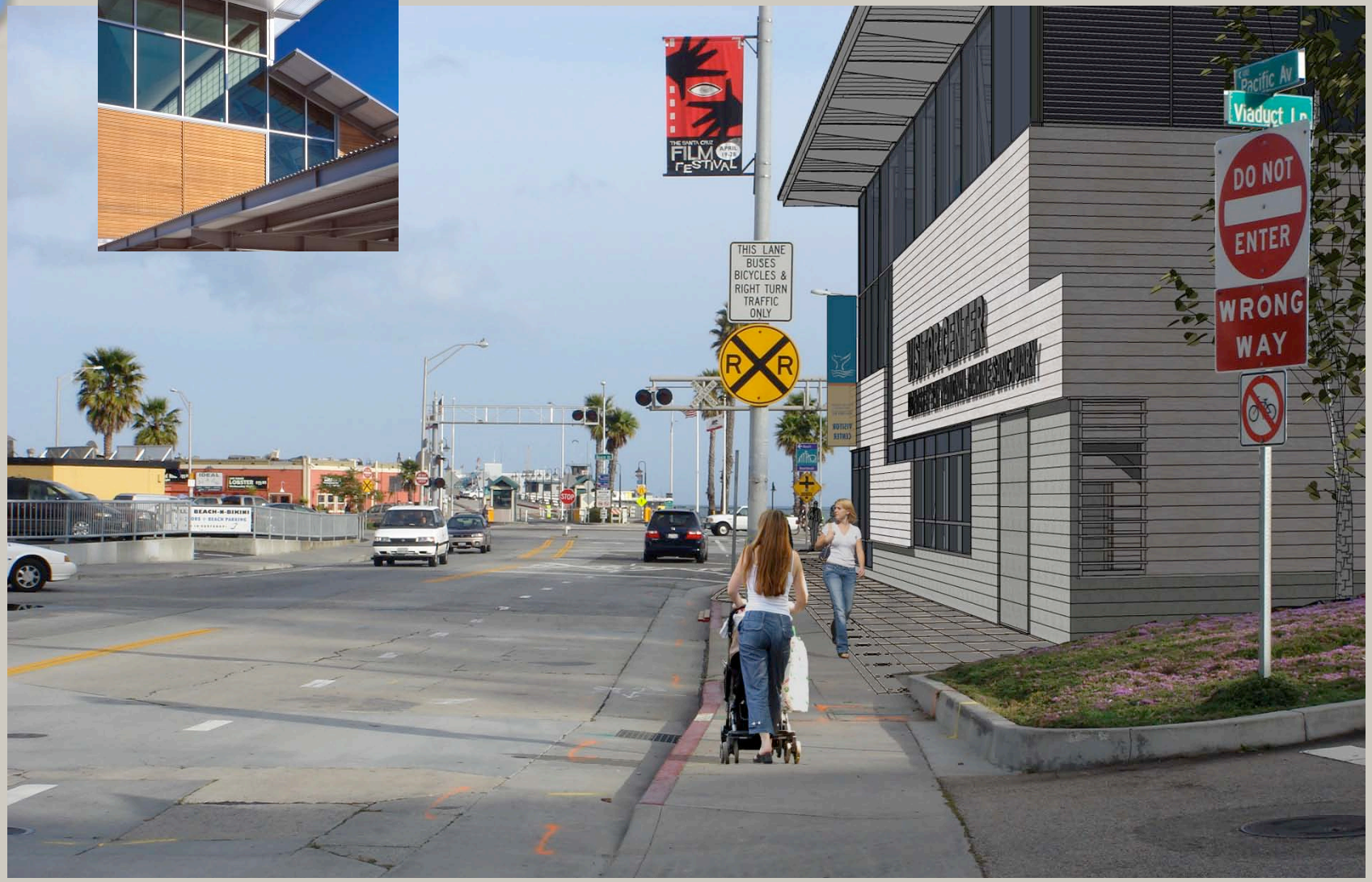
The breakdown of visitors based on surveys for 2007 (Statistics courtesy of Seaside Company) :

40% = San Francisco Bay Area
(1/3rd go to the Monterey Bay Aquarium)
18% = Local Market
15% = Central Valley
10% = Other Northern California
12% = Foreign travelers or out-of-state
5% = Southern California

Demographics=

56% Caucasian
26% Latino
8% Asian
6% African American
4% Other

National Marine Sanctuaries



National Marine Sanctuaries

Exploration Center Goals

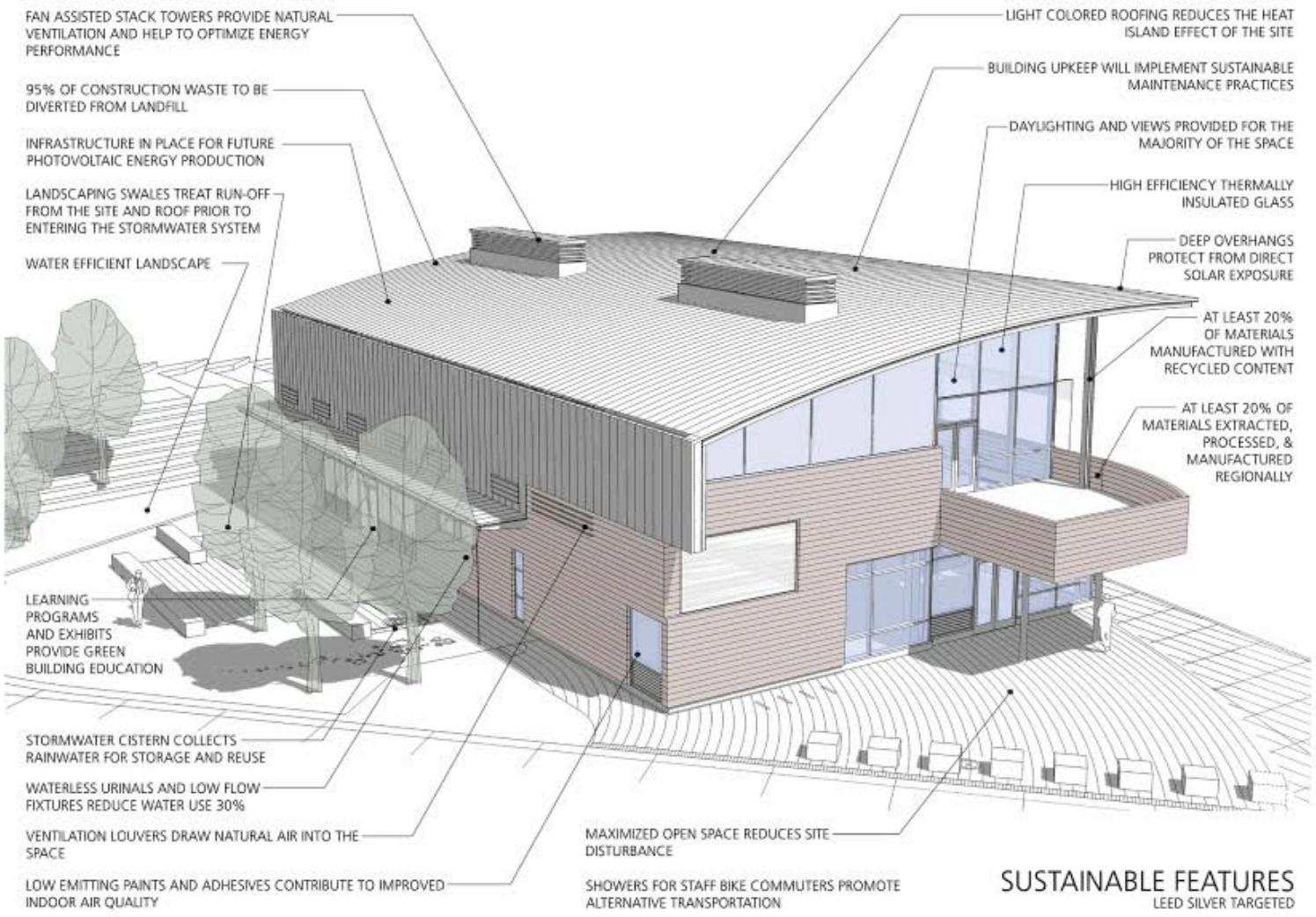
- Establish the City of **Santa Cruz as a gateway to the MBNMS** providing orientation for visitors.

- Raise the **awareness of the Sanctuary's presence**.

- **Involve and educate visitors** about the sanctuary's unique and fascinating coastal and marine natural resources.

- Instill in visitors a **sense of personal stewardship** with regard to the sanctuary and an understanding of how to help protect it.

- Construct an **environmentally sensitive building** that will demonstrate the advantages of sustainability.



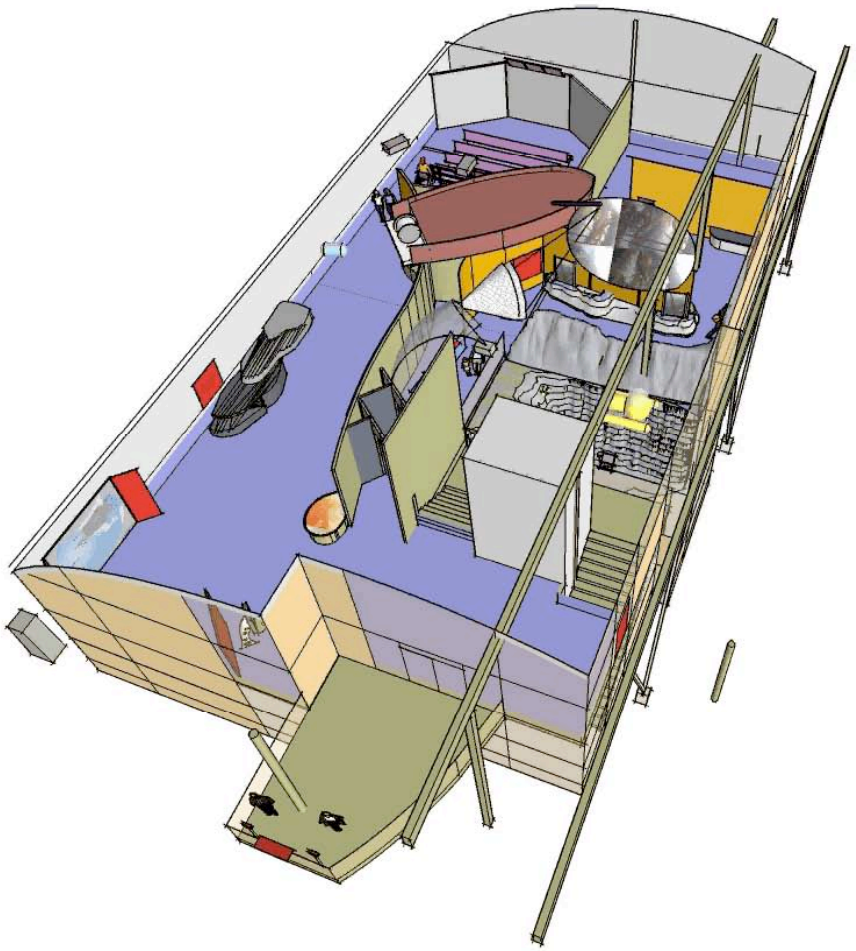
SUSTAINABLE FEATURES

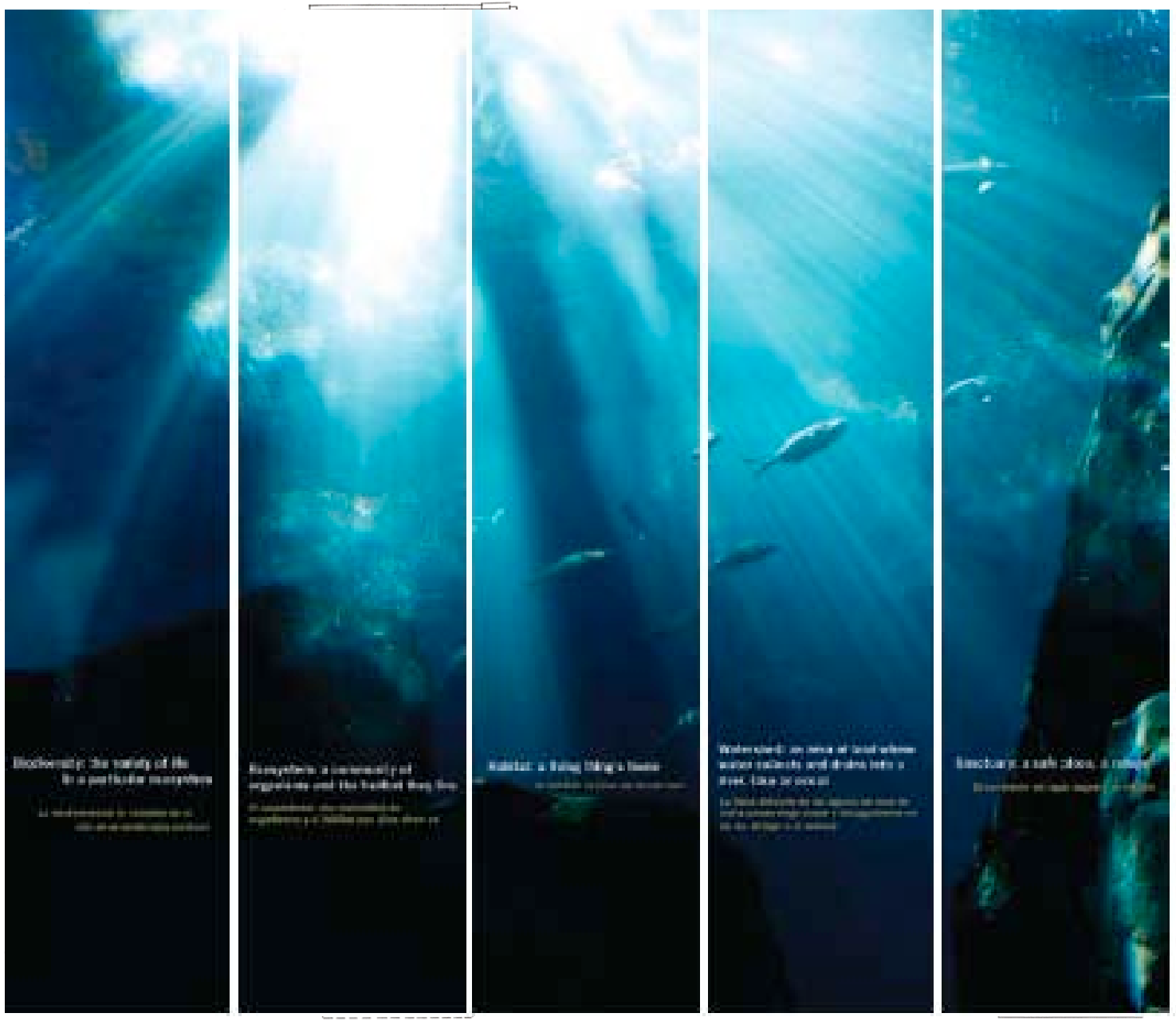
LEED SILVER TARGETED

LEED

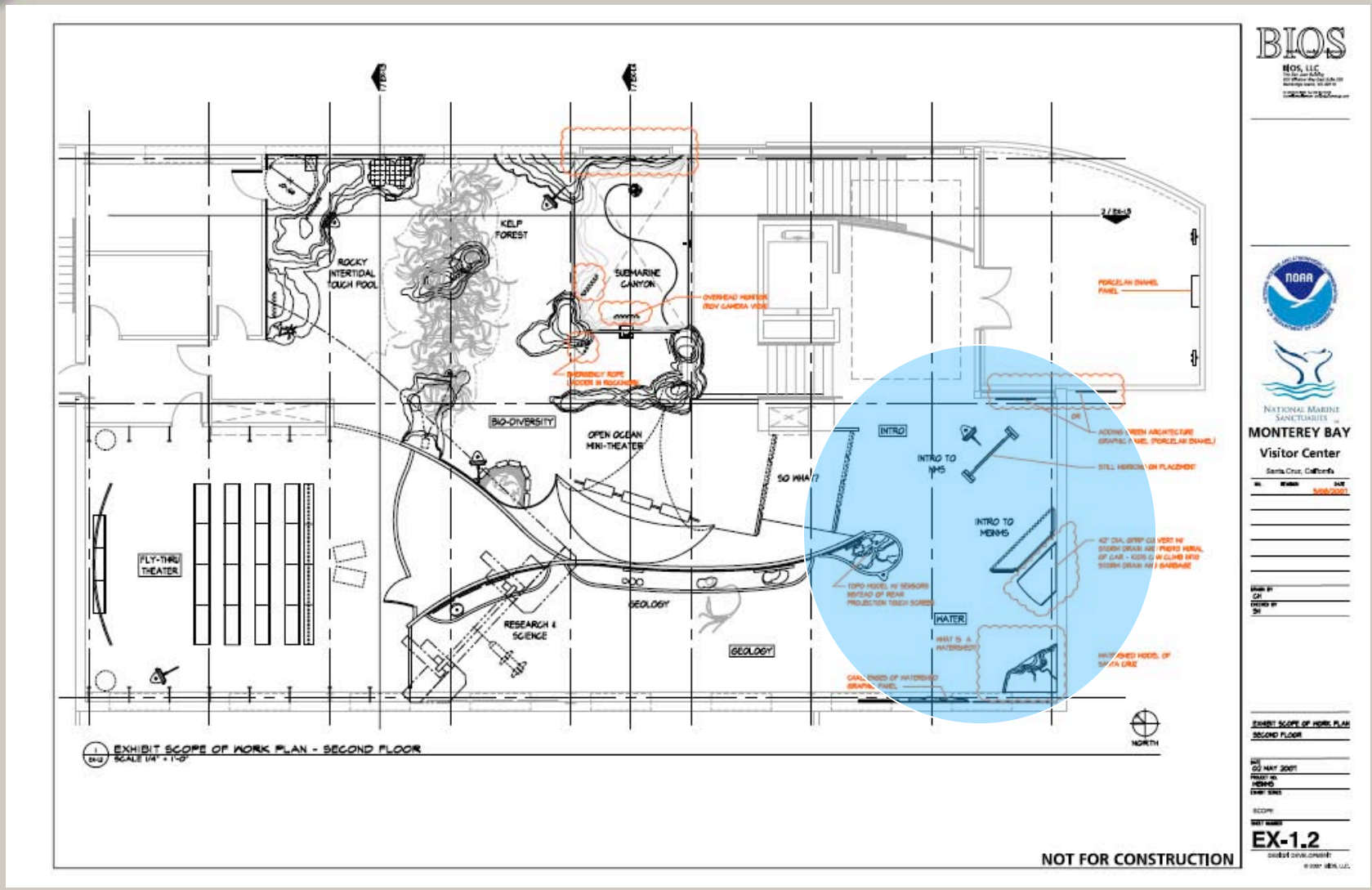
LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN

Program Elements



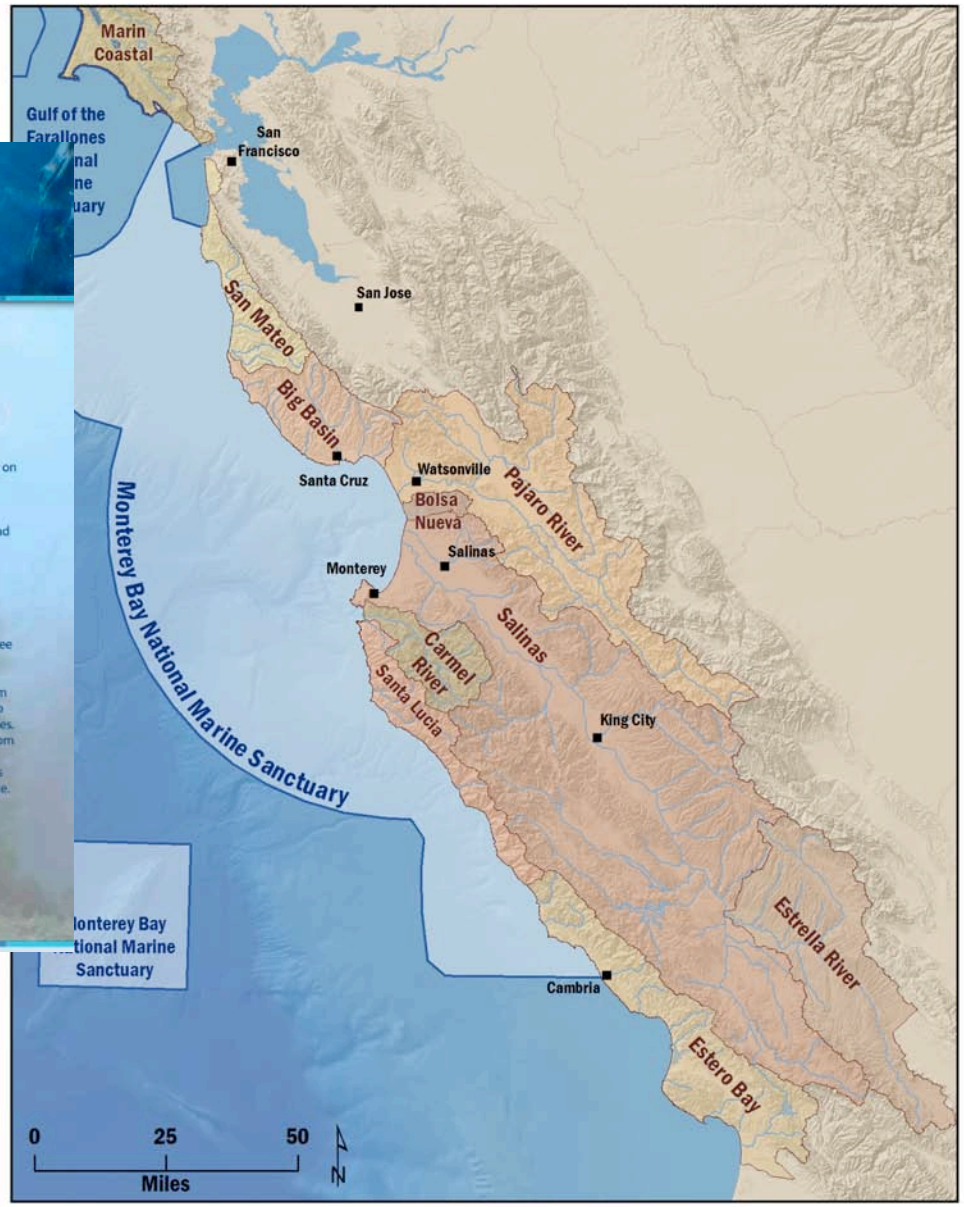


National Marine Sanctuaries

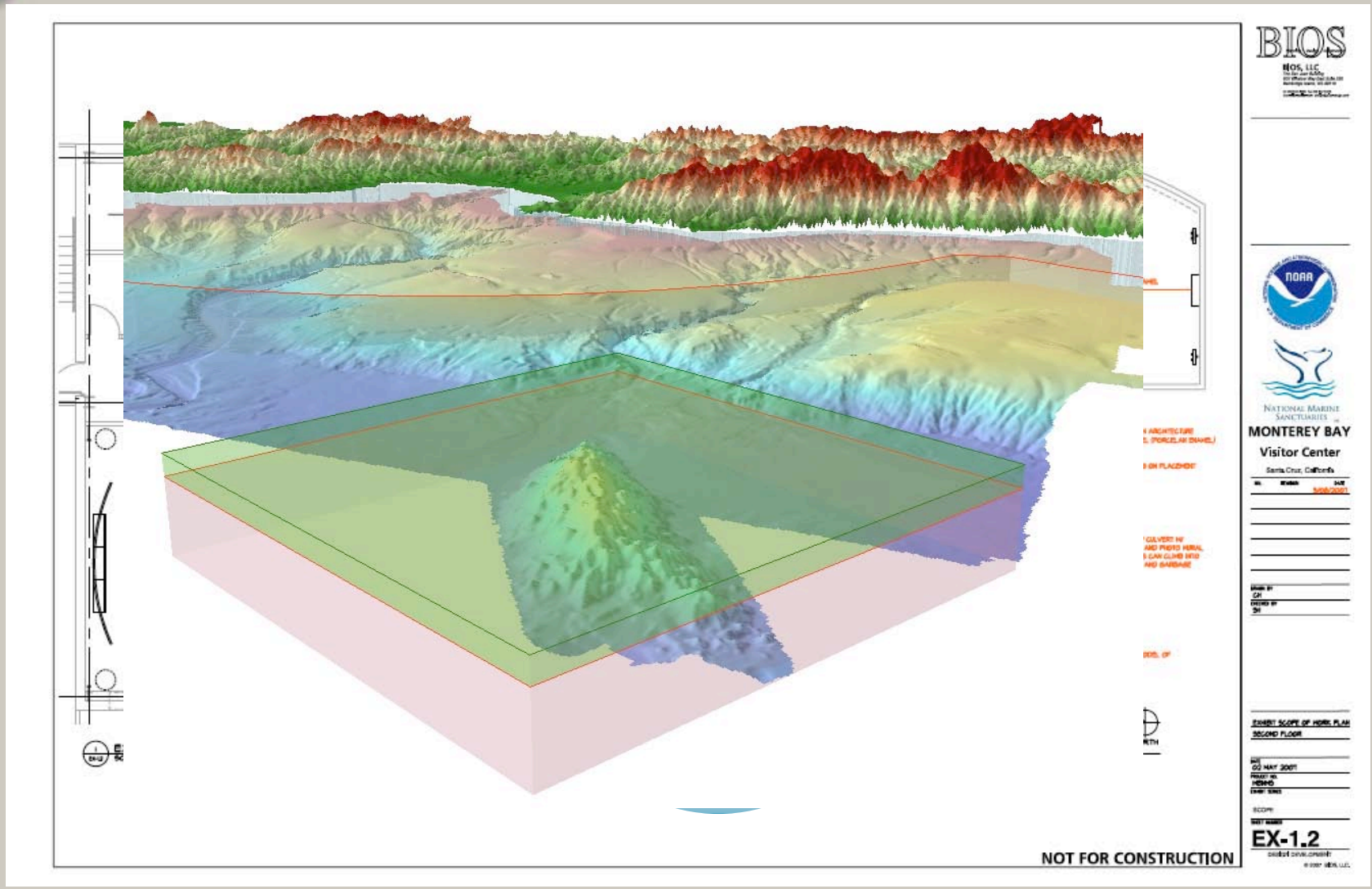


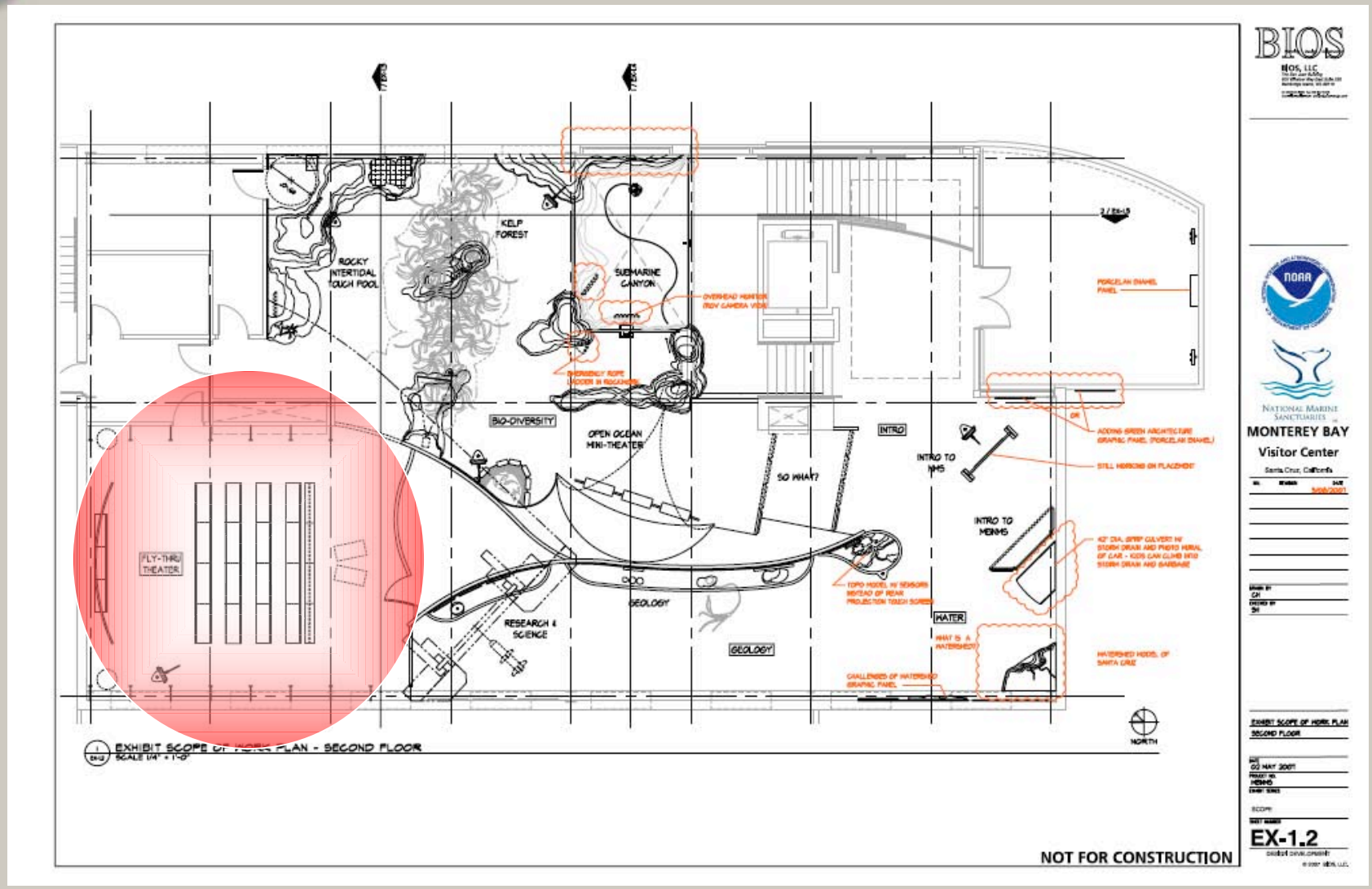
National Marine Sanctuaries

Water Quality =

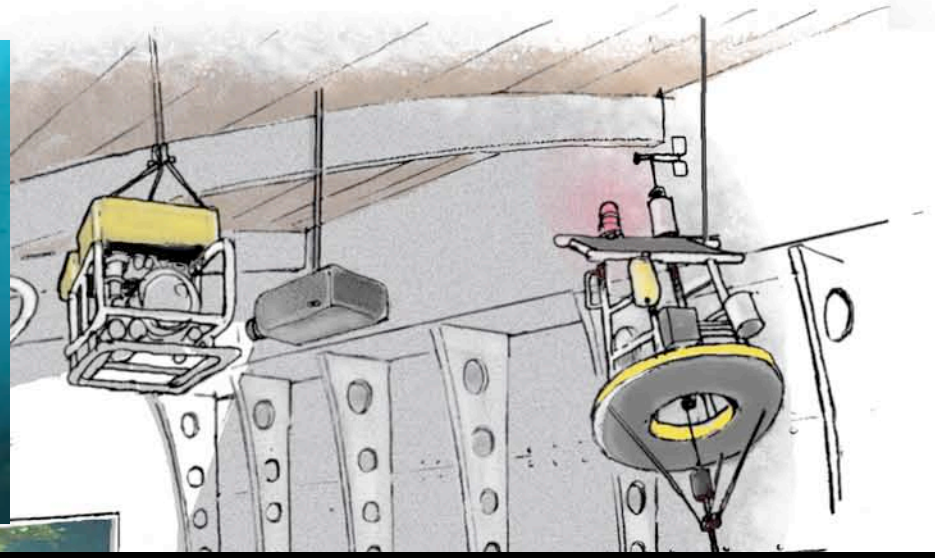


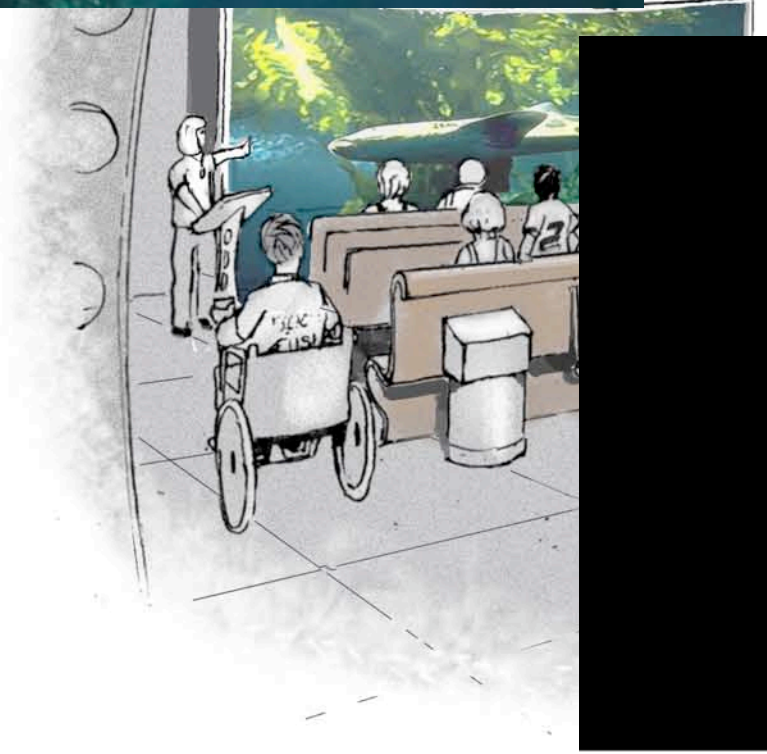
The Sanctuary is anything but flat!

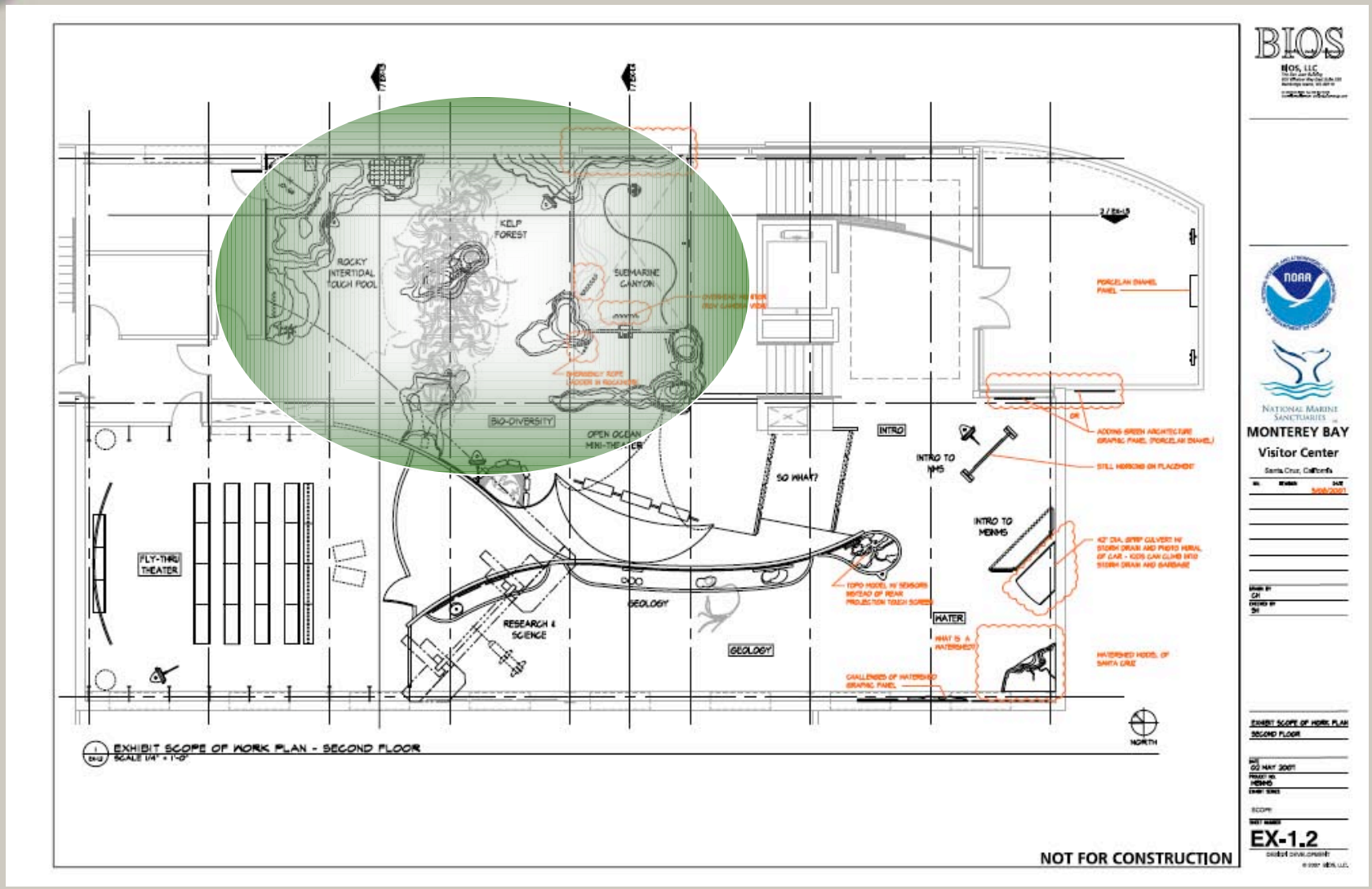




National Marine Sanctuaries







National Marine Sanctuaries

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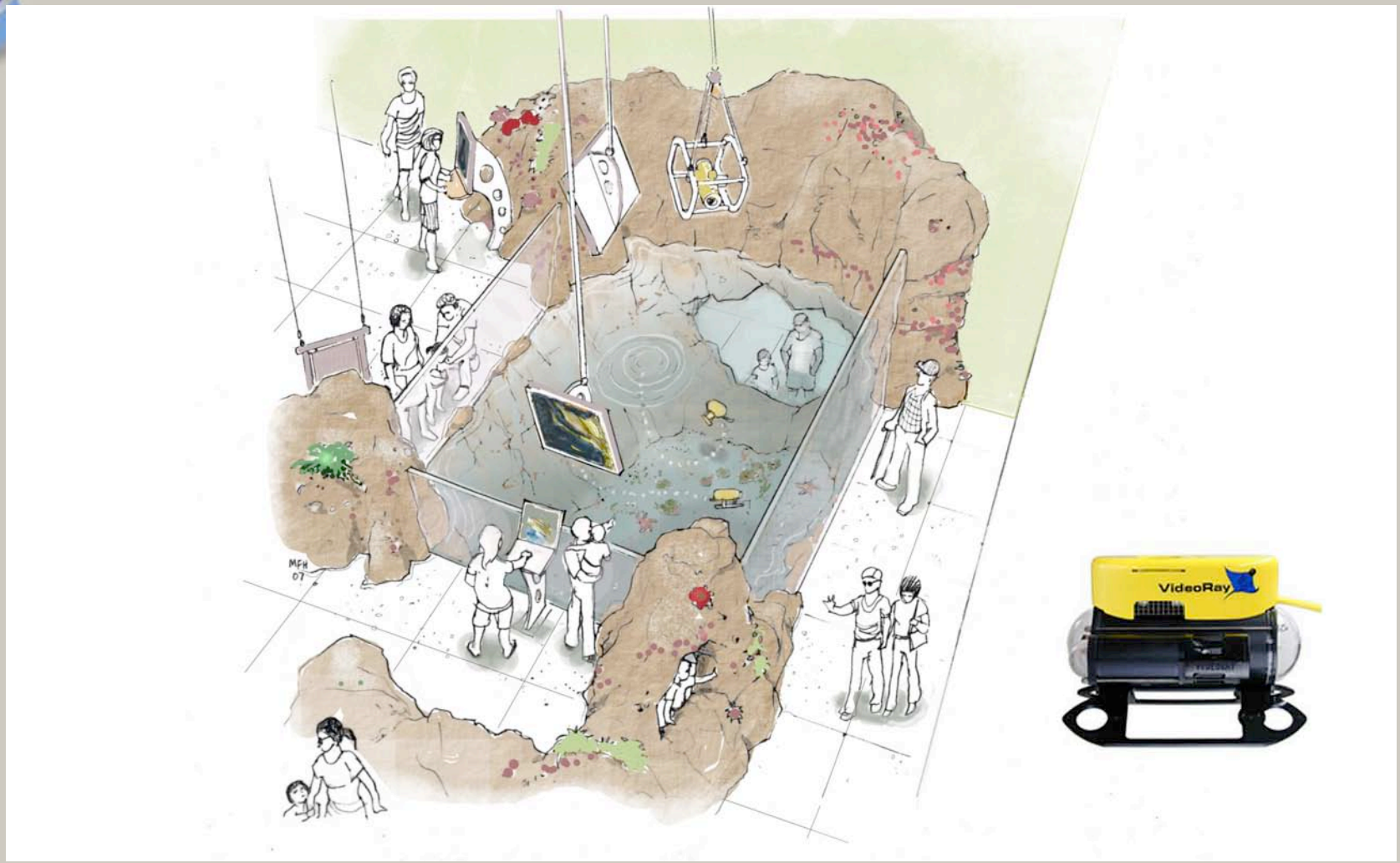

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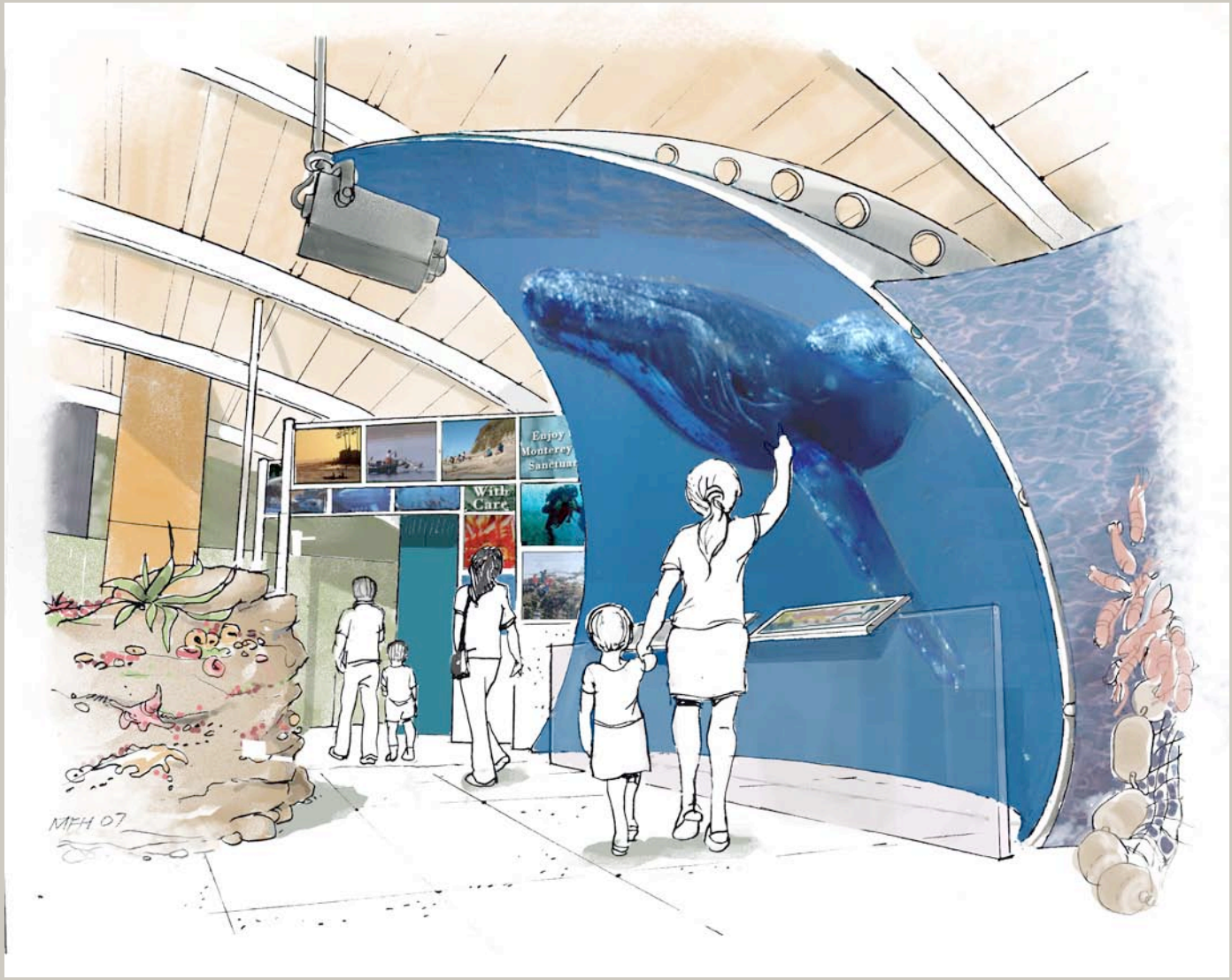


National Marine Sanctuaries

As a result of visiting the Sanctuary Exploration Center, visitors (of all ages) will:

- recognize that the sanctuary exists;
- learn about the many interesting things in the sanctuary;
- grasp how they are connected to the resources, how they affect them, and that living things (including people), can continue to benefit from them.

Ultimately leading to a feeling of stewardship for the sanctuary and that it is worth protecting.

National Marine Sanctuaries

National Marine Sanctuaries

National Marine Sanctuaries

THOMAS HACKER
ARCHITECTS INC.

The visitor center will be an architecturally distinct two story, 10,600 square foot US Green Building Leaders in Energy and Environmental Design (LEED) building overlooking the ocean.

National Marine Sanctuaries

FILM
FESTIVAL
THIS LANE
BUSES
BICYCLES &
RIGHT TURN
TRAFFIC
ONLY
R
R
DO NOT
ENTER
WRONG
Pacific Av
Viaduct
National Marine

- Project Background
- Architecture
- Exhibit Content
- Timeline/Budget

National Marine Sanctuaries

Monterey Bay National Marine Sanctuary
Visitor Center Budget

Project Elements	Total Project Costs	Committed To Date	Additional PAC	Other Funds	Funds still needed
Land	$2,000,000	$2,000,000	$0	$0	$0
Planning	$398,815	$398,815	$0	$0	$0
Facilities	$9,714,811	$1,372,538	$0	$500,000	$7,842,273
Exhibits	$3,434,426	$631,372	$1,000,000	$0	$1,803,054
TOTAL	$15,548,052	$4,402,725	$1,000,000	$500,000	$9,645,327

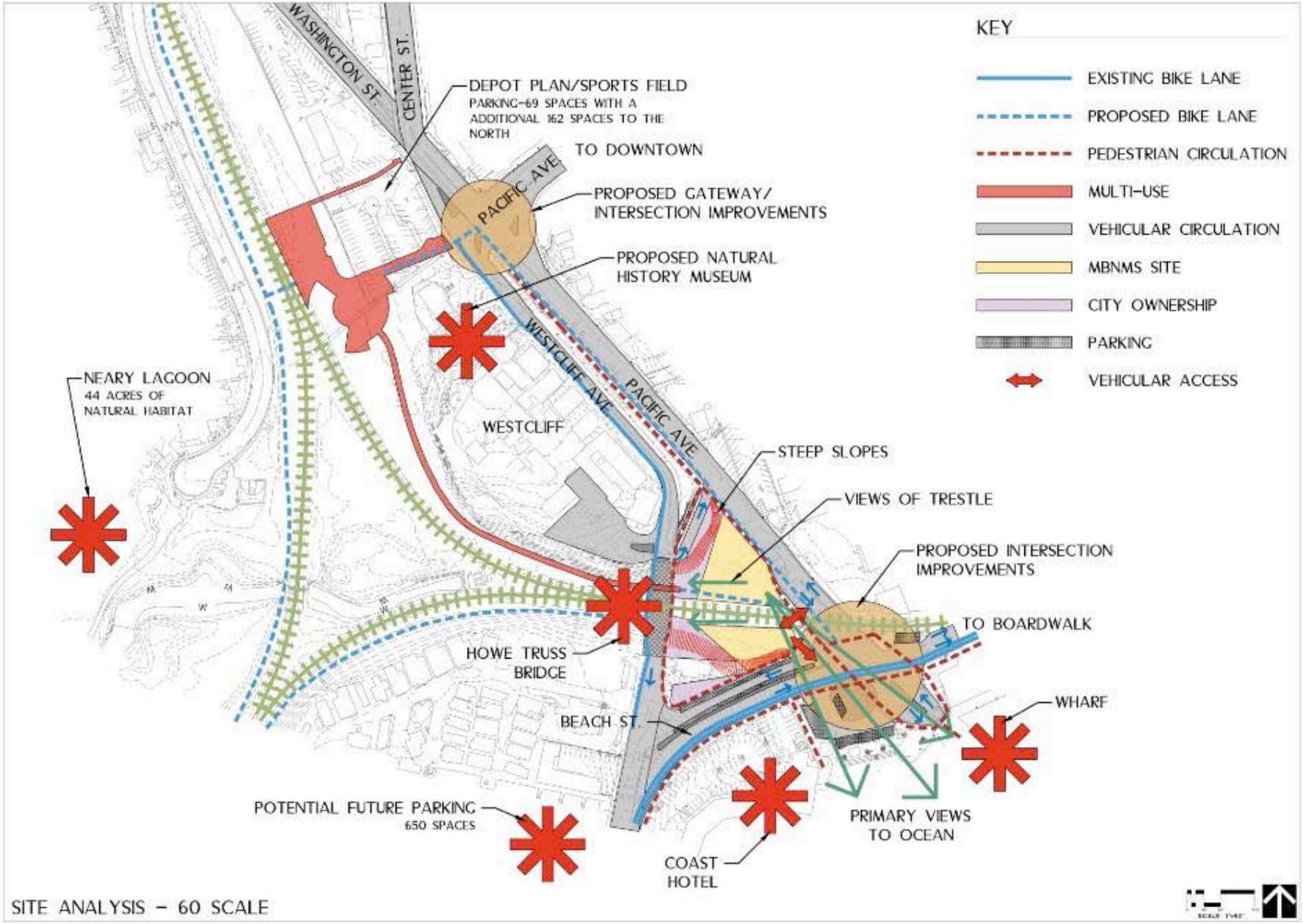
Facilities Budget Breakdown:

- Construction, building costs, site improvements, parking reconstruction = $5,581,000
- Construction Contingencies = $1,368,000
- Green Building Requirements = $247,645
- Construction inflation with 2-year delay = $613,877

Facility square footage costs = $425/sq ft
Exhibit square footage costs = $700-$750/sq ft

Ocean

National Marine Sanctuaries

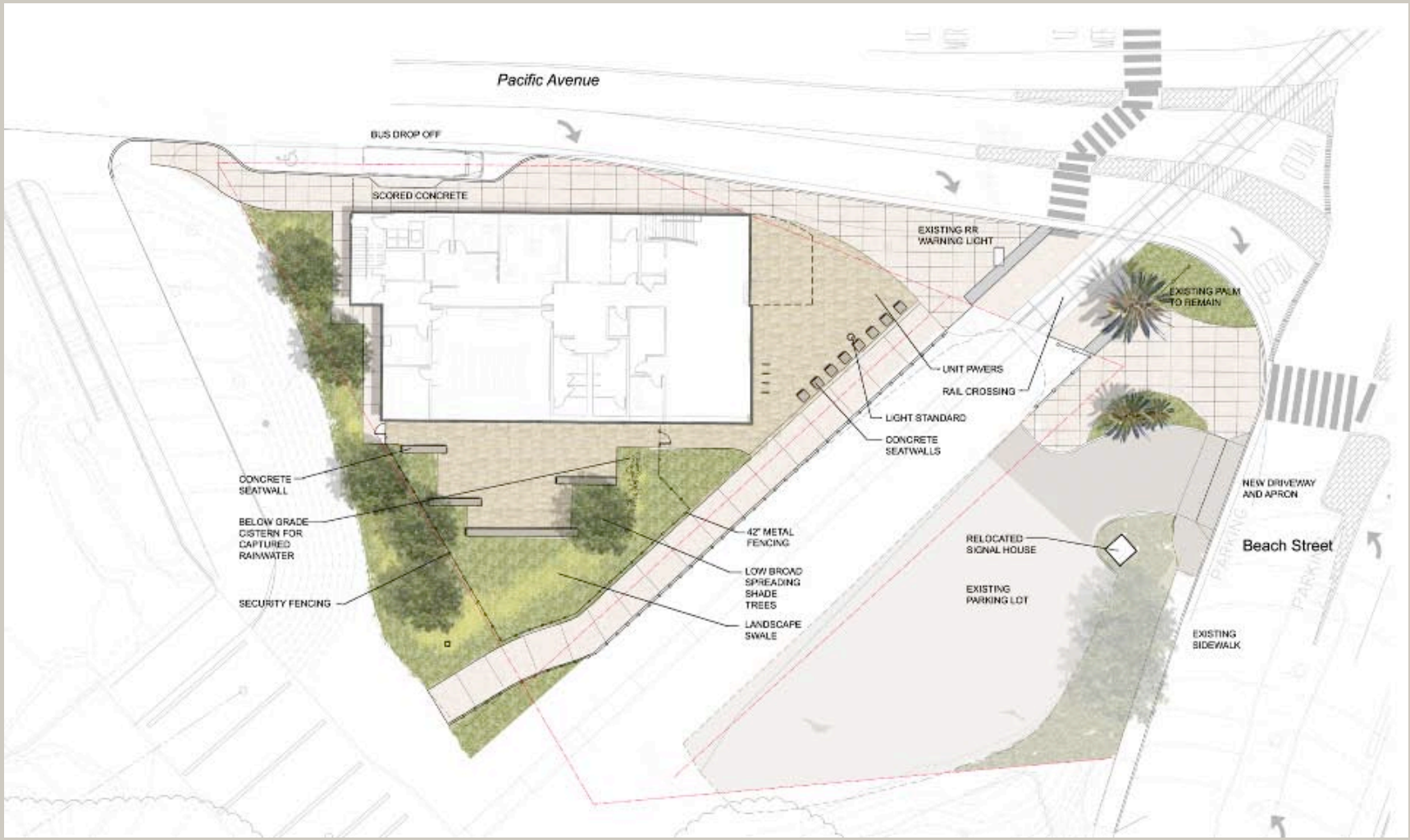


MONTEREY BAY NATIONAL MARINE SANCTUARY VISITOR CENTER

WALKER-MACY THOMAS HACKER ARCHITECTS INC.

National Marine Sanctuaries

National Marine Sanctuaries



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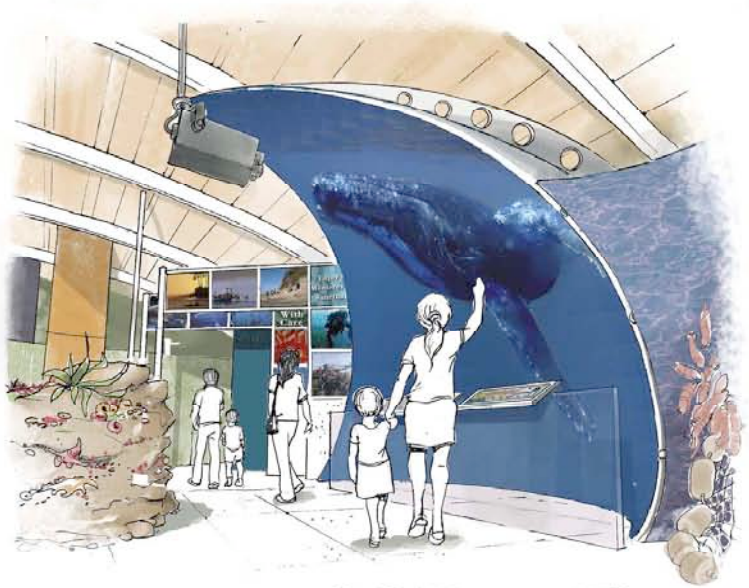
VideoRay



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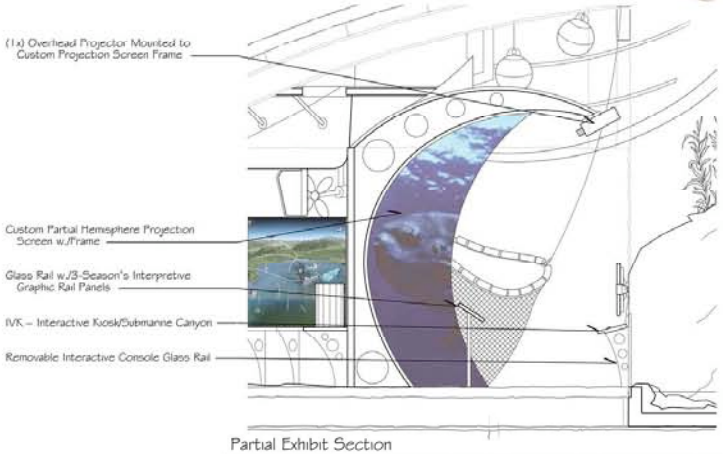
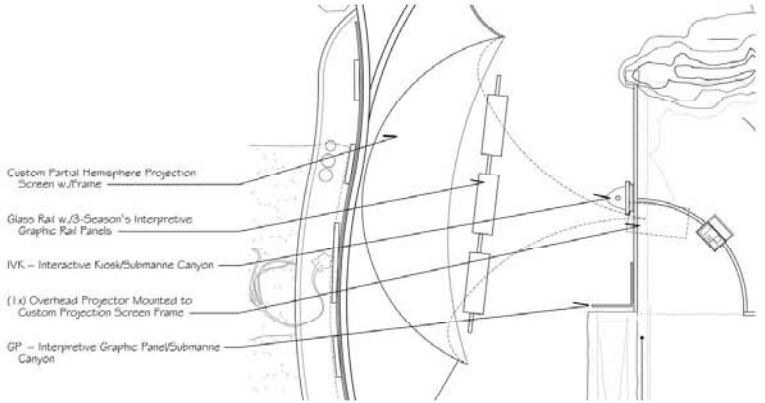
Open-Ocean Immersion Mini-Theater Concept:

To provide a dynamic visitor experience of the infinite "Open-Ocean" found in the Monterey Bay National Marine Sanctuary within the small constraints of the "Bio-diversity gallery spaces a semi-hemisphere immersion theater utilizing high definition footage from NOAA archives will provide the dynamic underwater experiences.

This underwater visit will not be interactive, but will immerse the visitor with 3-5 minutes of underwater "Open-Ocean" audio-visual experiences. The actual footage will be developed to tell the story of the "Three Seasons" found in the sanctuary with the changes to the weather, tides, animals, etc. A frameless glass rail that runs diagonally across the length of the theater prevents visitors from breaking the projection onto the screen from the LCD projector inconspicuously suspended at the opposite end of the theater projection screen frame. Graphic panels mounted on the rail will also interpret the "Three Seasons" message as well. High-definition surround sound speakers and subwoofer are concealed behind and within the hemisphere projection screen.



Partial Exhibit Section



Partial Exhibit Plan

Monterey Bay National Marine Sanctuary Open Ocean Mini Theater

Project Status: Currently in design

10/16/07

National Sanctuary Program

2000: *National Marine Sanctuary System Education Plan*

2001: *Market Analysis and Interpretive Strategy*

2004: U.S. Commission on Ocean Policy Report

2004: NMS approves development of MBNMS Visitor Center

MBNMS

1992: *MBNMS Management Plan*.

2003: 2-year site, 23 site evaluation was conducted

2004: Architects and Exhibits firms chosen.

2005: Visitor Center main messages were developed with a group of stakeholders

2006 Conceptual Design for exhibits and architecture complete.

2006 Eco-Charrette Report identifying specific LEED sustainable goals and strategies.

2007 Schematic Design and Design Development for exhibits and architectural design complete

VISITOR
CENTER
National Marine Sanctuaries

National Marine Sanctuaries