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
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
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).
Monterey Bay National Marine Sanctuary Exploration Center
There is a lack of public awareness of the resource issues and threats to our local ocean. Individuals need to be aware of and understand the issues facing the MBNMS in order to be good stewards or caretakers of the sanctuary.

**Action Plan:**

**Take Science to the Public**

"...interpretive programs and signage (location based facilities) are critical tools to bolstering public awareness and understanding of resource issues..."
Santa Cruz Beach Boardwalk Location

National Marine Sanctuaries
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
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.
- Rainwater collection system - water off roof for irrigation
- Waterless urinals
- Recycled content in building materials (steel, fly-ash roof)
- Forest Stewardship Council certified wood products
- Impervious paving products for parking lot
- Natural ventilation
- Natural day light
- Grey water circulation that serves toilets for flushing
- Photovoltaic roof panels
Water Quality = Quality of Life
The Sanctuary is anything but flat!
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.
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.
• Project Background
• Architecture
• Exhibit Content
• Timeline/Budget
## Monterey Bay National Marine Sanctuary Visitor Center Budget

<table>
<thead>
<tr>
<th>Project Elements</th>
<th>Total Project Costs</th>
<th>Committed To Date</th>
<th>Additional PAC</th>
<th>Other Funds</th>
<th>Funds still needed</th>
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### 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
**Monterey Bay National Marine Sanctuary Open Ocean Mini Theater**

Project Status: Currently in design

**Open Ocean Interactive Mini Theater Concept:**

To provide a dynamic and immersive experience of the marine “Open Ocean” found in the Monterey Bay National Marine Sanctuary, the exhibits will utilize the vast expanse of the Biosphere gallery space to create a spectacular, immersive theater. Utilizing high-definition projection from the Aquarium arches, the concept will provide a dynamic, educational experience.

The exhibit will be interactive, allowing visitors to explore the ocean with 360° views of the “Open Ocean” using visual representations. The projected footage will be developed to tell the story of the “Open Ocean” found in the sanctuary with the assistance of the visitor, allowing them to explore the diversity of the marine life, including whales, jellyfish, etc. A high-definition projection will also play on a large, curved screen, allowing visitors to experience the “Open Ocean” from the comfort of their seats. High-definition surround sound speakers and subwoofers are incorporated to enhance the experience and bring the marine environment to life.

**Partial Exhibit Section:**

- Glass Rail w/ 360° Views of Submarine Canyon
- Interactive Touch/Sensor/Cellanar Canyons
- Removable Interactive Coastal Glass Rail

**Partial Exhibit Plan:**

- Glass Rail w/ 360° View of Submarine Canyon
- Interactive Touch/Sensor/Cellanar Canyons
- Removable Interactive Coastal Glass Rail
National Sanctuary Program

2000: *National Marine Sanctuary System Education Plan*

2001: *Market Analysis and Interpretive Strategy*


2004: NMS approves development of MBNMS Visitor Center

MBNMS


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