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COUNCIL TRANSMITTAL


TO: Lyn Creswell
Chief Administration Officer

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FROM: Rick Graham, Director
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SUBJECT: The Leonardo

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RECOMMENDATION: None

BUDGET IMPAT: Construction will be funded through bonds funds and other grants, donations and contributions that have not been completely confirmed.

DISCUSSION: The purpose of this briefing is to provide the City Council with a broad overview of The Leonardo project, its core mission, vision and programming. Please refer to the attached document prepared by The Leonardo.

PUBLIC PROCESS : None

The Leonardo Presentation and Update

November 20, 2007

Thank you for this opportunity to provide an update on The Leonardo project, with particular emphasis on its mission, exhibits and programs. Rightfully so, much current effort has been placed on the viability of The Leonardo business plan. We look forward to ERA's report later this month. Sustainability is our highest goal so that once opened, The Leonardo is able to fulfill its mission through an effective financial model that results in a solvent and growing organization.

We believe that The Leonardo will be successful because of the unique educational and cultural niche it fills in our community, the broad level of support we've been able to build, and the value we will deliver to visitors both on-site and through our extended programming. The business plan works when people come, participate and find value from their experience. This presentation is focused on examining these critical sustainability issues related to The Leonardo mission and product.

Mission and Vision

The Leonardo's mission is to provide Salt Lake City residents with an art, culture, and science center in the old main library on Library Square. This mission is tied particularly to the unmet need of an interactive and multidisciplinary science center in our community and state. We are the only city our size in the nation that does not have an educational science and technology center. The Leonardo will not only provide that science and technology educational asset, but will also infuse science and technology with art and culture to further engage visitors and examine the cultural and aesthetic components of scientific issues.

The Leonardo will welcome families, with a special emphasis on young people and adults. Our audience research with Salt Lake audience segments validates the appeal of The Leonardo as a unique and valued concept as a place of learning and doing in a community context.

Community Support

From the initial capital campaign feasibility study conducted by Dave Jones and Pathway Associates in May 2002, the Salt Lake City community has

demonstrated on-going support for both a science and technology center and The Leonardo multidisciplinary concept. This support was further evidenced in the following milestones.

- The \$10M General Obligation Bond passage in 2003 by Salt Lake citizens
- The achievement of the \$10M match within two years of the bond's passage
- The positive outcome of extensive audience research by Leichliter and Associates
- The recent Salt Lake Tribune poll, which indicated a majority of Salt Lake City residents support additional funding for The Leonardo to facilitate building renovations
- The strong support and participation of community leaders in The Leonardo's governing board, Renaissance fundraising board, and National Advisory Board.

Economic Development Potential

The completion of Library Square with The Leonardo is an economic development asset in itself for Salt Lake City. As part of the Chamber of Commerce's Downtown Rising plan, The Leonardo will bring a world-class museum facility to Utah's capital city. Its exhibits and programs will attract local visitors as well as tourists. Its educational capacity-building in the sciences and technology will help the state produce our next generation of innovators and talent able to fill the ranks of the high-tech and research-based companies with home-grown skilled and creative workers. It will also ensure that companies outside Utah considering a possible move to the state, will see a progressive community dedicated to the highest level of educational offerings and innovative facilities to augment the mandate of formal education.

Exhibits and Programs Approach

The Leonardo is on schedule in its exhibit planning. We passed a major milestone in October with the completion of both the preliminary and final exhibit design documents. What these documents represent is a dynamic plan for a new third generation museum approach that is very exciting and timely in the museum world. No longer is it assumed that simply by looking and pushing buttons in a science museum will real learning and understanding take place. This type of superficial experience promotes is a once-per-year visit... a very unsustainable business model.

The Leonardo's exhibit and program model is based on the following key strategies:

- Leonardo's notebooks brought to life through a dynamic mix of science and art that supports knowledge acquisition and opportunities for applied creativity.

- Longer and deeper visitor relationships that build on initial interest in exhibits to deeper engagement in workshops, classes, and exhibit-related events. The reasons people come to The Leonardo will be diverse, from seeing an interactive exhibit on genetics, to participating in a workshop on DNA-based genealogy, to attending a symposium on genetic-based diseases and personal choice, and to viewing a cooking demonstration related to nutrition and molecular food.
- Community interaction in a social environment via The Leonardo's social spaces, including the piazza, or forum, with its two-story digital fountain, café, community and culture center, and the auditorium. The Leonardo will be a community gathering place fueled by the exchange of ideas.
- Wired for collaboration through the website and traveling programs. Visitors will remain connected to the facility and have multiple opportunities to contribute to the museum through their own projects in The Leonardo's community galleries inside the facility and online.