



#### **NATIONAL SPACE SCIENCE & TECHNOLOGY INSTITUTE GOAL:**

**Create a world-class, Space Science and Technology Experience Center – SPACE JOURNEY! -- in the Pikes Peak region that showcases and celebrates importance, capabilities and heritage of America's achievements in space.**

- Industry and military showcase space capabilities, operations and fundamentals – locally and globally
- “New Space” companies showcase and promote their progress in privatizing and commercializing space
- Visitors experience personally and vicariously the wonders and excitement of space, science & technology
- Stories of people who have brought us this far and are pulling us into the future are the glue that holds the experience together
- Teachers take their classes to learn how rockets are built, what satellites do, origins of the universe and more
- Young people are inspired to make early academic choices that enable them to be a part of the challenging and rewarding space science & technology activities of the future – i.e. the knowledge workforce.

#### **FACILITY & LOCATION**

- Approximately \$85 million architecturally significant 100,000+ sq. ft. structure
- On 10-20 acres in the vicinity of the AF Academy – an icon and natural ally for the center

#### **THEMES**

- Military Space and Space Role in National Security
- Commercial space, privatization efforts and the entrepreneurs behind these efforts
- Planetary and Deep Space Astronomy
- General Space Science & Technology – fundamentals & how space technology impacts our lives

#### **VISITOR EXPERIENCE**

- Adventure, immersive, interactive, dramatic, emotional, patriotic, theatrical
- Educational, inspirational, hands-on, unique – with focus on science, technology, engineering and math (STEM)
- Fun, exciting, powerful, enlightening, emotional

#### **BENEFITS**

- Tourism...750,000 to 1,000,000 in annual attendance
- Economic...\$12 mil to \$16 mil annual revenues, plus community multiplier effect
- Educational...Informal Science Education stimulates interest in the sciences, math and technology
- Recruiting and retention... Air Force, Army, US Air Force Academy
- Contribute to re-generating a knowledge-based workforce in technology and aerospace

#### **WHY DO IT?**

- No other facility like it anywhere
- Colorado Springs is the center of world-class military space activities with headquarters of:
  - U.S. Northern Command
  - NORAD
  - Air Force Space Command
  - Plus many operational units
- Colorado is one of the two largest space states (by revenue) - \$3.7 billion annually and growing
  - Colorado's #1 industry with 165,000 space related jobs
- Our country needs to know and appreciate the power and extent of our space capabilities
  - How space technology and know-how keeps us safe and contributes to our lives
  - How space systems save lives of service men and women and civilians in combat
  - How space science causes young minds to stretch and spirits to soar
- Because it's a place where all people can feel proud of America and its military men and women – and the industry that supports them
- Because it's the right thing to do – about the right stuff -- in the right place -- at the right time – for our country