

ARPA REQUEST - CITY OF ALLENTOWN

inspiring
curiosity
FOR GENERATIONS TO COME



DA VINCI & ALLENTOWN SD *Partnering to Improve Student Outcomes in Science*



STEM Summer Learning

ASD Next Century STEM
Elementary Initiative



Classroom & After School Programs
at School Sites

Our Vision

For a New Science Center
For the Lehigh Valley



Da Vinci STEAM Learning Center

- Facility Highlights
- 67,000 SF
 - 3x exhibit space
 - 2x program space



PROJECT UPDATE

- The Da Vinci Science Center is building a major new state-of-the-art Science Center in downtown Allentown.
- The total project investment is \$65,000,000, of which more than half has been committed to date from public and private donors.
- Once completed, the new Da Vinci Science Center will be the third-largest Science Center in Pennsylvania and will offer exhibit and program experiences on par with Philadelphia's Franklin Institute Science Museum and Pittsburgh's Carnegie Science Center.
- A consumer research and attendance potential study commissioned by the Da Vinci Science Center forecasts that more than 400,000 people will visit the new Science Center in downtown Allentown.
- A design team has been assembled including MKSD Architects and Alvin H. Butz Inc. to fast-track development of the project using a design-build approach.
- The City of Allentown has been tremendously supportive and a critical partner in the development of the project thus far.
- Construction will commence in March 2022 and will be completed within 24 months.

CENTRAL LOCATION IN THE HEART OF ALLENTOWN



TARGET BENEFIT AREA - ONE MILE RADIUS
Home to 52,000 residents, 43% of ASD students

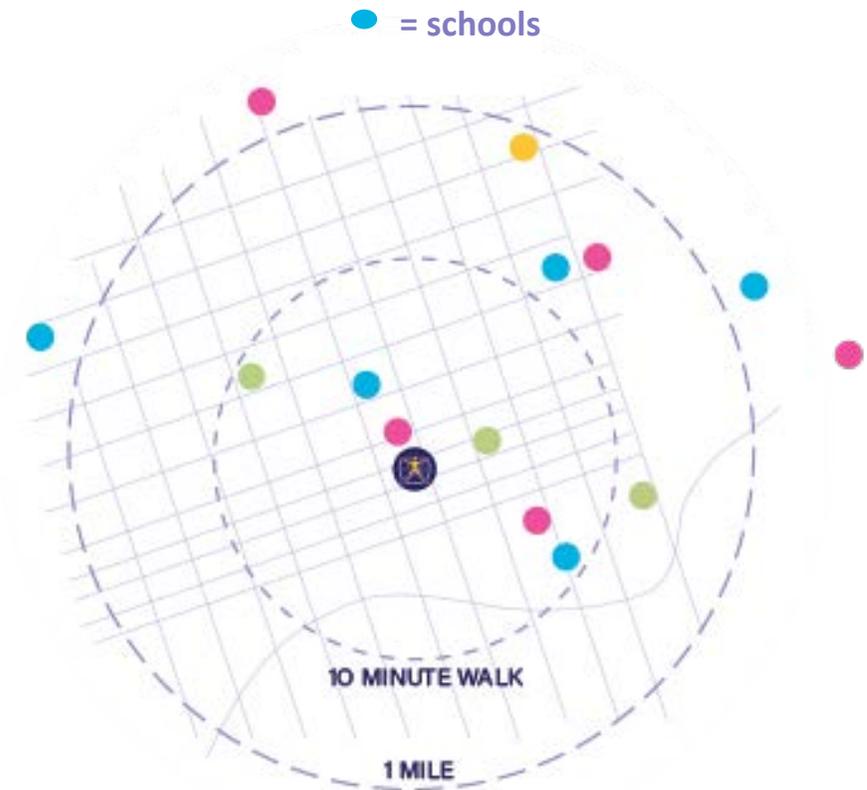
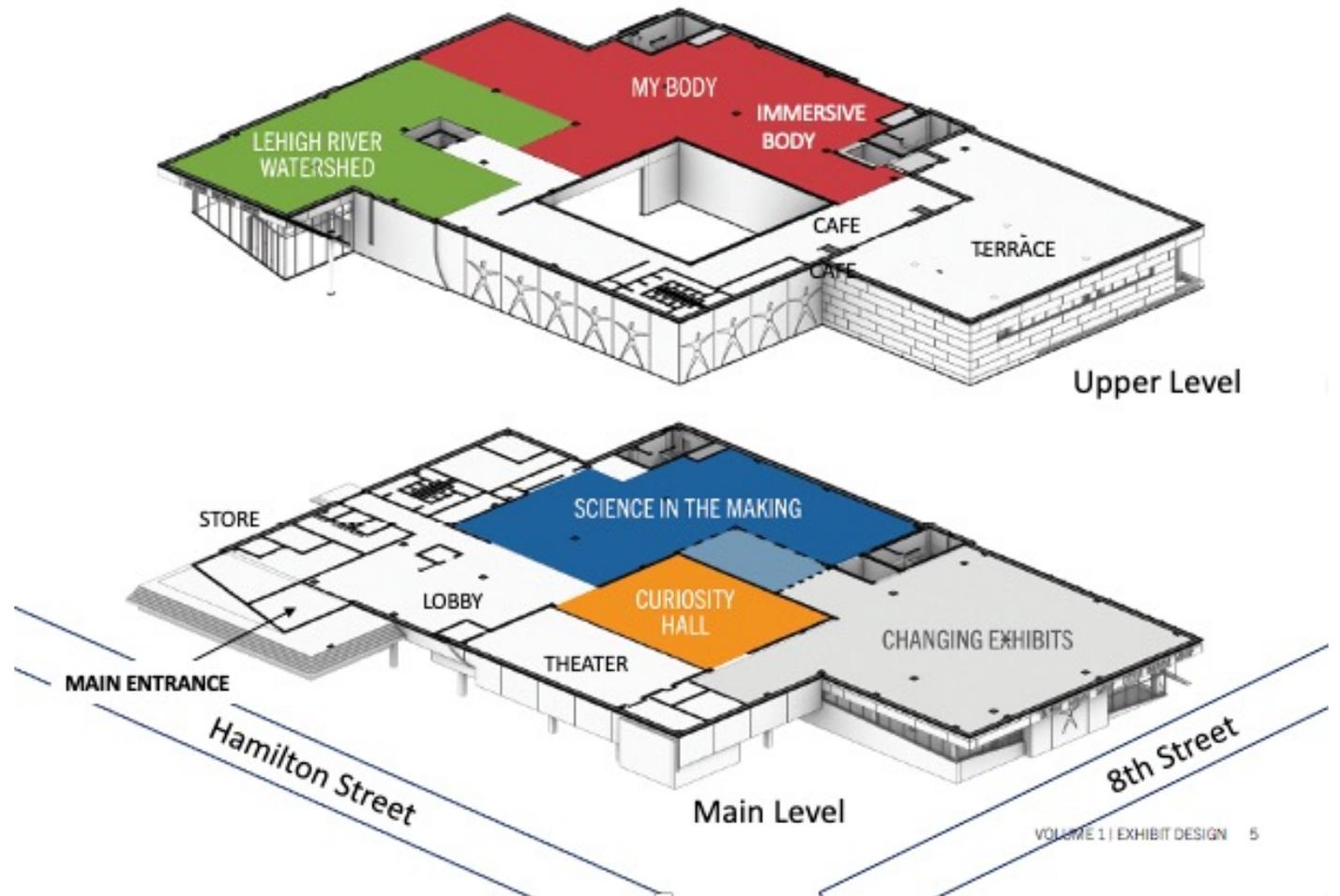


EXHIBIT EXPERIENCE

- Curiosity Hall
- My Body featuring Immersive Body
- Science in the Making
- Lehigh River Watershed
- Traveling Exhibits and Theater





MY BODY
MI CUERPO

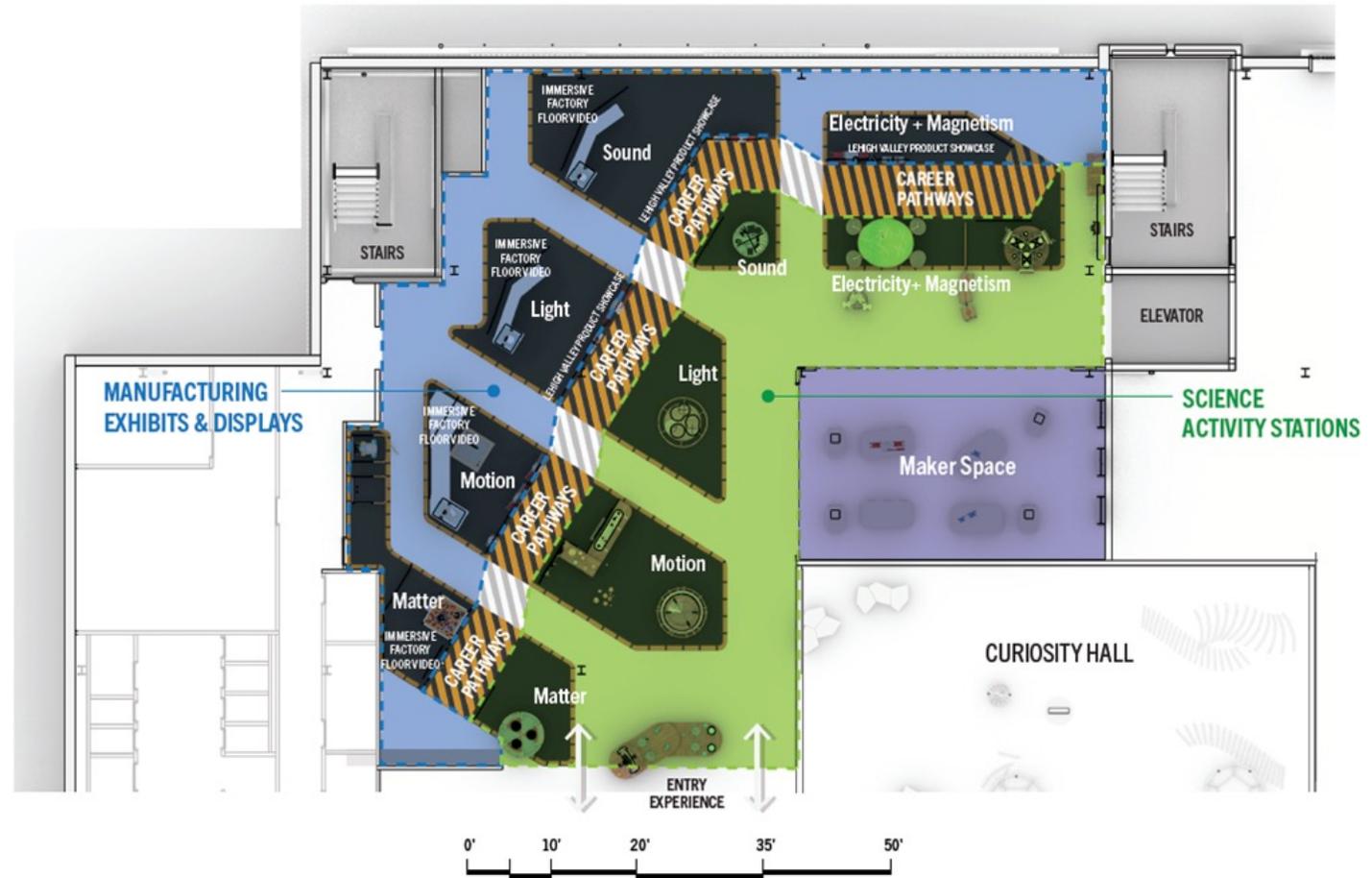




IMMERSIVE BODY

SCIENCE IN THE MAKING

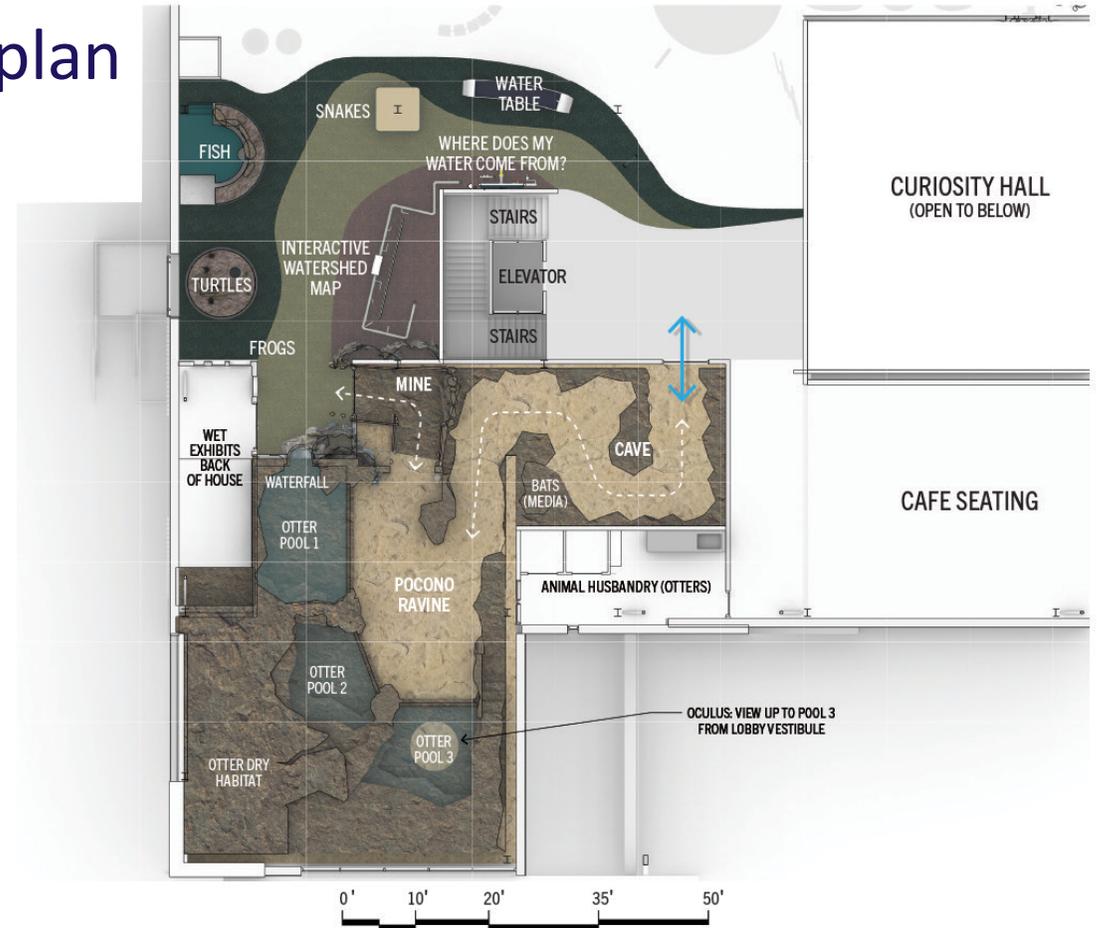
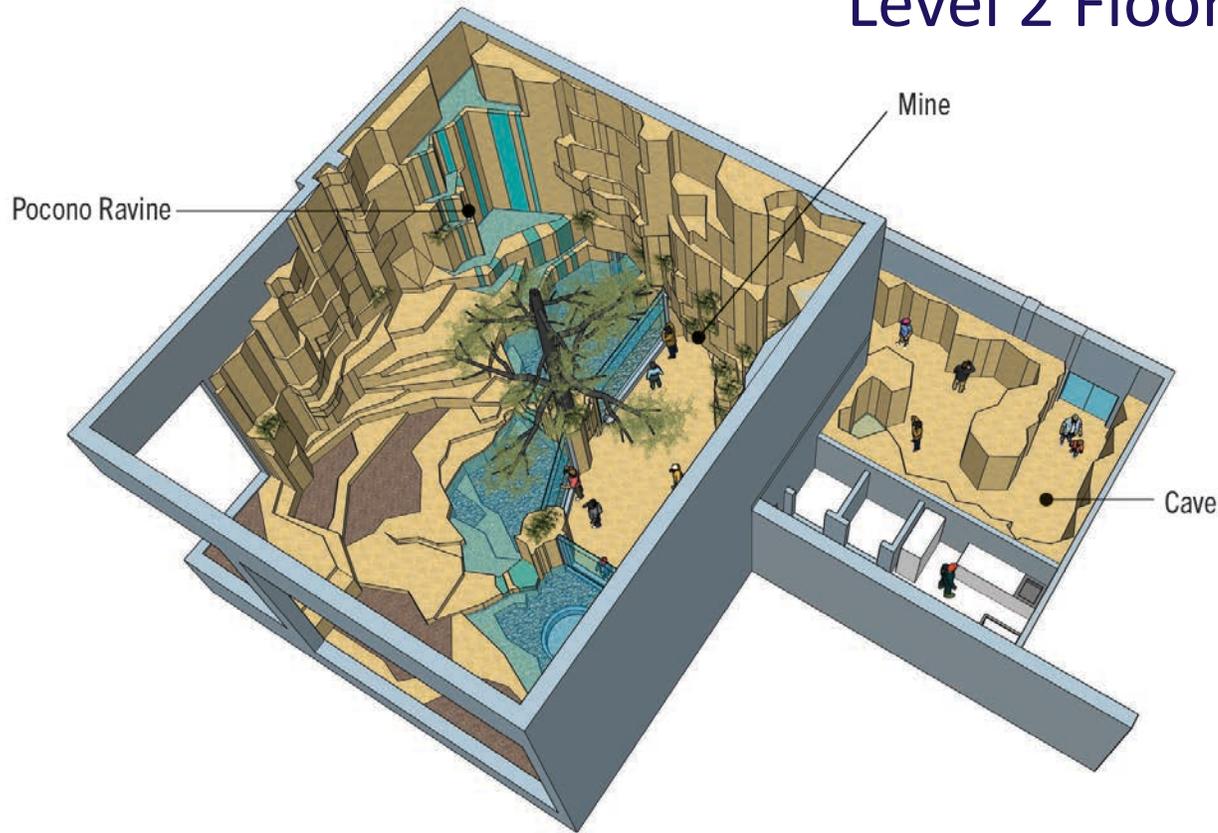
Level 1 Floorplan





LEHIGH RIVER WATERSHED

Level 2 Floorplan





The Pocono Ravine Una Cascada en los Poconos

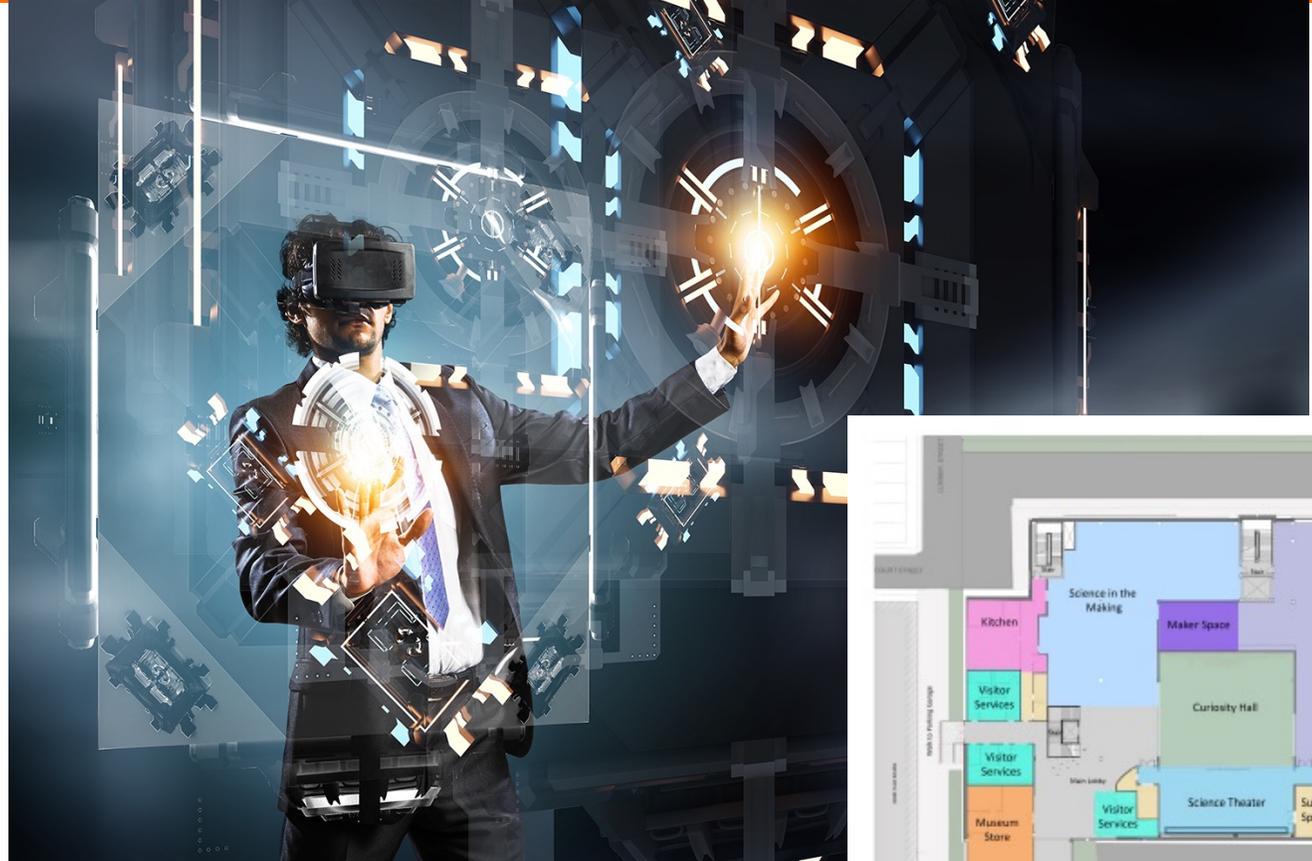
Ut enim veni ad nostrum, qui nostrum exortationem illum corporis laboribus non ut aliquis in consensu conueniant. Qui in vellem illos dolere habentibus ut quibusque, ut illum hunc in fugam nulla. Facibus, ut accipiam et tota alio de illis quibus hauriam.

North American River Otters
Nutrias de río América del N



LEHIGH RIVER WATERSHED CUENCA DEL RIO LEHIGH

TRAVELING EXHIBITS GALLERY AND THEATER



A MAJOR TOURIST DESTINATION IN DOWNTOWN ALLENTOWN

- Attracting 400,000+ annual visitors.
- A 67,000 square-foot facility with more than 40,000 square-feet of indoor interactive exhibits and educational program space.
- A 10,000 square-foot traveling exhibit gallery capable of hosting the largest blockbuster exhibits available in North America.
- Offering a range of **visitor amenities** including a restaurant with indoor and outdoor seating.
- **Featuring an entry plaza on Hamilton Street with interactive sculptures and surrounded by Arts-Walk pedestrian walkways.**
- **Located next to the PPL Center arena and within blocks of other cultural facilities** including the Allentown Museum of Art and Miller Symphony Hall.
- **Projected to generate \$33,800,000 in economic output annually upon opening and support 487 FTE jobs.**

A PARTNER IN STEAM LEARNING FOR ALLENTOWN STUDENTS

- Serving children and adults, providing educational opportunities for City of Allentown residents, with a particular focus on low- and moderate-income children and families.
- Featuring the Da Vinci STEAM Learning Center with state-of-the-art labs and workshop spaces emphasizing hands-on learning and STEM skills development.
- Serving the more than 16,000 students in the Allentown School District, the third largest district in Pennsylvania.
- Located in a Qualified Census Tract with 72% of its residents being of low and moderate income and 46% of residents and 73% of children living below the poverty line.
- A community resource for all City residents, and especially accessible to the more than 52,000 residents of Allentown living within a one-mile walking distance of the facility.
- Easily accessible to school children attending the 5 Allentown School District schools and the 6 private and charter schools within walking distance of the facility.

CONSTRUCTION STARTING IN 9 MONTHS

- A shovel-ready project is on track to start construction in March 2022.
- A fast-track design-build approach is already in place with MKSD Architects leading the design team and Alvin H. Butz as construction manager.
- A specialized team of exhibit professionals is in place to oversee exhibit design, fabrication, and installation.
- A fundraising team is in place to complete the capital campaign within the next year.
- The two-year construction period beginning in 2022 will generate \$51,600,000 in economic output and support 380 incremental FTE jobs.
- American Rescue Plan Funding from Allentown will ensure that the construction project is completed on time.

QUALIFIED FOR AMERICAN RESCUE PLAN ACT FUNDING

Guidance provided to state and local governments by the United States Treasury Department specifically encourages and authorizes utilizing American Rescue Plan Act funding to invest in:

- Projects ***“responding to the public health needs and economic damage of COVID-19”***.
- Projects located in Qualified Census Tracts to ***serve “populations, households, or geographic areas disproportionately impacted by the pandemic”***.
- Projects that create educational resources and opportunities to address ***“disparities in education resources for high-poverty schools and vulnerable students... promoting healthy childhood environments through... programs, and services for system-involved families and youth”***.
- Projects that support ***“businesses, attractions, and business districts recovering from the disruption resulting from COVID-19.”***
- Projects that invest in ***“a planned expansion or upgrade of tourism, travel, and hospitality facilities”***.

Each of the above citations is applicable to the Da Vinci Science Center at PPL Pavilion project, providing both justification and encouragement for an investment in the project by local governments using American Rescue Plan funding.

RESPONSIVE TO ARPA RESCUE PLAN ACT GOALS

- A shovel-ready construction project that will support 613 jobs during construction and 487 FTE jobs long-term.
- Creating one of the most visited ticketed destinations in the City of Allentown, attracting more than 400,000 visitors annually to rebuild the region's tourism and hospitality economy.
- Generating \$83,200,000 in economic output during construction, and \$33,800,000 in economic output annually once completed.
- Featuring new STEAM education facilities that will help fill the region's workforce pipeline with qualified STEM workers.
- Offering STEAM education and job-training opportunities to individuals disproportionately impacted by COVID-19.
- Providing Allentown School District students with STEAM-education opportunities designed to help them recover from the learning losses resulting from the COVID-19 pandemic.

REQUEST FOR ARPA FUNDING FROM THE CITY OF ALLENTOWN

The Da Vinci Science Center requests \$2,000,000 in American Rescue Plan Act funding from the City of Allentown to support the construction of the facility and exhibits.

Uses of Funds	Project Budget	Allentown Request
Design and Development	\$2,000,000	-0-
Exhibits	\$14,900,000	\$1,000,000
Furniture and Fixtures	\$1,400,000	-0-
Core and Shell Construction	\$31,000,000	\$1,000,000
Site Acquisition	\$1,775,000	-0-
Pre-opening Expenses	\$4,770,000	-0-
Financing Costs	\$7,500,000	-0-
Capital Contingency	\$1,655,000	-0-
Total	\$65,000,000	\$2,000,000



