

MOREHEAD

OUR VISION



UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

TODD BOYETTE

Morehead Director

todd_boyette@unc.edu





1949

8
million



Astronauts



Horseshoe Bay Texas
August 9, 1995

Dear Tony -

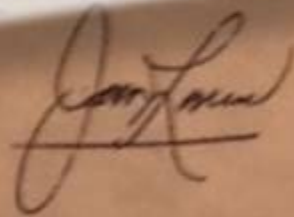
Horseshoe Bay, Texas
August 9, 1995

Dear Tony -

It has been a long time since those days at Morehead Planetarium when you taught me about the stars.

I thought I would let you know that your training sank in and 25 years later I was teaching Tom Hanks about the stars. ...

Jim Lovell



2013



SHOW SALES | DOMESTIC

As of Aug. 30, 2013



UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

SHOW SALES | INTERNATIONAL

As of Sept. 20, 2013



* Pending



UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

THE MOUNTAINS TO THE COAST

SCIENCE FESTIVAL

LEGEND

- Partners and events.
 - Thorp Science Nights locations.
 - Invite-a-Scientist locations.
 - Statewide Star Party locations.
- Note: Geographic locations are approximate.

59 125

An Evening with
Alton Brown: The
Science of Cooking
Charlotte and Durham



T

Boys and Girls Club of Pitt
Co. Thorp Science Night
Ayden



1

ASU Science
Expo
Boone



Boone

Asheville

Piedmont
Triad

Research
Triangle

Greenville

Elizabeth City

Charlotte

Fayetteville

Wilmington

6

Google Gravity
Games
Lenoir



67

UNC Charlotte
Science Expo
Charlotte

181

Dr. Benjamin
Franklin, His Life,
Values and Times
Pembroke



REGIONS

- Western
- Greater Charlotte
- Piedmont Triad
- Research Triangle
- Eastern
- Southeastern

Photo credits (from left, around): John Adkisson, Andy Martin, Jim Kenry, UNC Pembroke, Jim Hathaway, Google Gravity Games



PARTICIPATION

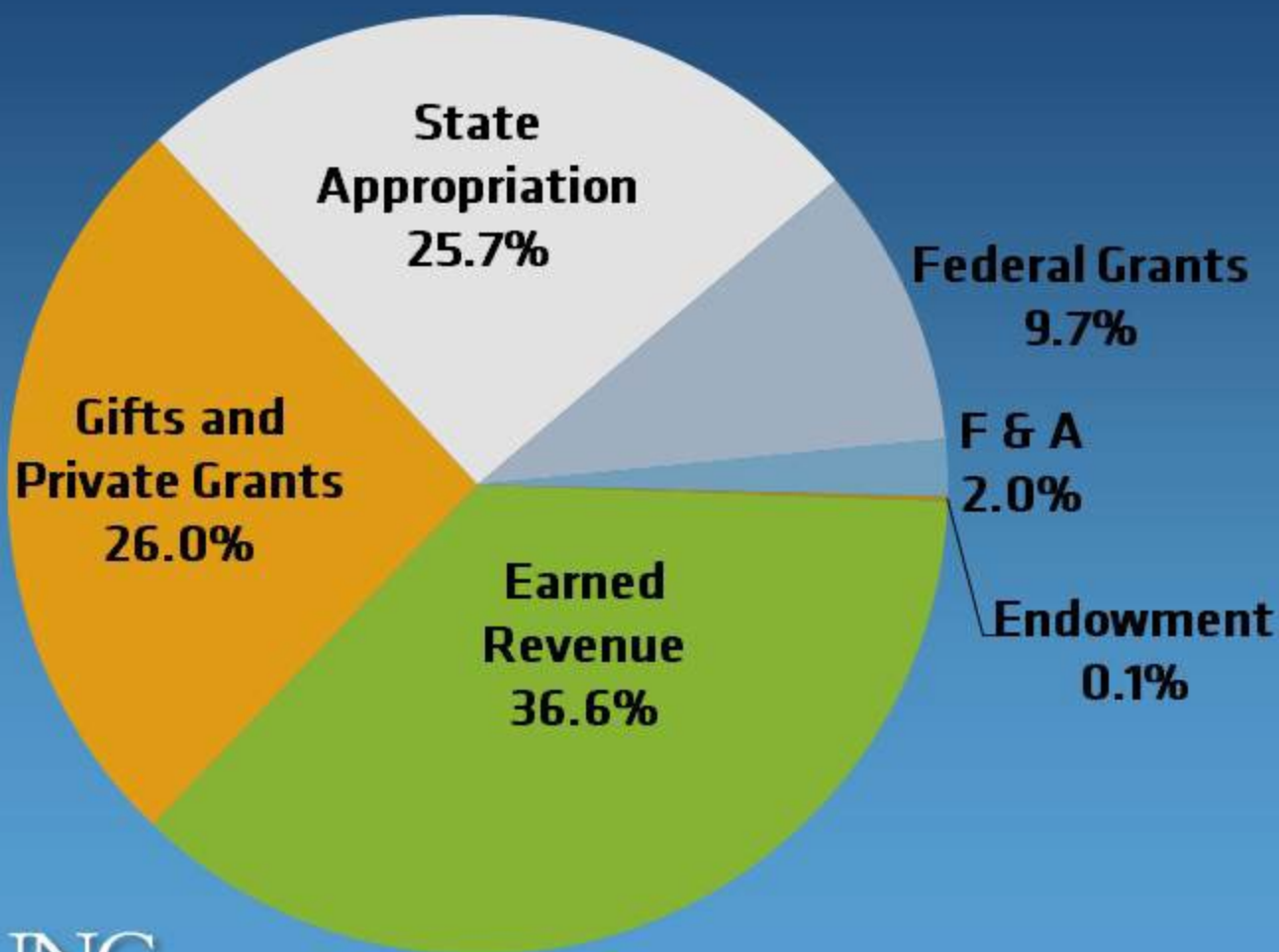
Fiscal year data



UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

REVENUE SOURCES

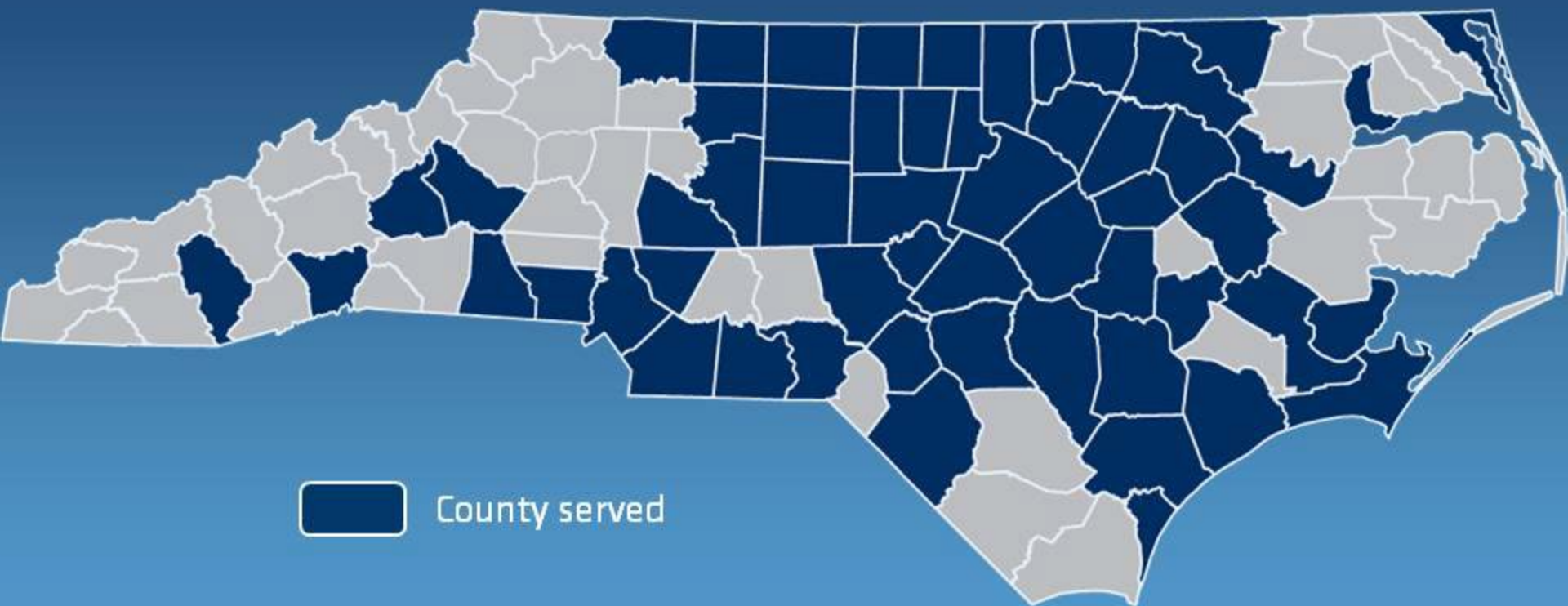


UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

FIELD TRIP VISITORS

Came from **56 counties**

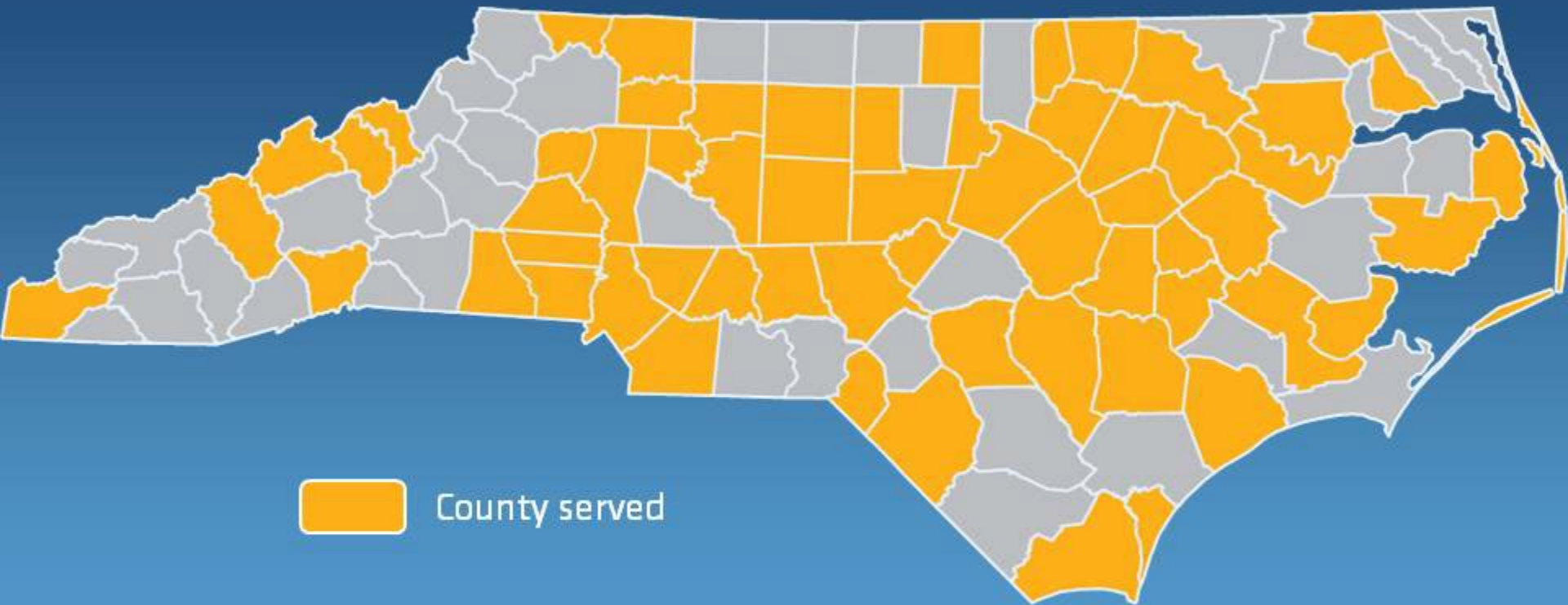


UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

EXTERNAL PROGRAMS

Visited **61 counties**

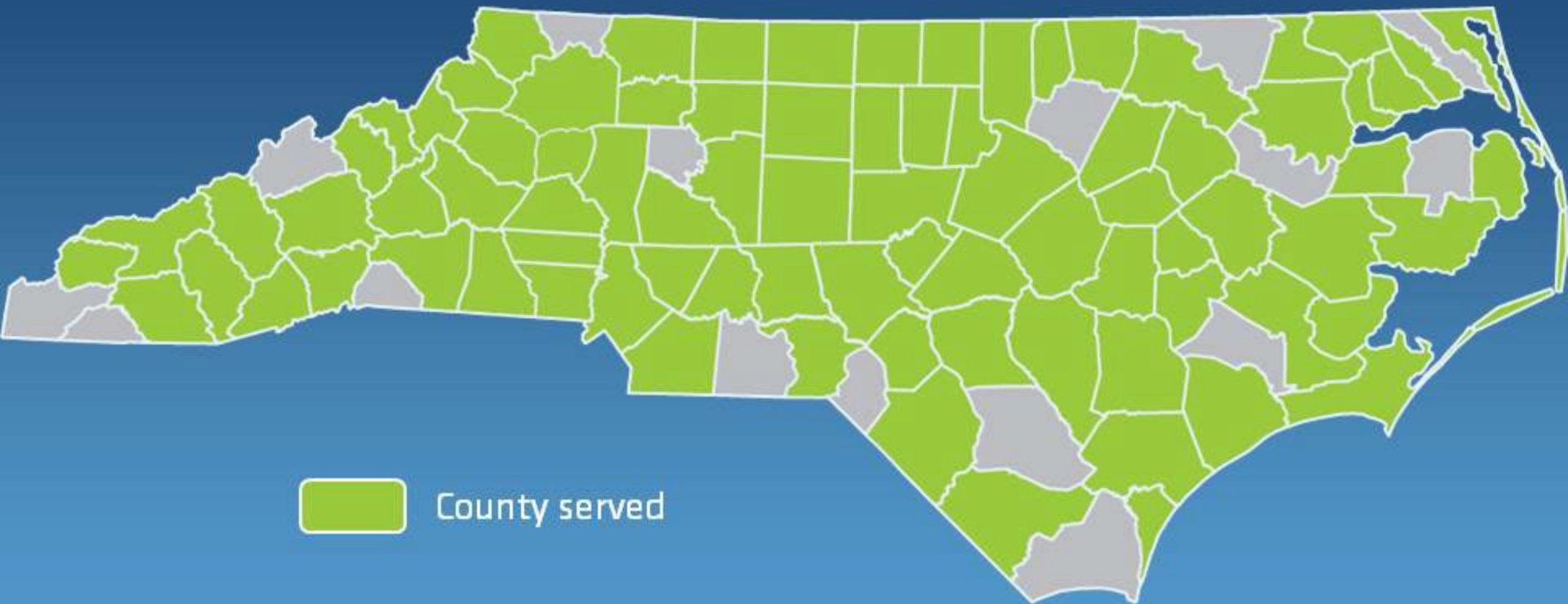


UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

NC SCIENCE FESTIVAL

Held events in **84 counties**



UNC
MOREHEAD PLANETARIUM
AND SCIENCE CENTER

MOREHEAD IMPACT

Served **97** of North Carolina's **100** counties

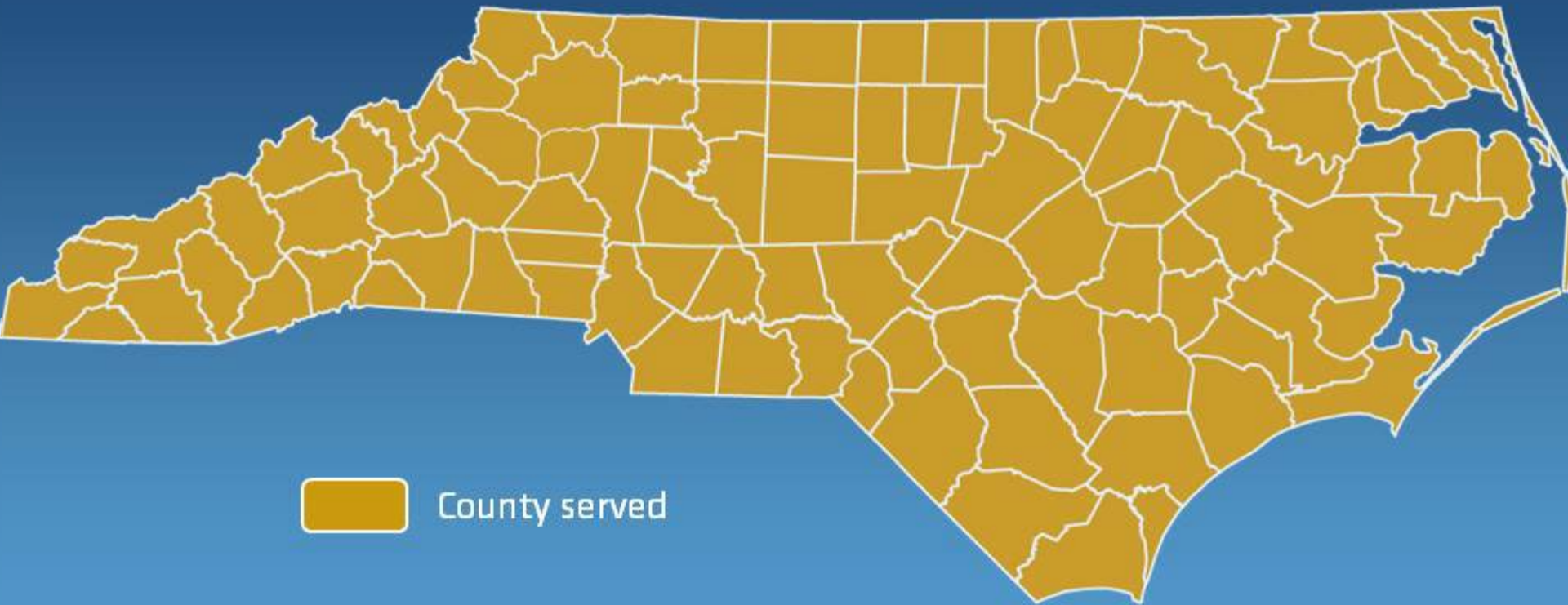


UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

2014 IMPACT

Serve **100** of North Carolina's **100** counties



UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

OUR VISION

“

To be the world leader in
university-based science
outreach.

”



UNC
MOREHEAD PLANETARIUM
AND SCIENCE CENTER



PRIORITY 1 | \$4.775 MILLION

VISITOR EXPERIENCE



PRIORITY 2 | \$1 MILLION

UNIVERSITY ENGAGEMENT



PRIORITY 3 | \$3.975 MILLION

EXTERNAL PROGRAMS



PRIORITY 4 | \$3.2 MILLION

NC SCIENCE FESTIVAL

A group of diverse people, including adults and children, are walking across a city street. On the left, a white bus is partially visible. In the background, a large, historic-style building with a prominent green dome is visible under a clear blue sky. The scene is bright and sunny, suggesting a pleasant day.

PRIORITY 5 | \$1 MILLION

EQUITY of ACCESS



PRIORITY 6 | \$1.05 MILLION

ANNUAL SUPPORT