

IMPACT REPORT

Fiscal Year 2023



TOTAL ATTENDANCE +21%



290,828 // 239,410

FY23

FY22



Every Tennessee County 95/95

GUESTS VISITED FROM NEAR AND FAR

All 50 US States
+ District of Columbia



GUESTS ENJOYED ACTIVITIES AT THE SCIENCE CENTER



75,790

Planetarium Guests



77,017

i2 Makerspace Guests



22,296

Live Science Guests



1,286

Storytime Guests



1,357

Campers Over
6,359 Sessions

8,889 Member Households



FY23 63,326 +37%

FY22=46,182

OUTREACH
NUMBERS
SKYROCKETED



FY23 26,772 +17%

FY22=22,891

STUDENT VISIT
NUMBERS SOARED

YOU HELPED GIVE BACK TO THE COMMUNITY

5,587

Reduced Admission Tickets
Museums for All

885

Reduced Memberships
Museums for All

2,600 TICKETS TO 23 NON-PROFITS

Free Admission
Adventure Access

THE COMMUNITY HELPED US

371

FY23 Volunteers
FY22=331

6,210

FY23 Volunteer Hours
FY22=5,486

DIGITAL GROWTH

+11% Overall Audience
+30% Overall Engagement



53,000
Followers



9,695
Followers



5,400
Followers



3,902
Followers



112,000
Email Subscribers



1,658,611
Website Page Visits

EXHIBITS + SPACES

soundBox

Interactive musical exhibits highlight the science of sound

i2 Makerspace

High-tech makerspace with 42 rotating STEM activities

PEAK Performance: The Science of Health (Coming 2025)

Gallery exploring the complexities of human body systems, fascinating discoveries, and medical advancements

EY Sensory Room

A space outfitted with sensory-friendly elements for those who may feel overstimulated during their adventure

“ Kids don't realize this but parents are learning and growing too. I don't know everything my kids need, but today [in the EY Sensory Room] I learned a little more about how to better manage my child's high emotions. ”
– Katie M.

PROGRAMMING

Camps

Memorable, safe, fun, and educational experience where campers actively discover and examine STEM concepts

“ Camps at the science center are always really well organized and, as a parent, I can't tell you how much I appreciate it. My daughter keeps asking when she can go back which is so rare because she can be a bit shy. Attending camp helped her noticeably grow her confidence and curiosity. ”
– Amanda D.

Touch-a-Truck

Free, outdoor event for all ages to see and touch heavy machinery utilized across industries

Live Science

Daily demonstrations and hands-on programs that spark imagination, encourage a spirit of learning, and inspire curiosity



EVENTS

TWISTER

Single day STEM conference for girls in 7th to 12th grades to experience hands-on activities and dynamic presentations

“ Beyond the educational value, the mental and emotional health benefits [of TWISTER] are something we couldn't have foreseen. ”
– Mellissa C.

Way Late Play Date (21+)

Unique, quarterly events that reveal the science involved in popular movies and cultural phenomena

Red, White, and Boom

Annual, family-friendly celebration of the 4th of July including a sensational view of downtown's fireworks

PLANETARIUM

Nightwatch

Narrated, seasonal tour of what's happening in the night sky

Laser Shows

Multi-media musical experience where fan-favorite songs come to life through our state-of-the-art laser system



LEFT: Red, White, and Boom
CENTER: Science + Fashion Camp
RIGHT: Way Late Play Date