



**Proposal to
Virginia Section of the American Chemical Society
Partnership Opportunity for the Museum's new café "The Periodic Table"
August 10, 2012**

Following an institution-wide strategic planning and rebranding process, the Science Museum of Virginia is preparing for a major transformation that supports its mission *Inspiring Virginians to enrich their lives through science*. The plan encompasses reinstallation of major exhibit galleries, construction of a new event space, and reimagining retail and food service spaces to better align with community needs and interests and engage guests in science in fun and timely ways. While chemistry remains a core content area of the Museum experience, our strategic approach is to address the sciences through an interdisciplinary lens and to connect science principles through topics that are relevant and relatable to our guests.

Project Overview. The Museum's Café Portico, a 42-seat restaurant occupying a highly visible corner adjacent to the Museum's entryway, serves over 75,000 patrons annually. Parents visiting the Museum with children, teenagers on field trips stopping for a beverage, business people on the way to work or taking a meeting break, college students taking advantage of Wi-Fi access, and local community groups who hold their weekly gatherings there comprise the broad cross-section who visit the Café daily.

The Virginia Section of the American Chemical Society has been a long-time partner and is a natural fit as the Museum plans to re-introduce the Café as *The Periodic Table*. Plans call for showcasing the elements through wall-mounted graphic panels, table and chair designs, menu selection, and paper products. The Museum is working with a locally owned coffee company to tailor their product line to the new theme. Chemistry themed electronic and board games will be available for patrons to use while in the café.

The *Periodic Table* will complement a major new gallery, *Improving Grounds*, planned to open in 2013. The exhibit will offer visitors opportunities to improve themselves, in mind and body. A demonstration kitchen will be a focal point, featuring programs on nutrition and kitchen chemistry.

Request. The Science Museum of Virginia Foundation requests \$7,500 to support a portion of the \$30,000 anticipated cost to transform the café into *The Periodic Table*. The Virginia Section of the American Chemical Society will be recognized on signage in the café.

Project Budget

<u>Item</u>	<u>Amount</u>
Furniture, Fixtures, and Equipment	\$ 10,000
Graphic Panels	\$ 10,000
Digital Media Supporting Chemistry Interactives	\$ 3,000
Branded Paper Products with a Chemistry Theme (cups, plates, napkins)	\$ 5,875
Supporting Services (clerical, accounting, reporting)	\$ 1,125
Total	\$ 30,000

<u>Funding</u>	<u>Amount</u>
Va. Section ACS	\$ 7,500
<u>Museum Matching</u>	<u>\$ 22,500</u>
Total	\$ 30,000

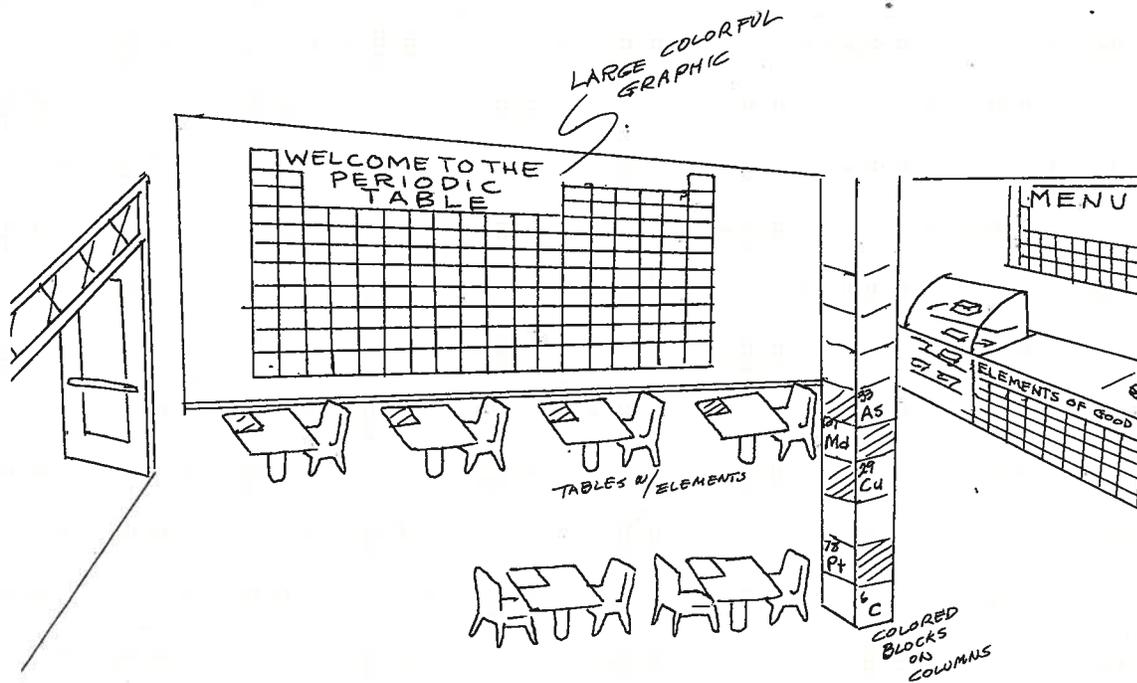
The Science Museum of Virginia at Broad Street Station. Located in Richmond's historic Broad Street Station, the Science Museum of Virginia is the state's flagship institution for informal science learning. The Museum opened its doors in 1977 and is today a highly visible, accessible, and popular destination for families, school and community groups, and out of town visitors, attracting annual visitation of over 300,000.

Broad Street Station houses over 60,000 square feet of interactive exhibitions, an IMAX® Dome Theater, live science demonstrations, teaching labs, and the Carpenter Science Theatre Company. Though primarily an experience-oriented rather than traditional collections based-museum, the institution stewards iconic artifacts—railroad rolling stock including RFP's historic executive Car One, the 80-ton Aluminaut submarine designed and built by Reynolds Metals Company, and the 2005 Virginia Tech Solar Decathlon House on its 31 acre urban site. The building itself, the 1919 John Russell Pope designed Broad Street Station, is a monument to preservation and features green retrofits demonstrating best practices in storm water management as a result of a \$1.5 million Rain Keepers demonstration project. Our Green Acre urban farm and greenhouse serve as living classrooms, sustainable agriculture demonstration gardens, and social solution with tons of produce delivered to FeedMore's Community Kitchen each summer. Also a popular gathering place for civic and business groups, the Museum hosts more than 600 community events each year.

Conclusion. Thank you for your past support and consideration of this request. We look forward to continuing our partnership with the Virginia Section of the ACS as the Science Museum of Virginia enters an exciting new phase in its development.



A view of the current Café Portico at the Science Museum of Virginia



A preliminary sketch of *The Periodic Table* café at the Science Museum of Virginia.