



**How do you get  
your community to  
see the value your  
organization  
provides?**

# **Why does it matter?**

- a. Fundraising**
- b. Grants**
- c. Community Support**
- d. Engagement with industry  
peers**
- e. Partnerships**
- f. Word-of-mouth promotion**
- g. Turnstile**

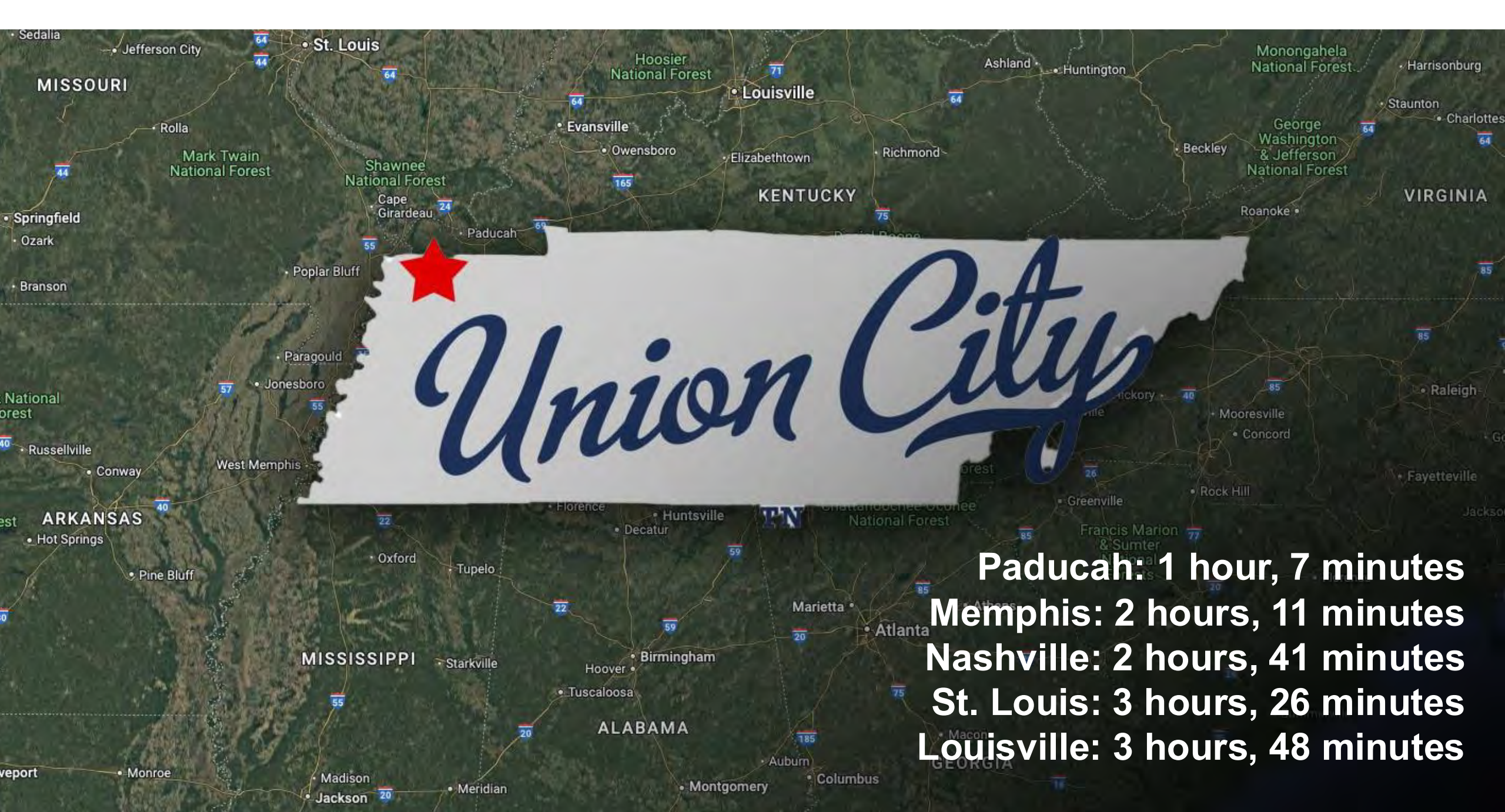


# **CASE STUDY**









# Union City

- Paducah: 1 hour, 7 minutes**
- Memphis: 2 hours, 11 minutes**
- Nashville: 2 hours, 41 minutes**
- St. Louis: 3 hours, 26 minutes**
- Louisville: 3 hours, 48 minutes**

# In the beginning...





## Uncertainty lingers with Goodyear plant closing

By Editor | February 16, 2011 | 0

Uncertainty lingers with Goodyear plant closing  
By: Sabrina Bates, News Editor  
Posted: Wednesday, February 16, 2011 12:01 pm

While the news of the Goodyear-Union City plant closure did not come as a shock to retiree Don Jones of Martin, it didn't lessen the emotional impact felt by Jones when he heard the announcement made by the company Thursday morning.

"I felt like I beat a dead horse to death. I told my wife that I have cried. I have cussed. I have gotten so upset by this issue," Jones said in a phone conversation on Thursday. It was difficult for the retiree to hold back tears when he talked of how he had seemed to yell from the rooftops about the plant's potential closure.

MENU  
MEMPHIS  
BUSINESS JOURNAL  
MANUFACTURING

## Goodyear to close Union City, Tenn., plant

### Rubber & Plastics News

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February 10, 2011 01:00 AM

## Goodyear to close Union City Plant

TWEET SHARE SHARE EMAIL

AKRON (Feb. 10, 2011)—Goodyear intends to close its Union City, Tenn., tire manufacturing plant by the end of 2011 as part of its plan to cut manufacturing costs globally.

"While we are committed to manufacturing in North America, all of our plants must be cost competitive and be able to demonstrate sustainable world-class productivity," said Chairman and CEO Richard J. Kramer. "That is not the case with this plant, and as a result, the market has moved beyond what the factory is able to build."

The Union City factory, which employs about 1,900, has about 12 million units of capacity.

The closure announcement is the last action in a plan put in place in 2009 to cut 15 million to 25 million units of capacity, Goodyear said. The plant closing is expected to save the tire maker about \$80 million annually, it said.

Co. is planning to close its plant in Union City, Tenn., which will cost the city 1,900 jobs.

Goodyear made the announcement Thursday. Revenue rose 14 percent in the fourth quarter, as it absorbed costs for the planned plant.

The maker said its quarterly loss amounted to 73 cents per share in the last three months of 2010, compared with 68 cents in the same period of 2009.









United States  
of America

























# 100,000-Square-Foot Discovery Center Museum

- 4-D simulation of the early 1800s earthquakes that created the beautiful landscape in this region
- 20,000-gallon aquarium revealing the underwater life of the region's lakes
- Dinosaurs, fossils and prehistoric artifacts
- Military equipment, vintage automobiles and an actual Titan missile ready to launch
- Interactive displays focused on science, technology, engineering and math—and dozens more hands-on experiences
- Theater with films from Giant Screen Films, a leader in the IMAX industry
- The tallest observation tower in this region
- Galleries dedicated to the visual arts of the southern U.S.
- Exhibit on waterfowl in the Mississippi Flyway
- Native American artifacts and items to tell their story
- Giant water table and hands-on play area for our youngest visitors







# 40-Acre Heritage Park

- 4-D simulation of the early 1800s earthquakes that created the beautiful landscape in this region
- 20,000-gallon aquarium revealing the underwater life of the region's lakes
- Dinosaurs, fossils and prehistoric artifacts
- Military equipment, vintage automobiles and an actual Titan missile ready to launch
- Interactive displays focused on science, technology, engineering and math—and dozens more hands-on experiences
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**“Discovery Park should enhance education for children as well as adults and do it in an entertaining way.**

Build it and they will learn, *Tennessee Magazine*, Dec. 2013





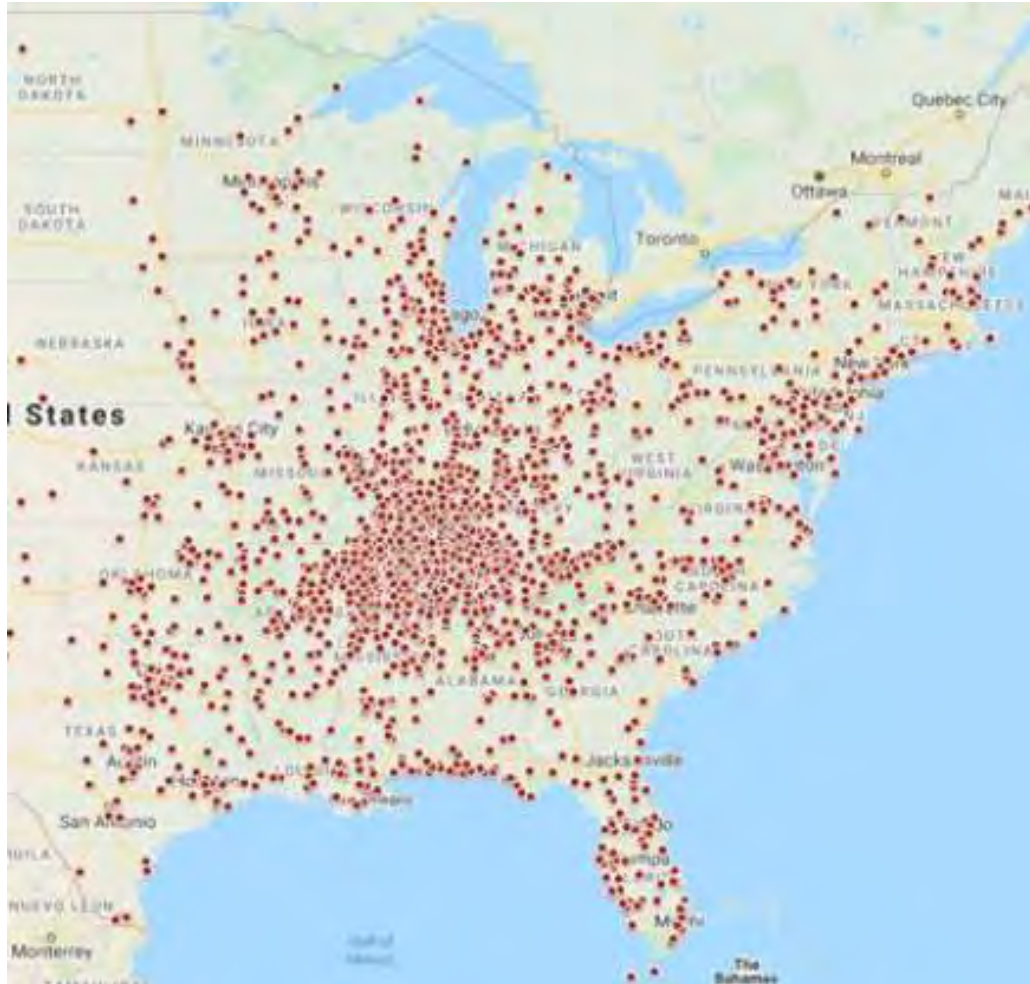


**“... It should be the most fun  
you can have with your clothes  
on.”**









**3,000,000 Visitors**

**Primary feeder markets:**

**Paducah, Jackson,  
Memphis and Nashville**

**Secondary feeder markets:**

**St. Louis and Louisville**



# **CASE STUDY**



**If your community doesn't clearly see your value, it's easy for them to:**

- Share misinformation**
- Dismiss your efforts**
- Cut your funding**
- Turn to less effective alternatives to do what you do**



**Step One: What is my  
community's perception  
of the value my  
organization provides?**



# Ask.



**Ask.**

**Ask.**



**Ask.**

**Ask.**

**Ask**

- **Phone Survey**
- **Meeting with potential visitors/customers**
- **Online surveys**
- **Meet with staff**
- **Meet with board**
- **Meet with community leaders**







**Step Two: What *should*  
my community's  
perception be of the  
value my organization  
provides?**



- **1:1 – Those in the room  
“where it happened”**
- **Focus groups**
- **SWOT Analysis**



# SWOT Analysis

The good

The not-so-good

What we've got

## Strengths

What resources can we deploy?  
What are our advantages?  
What's working well?



## Weaknesses

What abilities are we lacking?  
Where are we starting to struggle?  
How can we overcome these?



What's out there

## Opportunities

Who might most value our strengths?  
What trends work in our favour?  
What prizes are within reach?



## Threats

What headwinds do we face?  
Who might challenge us?  
What could go wrong?





**Museum and heritage  
park with the mission of  
inspiring children and  
adults to *see beyond*.**

**(That brings 250,000+ visitors  
into this region annually)**



**Step Three: Come  
up with strategies  
to close the gap.**

**Tactics.**



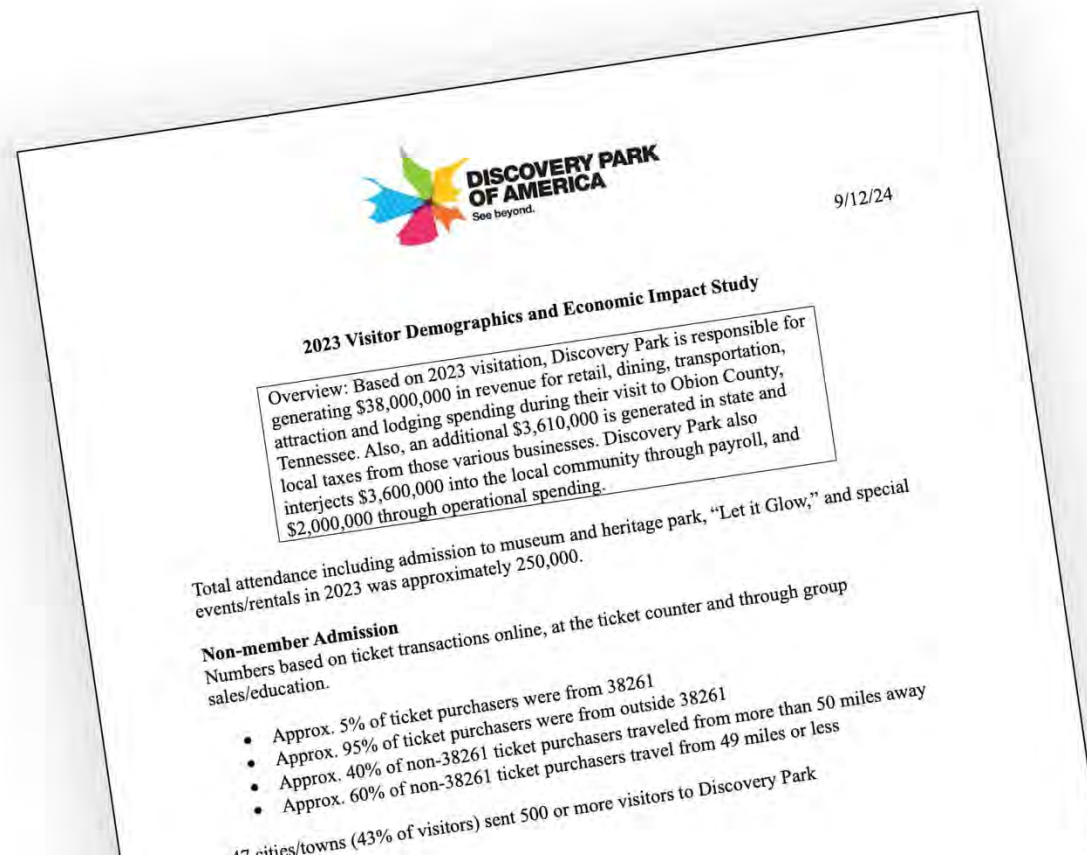
**Step Three: Come  
up with strategies  
to close the gap.**

- a. Share our \$\$\$ impact**
- b. Share our mission-related impact**

# Economic Impact Study

**Overview: Based on 2023 visitation, Discovery Park is responsible for generating \$38,000,000 in revenue for retail, dining, transportation, attraction and lodging spending during visits to Obion County, Tennessee.**

**Also, an additional \$3,610,000 is generated in state and local taxes from those various businesses. Discovery Park also interjects \$3,600,000 into the local community through payroll, and \$2,000,000 through operational spending.**





## Common Guidelines for Calculating Economic Impact

Here are some average spending figures provided by various tourism and travel organizations that can be used to estimate economic impact:

### 1. U.S. Travel Association (USTA)

- **Day Visitors:** Typically spend between **\$60 to \$100 per person per day**. This includes meals, transportation, and minor purchases.
- **Overnight Visitors:** On average, spend around **\$150 to \$300 per person per day**. This includes lodging, food and beverages, transportation, and other expenses.

### 2. Destination Analysts

- **Average Spending per Trip:**
  - Domestic overnight leisure travelers spend about **\$700 to \$1,000 per trip**, depending on the length of stay and the destination.
  - Day trip visitors spend between **\$60 to \$150 per trip**.

### 3. State and Regional Tourism Offices

- State-level tourism reports often provide specific spending averages tailored to local attractions. For example:
  - In Tennessee, the average day visitor spends \$111 while the average overnight visitor spends \$317 (2022 data).
  - In **Virginia**, a report by Virginia Tourism Corporation suggests that an average domestic day visitor spends around **\$70**, while an overnight visitor spends around **\$200 to \$300 per day**.

### 4. World Travel & Tourism Council (WTTC)

- Global and regional averages suggest that **overnight travelers** spend anywhere from **\$150 to \$300 per day per person**, including accommodation, food, transportation, and other expenses.

# **Economic Impact Study**

- **Approx. 5% of ticket purchasers were from 38261**
- **Approx. 95% of ticket purchasers were from outside 38261**
- **Approx. 40% of non-38261 ticket purchasers traveled from more than 50 miles away**
- **Approx. 60% of non-38261 ticket purchasers travel from 49 miles or less**
- **47 cities/towns (43% of visitors) sent 500 or more visitors to Discovery Park**



# Annual Impact Report





20  
24

# IMPACT REPORT

At Discovery Park of America, we inspire children and adults by bringing our museum and heritage park to life through engaging events, interactive activities - both indoors and outdoors - and with exhibits covering a wide range of topics, including history, science, transportation, military, dinosaurs, art, music, agriculture, wildlife and more.

## Inspiring young minds

with fun, hands-on opportunities to explore and experience the world around them



## Fostering lifelong learning

through exhibits, programs, and classes that spark curiosity



## 50,000 visitors 17 and younger



## 250,000+ visitors from around the world



## 10,000 students visit FREE thanks to The Robert E. and Jenny D. Kirkland Scholarship Fund



## 15 major events that were educational and entertaining



## Visitors to Discovery Park responsible for \*\$40,000,000 or more in regional spending



## THANK YOU TO OUR 2024

\$4,000,000 or more  
Kirkland Foundation

\$50,000 to \$299,999  
Martha Callard  
Tennessee State Museum

\$30,000 to \$49,999  
TVA

\$20,000 to \$29,999  
Union City Coca Cola

\$10,000 to \$19,999  
ATA  
Tennessee Arts Commission  
Newell and Bettie Graham Foundation  
Magnolia Place Assisted Living  
Total Tech Solutions  
Elizabeth Taylor  
McDonald's Worthco LLC

\$5,000-\$9,999  
First Choice Farm and Lawn  
Leaders Credit Union  
Pediatric Place

\$3,000 to \$4,999  
Brenda and Bob Cartwright  
Discovery Partners  
Elaine and David Ring  
UTM Chancellor's Office

\$2,500 to \$2,999  
Aloha Pools and Spas  
Blue Bank Resort  
Blue Steel Tool, Inc.  
City Lumber Company  
Conley and Conley Law Firm  
Dixie Gun Works  
Cathy and Dr. Nick Dunagan  
Ali and Brian Fowler  
Holiday Inn Express  
Jackson National Life  
Rhonda and Mike Rinker  
Selle and Tim Shanks  
The Citizens Bank  
UTM Advancement Services  
University of Tennessee Foundation  
Walmart Union City  
Vicki Wilkinson

\$1,000 to \$2,499  
Allen Searcy Building Contractor  
Ben E. Keith Company  
Amy Bondurant and Dave Dunn  
Bramlett Group  
Emily and Clay Billingsley  
Paula and Randy Chapman  
Michelle and Al Creswell  
John Drerup

Diana Frankum  
Connie and Lee Fry  
Ford Construction Company  
Nancy and Dr. Michael Hinds  
Homestead Timber Frames  
Imagine Exhibitions  
Ann and Clint Joiner  
Carol and Dr. Ron Kirkland  
Leatherwood, Inc.  
Lindsay and Todd Theobald  
Memphis Convention and Visitors Bureau  
Carolyn Taylor  
Cindy and Portis Tanner  
Amanda and Colton Rinker  
Paula and Larry Snider  
Solid Light  
Tech Plus Inc.  
The Color Shop  
Union City Energy Authority  
Wade Acres  
Westan Insurance Group

\$500 to \$999  
Allstate Insurance Company  
Judy and Wayne Barker  
Buddy's Wrecker Service  
Jenna and Jim Glasgow  
Vickie McConnell  
EJ Pollard  
Carolyn and Allen Searcy  
Kim and Will Wade  
Juli and Roger Williams

\$200 to \$499  
Suzanne and Charles A.  
Janie and Roger Alexander  
Anita Kay and Bob Arnold  
Kathy and Johnny Bae  
Donna and Perry Bar  
Nancy and Mike Biggs  
Cathy and John Bue  
Beth and Woody Bue  
Howard Carman  
Wanda and LiGen.  
Jay Cooley  
Stan Dunagan  
Val and Jimmy Ex  
Kathy and Doug  
Bettie Graham  
Neil and Jacky  
Jane Huffstetter  
Betty Jones  
Tracey and Joe  
Alice and Carl  
Larry Mink  
Tara and Jay  
Jana and Dave  
Carol Len P  
Anita Roy  
Regina and  
LeEllen and



# Mail Campaign



Dear Jack,

We have another exciting year planned at Discovery Park of America in Union City, Tennessee. "Real Bodies: The Exhibition" will be on display from May 10 to Sept. 1, 2025. This powerful exhibit showcases real, perfectly preserved human bodies and more than 200 anatomical specimens, with the goal of encouraging a deeper understanding of life. Attached, you'll find two complimentary tickets for you to use or share with friends or family.

We also have a whimsical exhibit of metal sculptures by Dave Dunn on display from Feb. 28 to Sept. 7 in our Southern Artist Showcase. Opening Sept. 2 is a new permanent photography exhibit highlighting the work of early regional photographers Verne and Nonie Sabin. I've included a copy of our 2024 annual impact report so you can discover more about Discovery Park's mission and our accomplishments last year.

Please don't hesitate to ask for me at the ticket counter when you're next able to visit so I can welcome you in person.

With sincere gratitude,

*Scott Williams*  
Scott Williams  
President and CEO

"Discovery Park of America should enhance education for children as well as adults and do it in an entertaining way. I hope it will be a destination that people will visit again and again and walk away each time with an expectation for continued innovation."  
—Robert Kirkland,  
Founder of Discovery Park of America



## 2024 IMPACT REPORT



## 2025 CALENDAR OF MAJOR EVENTS

### January

1-31 Free general admission all month for children 17 and younger  
Sponsored by Memphis Area  
Sevens League

20 King Day  
Sponsored by Jerry Ward Studios

### February

28 Southern Artist Showcase featuring  
David Dunn  
Sponsored by Discovery Park

### March

8 Discovery Awards Gala  
14-15 Military Past, Present and Future  
Expo  
Sponsored by State Council and North City Civic Club

18 National Ag Day  
Sponsored by National Ag Students

### April

17 Singer-Songwriter featuring  
Phillip Coleman and Friends  
26 Inaugural Members Only Plant Sale

### May

9-11 Scout Weekend  
10 Cardboard Boat Regatta  
Real Bodies: The Exhibition  
May 10 - Sept. 1, 2025  
Sponsored by Lashley Creek Union

16 Rhythm on the Rails Summer  
Concert Series  
May 16 - June 27, 2025  
Sponsored by The  
Discovery

### July

4-5 Independence Day  
Weekend Celebration  
Sponsored by Discovery

### August

1-2 Antique Tractor Show  
Sponsored by First Church Farm and Lawn

### September

2 Verne and Nonie Sabin Photo Exhibit  
Sponsored by Sabin to the Railroad Home

6 9/11 Stair Climb  
13 Discovery Dash  
Pediatric Day  
Sponsored by Children's Place of Union City and  
Buckner Veterans Hospital Union City

19-20 Native American Educational  
Weekend  
Sponsored by Veterans in Service: Speed Project

25 Dueling Pianos: Annual  
Kirkland Scholarship Fundraiser

### October

1-31 Pumpkin Village  
Sponsored by 404

17-19 David Crockett Homestead  
and Heritage Festival

### November

14





# Robert E. And Jenny D. Kirkland Discovery









DISCOVERY PARK  
OF AMERICA

250,000+  
visitors from  
around the world

Discovery  
Park is aptly  
named.  
So much to  
do and discover.

—Severy



I bring a large  
group of fourth  
graders there  
every year and  
can honestly  
say it's life  
changing.

—Mark



My internship  
there helped  
me decide to  
major in  
education.

—Molly

Visitors to Discovery  
Park responsible for  
\*\$40,000,000 or more  
in regional spending

\*2023 Economic Impact Study

50,000  
visitors 17  
and younger



15

major events that  
were educational  
and entertaining



Always a  
wonderful  
and fun  
learning  
experience!!!

—Fardeen



I would rate this  
park a 10.

—Cheri



Went there only  
planning to stay  
one day.  
WE STAYED TWO!  
Just amazing.



10,000

students visit FREE thanks to The Robert E. and  
Kirkland Scholarship Fund

IES

2025

Sponsored by:

LEADERS  
CREDIT UNION

PARK  
A



# Engage with Partners



Tennessee Hospitality  
& Tourism Association

Advocate • Communicate • Educate



# Step Four: Measure and Tweak



# **Step Four: Measure and Tweak**

**2019 Rev: \$6,500,000**

**2025 Proj. Rev: \$8,700,000**



# Step Four: Measure and Tweak





# **Get your community to see the value your organization provides by:**

- Figuring out what the perception is**
- Figuring out what the perception should be**
- Figuring out and implementing strategies and tactics**
- Measure and tweak**

**Scott Williams**

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