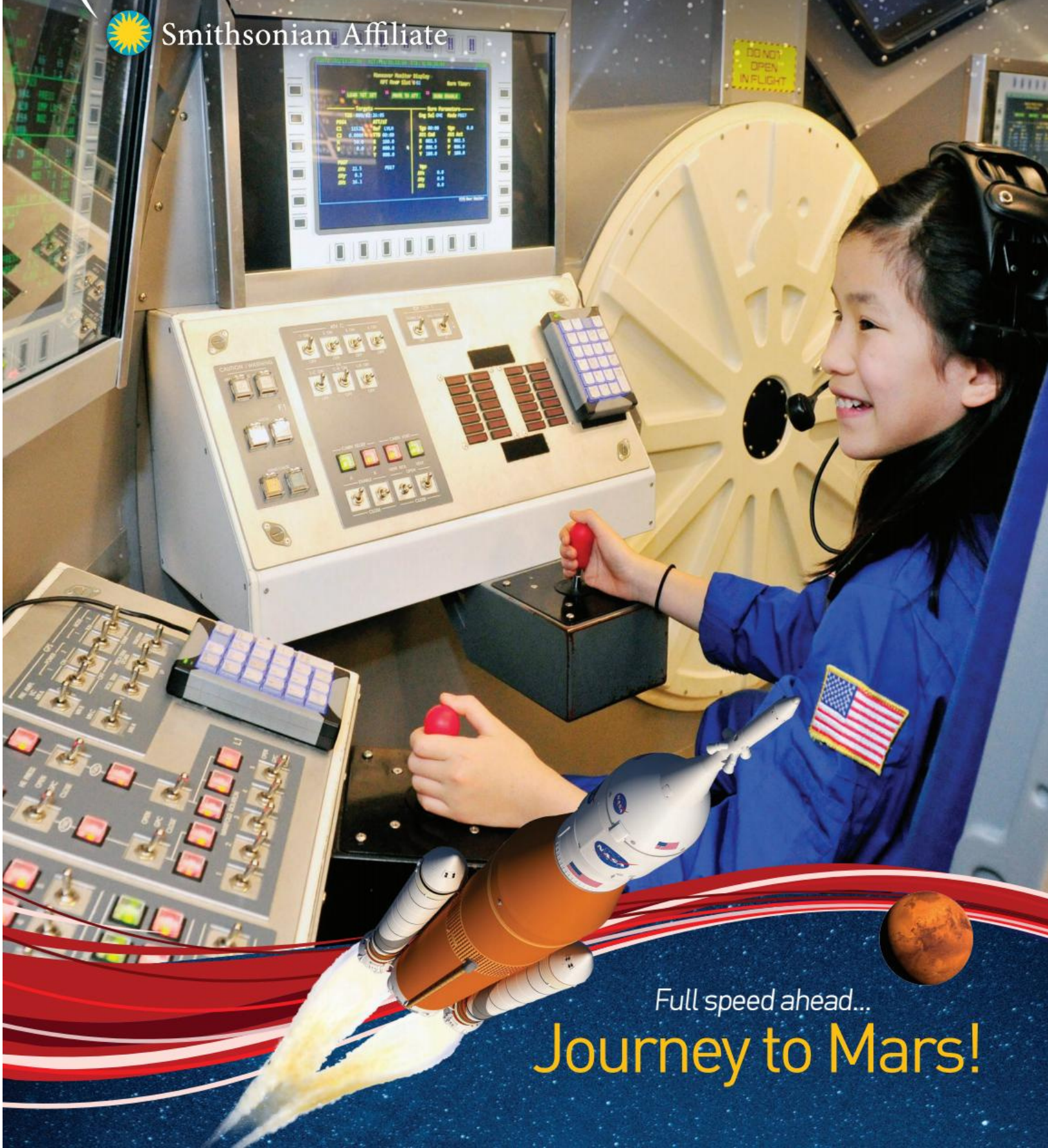




## 2016 Annual Report



Full speed ahead...

# Journey to Mars!



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On the cover:

The U.S. Space & Rocket Center's newest exhibit, "ISS: Science on Orbit."



Space Camp Alumna Dr. Kate Rubins aboard the International Space Station.



The U.S. Space & Rocket Center is governed by an 18-member commission appointed by the Governor of Alabama. Shown from left to right are Joe Newberry, Roosevelt Lewis, Craig Naudain, Dr. Suzy Young, chairman, Rep. Howard Sanderford, Lisa Williams, John Nerger, Dr. Waymon Burke, vice chairman, Clinton Carter, Scott Hunter, Ed Bridges, Rey Almodovar, Tony Zane, Joe Fitzgerald. Not pictured are Dr. Phillip Cleveland, Dr. Dorothy Davidson, Homer Hickam and Lee Sentell.



# Inspiration: Station

NASA is taking its crucial first steps toward the Journey to Mars, and the Rocket Center is proudly showcasing the work of Marshall Space Flight Center. We are giving visitors and trainees an insider's look at the science – and the people – that make it all happen.

We are training them now for the upcoming space missions, too. Space Camp has shifted from the Space Shuttle to the missions of our future – manned Mars exploration on Orion and SLS, and commercial manned missions to the International Space Station and beyond. Science on Orbit, our NASA-funded exhibition of the payloads and systems of the International Space Station, lets them walk through space station modules, providing an authentic, contemporary view of NASA's work "Off the Earth for the Earth." As they depart Science on Orbit, visitors see our Space Camp trainees performing EVA activities on the most dramatic stage.

2015 also marks the year the Rocket Center began an ISS payload, Sally Ride EarthKAM @Space Camp. This NASA-funded Earth observation experiment gives students around the globe the chance to select and capture their own images of the Earth using equipment aboard the station. Sally Ride EarthKAM @ Space Camp expands our educational reach in unprecedented ways, and provides a global audience for our programs and mission.



Space Camp Academy students set up a communications array during their Mars mission.

Financially, the Rocket Center continues to operate on our own earned income, while investing in improvements to the guest experience and facilities necessary to continue the positive trends in both museum and education program attendance. This financial stability and fiscal prudence enable each and every gift and donation to have the maximum impact on the Rocket Center's mission and future.

The Rocket Center is poised to grow in this period of resurgent international interest in space science and human exploration. The contents of this report are just a fraction of the life-changing experiences that occur every day at the U.S. Space & Rocket Center and Space Camp. Whether you are a lifelong member, or you find yourself from time to time in the Rocket City, I hope that you join us on our mission to explore and inspire.

Warmest regards,

Dr. Deborah E. Barnhart  
Chief Executive Officer and Executive Director





**RECORD-BREAKING  
SPACE CAMP ATTENDANCE**

**+15%** Increase in  
Space Camp Revenue

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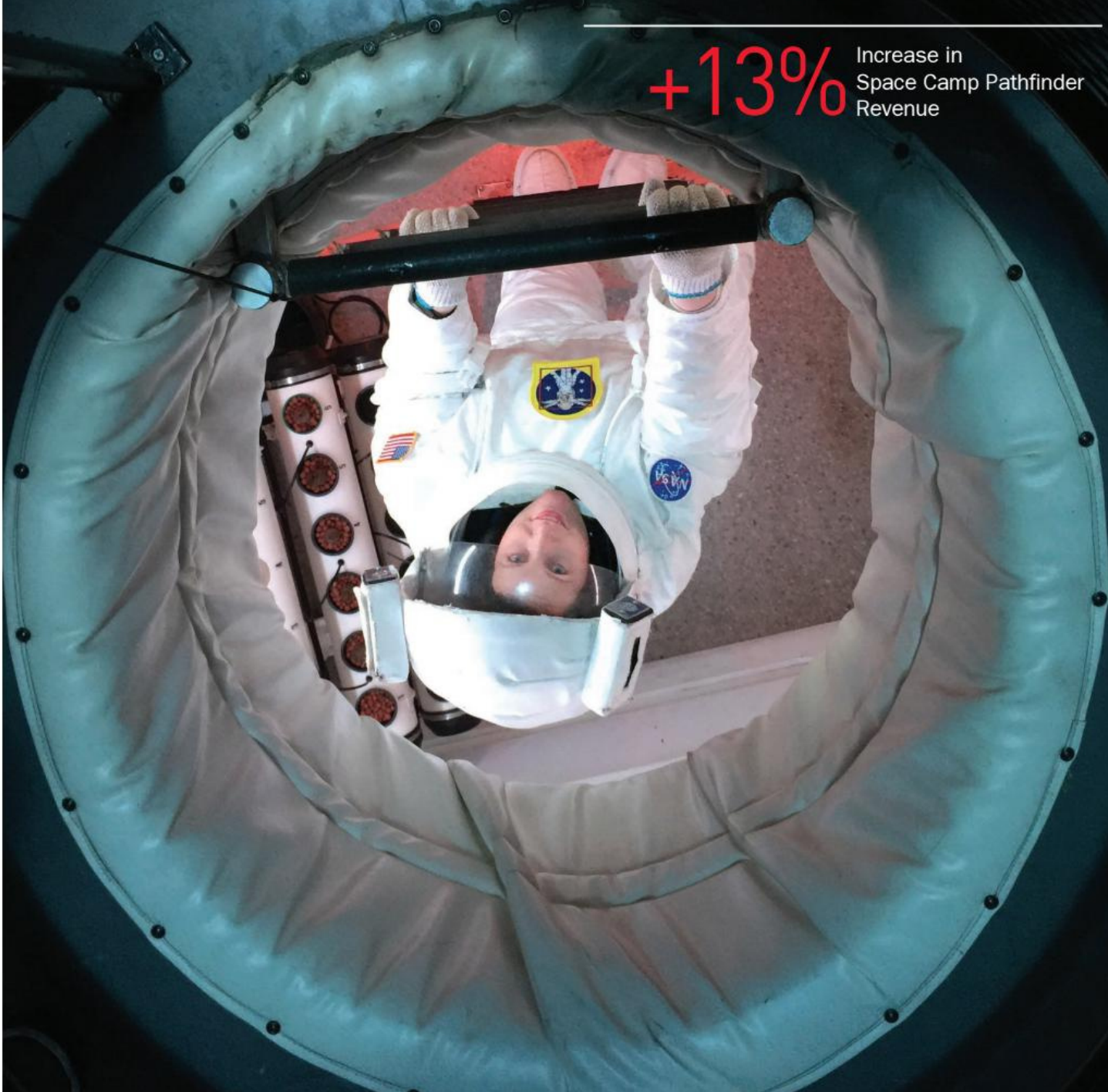
**+09%** Increase in  
Aviation Challenge  
Revenue

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**+48%** Increase in  
Space Camp Robotics  
Revenue

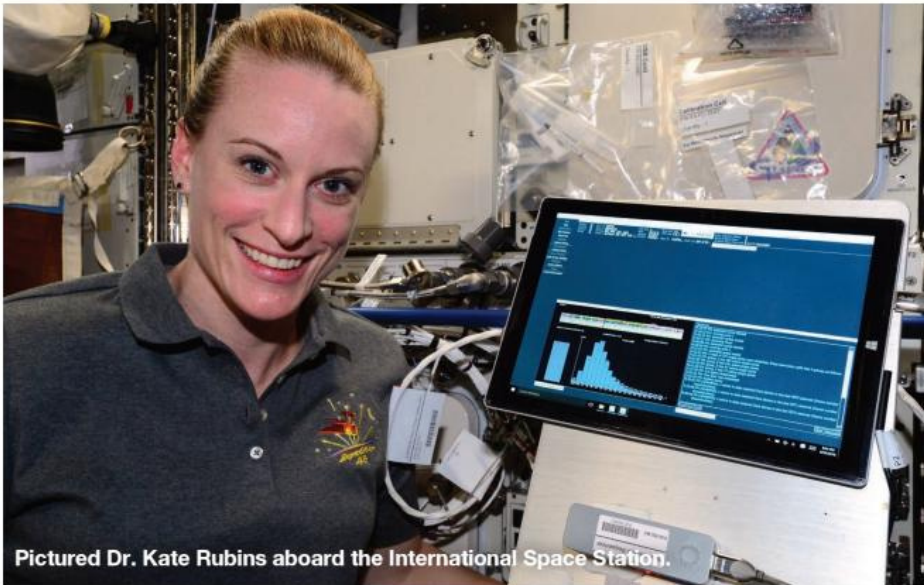
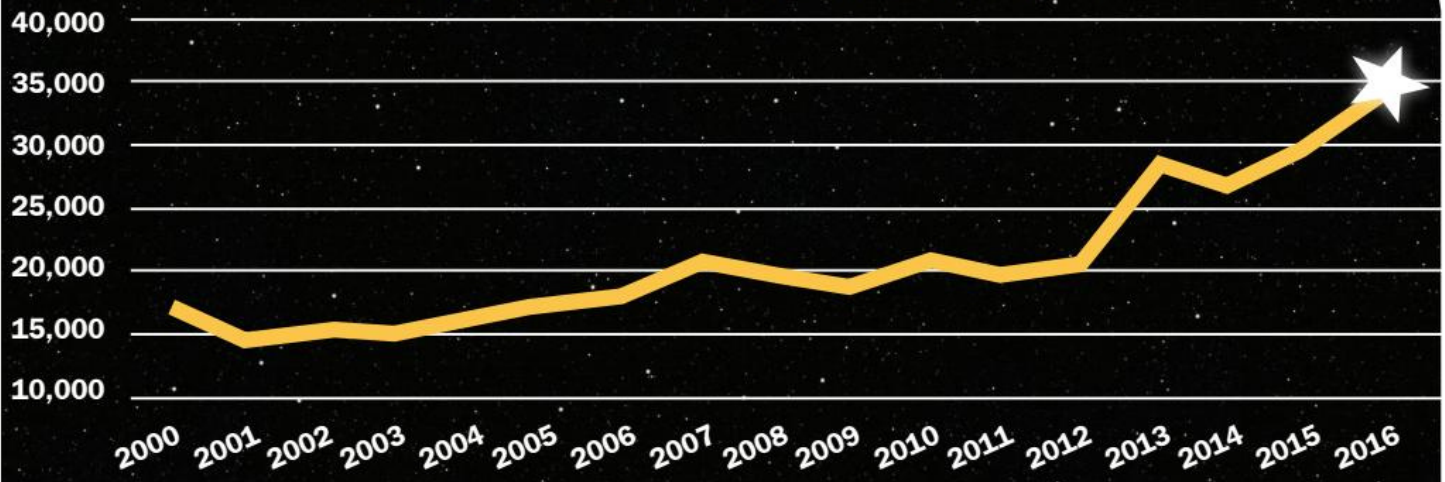
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**+13%** Increase in  
Space Camp Pathfinder  
Revenue





## Space Camp Attendance 2000-2016



Pictured Dr. Kate Rubins aboard the International Space Station.

## Kate In Space

Dr. Kate Rubins, a 1995 Space Camp graduate, became the third Space Camp alumna in space when she lifted off aboard a Russian Soyuz spacecraft July 6, 2016. During her 115 days in space, Kate, a microbiologist, became the first person to sequence DNA in space.



## Space Camp for Leading Students in Alabama

Thanks to funding from the Alabama legislature 127 middle-school students were able to attend the first year of this exciting new program.





# Space Camp® Highlights



SCIVIS had a record-breaking year of 211 students from 8 countries and 25 states.

**3,610** **27**  
Trainees Years



**2,068** **29**  
Trainees & Staff Years

## Custom Programs

Each year Space Camp welcomes students to programs for both the blind and visually impaired and those with hearing impairment. For SCIVIS, Space Camps for Visually Impaired Students, a team of volunteers equips Space Camp and Aviation Challenge activities with Braille, large-print type and magnification to allow students have a complete experience.

Sign language interpreters help students at Space Camp for the Deaf and Hard of Hearing through their activities, and special guests from NASA and local universities show them careers they can pursue.

## Custom Camps

U.S Space works with corporations and groups interested in leadership training and team building programs each year. 2016 was a busy year as many groups took place in Space Camp and Aviation Challenge activities.

### 2016 Custom Camps

Christy Garvin  
Team Phoenix  
UAB  
Alabama A&M ROTC  
AEXA  
Defense Acquisition University  
Honda  
Hexcel  
Redstone Federal  
Steelcase  
UAH OLLI  
Emerson Network Power  
NASA OLIA  
Omega  
Google Fiber

Fleet Feet  
Leadership Huntsville  
State Farm  
Airmed  
Jemison High  
UAH OLLI  
HealthSouth  
Boeing  
Health South  
PPG  
MOWW  
Green Power  
U.S. Army 117ARW  
Strong Bonds Unit  
JROTC







U.S. Teachers of the Year and teachers from 15 countries attended this year's International Space Camp.

## Educators at Space Camp

### STEMcon

In 2016, 93 teachers attended Space Academy for Educators on scholarships funded through a NASA grant. These STEMcon educators were from the Marshall Space Flight Center service area that includes Alabama, Arkansas, Iowa, Missouri and Tennessee.

### Alabama Teachers

For the second year, Alabama educators took part in an immersive program to prepare the state's next generation workforce for STEM careers. Ninety-two teachers registered for this program, which is made possible through funds from the Alabama Legislature.

### International Space Camp

Teachers of the Year from 46 states and American Samoa along with 15 countries attended this year's International Space Camp. The Council of Chief State School Officers coordinates bringing the educators to the National Teacher of the Year Program each year.

### Northrop Grumman

Since 2006 Northrop Grumman has sponsored a program that brings teachers and students to Space Camp. In 2016 80 students attended Space Academy and 48 teachers went to Space Academy for Educators.



Alabama teachers attended Space Academy for Educators for the second year on funds made available through the Alabama Legislature.

## Honeywell

Honeywell Hometown Solutions sponsors two important programs annually: Honeywell Educators @ Space Academy and Honeywell Leadership Challenge Academy. In 2016 200 teachers from 25 countries and 36 U.S. states and territories attended HESA and 320 students from 36 countries and 30 U.S. states and territories attended HLCA.

More than 4,000 students and educators from 55 countries and 52 U.S. states and territories have attended these scholarship programs.



Two Honeywell educators get ready for an EVA — extra vehicular activity — during HESA 2016.



# Hall of Fame/Alumni Weekend



Former U.S. Space & Rocket Center CEO Ed Buckbee, Dr. Deborah Barnhart and Miles O'Brein, the keynote speaker for the 2016 Space Camp Hall of Fame dinner and induction ceremony.



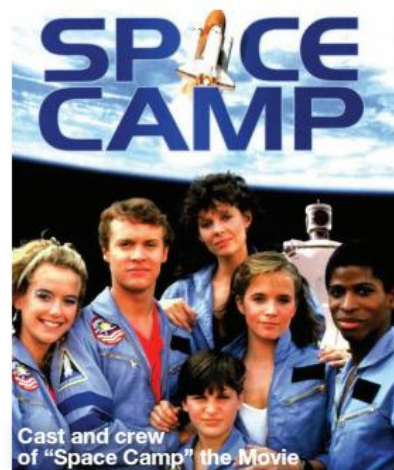
Jason Hopkins



Dr. Amy Kaminski



George Whitesides



Cast and crew of "Space Camp" the Movie

## Alumni Hall of Fame

For the ninth year the U.S. Space & Rocket Center recognized outstanding alumni and Space Camp supporters with induction to the Space Camp Hall of Fame. The 2016 honorees were: Jason Hopkins, former NASA Fellow and aerospace engineer at Masten Space Systems; Dr. Amy Kaminski, senior policy advisor to NASA's chief scientist; George Whitesides, CEO of Virgin Galactic and the Spaceship Company; and the cast and crew of the movie "Space Camp."



Harry Winer, left, director of "Space Camp," and Larry B. Scott, one of the stars of the movie, along with producer Patrick Bailey were on hand to accept the induction into the Space Camp Hall of Fame.



## T-Minus Beer

For 2016 Space Camp SummerFest, the U.S. Space & Rocket Center partnered with Yellowhammer Brewing, to create a Tang-inspired Tangerine Kolsch. The beer proved to be so popular that Yellowhammer is going to produce it year round, with a portion of the proceeds going to the Space Camp General Scholarship Fund.



## Alumni Concert in Shuttle Park



In honor of the 30th anniversary of the release of the movie "Space Camp," the 2016 Summerfest concert had a throwback theme. The "Totally 80s Concert in Shuttle Park" featured headliners Eddie Money and Mickey Thomas of Starship. Also on the bill for the rocking evening under the Pathfinder shuttle were Yacht Rock Review; Jeff Carlisi, formerly of .38 Special; Robbie Dupree; and Bill Champlin.



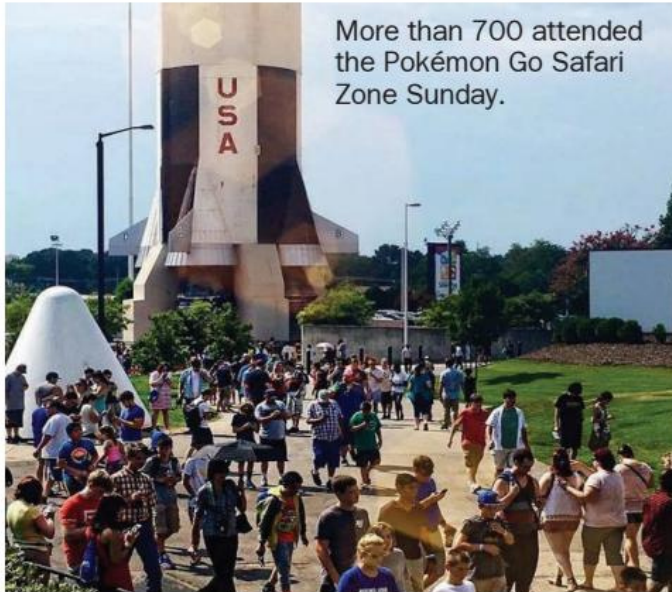
# Rocket Center Highlights

## Museum Operations Overview

↑20% Ticket Per Capita

↑21% Memberships

↑13% Merchandise



**#1** Tourist Attraction  
+657,500 Guests

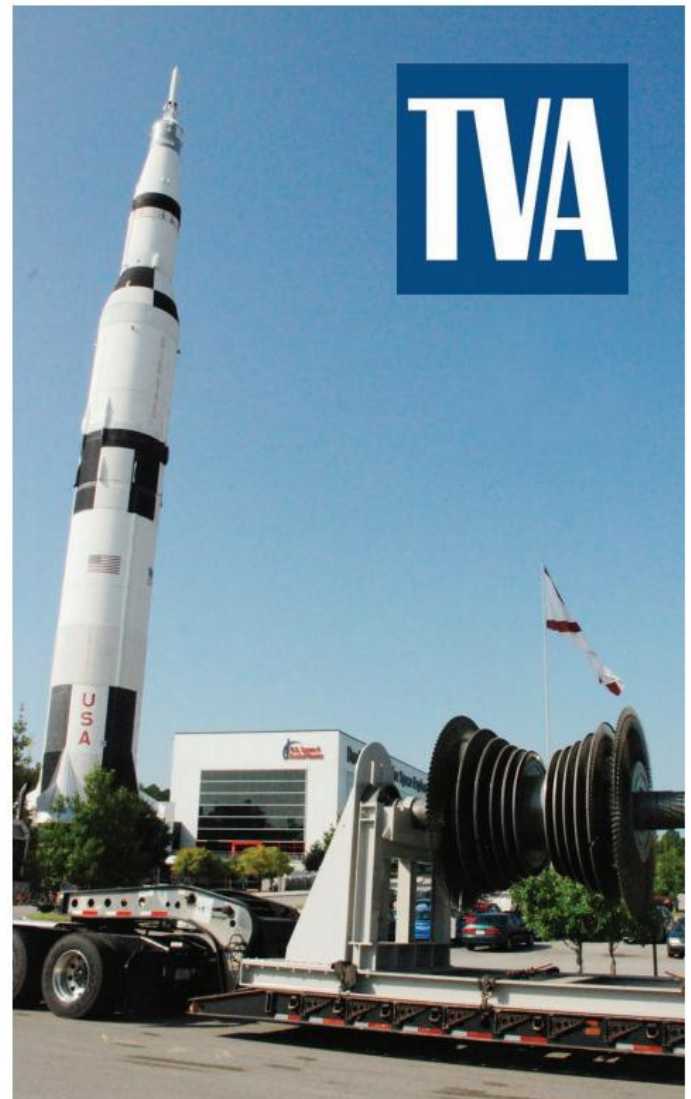
Alabama Tourism Department named the U.S. Space & Rocket Center the state's most visited again.



### TVA

The U.S. Space & Rocket Center is now an Official Visitor Information Center for the Tennessee Valley Authority, energizing a bright future for the Rocket Center's energy exhibition plans. With the signing of an official Memorandum of Agreement in January 2016, the official partnership kicked off with the presentation of \$50,000 from TVA toward the cornerstone of a new TVA exhibit, which will be anchored by a 75,000 ton rotor from one of TVA's coal-fired power plants.

This partnership spans several of the Rocket Center's education and infrastructure projects, everything from Robotics Camp to the new McDonald Creek Greenway has been implicated in possibilities for cooperation between the organizations. The U.S. Space & Rocket Center welcomes TVA employees and their families into the Rocket Center and Space Camp families.







IndyCar Alexander Rossi takes a selfie with Space Camp students after giving a talk along with fellow driver Conor Daly.

## VIP Visitor list

- Warren Lichtenstein, Chairman of the Board Aerojet
- Jeff Thornburg Sr., Senior Director of Propulsion SpaceX
- Dr. Dava Newman, Associate Administrator, NASA
- Astronaut Mike Massimino
- Dr. Mike McGinnis, Executive Director, Strategic Air & Space Museum
- Poarch Creek Indian Tribe
- Jay Williams, Assistant Secretary U.S. Dept. Commerce
- China Space Foundation
- Austrian Ministry of Defense
- Royal Thai Army
- Jimmy Wales, Wikipedia founder
- Astronaut Kjell Lindgren
- Akio Toyoda & Nobuyori Kodaira, Executive VP, Toyota Hdg
- Office of Legislative Affairs (OLIA)
- Threat Defense Agency
- DAIKIN America
- Colin Baker, the 6th Dr. Who
- Corey Smith, country music singer
- Barry Goldwater Jr. & family
- Dr. Margrit von Braun & Peter von Braun
- Jim McMahon, Member of Parliament, United Kingdom
- Hollyanne Milley, wife of General Mark Milley, Chief of Staff of the U.S. Army
- Billy Bob Thornton, actor
- IndyCar drivers Alexander Rossi & Conor Daly



J.D. Andrew and Billy Bob Thornton of the Boxmasters band visit the Rocket Center before a performance at Merrimack.



Dr. Owen Garriott and Richard Garriott pose with their spacesuits. The two are the only father and son who have flown in space.



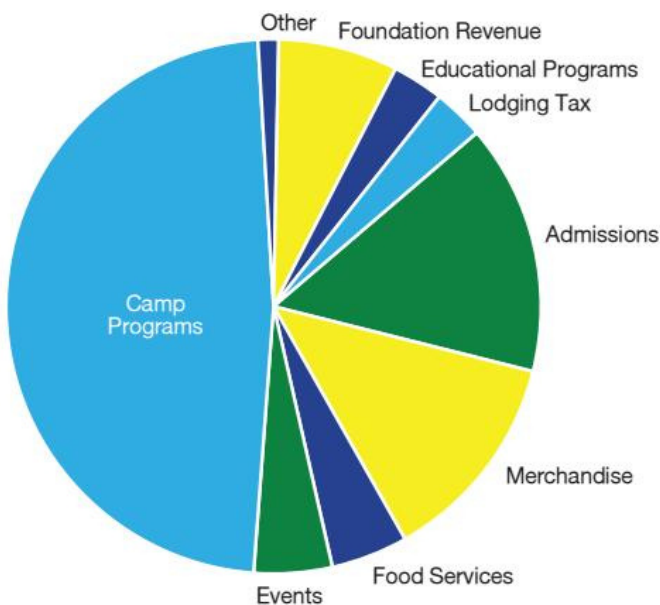
# Financials

## Record Year

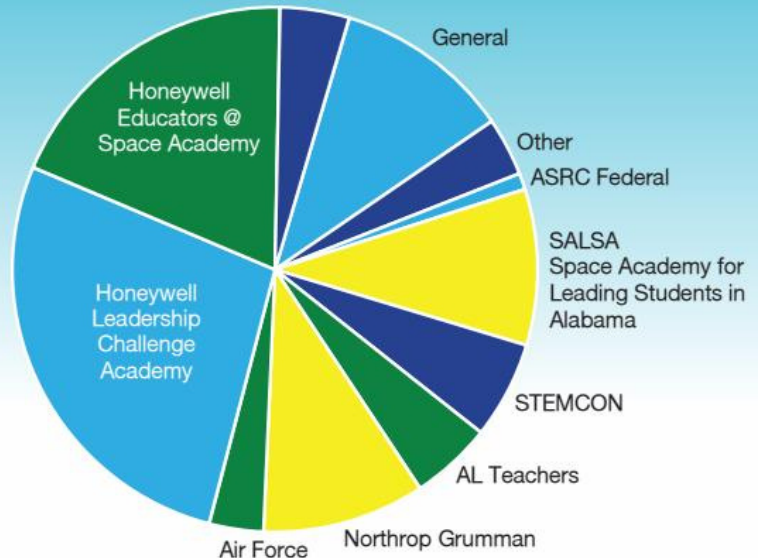
The USSRC continues to maintain operational equilibrium, enabling us to make critical upgrades to the facility and improve the guest experience with new exhibits and programming. The financial stability the Rocket Center has achieved positions us to keep growing along with the post-shuttle resurgence of NASA and the successes in commercial space flight.

In addition to the strength in our core business, part of the Rocket Center's success comes from the performance of a diversified revenue stream that includes international traveling exhibits, Space Camp licensees, special events and catering, merchandise sales and custom camps.

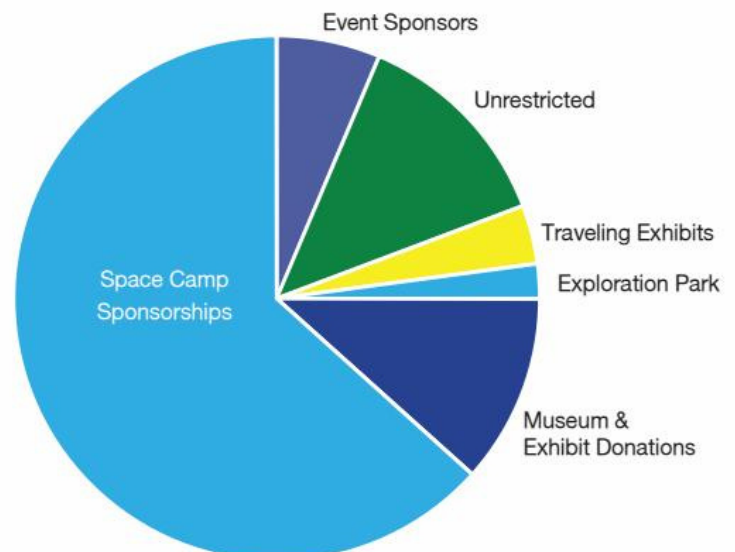
Center Revenue: \$32.9 million



More than \$1.48 million in scholarships awarded to 1,394 teachers and students



Foundation Revenue: \$2,332,979



Each year, the U.S. Space & Rocket Center Foundation receives proceeds from the revenue from the sale of "Save the Saturn V" specialty license plate tags. In 2016, the Center received \$126,053 from the sale of the tags.





100%

State property audit  
of 100 percent  
accuracy – 9  
consecutive years



FY2016

State Appropriation

\$850,000

Education  
Trust Fund

These funds are committed to the following programs:

#### Alabama Teachers to Space Academy

Provides a scholarship for a teacher from every school district in Alabama to attend Space Academy for Educators.

#### Space Academy for Leading Students in Alabama

Provides a scholarship for a male and female student from every state legislative district in Alabama.

#### Space Camp for Alabama Classrooms

For groups of students 12 or more, Space Camp weeklong programs are half-price (\$499).

\$1,099,000

Lodging Tax  
Receipts

The U.S. Space & Rocket Center receives funds from a 1% tax levied on lodging in Madison County.

More than 50% of the Center's estimated \$84M economic impact in the Huntsville area is generated from out-of-state visitors.

\$50,000

Madison County  
Legislative Delegation  
(TVA Exhibit)

\$75,000

City of  
Huntsville

\$7,500

City of  
Madison





# Your Support Matters

The U.S. Space & Rocket Education Foundation is a 501(c)(3) organization raising funds and awareness to support events, programs, facilities and overall growth of the U.S. Space & Rocket Center and Space Camp. Gifts to the foundation provide for new exhibits; capital improvements; artifact restoration; Space Camp, Aviation Challenge and Space Camp Robotics scholarships; field trips and educational events.



**Orbital ATK**

**BOEING**

**Honeywell**

**PPG Aerospace**

**TELEDYNE BROWN ENGINEERING, INC.**  
A Teledyne Technologies Company

**SAIC**  
Redefining Ingenuity™

**NORTHROP GRUMMAN**

**SNC** REPAIR CORPORATION  
**Space Systems**

**Raytheon**

**SPACEX**

S3 made a generous donation to help restore the Rocket Center's Lockheed A-12 Oxcart. Jan Smith, CEO of S3, Inc., presented a check for \$230,000 to the U.S. Space & Rocket Center Education Foundation on March 16, 2016. The reconnaissance aircraft will be mounted in a flight position, creating a dramatic exhibit and photo opportunity. Goodwin Mills Caewood has the architectural and engineering design.



Pictured left to right Foundation board member Dan Montgomery, Jan Smith, S<sup>3</sup>, Dr. Deborah Barnhart, Donor Relations Manager Stephanie Vickers and ASSEC Chairman Dr. Suzy Young.

AEgis Technologies recently gifted software and hardware to expand real-world, real-time drone experiences for Robotics Camp trainees. "The use of drones and robots is growing exponentially in many industries for numerous different applications, making it even more critical that our future astronauts, scientists, engineers and teachers understand this growing technology and applications," said Steve Hill, chief executive and president of AEgis.



Pictured left to right right, Space Camp Robotics Director Anthony Greer, Tony Dixon, Charlie Douglas and Steve Hill, AEgis Technologies, and Aviation Challenge Director Quineth Moon

## MEMORIAL AND HONOR GIFTS

A gift to the U.S. Space & Rocket Center Education Foundation is a thoughtful way to honor the memory of a loved one. A tribute gift is also a meaningful way to salute an individual or celebrate a special occasion. Tribute gifts may support a variety of programs at the Rocket Center such as artifact care and restoration, Space Camp scholarships, capital project funds are among options.

*"When Josh was alive, he had really wanted to set up a similar scholarship program to send special needs kids to space camp. He had started the process but died before he was able to implement it, which is why we wanted to move forward with it in his memory," said Adam Small, whose family set up the Josh Small Space Camp Scholarship Fund.*





**Jan Smith**  
Chair



**Ben Chandler**  
Vice Chair



**Jeff Samz**  
Secretary/Treasurer



**Ed Buckbee**



**Dr. Waymon Burke**



**Tom Butler**



**Dr. Patti Dare**



**Dr. Dorothy Davidson**



**Homer Hickam**



**Dan Montgomery**



**Sen. Arthur Orr**



**Patrick Scheuermann**



**Sasha Sealy**

#### **PARTNERS IN OUR FUTURE - MARS FLYERS**

Honeywell Hometown Solutions \$823,046  
Northrop Grumman Foundation \$ 286,970  
Russell A. Lagasse Trust \$250,000  
System Studies & Simulation, Inc. \$130,000  
State of Alabama - Specialty Tag 126,053  
Additional donor categories:

#### **APOLLO \$50,000 to \$99,999**

Jesse F. Bennett Charitable Foundation  
City of Huntsville  
Tennessee Valley Authority  
Madison County Legislative Delegation  
Madison County Commission

#### **GEMINI \$20,000 and >**

Chambers Bottling Company LLC  
Aegis Technologies  
ASMDA

#### **Orbital ATK**

Joyce Neighbors  
Boeing

#### **MERCURY \$5000 and >**

Jacobs Engineering  
National Space Club  
Toyota Motor Manufacturing AL  
U. S. Department of State - Morocco and  
Algeria posts  
Barbara Small  
Jean Wessel Templeton  
PPG Industries Foundation  
ASRC Federal  
Birmingham Airport Authority  
Teledyne Brown Engineering  
INSPIRE  
Ben Chandler  
The Benevity Community  
Delta Gamma Foundation  
Linda Smith  
Donna White  
City of Madison  
Dept. of Public Instruction  
Limestone County Legislative Delegation  
MATHCOUNTS  
Dorothy Davidson  
SAIC  
GEOCENT LLC  
Sheila Lindley  
UAH Office of Alumni Relations  
Keith Massey  
Lockheed Martin  
Target Corporation  
Corporate Office Properties LP  
**REDSTONE \$2500 and >**  
ADAA  
Redstone Federal Credit Union  
Swatch Group  
AT&T  
Adalberto Carreon Jr.  
Huntsville Utilities  
Joel Marcus  
John Ramsey

#### **FRIENDS OF THE CENTER**

Int'l Star Trek Fan Association  
Shelley McGuire  
Sanmina  
Andrew Silvestri  
Darrel Massey  
Jan Nell Bryant  
Baron Services  
Mechanisms Education Association  
Dr. Deborah E. Barnhart  
Anderson Hotels  
Ryan Brukardt  
Strategic Defense Solutions  
Accurate Machine and Tool  
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Cyient, Inc.  
NASA/MSFC Retirees  
Ellen Adler Demsky  
Honeywell International Charity Matching  
Angel & Cynthia Almodovar  
Richard Green  
NDIA Tennessee Valley  
Stephanie Kayden  
Don Thomas  
Sasha Sealy  
Arcata  
Aerojet Rocketdyne Foundation  
Andrea Hanson  
Premiere Dental  
Barrios  
Frank Caprio  
Deborah Anderson  
Semper Fi Community Task Force  
GFWC du Midi Woman's Club  
Genex Systems, Inc  
H. Doug Johnson  
Ann Close  
Cynthia Brown  
Catherine Donnelly  
Daniel Wilson  
Linda Olson  
UAH  
AI Signal Research, Inc.  
William H. Stender Jr.  
Mary Ann Kaiser  
MartinFederal Consulting, LLC  
Bank of America Charitable Foundation  
**[\$1000 BREAK]**  
Michelle Ham  
State Teachers of the Year 2016  
Virginia (Suzy) Young  
Brian Bellomy  
Mr. and Mrs. David Barnhart  
Floyd County Schools  
DonorsChoose  
Whitfield County Schools  
Air Force Association  
Meredith Motsinger  
Michelle Christensen  
Network for Good  
Bill Carswell

KB Fuschetto  
Museum Tour, Inc.  
Catherine Howard  
Lisa Cochran-Neilan  
Teddy Thomas  
Andrew Partynski  
Tony Tripeny  
Joy B. Lingle  
Energy Huntsville  
Goldner Construction  
Pamela Appleby  
Rotary Club of Dalton  
William Chandler  
Louis Ramirez  
Claire Nasuti  
Rebecca Sparks  
Stacy Shannon  
Elizabeth Driscoll  
Julie Wokaty-Kozma  
NASA Exchage  
Lara Warren  
The GE Foundation  
John Atkins  
Jane Mattoon  
David Thomas  
Capri Theatre  
Stemlock, Inc.  
MSB Analytics Inc.  
Rodd Perry  
Frederick Lanier  
Bryan McKay  
Tamara Jenkins  
Eric Tilenius  
Elena Syurina  
Woody Anderson Ford  
Brian Kirkland  
Amelie von Koczian  
Janet Green  
Rufus Edmisten  
Fred Benjamin  
Cynthia Morgan  
Sean Squire  
Julia Warren-Ulanch  
Connie Chaklos  
PayPal Giving Fund  
Hannah Ridge  
John Stewart  
Jeffrey Richardson  
Teresa Bullock  
Ann Brady  
William Skinner  
Randal Lycans  
Allen Evans  
Rob Troy  
Mark Andrews

Robert Humphrey  
Stephanie Roach  
Robert Johnson  
Aerospace Testing Alliance  
Catherine Hepinstall  
James Cain  
Deborah Baugh  
Carl Schramm  
Douglas Brandt  
Joseph Acaba  
Margaret MacDonald  
CFC Research Corporation  
Patricia Small  
Kilpatrick Townsend & Stockton LLP  
Heather Nelson  
Joann Reeder  
Stephen Barnes  
Carol Vassey  
Steve Newton  
Steven Pearson  
Anne Bell  
Kristina Wang  
Sara Lane  
Ngan Nguyen  
Heather Stevenson  
Matthew Rasmussen  
Scott Young  
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Laurie Parres  
Curtis DeJarnatte  
Erika Wagner  
Kelly Greenlee  
Van Eure  
Shirley Quayle  
Linda Walmsley  
Simone Benyacar  
Gertrude Revelle  
Betty Sue Hussey  
Hoyt Tessener  
Marva Babb  
Kathryn Mullins



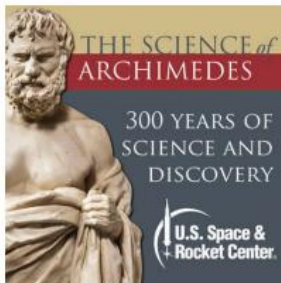


# Special Exhibits

The Center enhances its permanent collection with exhibits that change during the year.



**Celestial Dreams** - The U.S. Space and Rocket Center's worked with Huntsville jewelry designer Kathy Chan to develop this exhibit of her space- and nature-inspired jewelry. "Celestial Dreams, the Art of Space Jewelry" showcases Chan's genuine awe of the cosmos and the Earth through her use of precious gems, minerals and metals.



**Archimedes** - The Rocket Center was the location for the world premiere of "The Science of Archimedes." Created by the Artisans of Florence, the exhibit includes more than 140 items and dozens of models that illustrate the genius of the man considered to be the "Father of Modern Science."



**SmartPlay** - "Summer Smart Play" created a fun-filled space for all ages as the Rocket Center displayed recently acquired exhibits from Sci-Quest, Hands-On Science Center. The 19 exhibits that made up "Summer Smart Play" are part of what will become an expanded children's science and engineering gallery set to open January 2018.





# Global Connections

## TRAVELING EXHIBITS

The Center's "Gateway to Space" exhibit spent 2016 traveling the globe to give visitors a representation of the Huntsville campus' vast collection of space hardware and history. Stops in 2016 included Brussels, Belgium, Budapest, Hungary, and Johannesburg, South Africa.

The Center is also a part of the globetrotting "NASA: A Human Adventure," which entertained guests in XXXXXXXXXXXXXXXX.



Photo credit Nathan Williams.



70 Teams

18 States & Puerto Rico

5 Foreign Countries

**NASA Human Exploration Rover Challenge**  
High School Division - First Place: Rafaelina E. Lebron Flores of Patillas, Puerto Rico

University Division - First Place: Purdue University Calumet



9 University Teams

\$50,000 Prize

**Mars Ascent Vehicle Challenge Prize**  
University Division - First Place: North Carolina State University



# Museum Events



## +5,000

Each year, the Rocket Center offers free admission during Smithsonian's Museum Day Live! In 2016 more than 5,000 people attended.



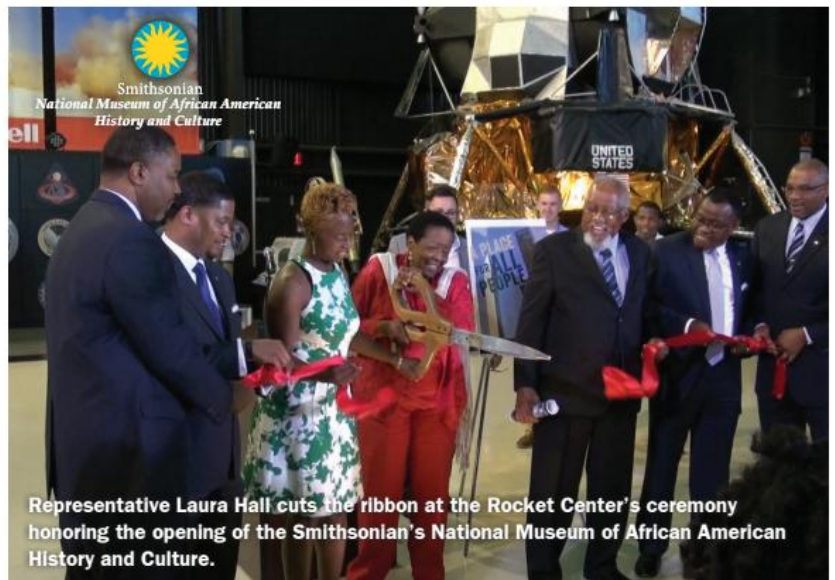
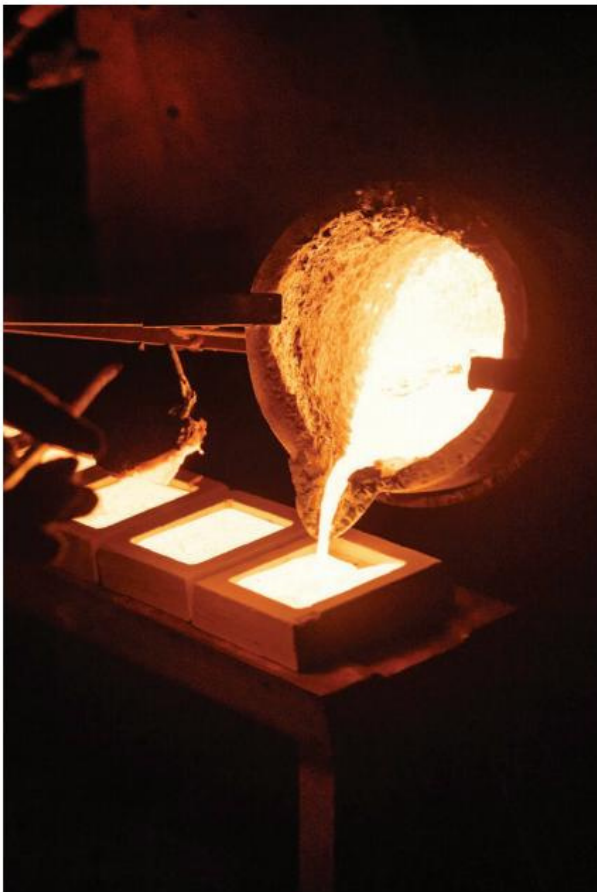
### Mars Masquerade

For the first time the Rocket Center hosted a New Year's Eve event, giving guests the opportunity to ring in the new year under the Saturn V Moon Rocket.



### Pour Your Heart Out

For the second sold-out year, guests celebrated Valentine's Day at the Rocket Center's Pour Your Heart Out event.



Representative Laura Hall cuts the ribbon at the Rocket Center's ceremony honoring the opening of the Smithsonian's National Museum of African American History and Culture.





IMAX®

19% Attendance

5% Concessions

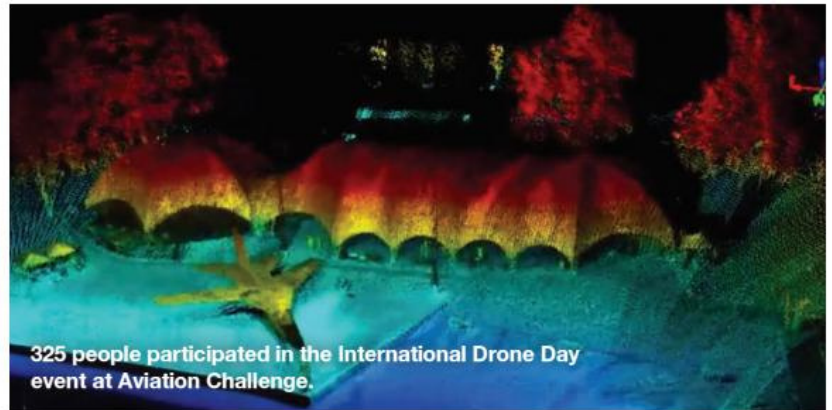
13% of total movie attendance  
Star Wars: The Force Awakens



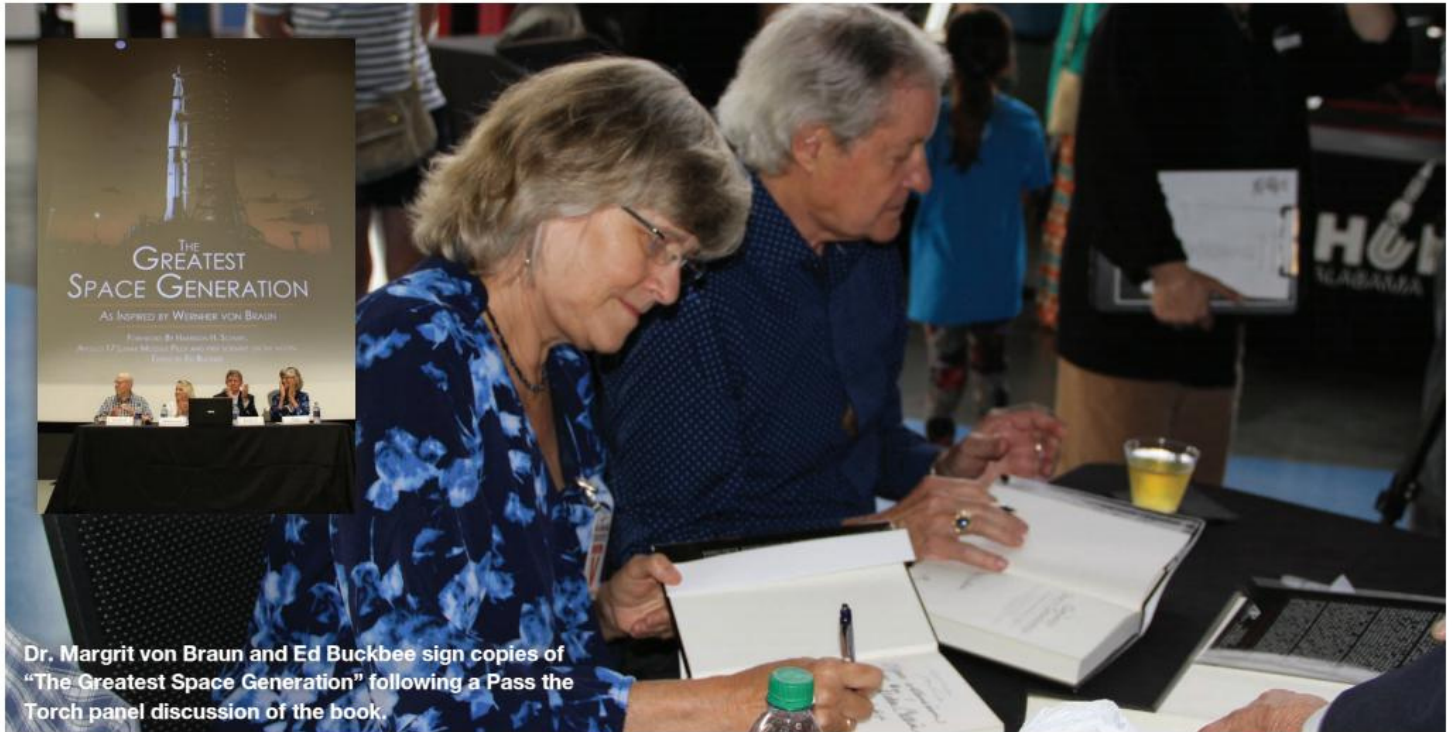


# Education Programs

2016 was a pivotal year for the education programs at the Rocket Center and Space Camp. The education team is laying the path for the future with curricula that focuses on Mars, pilotless flight and the integration of human and robotic technology.



325 people participated in the International Drone Day event at Aviation Challenge.



Dr. Margrit von Braun and Ed Buckbee sign copies of "The Greatest Space Generation" following a Pass the Torch panel discussion of the book.

## PASS THE TORCH



Dr. Tyson Littenberg, "The Dawn of Gravitational Wave Astronomy."

Jean Wessel Templeton and Linda J. Smith have generously sponsored the Pass the Torch speaker series at the U.S. Space & Rocket Center since 2011.

### Presenters

**"The Greatest Space Generation"**, author panel

**Dr. John Morse, CEO of BoldlyGo Institute,**  
"NewSpace Science"

**Dr. Tyson Bailey Littenberg,**  
astronomer, "The Dawn of Gravitational Wave Astronomy."



# Rocket Center Dining



**Mars Grill-** In 2016, the Rocket Center made major renovations to Mars Grill to improve the public's dining experience. A new ordering process moves customers more quickly through the grill as they choose from an array of fresh-food options. Along with an extensive salad bar, Mars Grill now offers a build-your-own burrito bar and daily specials. A grab-and-go section provides guests with food service option any time the Center is open. The redesign of Mars Grill "fulfills Dr. Barnhart's dream of providing a quality dining experience for the customer in a cost-effective way," said Executive Chef Clementine deRoode.



## Biergarten

STEIN & DINE



# 33

Weeks of Friends,  
Authentic German Food  
and Beer and Local Brews

# +19,800

Number  
of Guests

# +\$17,300

Donations  
to Charities



# Media Events



The Weather Channel's Kait Parker visited the Rocket Center for a Facebook Live stream.



Central China Television featured Space Camp in a news broadcast.



## As Seen on TV



The U.S. Space & Rocket Center was Mission Control for the second season of the space-themed, animated series, "Space Racers." The Rocket Center developed educational and professional development material for the series, which is financed through a cooperative agreement with NASA.



# Print & Social Media



## Social Media Moments







# Sally Ride EarthKAM @ Space Camp



1,631 Schools

24,716 Images

101,306 Students

81 Countries

This photo of Northwest Australia was taken from the Sally Ride EarthKAM @ Space Camp camera aboard the International Space Station in November 2015.