

COMMUNITY IMPACT

Key Social and Economic Benefits Created by
the Non-Profit Tennessee Aquarium





Nurturing a Stronger Community

Since opening its doors in 1992, the Tennessee Aquarium has played a crucial role in Chattanooga's economic development efforts and has become a nationally acclaimed attraction. Our mission—to inspire wonder, appreciation and protection of water and all life that it sustains—has reached more than 21 million people over the years. A recent analysis by the University of Tennessee Center for Sustainable Business and Development reveals how our nonprofit organization, with broad community support, can lead the way to a future that is economically, educationally and environmentally sound. This report highlights the collective impact the Tennessee Aquarium and its visitors produce for our community and the people who call it home.

Annual Economic Impact At a Glance

\$101.3 million

Annual economic impact of the Tennessee Aquarium on Chattanooga and Hamilton County. 1,086 jobs are supported by the Aquarium's operating and capital expenditures, along with the spending of out-of-town visitors.

\$67.7 million

Revenue realized by area businesses as a result of goods and services purchased by Aquarium visitors.

\$6.3 million

Tax revenue generated for the City of Chattanooga and Hamilton County to support essential services.

\$2.2 million

Contributions the Aquarium makes directly to our community through free student admissions and program support for education groups and other area nonprofits. More than 30,000 underserved children are admitted free of charge each year.



As a vital link connecting people to freshwater and the ocean beyond, our world-class Aquarium is continually ranked as number one in the nation for visitor satisfaction.



Dollars spent by the Tennessee Aquarium's non-local visitors support essential services in our community, like funding for schools.

To quantify economic impact, the University of Tennessee Center for Sustainable Business and Development used data collected from 585 Tennessee Aquarium visitors July through October 2014. Hamilton County specific IMPLAN multipliers were used to generate estimates of employment, income and output.

A Driver of Chattanooga's Growth

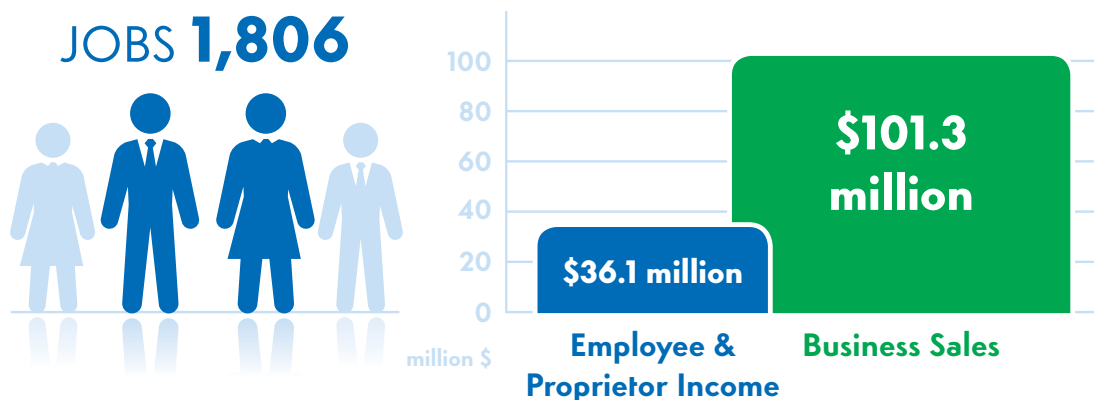
Constructed as a catalyst for economic development in downtown Chattanooga, the Tennessee Aquarium produces numerous positive fiscal and economic impacts for our region year after year. We are proud of the success story we've shared with this community for more than twenty years.

Supporting Local Businesses

Through its annual operations and capital projects, the Aquarium's purchases of local goods and services is a substantial part of its \$19 million operating budget. From building materials to accounting and advertising services, and from office supplies to equipment leases, the Aquarium's local business-to-business impact directly enhances our local economy.

Enhanced Job Base

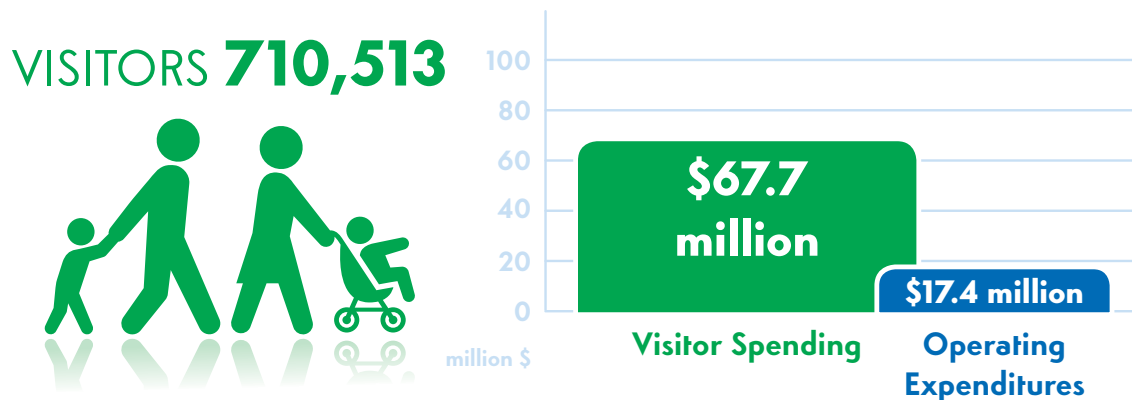
As a key employer for downtown Chattanooga, the Aquarium's staff includes some 150 year-round staff and an additional 100 employees during our busy summer season. From environmental educators and research scientists to exhibit and graphic designers, jobs at the Aquarium advance the skill sets of people from all levels of education and background. Additionally, 1,086 jobs across the community are supported by the Aquarium's operating and capital expenditures, along with the spending of out-of-town visitors.



Powered by Volunteers

Each day, volunteers play a variety of roles that are critical to the Aquarium's ongoing success. Since opening, 3,233 members of our community and local corporations have volunteered their time and services, contributing a total of 914,804 hours. The variety of programming and services provided by the Tennessee Aquarium would not be possible without our knowledgeable and enthusiastic volunteers and the more than \$1.1 million worth of services they provide.

Importing Vital Dollars For Our Economy



In 2014, more than 710,000 visitors created \$67.7 million in revenues for Chattanooga businesses. Out-of-town visitors generate additional revenue throughout our community—eating at restaurants, staying in hotels, visiting other attractions, and purchasing goods and services from Chattanooga proprietors. The average family visiting the Aquarium stays in Chattanooga at least one night and spends \$709.86—including more than \$450 on food and lodging alone—per trip.

Reaching a Diverse Audience

Fifty percent of Aquarium visitors came from Tennessee in 2014, and more than twenty percent came from neighboring states. Nearly half of adult visitors come without children and more than a quarter of adult visitors are over 50 years of age. More than one-quarter of our visitors report an annual household income of more than \$100,000. Race and ethnicity of our visitors are reflective of our community's demographics and were self-defined by visitors in 2014 as 10% African-American, 2% Asian-American, 82% Caucasian, 3% Hispanic and 3% mixed ethnicity.

Promoting All Chattanooga Offers

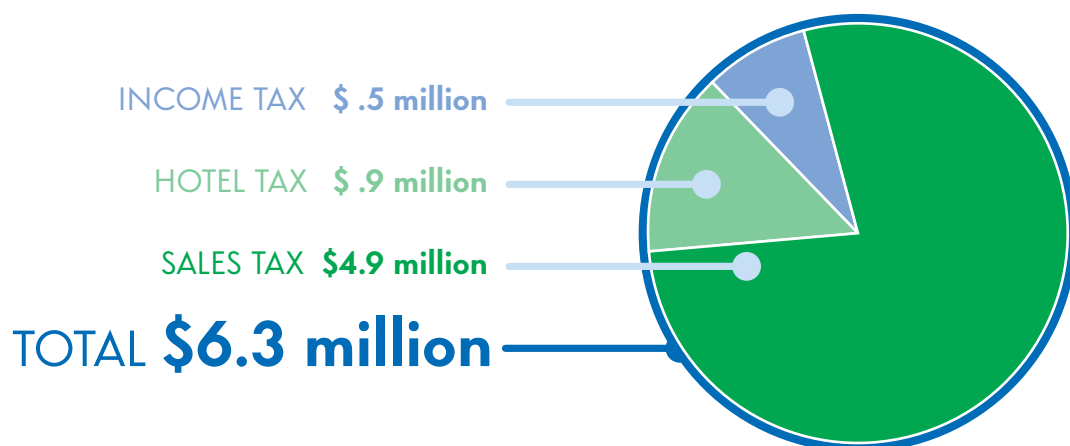
Through targeted marketing and advertising outside the local market, our world-class institution draws visitors to Chattanooga from across the nation and beyond. The Aquarium proudly positions itself as one part of a greater Chattanooga experience and works closely with others in our community to promote the Scenic City as an overall destination.

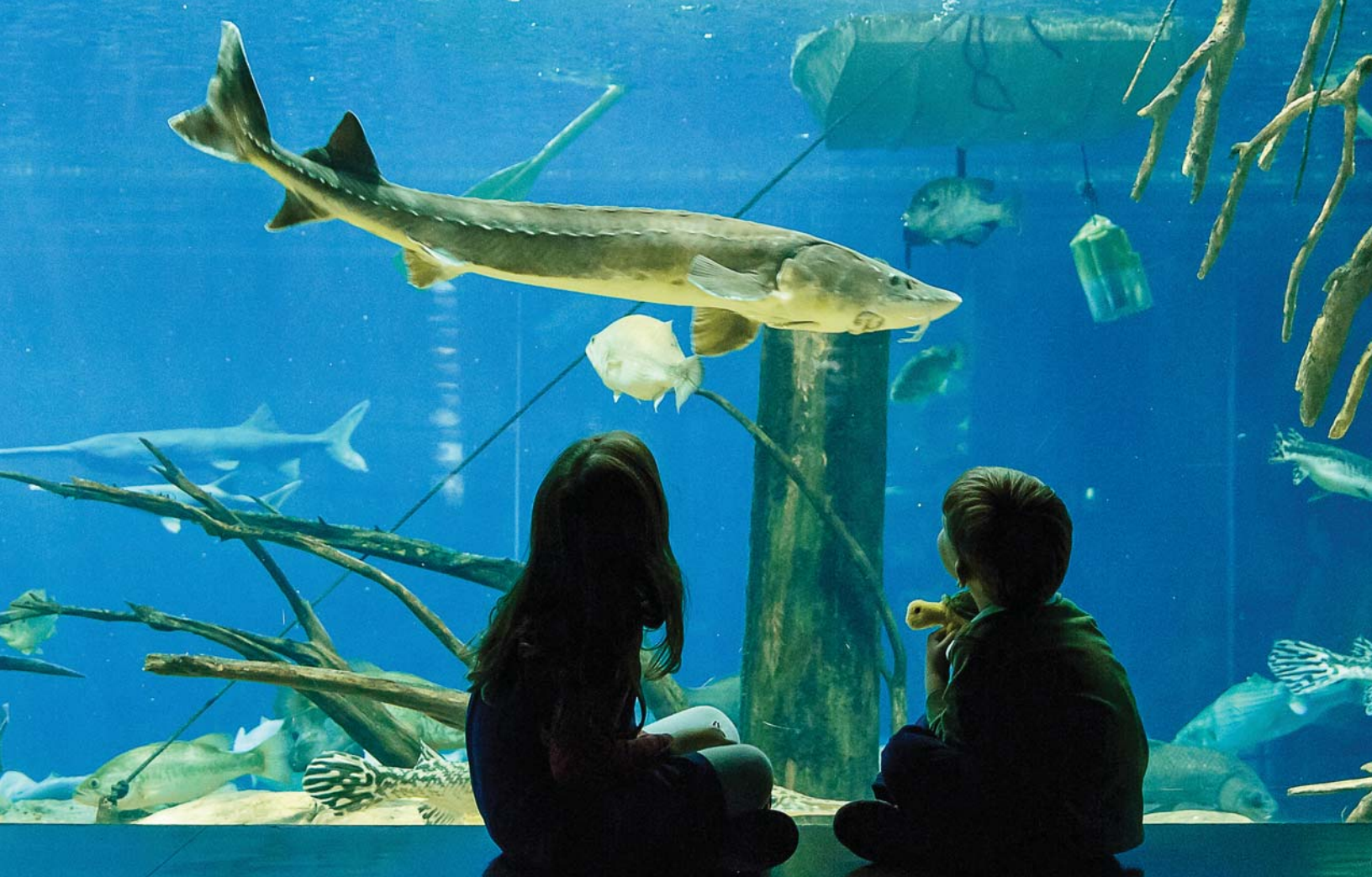
Direct Economic Effects: A 2014 Snapshot

Payroll for Aquarium Employees	\$8,643,000
Purchased Goods & Services	\$8,712,000
Visitor Spending (<i>Transport & Lodging</i>)	\$22,700,000
Other Visitor Spending (<i>Retail, Food & Beverage, Entertainment</i>)	\$45,000,000

Total Direct Spending in 2014 = \$85,055,000

Annual Fiscal Impact





Social Impact: Extended Benefits of Aquarium Activities

As the anchor for Chattanooga's nationally acclaimed riverfront revitalization, the Aquarium continues to provide the community with both an extraordinary educational resource and a beautiful showcase for aquatic life. In addition to animal encounters, narrated dives, interactive programs and much more, community support helps us reach teachers and schools who want to delve deeper into the Aquarium's river of knowledge. We mentor teens and college students through hands-on conservation programs and career-building internships. We provide complimentary admission, scholarships and other outreach programs that ensure the Aquarium remains accessible to all—regardless of financial status, education level, disability or other potential barriers.

Preparing Tomorrow's Leaders



An Accredited Educational Asset

Since 2001, the Aquarium has been honored to be designated as the nation's only aquarium-based accredited Special Purpose School. We have been continuously accredited by the Southern Association of Colleges and Schools, a regional agency of AdvancED. Their rigorous evaluation process requires us to meet a robust set of standards that demonstrate a positive impact on student performance and a commitment to organizational effectiveness. "The sights and sounds of the tour, interaction between nature and visitor, professionalism between every staff member, and the strong belief in the mission and vision create an environment that isn't simply 'taught' but is 'caught,'" noted the most recent team of external evaluators who reviewed our Aquarium exhibits, programs, practices and policies.



Supporting Deserving Students

Over the years, more than two million students have learned about the natural world through the underwater lens of the Aquarium's dynamic living collection. We host field trips and free classroom programs for all school groups and provide free educational services to students with limited financial means. Bus transportation is also provided for many Title I schools. Our work to educate the leaders of tomorrow helps fill a critical gap for schools that would otherwise be forced to eliminate place-based learning entirely due to budget cuts.



Reaching High-Potential Teens

Through contributed support, the Aquarium has initiated several new ways to mobilize teens to take action for the environment. Teen-specific outreach programs, a growing teen volunteer program and an immersive weeklong summer experience all work together to help more than 100 teens each year make connections between science education and real-world applications. Reaching teens at a time when they typically show a declining interest in science topics, the Aquarium is providing a pathway for conservation-minded youth to grow in their knowledge, skills and abilities to positively impact our community and their future.

Partners for a Better Community



Going the Extra Mile

The Aquarium's outreach program brings the wonders of the natural world directly to school classrooms, community centers and other facilities within a 150 mile radius of our downtown facility. Aligned to state curriculum standards, our outreach educators deliver interactive age-appropriate and grade-specific lessons on topics such as reptiles and amphibians, aquatic ecosystems, creepy crawlies and more. With community support, the Aquarium offers these programs free to schools in financial need, helping both inner-city and rural students develop an awareness of their natural world, teaching them to plan and solve problems and guiding them to become responsible stewards of our planet.



Classroom Teacher Support

The Aquarium's professional education staff helps teachers leverage our underwater assets as an extension of their school classrooms. Each year, more than 3,000 teachers turn to the Aquarium for help integrating environmental education into their lesson plans. Teacher appreciation days, hands-on workshops and individualized assistance for teachers at partner schools are all part of the Aquarium's effort to ensure teachers have the tools they need to best benefit the students they reach.

Chattanooga Museum Collaborative

The Tennessee Aquarium is the lead partner in a nationally recognized model for nonprofit efficiency providing IT, human resources, accounting, marketing and retail purchasing services for Creative Discovery Museum and Hunter Museum of American Art. Since the collaboration was formalized in 2001, it has been estimated to save nearly \$5 million for the participating museums.

Community Contributions

Though the Aquarium itself is a nonprofit, we give back to other nonprofits in our community each year. In addition to matching staff contributions to local nonprofits like United Way and the Partnership for Families, Children and Adults, the Aquarium donates annually more than 1,500 tickets to local nonprofits to support the audiences they serve. Aquarium staff members are also active on the boards of directors of many local civic organizations and many volunteer their time and talents to support numerous community initiatives.



Leading Today for a Better Tomorrow

Healthy rivers and watersheds are vital to local economies, to enjoyment of the natural world and to the quality of the environment on which we all depend. The Aquarium's research arm, the Tennessee Aquarium Conservation Institute (TNACI) has a focused expertise in restoring freshwater ecosystems and helping people appreciate the need for environmental health right in our backyard. Through TNACI, the Aquarium monitors the health of our region's sources of drinking water and studies the effects of pollution on aquatic habitats and animal health. TNACI's conservation work each year is critical not only for today's quality of life, but also for the quality of life we pass on to our children and grandchildren.

Essential Conservation Impact



KAREN ESTES



THOM BENSON

Protecting Our Natural Assets

Successful restoration programs of Tennessee's native species, including Lake Sturgeon, Southern Appalachian Brook Trout and Barrens Topminnows, preserve the unique and delicate balance of biodiversity right here in our backyard.

Communicating Our Region's Conservation Needs

Each year, the Aquarium reaches more than 700,000 people to raise awareness of the life teeming in our local waterways. We collaborate with a broad group of partners, including Tennessee Wildlife Resources Agency, Tennessee Department of Environment and Conservation, U.S. Fish and Wildlife Service, U.S. Geological Survey, The Nature Conservancy and World Wildlife Fund, to preserve our region as a global hotspot for aquatic biodiversity.

Fostering the Future of Conservation

The Aquarium uses its research technology tools and conservation programs to train the next generation of scientists. More than 300 students studied under TNACI staff in 2014, gaining a greater appreciation for our region's natural resources and learning about the actions and career paths they can take to make a difference.

Collaborating for Solutions

The Aquarium routinely convenes scientists, academics, conservation professionals, regulatory agencies and other environmental advocates. In 2014 alone, TNACI brought more than 1,000 of our nation's best minds to Chattanooga to examine our region's conservation issues and work toward innovative solutions. Through all of these efforts, the Aquarium leads the way in protecting the environmental health of our community today and into the future.

Make Your Impact

As a nonprofit organization, the Aquarium's impact is dependent upon annual philanthropic support. Generous contributions from businesses, foundations and people like you make our robust portfolio of education, conservation and research programs possible. Your investment in the Aquarium is an investment in Chattanooga's success. **Thank you!**

To add your individual drop of support, contact:
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To become a business partner or sponsor, contact:
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