

MOST*

MEDIA KIT - FOR DISTRIBUTION

2021- 2022

nationalgrid

ExploraDome

About **MOST***



Mission:

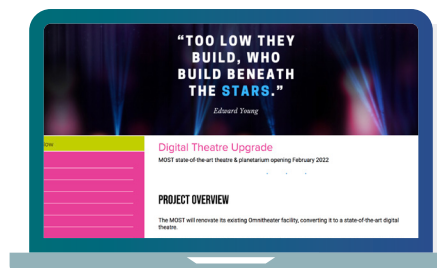
To provide informal science learning experiences that ignite curiosity, encourage discovery, and inspire investigation.

VISION

The MOST will be a preeminent science and technology center, inspiring all generations through hands on education and entertainment.

The **MOST** is home to 35,000 square feet of hands-on science and technology with award-winning programming for people of all ages and abilities.

This theatre conversion project will redefine the MOST and Central New York by providing a marquee experience unlike any other in the region, fulfilling the MOST's mission and making it a true destination for visitors across the country and the world.



MOST has content available on their social media and website, including upcoming events, fundraisers, and engaging science, technology, engineering, art, and math programs for all ages.

Fact Sheet



HISTORY OF THE MOST

In 1977, the Junior League, National Council of Jewish Women, and the Technology club started to plan the “Discovery Center” opening, now known as the MOST. In 1979, the goals were set to develop a center where scientific and technological information would be presented to involve the general public, students, and the technical community around Syracuse, use participatory exhibits and educational programs extensively, and encourage creative involvement. The original museum, then known as the Discovery Center, opened on November 15, 1981, in a storefront at 321 South Clinton Street in downtown Syracuse.

By the late 1980s, museum officials began to consider a new museum location, which had become an important community asset visited by more than 800,000 people. Simultaneously, local officials were considering what to do with the old Armory in downtown Syracuse. In 1992, New York State and the federal government accepted the Discovery Center’s proposal to open a Museum of Science & Technology in the Armory building. On October 27, 1992, the MOST, hosting hands-on exhibits and the Silverman Planetarium, opened to the public. **In January 1997, the 214-seat Bristol IMAX Omnitheater – the only domed IMAX theater in New York State – opened.**

FAST FACTS



SIZE

35,000 square feet of exhibit & event space



LOCATION

The only STEM museum in CNY



MEMBERSHIPS

3,000 annual memberships



VISITORS

Welcome over 120,000 visitors per year

FUN FACT

The MOST is celebrating its 40th year this year!

Project Overview

THE PROCESS OF CONVERTING TO DIGITAL

Surround Sound

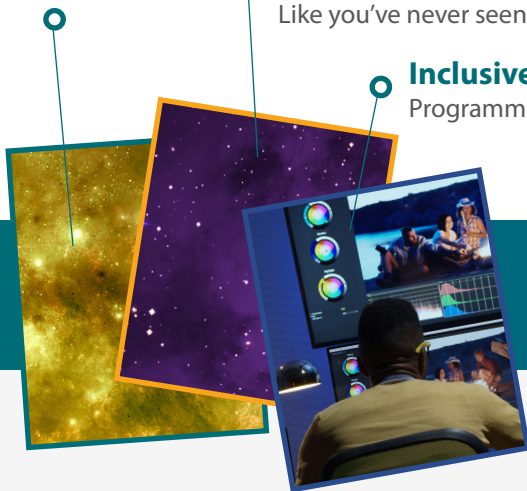
Brand new system

Vibrant Colors

Like you've never seen

Inclusive

Programming for all



The MOST renovated its Omnitheater facility, converting it to a state-of-the-art digital theatre. The Omnitheater at the MOST was a rapidly-aging facility, installed 20 years ago – it was outdated, presenting increased limitations on content and an overall unprofitable business model. The new theatre features planetarium shows, science documentaries, interactive classrooms, gaming, and more, with vibrant colors, razor-sharp images, and high quality surround sound.



240,000

Projected Visitors



Unlimited

Streaming Capabilities

The MOST welcomes over **6,000 Syracuse City School District students** each year, and can offer even greater learning opportunity through this conversion.

A UNIQUE FEATURE TO CENTRAL NEW YORK

Armory Square is soon to be the next “it” destination for visitors across the country and world as the MOST unveils one of the largest digital planetariums in North America. This unique opportunity will redefine the MOST and Syracuse.

“In line with our mission, we knew that renovating the theatre will bring new vibrancy to Downtown Syracuse, as well as a new and exciting educational resource for the community.” - Lauren Kochian, President



Introducing the National Grid ExploraDome

NEW PLANETARIUM & THEATRE AT THE MOST

SYRACUSE, NY (March 11, 2022) - The Milton J. Rubenstein Museum of Science & Technology (MOST) announced National Grid as the naming sponsor of its new state-of-the-art planetarium and theatre opening on April 9, 2022 -- the National Grid ExploraDome.

In a press conference on March 10, 2022, the MOST revealed the partnership with National Grid and unveiled the National Grid ExploraDome logo. Speakers at the conference included Lauren Kochian, MOST President; Alberto Bianchetti, Regional Director, National Grid Customer and Community Management; Ben Walsh, Mayor of Syracuse; and Ryan McMahon, Onondaga County Executive.

"By renovating the theatre and adding in a unique planetarium component, we will provide a location for visitors and students to experience things like space exploration and environmental science topics that will ultimately increase awareness and understanding of STEM in a way that only the MOST can provide," said Lauren Kochian. "This upgrade wouldn't be possible without the generous support of all of our partners at National Grid, a long-time STEM education and exhibit sponsor, at the MOST and in the community."

The MOST began renovating its outdated facility in March 2021, leading a 2.6 million dollar capital

campaign including updated screens, seating, surround sound, and more. This conversion will feature a second-generation laser-illuminated, ultra-high-resolution Laser CineDome projection system, only the second to exist in the world today.

"National Grid and the MOST are moving on parallel paths, marked by technology-led transformations that require an even greater commitment to STEM education," said Alberto Bianchetti. "National Grid is pleased to answer the MOST's call for support by significantly expanding our long-standing partnership and introduce the National Grid ExploraDome."

This project is inspired by National Grid's Project C initiative, which seeks to improve the communities where 9,600 employees live and work. The project is about ensuring that the clean energy future is equitable and that no one will be left behind. National Grid believes the MOST and the new planetarium and theatre align with this initiative.

"National Grid is proud to sponsor the ExploraDome because we believe the MOST and this project can help light a spark around the joy of discovery in every field," said Bianchetti.

The National Grid ExploraDome is in its final stages of renovations and will be open to the public for Spring Break, April 9, 2022.

Boiler

The Milton J. Rubenstein Museum of Science & Technology (MOST) is a hands-on science and technology museum for all ages. The MOST hosts numerous STEM education programs and community outreach events annually and is home to 35,000 square feet of interactive permanent and traveling exhibits. The MOST's vision is to be a preeminent science and technology center, inspiring all generations through hands-on education and entertainment.

Media Contact:

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ABOUT THE VENDOR

Vendor & Programming Capabilities

A public domed theatre of this size is just one of a handful in the country.

D3D is the leading specialist in museum and attraction cinema integration – from giant screen and giant dome initial builds and generational upgrades, new immersive theaters, and retrofits to existing auditoriums.

D3D uses three separate Christie RGB laser projectors with DLP technology from Texas Instruments. Each projector produces 40,000 ANSI lumens to illuminate a third of the dome. Computers blend the dome's images from the three projectors to create a spectacularly vivid, seamless appearance. Christie has been an industry leader in projection technology for over 90 years. A fourth Christie projector is also installed for use with Hollywood films that do not utilize the entire dome. To complement the screen's images, state-of-the-art 5.1 digital surround sound is initiated.

D3D allows almost any content to be projected on the theater screen. Planetarium shows, concerts, seminars, interactive classrooms, gaming, and traditional movies are all possible. The system is so versatile that whatever creative content can be imagined can be projected on the screen.

The expanded technological capabilities and high-quality digital content provided by a new planetarium and multimedia system will have a significant positive impact on the ability of MOST to adapt programs to science learning standards, broaden and expand program themes and styles, strengthen existing programs for underserved students of all abilities, widen audience demographics beyond traditional middle-school range, and forge new (or strengthen existing) connections with cultural and community institutions.

The new system offers a robust content library and customization options that will enable educational programs to be tailored specifically to local and state science learning standards, allowing the MOST to better meet teachers' and classrooms' needs in the community.

There will be increased functionality that will provide opportunities for a diverse range of programming suited for holidays, national space events (e.g., NASA launches, etc.), popular cultural tie-ins, and more.

CONT. ON PAGE 7

CONT. MOST programs that serve students of all backgrounds and abilities, particularly the Science Learning Partnership (SLP), Future Innovators, and Sensory Friendly Time, will see broadened programming opportunities explicitly catered to their needs and interests. Customization allows for creating programming that is inclusive, accessible, need-based, and – most importantly – engaging!

In the past, MOST planetarium programs have been primarily aimed at students in the elementary and middle school age range; this new platform will allow the MOST to expand that audience to other demographics, including high school students, college students, and faculty, as well as a broader base of the general adult public. Relationships with local universities

will see improvement, as this provides a higher-level enrichment opportunity for post-secondary students that the current planetarium experience does not.

The wealth of available content and the ability to customize makes generating new programs tailored for specific cultural events/partnerships far easier. The technological capabilities of this system would allow for exciting programming partnerships with local and state groups, including: Indigenous groups, arts/graphic design organizations, gaming/VR companies and players, local astronomy clubs and astronomical equipment companies, other planetariums and space museums, and cultural institutions/museums.



Leadership Team

THE FUNDRAISERS & LEADERS



LAUREN KOCHIAN

PRESIDENT

Lauren Kochian serves as President of the MOST and has held the position since August 2018. Prior to her appointment as President, Kochian championed the MOST Foundation and museum operations efforts as Executive Vice President beginning in May 2016. She has more than 20 years of fund development, marketing, and public relations experience. Kochian is the fourth president of the MOST and the second woman to head the Museum.

A Syracuse native, Lauren earned a Bachelor of Arts degree in Public Relations from Syracuse University's S.I. Newhouse School and a Master of Science in Media Management from Syracuse University's S.I. Newhouse School & Whitman School of Management.

Kochian actively fundraised for the theatre conversion project and is available for comments, questions, and quotes.

Favorite Film

Pulp Fiction

Contact Information:

Lauren Kochian
President
laurenkochian@most.org ; ext. 2122



KELLY GARDNER

EXECUTIVE VICE PRESIDENT

Kelly Gardner serves as the Executive Vice President of the MOST and has held this position since September 2020. Gardner began working at the MOST part time while in grad school and started full time in November 2007, holding the following titles: Group Sales Coordinator, Event Coordinator, and Director of Development; having over 14 years of experience in the museum field.

A Rochester native, Gardner earned a Bachelor of Science degree in Anthropology and Archaeology from SUNY Potsdam, a Master's in Museum Studies from Syracuse University, and is a Ph.D. Candidate in Cultural Anthropology at Binghamton University

Gardner actively fundraised for the theatre conversion project and is available for comments, questions, and quotes.

Favorite Film

The Birdcage

Contact Information:

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Executive Vice President
kgardner@most.org ; ext. 2111

Amazon to Sponsor MOST's Film & Planetarium Shows

IN THE NEW NATIONAL GRID EXPLORADOME

SYRACUSE, NY (April 6, 2022) - The Milton J. Rubenstein Museum of Science & Technology (MOST) proudly announces its partnership with Amazon as the title sponsor of the film and planetarium shows in the National Grid ExploraDome for an entire year opening with Dinosaurs of Antarctica and Dark Universe on April 9, 2022.

"We are grateful for Amazon's continued support, particularly in this transformative year for the MOST," said Lauren Kochian, MOST president. "Amazon's support is a huge step towards completion of our \$2.5 million capital campaign for our state-of-the-art ExploraDome. With support from Amazon, we can provide new and exciting education to the community through the shows in the National Grid ExploraDome. The shows we will feature will reframe how we provide education."

The first documentary film sponsored by Amazon will be "Dinosaurs of Antarctica." Dinosaurs of Antarctica tells the story of a changing environment at the bottom of the world where dinosaurs and prehistoric creatures once roamed freely in a lush landscape. As the climate changes again today, melting Antarctic ice is allowing discovery of the continent's history—including the fossils of new dinosaurs.

The first planetarium film sponsored by Amazon will be "Dark Universe," narrated by Neil Degrasse Tyson. Dark Universe is an immersive theater experience based on authentic data from NASA and European Space Agency missions, ground-based telescopes, supercomputer simulations, and

research conducted at institutions around the globe.

"Amazon proves over and over their commitment to being a true community partner. This latest investment in supporting the MOST with a generous sponsorship for their ExploraDome documentaries and planetarium shows continues that commitment. Thank you to Amazon for their donation and specifically their commitment to STEAM education," said Ryan McMahon, Onondaga County Executive.

The National Grid ExploraDome will feature a new system that offers cutting-edge technology, surround sound, visuals, and more; only the second domed theater with this technology to exist in the world.

"MOST is breaking new ground in science education with the ExploraDome providing compelling content to Syracuse residents and visitors alike," said Carley Graham Garcia, Amazon's Head of Community Engagement in New York. "As a company with a deep commitment to science education, we were thrilled by the opportunity to partner with MOST and help see this programming come to fruition."

Tickets will be available for MOST members on Monday, April 4, 2022, and for the general public on Friday, April 8, 2022. Visitors will be able to purchase tickets for three documentary show-times and three planetarium showtimes daily online or in-person.

About the Films



a colossal amphibian unique to Antarctica, lurks below the surface of an ancient river. From glaciers to Glacialisaurus, the film brings Antarctica's dramatic transformation to life with a cast of bizarre, new-to-science dinosaurs and a team of paleoecologists working to reconstruct Antarctica's hidden—greener—past.

Traveling through deep time, the film explores the causes and repercussions of a changing climate, investigating the end of Earth's last ice age and seeking clues to the future as we face human-triggered warming today. **This show is for all ages.**

Dinosaurs of Antarctica Documentary presented by Amazon

introduces audiences to the amazing and bizarre prehistoric creatures that inhabited Antarctic forests and swamps hundreds of millions of years ago.

Featuring top-tier computer graphics from the studio responsible for visual effects in *Bladerunner 2049*, *Life of Pi* and other blockbuster Hollywood titles, *Dinosaurs of Antarctica* is an epic chronicle of a prehistoric world now lost to ice, a 250 million year odyssey from the Permian ice age through the warm and lush Age of Dinosaurs – and back again to the frozen desert we know today. The film's next level CGI takes audiences on the hunt with *Cryolophosaurus*, the largest known early Jurassic carnivore on Earth. Moving further back in time, *Antarctosuchus*,



Dark Universe Planetarium Show presented by Amazon

celebrates the pivotal discoveries that have led us to greater knowledge of the structure and history of the universe and our place in it—and to new frontiers for exploration. Dark Universe whisks audiences out of the Milky Way galaxy, drops them alongside a parachute descending through Jupiter's atmosphere, and brings them all the way to the afterglow of the Big Bang while revealing the breakthroughs that have led astronomers to confront two great cosmic mysteries: dark matter and dark energy.

Dark Universe is an immersive theater experience based on authentic data from NASA and European Space Agency missions, ground-based telescopes, supercomputer simulations, and research conducted at institutions around the globe. It begins

with a scene millions of light years away from Earth. After flying to our own Milky Way galaxy, viewers arrive at California's Mount Wilson Observatory, where Edwin Hubble's discovery that the universe is expanding first pointed to the Big Bang. That initial discovery, and ever more powerful instruments on the ground and in space, led to other breakthroughs that have given astronomers an increasingly detailed and precise picture of how our universe formed and evolved.

But these revelations have also uncovered intriguing new mysteries. What is the so-called dark energy accelerating cosmic expansion? What is the invisible dark matter holding together galaxies? What is dark energy, which accounts for about 70 percent of the universe's total energy and mass? What lies beyond our cosmic horizon? Dark Universe explores this new age of cosmic discovery. **This show is for all ages.**

National Grid ExploraDome

at [MOST.org/watch](https://most.org/watch)

Experience science like never before in the NEW National Grid ExploraDome! This multi-million dollar theatre and planetarium offer visitors a chance to immerse themselves in space and more through vibrant colors, out-of-this-world surround sound, and a screen spanning beyond your vision. *Tickets will be available for purchase online or in person (call 315.425.9068 for ticket availability).*

Member presale: Monday, April 4 - Thursday, April 7

All ticket sales: Friday, April 8

| Type | National Grid ExploraDome Ticket | National Grid ExploraDome Ticket + General MOST Admission |
|-------------------------|----------------------------------|-----------------------------------------------------------|
| Members | \$6 | \$6 |
| General Adults | \$12 | \$24 |
| General Children (2-11) | \$10 | \$20 |
| Seniors (65+) | \$10 | \$20 |
| EBT Adult | \$6 | \$8 |
| EBT Child | \$6 | \$7 |

Show your EBT card & photo ID at the MOST front desk for discounted admission and National Grid Exploradome tickets. Tickets cannot be redeemed online (call 315.425.9068 for ticket availability).

SHOWTIMES:

10:30 AM – Dinosaurs of Antarctica Documentary
 11:30 AM – Dark Universe Planetarium Show
 12:30 PM – Dinosaurs of Antarctica Documentary
 1:30 PM – Dark Universe Planetarium Show
 2:30 PM – Dinosaurs of Antarctica Documentary
 3:30 PM – Dark Universe Planetarium Show



SPONSORS & DONORS

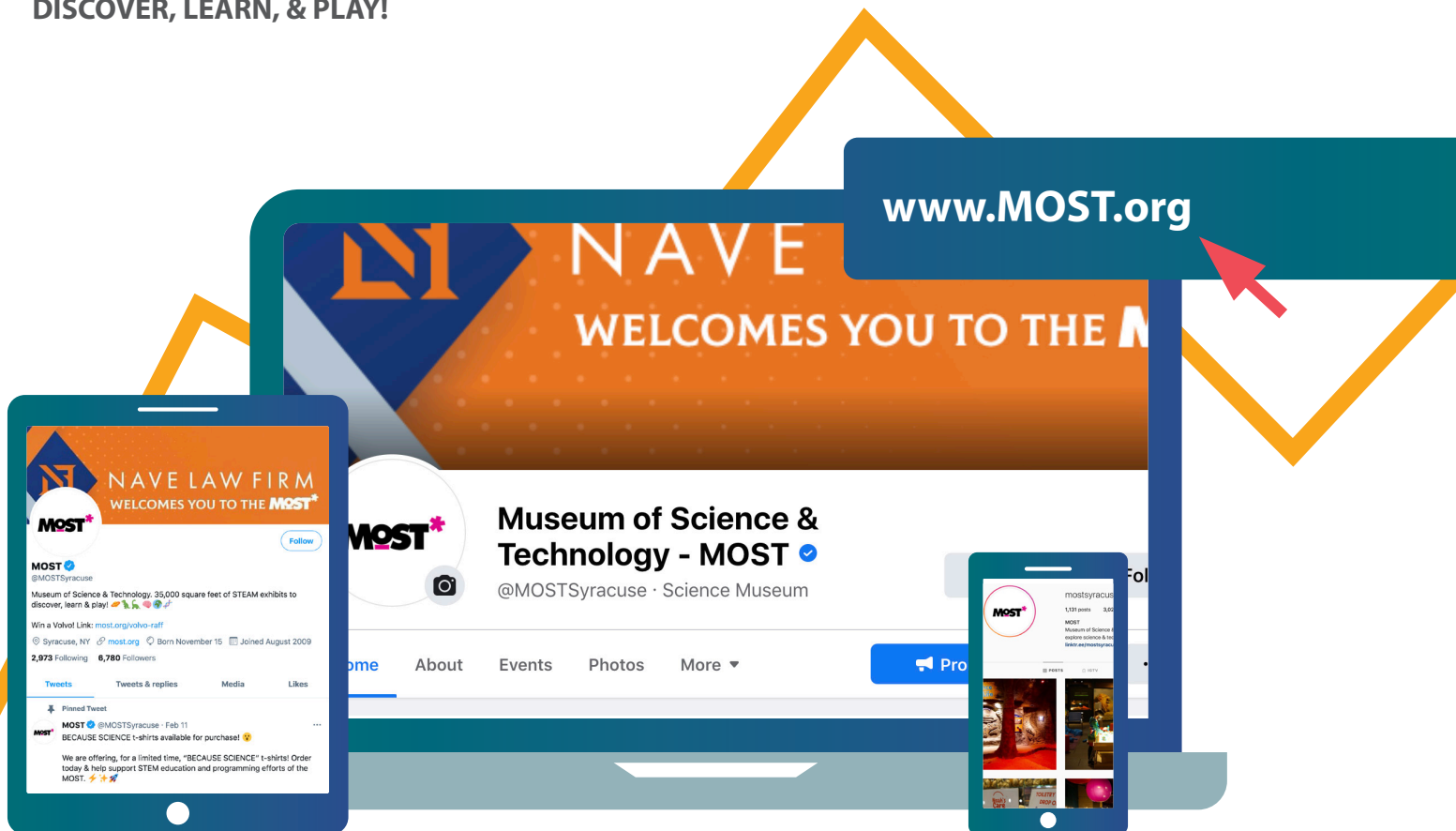
Check out [MOST.org/watch](https://most.org/watch) to view our out-of-this-world annual and lifetime sponsors and donors.

HOURS

The MOST is regularly open Fridays, Saturdays, and Sundays from 9:30 am - 5 pm. The MOST is open for all school breaks and on New Year's Day, Martin Luther King Jr. Day, Memorial Day, Indigenous Peoples Day, and Veterans Day. The MOST is CLOSED on Fourth of July, Labor Day, Thanksgiving, Christmas Day, and Easter Sunday.

Follow Us On Social Media

DISCOVER, LEARN, & PLAY!



Key Statistics

Total social followers
29,500



Average time spent on site
3 min 22 sec



Page views/month
16,500



    **@MOSTSyracuse**

nationalgrid

ExploraDome

OPENING APRIL 9



www.MOST.org



CONTACTS

SOCIAL MEDIA

Facebook, LinkedIn, Twitter, Instagram:

@MOSTSyracuse

YouTube:

@SyracuseMOST

WEBSITE

www.MOST.org/watch

MEDIA CONTACT

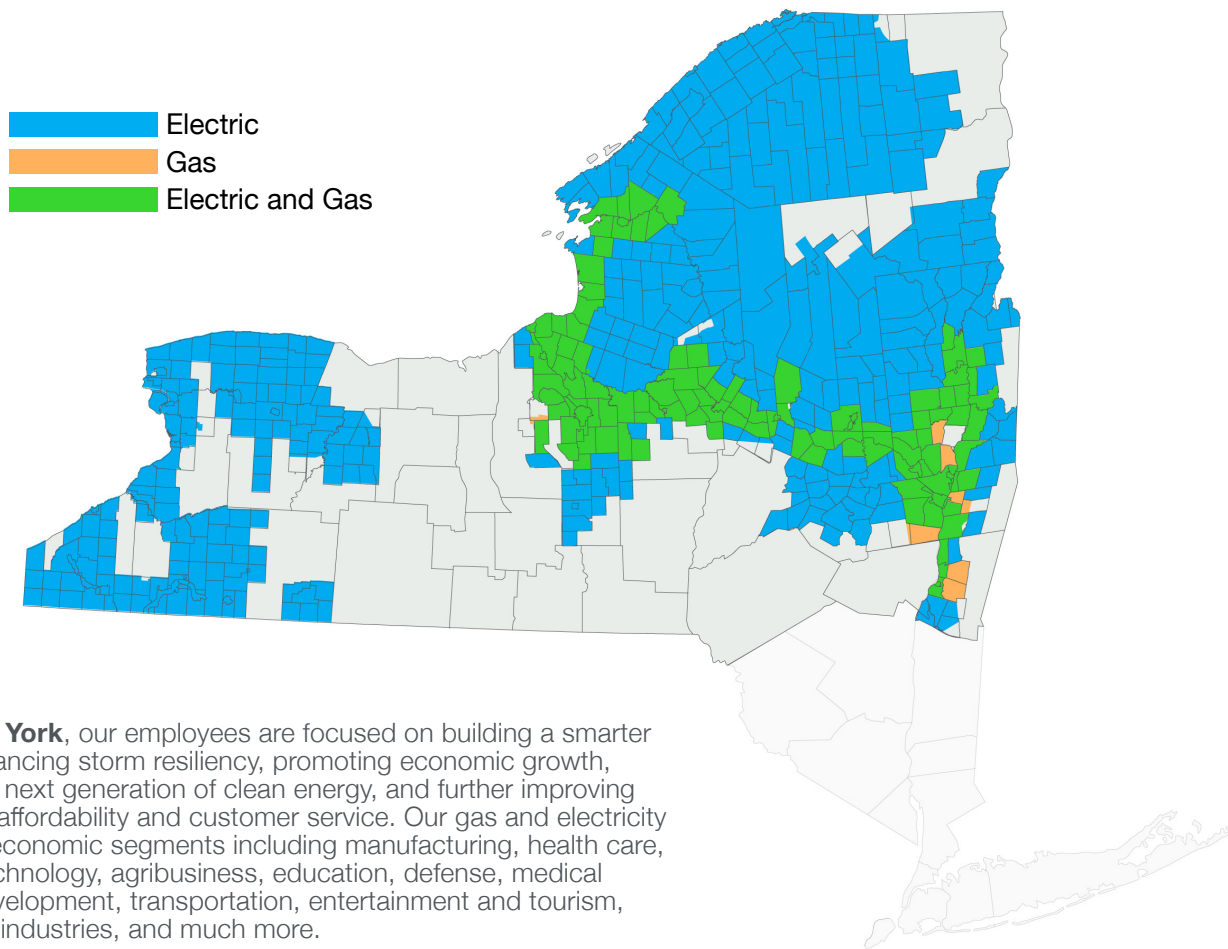
Stephanie Herbert

Director of Marketing

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2022

For images, interviews, quotes, a link to donate, and more, please contact the MOST.



Upstate New York by the numbers

5 K

employees

25,000-square-mile

service area, including **868 cities, towns and villages**

1.6 M

electricity customers

44 K

circuit miles of overhead and underground lines

630,000

natural gas customers

9 K

miles of existing natural gas mains

Toward a cleaner energy future



We are modernizing our system to meet smart grid demands and connect customers to renewable energy to help us toward a future of an integrated energy system that reduces our carbon footprint.

Some of our investments on behalf of our customers



Electric Vehicles, Storage, & Distributed Generation: We're delivering innovative, customer-focused solutions that enable adoption of electric vehicles and EV charging stations, energy storage, non-wires and non-pipe alternatives and clean energy connections.



Customer-Centric Technologies: Smart meters that offer customers more information and greater control over their energy use and allow for faster outage detection; personalized services, including proactive outage notifications and updates.



Grid Modernization: Modernizing our energy delivery systems with advanced telecommunications, new sensors, advanced controls to better serve our customers and continue to connect clean energy resources.



Storm hardening: System enhancements to better protect customers from severe weather impacts to the energy delivery system.



Through our unregulated business, National Grid Renewables, we're making significant investments in solar, wind and battery energy storage projects across the U.S., as well as in transmission upgrades to further facilitate renewable energy.

How we serve our customers and communities

Some of the many ways we make a difference everywhere we serve, work and live:

Economic Development – [Our Economic Development programs](#) are designed to support local businesses and boost economic activity across our region. We work in partnership with economic development agencies, municipalities, companies, customers and developers to evaluate infrastructure needs and provide resources and funding to help break down barriers to investment and grow upstate New York businesses.

Energy efficiency – To help customers lower their bills and ensure a clean future, we offer [energy efficiency programs and incentives](#) to help them save energy and manage usage.

Community sponsorships and employee volunteerism – We partner with charity organizations, foster employee volunteering, and provide communities with grants that support social, economic and environmental development. Click here for more: [Our Community Presence](#).

Workforce development – We are committed to developing the next generation of engineers and energy company workers who are well-prepared to address the long-term needs of our business and industry. Through [our comprehensive STEM programs](#), we partner with educational institutions, vocational schools and veterans' groups to build the workforce of the future.

Energy affordability programs for our most vulnerable customers help income-eligible residential customers with options to manage their energy bills. [Our Energy Affordability Program](#) offers qualifying customers a monthly bill credit, and [our Consumer Advocates](#) provide crisis intervention support for customers in need, working closely with county Social Services and community assistance organizations.

COVID-19 Support

- National Grid and the National Grid Foundation have donated nearly \$1 million across New York to support hunger relief, human services agencies, emergency response organizations and others.
- In addition, we have fast tracked Economic Development grants for companies producing critical pandemic materials. [Albany-area company repurposes to produce COVID supplies](#)
- We're also working with regulators, customer advocates and others to develop a COVID-19 relief program that would provide up to \$50 million in assistance to economically vulnerable residential customers and businesses struggling due to the pandemic's financial impact.



We started Project C to inspire positive change across our New York communities. Through our partnerships and collaborations, we believe that we can create a more equitable future for every customer, in every community we serve.

Project C: Overview

What is Project C?

We are recommitting to our customers and our communities through **Project C**, our Community Commitment to:

- **Connect** our communities to clean and sustainable energy
- **Care** for our neighborhoods and their revitalization
- **Compassionately** address the challenges our customers face
- **Create** the workforce that will help build New York's clean energy delivery system
- **Collaborate** with our customers, community partners, stakeholders and others to deliver the clean, fair, resilient and affordable energy future

Our Four Pillars



CLEAN ENERGY & SUSTAINABILITY



NEIGHBORHOOD DEVELOPMENT & COMMUNITY ENGAGEMENT



ENVIRONMENTAL JUSTICE & SOCIAL EQUITY



WORKFORCE DEVELOPMENT



Our Goals

| | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Community Change by the Numbers We're excited for a new year filled with Community building through Project C. Check out our long-term goals to see what we plan to accomplish for each of our programs, and stay tuned as we update you on our progress.  |  Clean Energy & Sustainability Adopt a Park Goal: Adopt 250 New York parks  |  Neighborhood Development Small Business Technical Assistance Grant Goal: Support 25,000 local businesses  |  Environmental Justice & Social Equity Community Partnerships Goal: Launch 50 community partnerships  |  Workforce Development Pathways Pledge Goal: Engage 5,000 participants in workforce development training programs  |
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project c

Our Communities. Our Commitment.

BROUGHT TO YOU BY

nationalgrid