

MANAGEMENT RESOURCES

Consultants to the World of Leisure Time

MEMORANDUM

To: David Williams
From: Jim Higashi
CC: Suany Chough, Carl Krebs, Gigi Fernandez, Kevin Morin
Date: 9/19/2006
Re: Museum Occupancy by Level

Currently there is not a specific conceptual program associated with the Museum, therefore estimates were developed for the following:

- Exhibit space versus circulation/viewing space
- Space allotment per person based on type of experience
- Average length of stay of visitors
- Percentage of visitors visiting each area

Utilizing the estimates for the criteria above and based on the plans provide by Davis Brody Bond, LLP the following estimates were developed for the instantaneous capacity of the various levels of the Museum:

- 242' Level: 2,481 visitors
- 264' Level: 208 visitors
- 285' Level: 931 visitors

While each space has the ability to accommodate this number of visitors it is anticipated that these levels of occupancy will not occur due to the throughput limitations of these spaces. Currently, the planning team is working under the assumption of an hourly ticket allotment of 1,500 tickets per hour. Assuming an average length of stay of 90 minutes would equal 2,250 visitors within the secure portion of the facility at any given time¹. The following was the estimated average length of stay in for the various levels of the Museum:

- 242' Level: 65 minutes
 - 264' Level: 10 minutes
 - 285' Level: 15 minutes
- Total 90 minutes

¹ Excludes staff, business visitors, contractors and visitors coming specifically for a program at the auditorium in the VEOC.

Based on the estimated average length of stay within each area was utilized to determine the peak occupancy of each of the various levels. This was calculated by the average length of stay divided by 90 minutes and multiplied by the 2,250 visitors within the secure portion of the building. The following is the estimated occupancy by level:

▪ 242' Level:	1,625 visitors
▪ 264' Level:	250 visitors
▪ 285' Level:	<u>375 visitors</u>
Total	2,250 visitors

These estimates are preliminary and will be refined as the conceptual program within the Museum becomes more defined and the design and conceptual program of the VOEC if developed further.