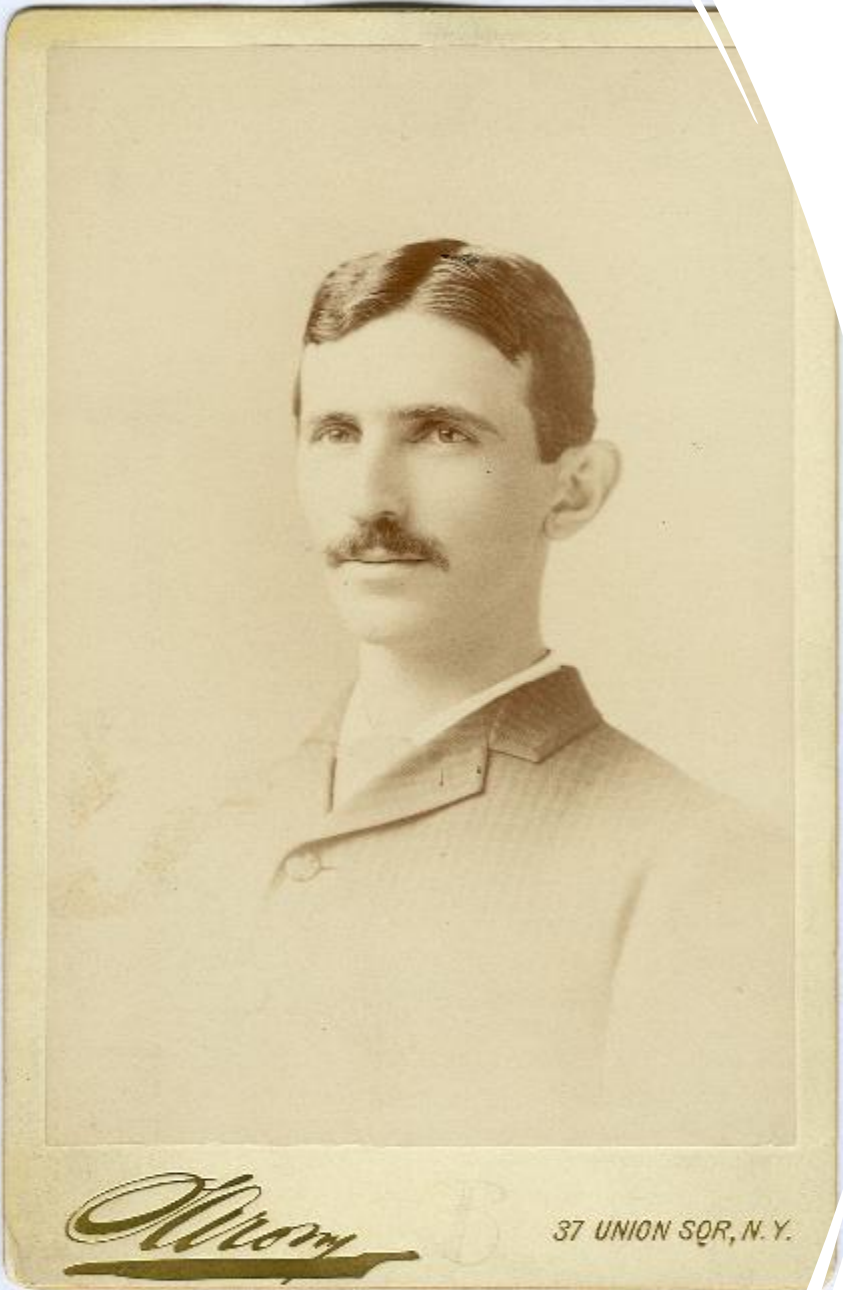




Unleashing the Genius of Nikola Tesla: A Journey
Through Innovation at Niagara Parks Power Station

Nikola Tesla Exhibit





Executive Summary

- **Exhibit Overview:**

- Opening Date: March 1, 2025
- Location: Niagara Parks Power Station
- Partnership: Co-produced with the Nikola Tesla Museum, Belgrade, Serbia

- **Exhibit Focus:**

- Life and works of Nikola Tesla
- Nine patents of Tesla within the Niagara Parks Power Station
- Interactive engagement and play for guests

- **Goals:**

- Educate guests about Tesla's importance and his work related to NPPS
- Facilitate fun and interactive learning about Tesla's patents
- Enable future growth of the exhibit after the original patent models return to Serbia

- **Budget:**

- Total Budget: \$250,000

Tesla Circa 1884

Business Case

The new Tesla Exhibit provides Niagara Parks with:

Cultural assets

- The Nikola Tesla Museum will lend cultural assets to Niagara Parks for a temporary exhibit.

Exhibit focus

- Interactive and educational displays will engage visitors to learn about Tesla and his contributions to hydropower.

Value proposition

- Unique opportunity to showcase Tesla's innovations in a historical context.
- Enhances the visitor experience at NPPS.
- Attracts both local and international visitors, boosting tourism and educational outreach.

Legacy

- Exhibit infrastructure that Niagara Parks can further develop once the original Tesla models return to the museum.



Project Goals

Educational Impact

Inform: Educate guests about Nikola Tesla's importance and his work related to the Niagara Parks Power Station (NPPS).

Engage: Facilitate learning about Tesla's patents in a fun and interactive manner.

Visitor Experience

Attract: Add a world-class, must-see experience that enhances the value of the admission price.

Immerse: Create an immersive experience that brings the power station to life.

Inspire: Inspire guests through the history, scale, and power of the building.

Sustainability & Growth

Encourage: Provide a new experience to encourage return visits to NPPS.

Authenticity: Deliver an authentic experience rooted in the station's physical attributes, original stories, objects, images, and media.

Legacy: Leave a legacy of content and exhibit infrastructure that can be further developed once the original Tesla models return to Serbia.





Financial & Operational Goals

Budget: Execute the program within the \$250,000 budget.





Infrastructure: Complete necessary infrastructure work to support the exhibit.

Scope

In Scope

-  Tesla's Nine Patents: Focus on patents related to NPPS.
-  Educational Displays: Interactive and engaging exhibits.
-  Infrastructure: Necessary improvements for exhibit setup.
-  Exhibit Duration: March to October 2025.

Out of Scope

-  Other Patents: No focus on other Tesla patents or career highlights.
-  Educational Space Expansion: Not included.
-  Tesla Coil Exhibits: Not part of this phase.
-  Future Phases: Next phase post-return of artifacts not included.

Project Team

Executive Sponsor

Marcelo Gruosso

Project Manager (NPC)

Sarah Wood

Project Manager (Museum)

Ivana Zoric

Design Lead (NPC)

Chris Giles

Design Lead (Museum)

Vladimir Peric

Infrastructure Lead

Tim Flagg

Project Consultant

Missy Sauer

Site Manager

Lin Yin

Others:

- Legal Support

Rachel Adamsky

- External Builder

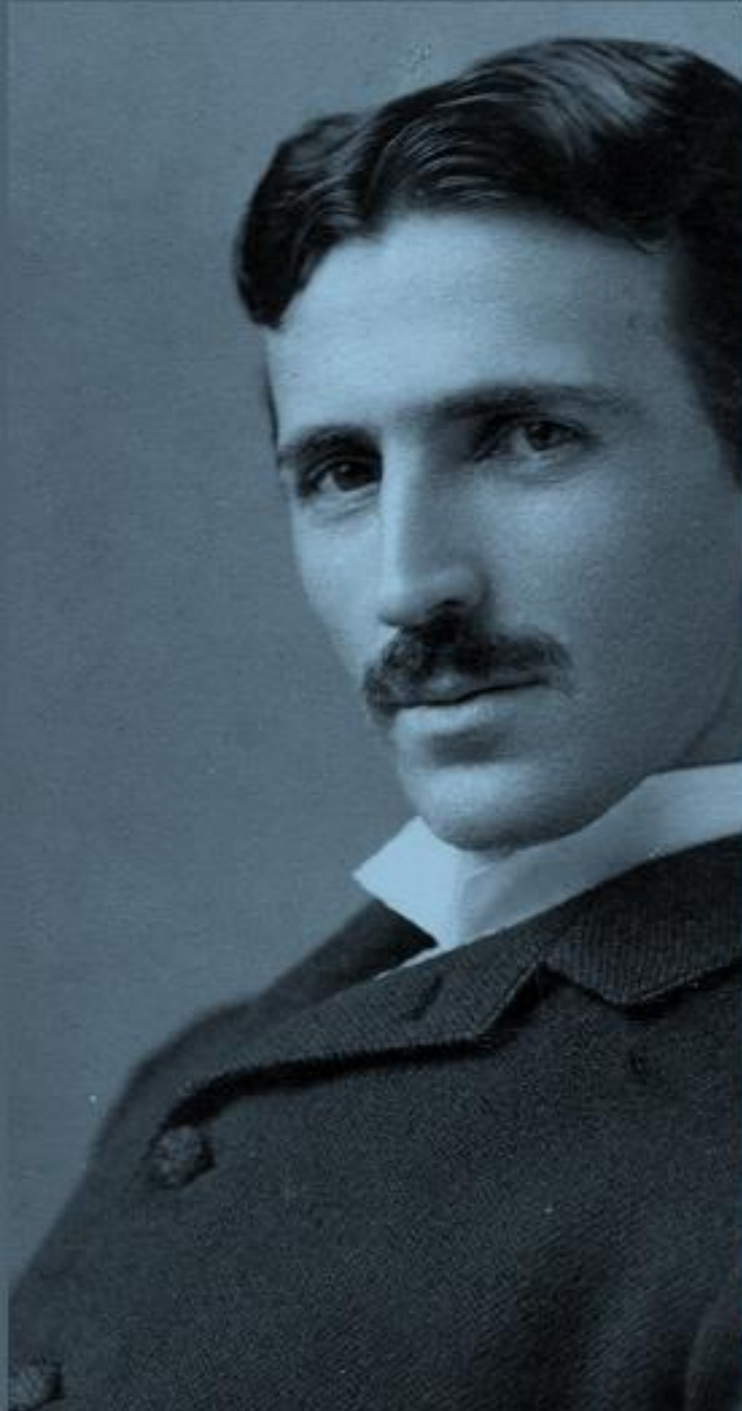
Ladson Creative Millwork

- Skilled Trades

Electricians

- Design & Content

Marketing Team

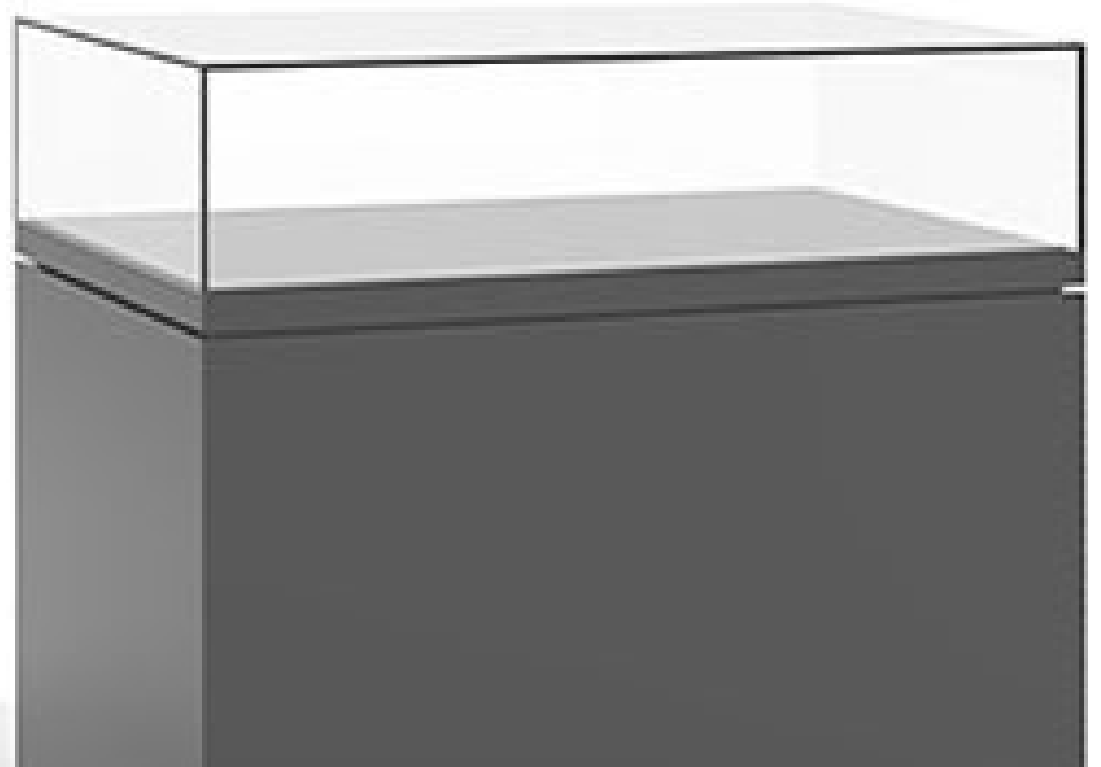


Design inspiration



Design

- The exhibit logo was inspired by the Tesla Coil (colour, sparks, etc.)
- Artifact counters will keep the look and feel similar to the existing Power Station fixtures. Black, smooth, potentially curved edges. If needed, a plexi top to secure and keep artifacts safe.



NPPS - Telsa Exhibit LOGO + GUIDELINES



Brand: Colours

NPPS BRAND COLOURS



DARK GREY

HEX #2A2828

C 69 R 42

M 65 G 40

Y 64 B 39

K 68



SIENNA

HEX #D1955C

C 17 R 209

M 44 G 149

Y 73 B 92

K 1

EXHIBIT ACCENT COLOURS



MULBERRY

HEX #B3509E

C 30 R 179

M 82 G 80

Y 0 B 158

K 0



DARK PURPLE

HEX #54368C

C 83 R 83

M 95 G 54

Y 6 B 140

K 1

GRADIENT



MULBERRY

HEX #B3509E



DARK PURPLE

HEX #54368C

Marketing/Implementation Timelines

Mock Signage Plan	Paulina Szyszlo	Nov 1- 8, 2024
Overall Interpretive Content Plan	Kelly O'Neil	Nov 1- 8, 2024
Draft Interpretive Content	Kelly O'Neil	Nov 12 - 22, 2024
Final English Content (written)	Kelly O'Neil	Nov 25 - Dec 6, 2024
Approval of English Content	Meagan Schrader	Dec 9 - 13, 2024
Fench Translation of Content (Written)	Meagan Schrader	Dec 16 , 2024- Jan7, 2025
Design of Interpretive Elements	Paulina Szyszlo	Jan 8 - 15, 2025
Find Vendor(s) to produce interpretive materials	Paulina Szyszlo	Jan 8 - 15, 2025
Review/Approval of interpretive elements	Chris Giles	Jan 23 - 24, 2025
Submit Final Design Files for Production	Paulina Szyszlo	Jan 27 - 31, 2025
Target Full Installation		February 21, 2025
Soft Launch Date of Exhibit		Mar 1 - 7, 2025
March Breal launch of Exhibit		Saturday, March 8, 2025

Marketing & Communication

Goals

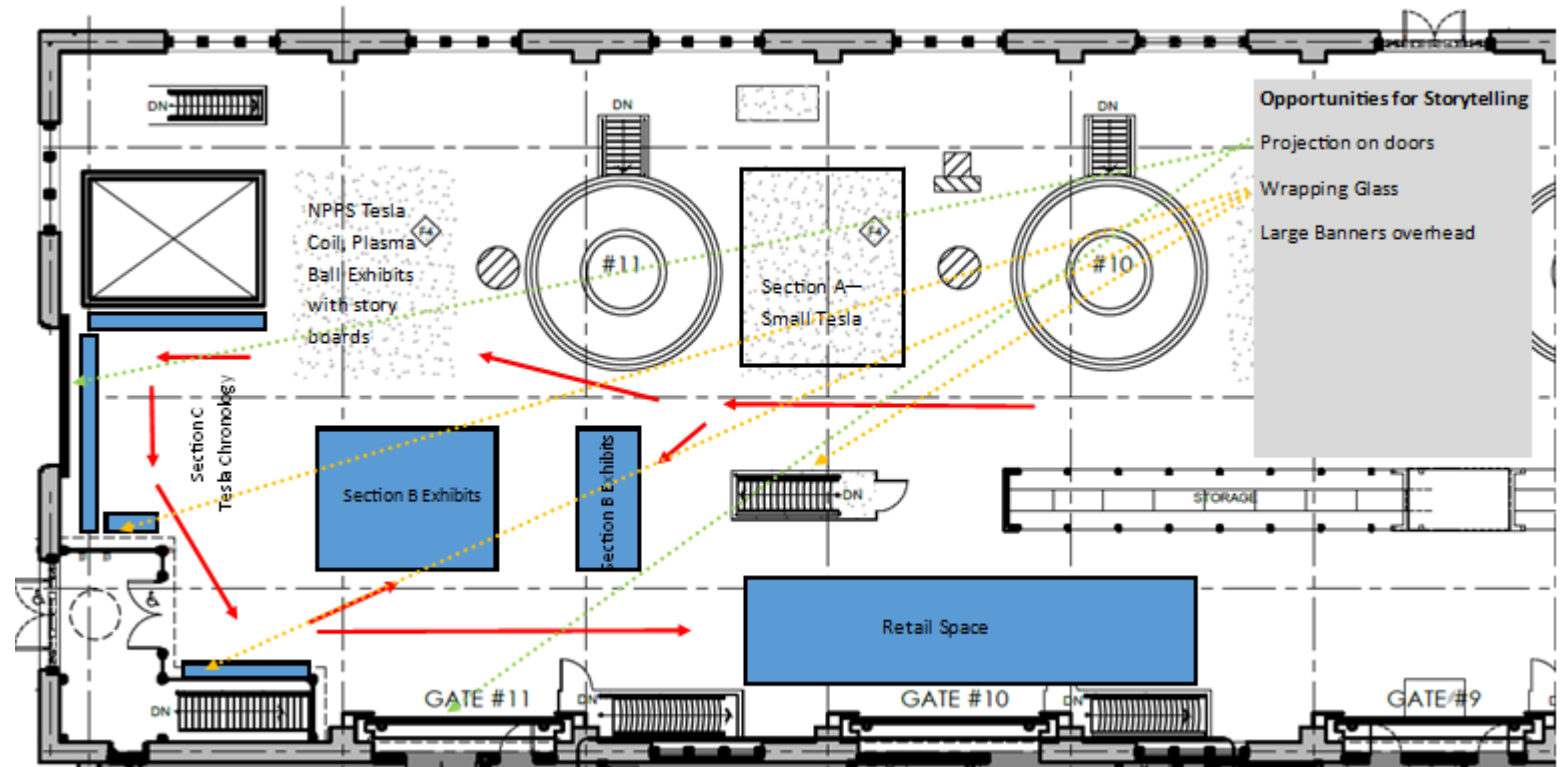
- Enhance awareness of the importance of Nikola Tesla and his inventions in the design and operation of the Niagara Parks Power Station
- Generate renewed excitement and interest for the daytime experience at the Niagara Parks Power Station
- Support the positioning of the Niagara Parks Power Station as a unique educational experience for all ages
- Demonstrate respect and appreciation for Nikola Tesla and the scope of his contributions and innovations to modern day life

Tactics and Initiatives

- The exhibit will be heavily featured across Niagara Parks owned digital channels including website, eblasts, social media and in-park video network
- Destination and industry partners will be engaged for additional support and amplification
- The exhibition will be showcased in paid and earned media initiatives throughout the spring and summer of 2025

Exhibit Layout & Visitor Flow

- Section A highlights Tesla Coils and Wireless Transmission
- Section B showcases Tesla's work and innovations
- Section C is a timeline of Tesla's Life





Belgrade, Serbia Set up

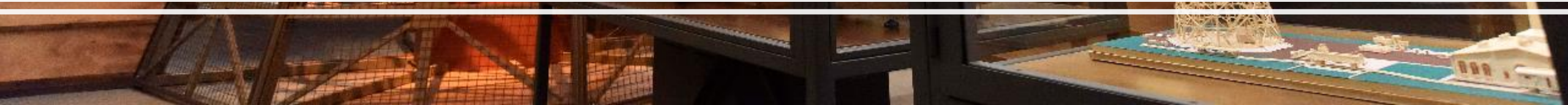




Shanghai Exhibition

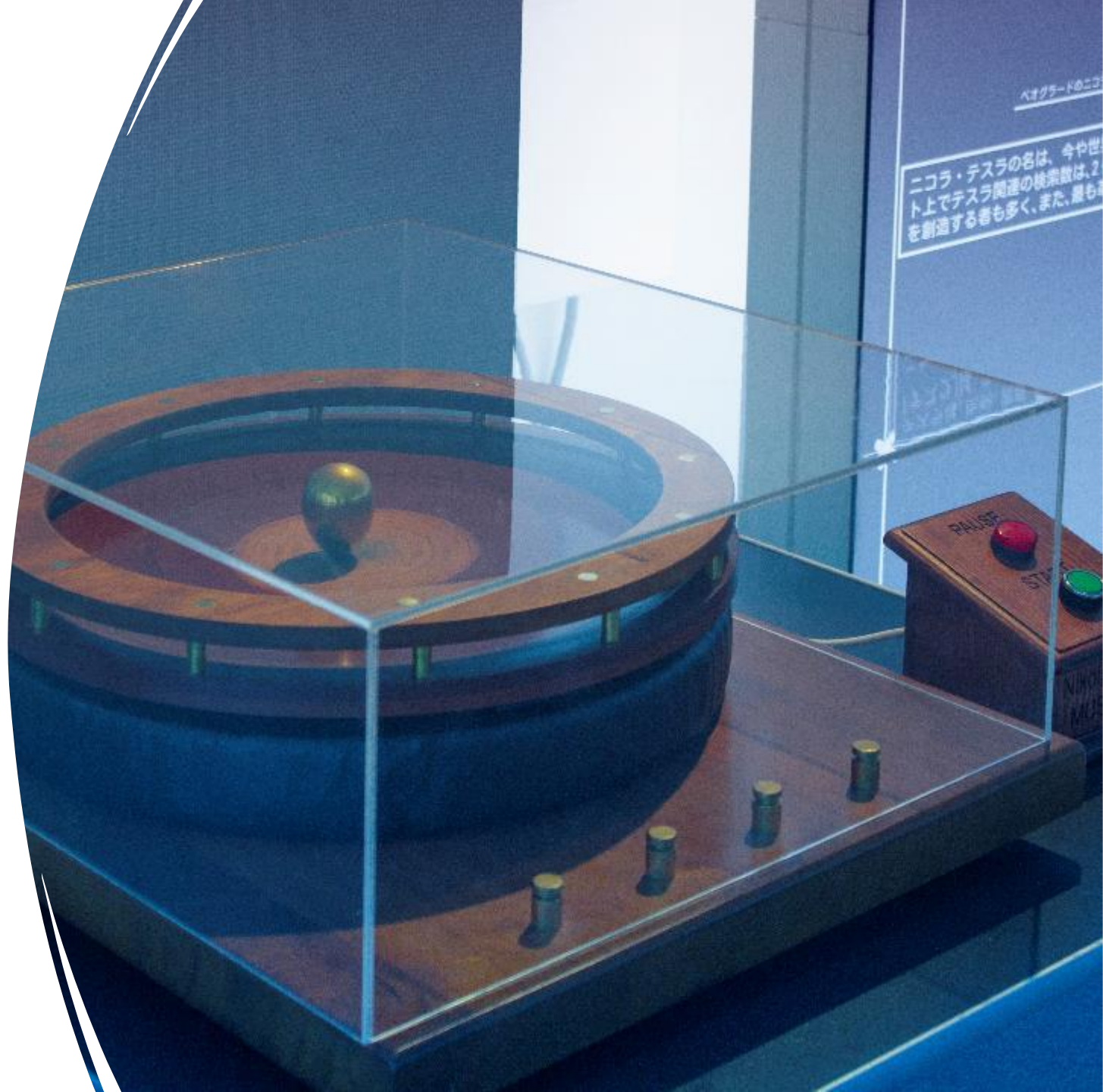


Barcelona Exhibition



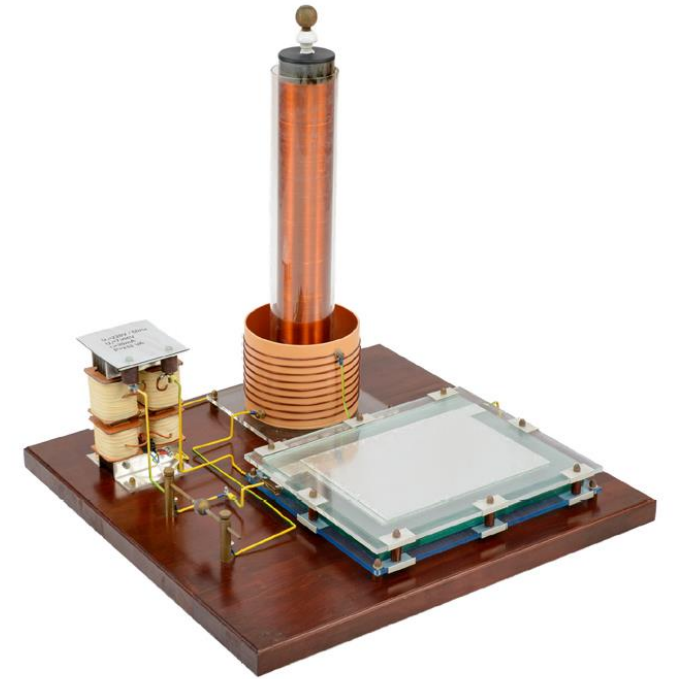
Induction Motor

Example of a full scale model with control box.



Tesla Exhibit Educational Plan

- Engaging pre and post visit activities and lesson plans
- Curriculum-aligned, ready-to-use resource guide
- Empowering STEM learning across multiple grade levels
- Easy to relay selling points for group sales when speaking to teachers.
- Provides a programming template for future exhibits as a legacy



Sales Plan

Student and Education Markets

- Increase local school group bookings by targeting school boards with alignment to curriculum
- Creating new packaging opportunities that center around the exhibit and hydropower or STEM
- Increase student operator bookings by promoting a one-stop-shop and high-value educational product

Tactics:

- Distributing a 2025 Niagara Parks Student Planner Guide for educators and operators featuring the new exhibit
- Leveraging newsletter databases of student educators and student operators to promote new exhibit
- Offering presentations to local teachers at their schools to promote NPPS and the new exhibit
- Target Special Interest Groups and Associations interested in Tesla, STEM learning to promote new exhibit and limited time learning opportunity
- Conducting an Open House and Educator familiarization tour of the new Tesla Exhibit

Business and Social Event Market

- Promote new Telsa Exhibit for conference off-site activities which include
 - Power Station Attraction Tours
 - Business Event VIP Tours
 - Attraction buyouts during Culinary events

Tactics:

- Distribute Corporate Event Planner to Conference and Event Planners
- Leverage newsletter databases of Conference and Social planner to promote the new exhibit
- Target Niagara Parks Partners and Sponsors with opportunities to leverage NPPS during this limited time exhibit

Retail

- Pop retail located at the exhibit will:
 - Feature Tesla related merchandise
 - Encourage impulse sales
 - Raise awareness of additional retail in Forebay area
 - Create a distinctive start or finish to the exhibit on the east side of building





Key Performance Metrics (KPI's)

A proforma to project the impact of the exhibit at the Niagara Parks Power Station has been developed. The proforma details the various criteria upon which the project success will be measured upon including:

- Project is completed on time and within budget;
- Attendance data;
- Attraction revenues (gross and net);
- Retail revenues (gross and net);
- Net profit; and,
- Earned media



Questions?

Thank you