

**NASA Ames Research Center
Historic Preservation Office**

**NETS CRM FY2012
Heritage Tourism Summary**

In 2012, NASA Ames Research Center organized numerous heritage tourism functions for the public, including opportunities to witness historic events and to participate in recreational and educational activities in the Shenandoah Plaza National Historic District and in historic buildings on the Ames campus. Nearly fifty thousand students, families, armed services personnel, and professionals attended functions in and around the parade grounds and the center's historic buildings.

In addition to scheduled events, the historic district is used year round by a thriving collection of organizations, including aerospace companies and educational institutions. The area is open to the general public every day, and the Historic Preservation Office maintains online resources such as self-guided tours, which visitors can bring with them on walks through the historic district to learn about historic properties there. These resources, which include maps linked to photographs and building descriptions, also serve as virtual tours for those who aren't able to visit the center in person.

Opportunities for the public to experience historic properties abound, and are publicized through press releases, Web sites, and social media outlets such as Twitter and Facebook.

Historic Events

This year, Ames hosted over twenty thousand people to witness two on-site historic events of note: the Mars Science Lab Curiosity Rover landing and the Space Shuttle Endeavour Flyover. Families and space enthusiasts turned out in droves for the Curiosity Rover landing event, which was broadcast on a giant screen on the parade grounds in the heart of the Shenandoah Plaza National Historic District. Activities at the event included an expo showcasing Ames Research Center's contributions to the mission, informational booths by the Hiller Aviation Museum, the San Francisco Exploratorium and the SETI Institute, presentations by NASA Ames engineers and scientists such as Chris McKay, and a live broadcast of mission events from the JPL control room. Attendees spread out their blankets and picnic baskets across the parade grounds of the historic district, and enjoyed the festivities surrounding the momentous occasion. They stayed late into the night to witness the event and cheer when Curiosity made its successful landing on Mars. A few weeks later, an estimated fifteen thousand people poured through the historic district to watch the historic flyover of the Space Shuttle Endeavour on its last journey to the California Science Center in Los Angeles, where it will be installed for permanent exhibition.

Recreational and Educational Activities, Public Ceremonies, and Other Events

The parade grounds and conference center in the Shenandoah Plaza are a popular spot for holding public events. This year the United States armed forces, including the Army, Navy, and California Air National Guard held several functions, including awards and change of command ceremonies. Education-related events abounded, such as a regional competition for the U.S. Department of Energy's National Science Bowl, the

Conrad Foundation's Innovation Summit, the Ames summer intern student poster session, and the Carnegie Mellon Silicon Valley University graduation and anniversary celebrations. NASA's Lunar Science Institute hosted its annual conference on lunar science and the popular International Observe the Moon Night. In addition, Ames celebrated ethnic diversity and promoted employment disability awareness with related public events in this area.

Public events in and around historic properties on the Ames campus are less prevalent, owing to the security requirements for entry. This year, in addition to year-round activity mentioned below, Ames hosted over 1,000 students for summer internships and a science institute, which included a day of tours in historic facilities with a big picnic in the NACA Park next to the Unitary Plan Wind Tunnel and National Full Scale Aerodynamic Complexes.

Year-round Activity

People come to Ames year-round to go on a walking tours of the Shenandoah Plaza National Historic District, to visit the Moffett Field Historical Society Museum located in front of Hangar 1, attend a service in the Moffett Chapel, or head over to Hangar 2 to take a ride on an Airship Ventures 246-foot-long Zeppelin, where they can see the center and Bay Area from the air.

In the heart of the historic district is NASA Research Park, a thriving research and education community comprised of colleges, universities, and Silicon Valley businesses that provide numerous opportunities for students and professionals to regularly visit, study, and work in the district.

In the historic 6x6-foot Supersonic Wind Tunnel on the Ames campus is a unique educational facility called the Ames Exploration Encounter. Groups of students in the fourth to sixth grade come here throughout the school year and summer break for specialized, hands-on instruction in science, technology, engineering and math.

Selected Photos



Center directors pose with students at the summer intern poster session Parade Grounds, Shenandoah Plaza National Historic District



Inside the summer intern poster session tent
Parade Grounds, Shenandoah Plaza National Historic District



Greene Scholars Summer Science Institute Program
This program coincided with the Student Intern Welcome and Bring Your Family to Work Day, so students were able to tour historic facilities such as this Flight and Guidance Simulation Laboratory



Student Intern Welcome and Bring Your Family to Work Day
Barbecue in NACA Park next to the National Full-Scale Aerodynamic Complex



Mars Science Lab Curiosity Rover Landing Public Event
Parade Grounds, Shenandoah Plaza National Historic District



Ames Exploration Encounter
Historic 6x6-foot Supersonic Wind Tunnel (Bldg. N-226)



Space Shuttle Endeavour Flyover, with historic Hangar 1 in the background