

**NASA Ames Research Center
Historic Preservation Office**

**NETS CRM FY2014
Heritage Tourism Summary**

In fiscal year 2014, NASA Ames Research Center at Moffett Field, California, hosted a variety of opportunities for the public to participate in scheduled tours and events, internships, self-guided walking tours, and other activities involving the center's historic properties. Over 400,000 people attended functions in and around the center's historic buildings and at off-site 75th Anniversary kickoff activities in the neighboring cities of Mountain View and Sunnyvale.



Year-round Activities

In addition to scheduled events, the Shenandoah Plaza National Historic District is used year-round by the NASA Research Park (NRP), a thriving research and education community comprised of academic institutions and Silicon Valley aerospace and technology companies. NRP provides numerous opportunities for students and professionals to visit, study, and work in the district. The area is also open to the general public every day. They can walk around, visit the Moffett Field Historical Society Museum, and attend religious services at Moffett Chapel.

Public events in and around historic properties on the Ames campus are not commonly held, owing to the security requirements for entry, so Ames regularly organizes guided tours of this less-accessible area. Throughout 2014, scientists and engineers led tours of historic facilities, such as the Arc Jet Laboratory, Unitary Plan Wind Tunnel Complex, Flight and Guidance Simulation Laboratory, and the 40 x 80-foot wind tunnel in the National Full-Scale Aerodynamics Complex. Over 6,000 people attended, including students, interns and their families, educator groups, youth shelter residents, military personnel, international visitors, government officials, and industry representatives.

The center also hosts student groups on the campus all year. A unique educational facility called the Ames Exploration Encounter operates in the historic 6 x 6-foot Supersonic Wind Tunnel. Over 8,000 students in the fourth to sixth grades came there during the school year and summer break for specialized, hands-on instruction in science, technology, engineering and math.

The Historic Preservation Office maintains online resources such as self-guided walking tours through the Shenandoah Plaza National Historic District to educate visitors about historic properties. For those who have access, self-guided walking tours are available for the Ames campus as well. These resources, which include maps linked to

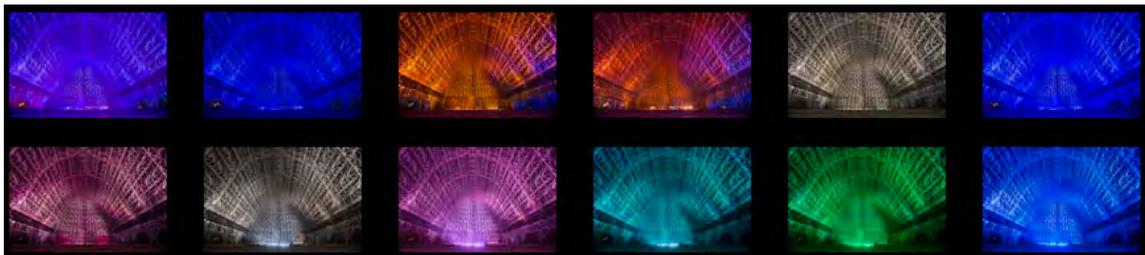
photographs and building descriptions, also serve as virtual tours for those who are unable to visit the center in person.

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



Ames 75th Anniversary Kick-off Events

This year, in the lead-up to the 75th anniversary of Ames, which was founded in 1939 as NACA's Ames Aeronautical Laboratory, the center partnered with the cities of Mountain View and Sunnyvale to create seventeen exhibits about missions and core capabilities in fifteen locations in downtown Mountain View and the Sunnyvale Library. Nearly 375,000 people experienced these "living museum" exhibits during the month of July. Then, in early August, Ames organized a festive 75th anniversary family reunion picnic for employees, retirees and their families on the parade grounds of the Shenandoah Plaza National Historic District. The Ames History Office erected a "Capture a Memory" poster wall for attendees to post photographs and record their Ames memories from NACA and NASA days. Attendees were photographed for an anniversary mosaic and invited to sign an anniversary banner.



Breakthrough Prize in Life Sciences and Physics Award Ceremony in Hangar 1

Hangar 1 housed a high-profile Breakthrough Prize in Life Sciences and Physics award ceremony to honor transformative achievements in those disciplines and to draw attention to the importance of science, technology, engineering, and mathematics education. With help from Hollywood producer and Academy Award director Don Mischer, Hangar 1 was transformed into an awe-inspiring spectacle of wonder, with the entire hangar dramatically illuminated in an ever-changing array of colors and a temporary clear-ceilinged structure installed inside it to allow attendees to enjoy the light show. The event was hosted by actor Kevin Spacey and also featured celebrities such as Glenn Close and Conan O'Brien. Esteemed members of the wider science and technology community offered presentations, starting with a welcome message from Stephen Hawking. A television broadcast of the ceremony, which was co-organized by

Vanity Fair Magazine, was produced for the Discovery Science Channel to convey the event to an international audience.



Recreational and Educational Activities, Science Forums, Military Ceremonies, and Other Events in the Shenandoah Plaza National Historic District

Numerous other functions were held in the Shenandoah Plaza National Historic District, which is a popular spot for holding public events of all sizes. The Kepler mission team held a public five-day conference to discuss the mission's science results. Speakers included principal investigator Bill Borucki, members of the Kepler team such as Charlie Sobeck and Natalie Batalha, as well as university scientists and SETI's Frank Drake. The event was also broadcast online to facilitate increased access. NASA's Ames-based Solar System Exploration Research Virtual Institute (SSERVI) held the First Annual NASA Exploration Science Forum, an expansion of the Lunar Science Forum that was held from 2008 through 2013 in the historic district. This three-day event featured scientific discussions of exploration destinations of interest (the Moon, near-Earth asteroids, and moons of Mars) along with public engagement discussions sprinkled between the science topics. SSERVI also hosted an International Observe the Moon Night on the parade grounds, with lunar scientists giving talks about the Moon and NASA's planetary exploration programs. Large telescopes were set up to offer the public a chance view the Moon and other celestial objects with assistance from Ames scientists.

The NASA Research Park (NRP) also used the district as a venue for Exploration Lecture Series talks about planetary sustainability for survival and profit and about twenty-first century medical technologies. NRP tenant Singularity University held a movie night for students, and Carnegie Mellon University held graduation ceremonies there. The California Map Society held its annual Northern California meeting, themed "Mapping the Heavens," which included discussions about mapping the Solar System and its planets from antiquity to the modern day and mapping exoplanets in other star systems, along with a student presentation of a World War I trench map. Lecturer Brian Charles Steel gave a presentation entitled "Impaired Perceptions," about his life as a disabled person and his work as a professional photographer.

Military-focused events held on the parade grounds this year included US Army change of command and retirement ceremonies, as well as a wounded warrior workforce conference. The conference featured workshops on how to apply for federal jobs and resources for transitioning into the civilian workforce, followed by a career fair for veterans and military spouses.



Summer Students

Ames hosted a large cohort of summer interns this year, training and mentoring 900 students from a range of educational levels all the way from high school to PhD programs. The interns toured historic facilities, worked in and around historic properties, and attended special events such as the director's colloquium series. Seventeen distinguished scientists, engineers, leaders, entrepreneurs and other inspirational speakers who were invited to participate in the series presented visionary insights into the future of aeronautics, space exploration and the world. One morning, Ames center director Pete Worden joined summer students for a lively, informal "Worden and waffles" breakfast event on the front lawn of the historic administration building. At the end of summer, Ames hosted a culminating research poster session event for interns and their families in the Shenandoah Plaza National Historic District, also attended by their NASA colleagues and mentors. This event took place next to the 75th anniversary picnic, so students had the opportunity to mingle and discuss their projects with Ames retirees and personnel.

Selected Photos



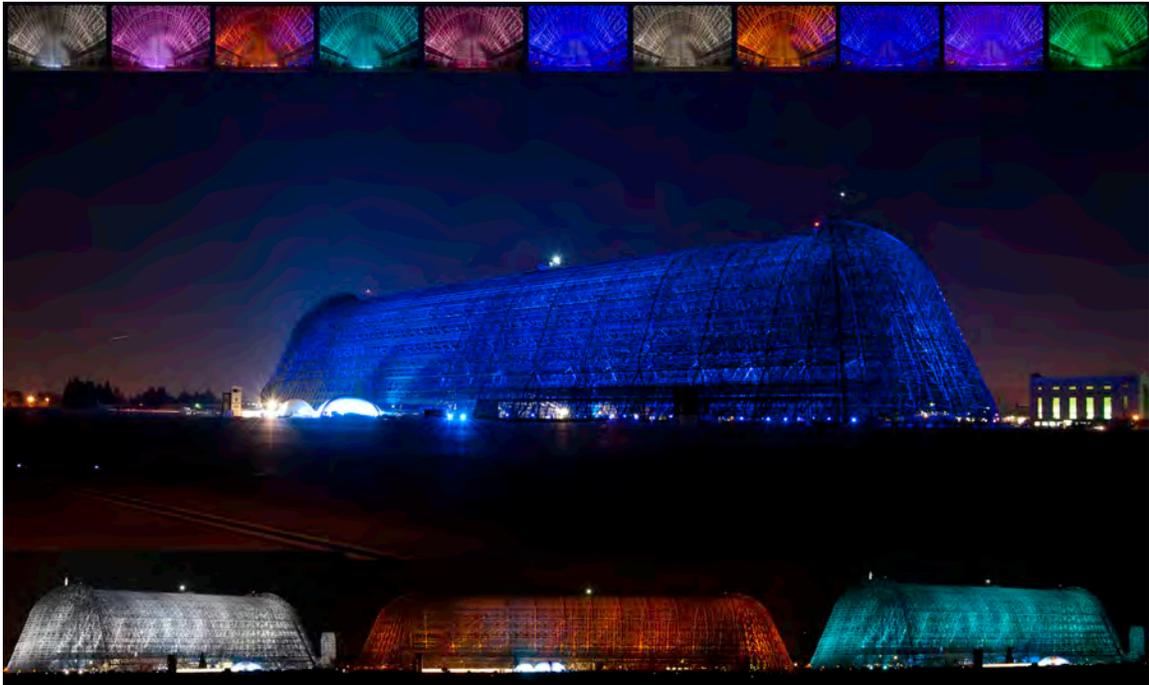
*Summer student interns exhibit some enthusiasm
Historic Administration Building (N200)*



*Summer students spend the morning with Center Director Pete Worden and staff
Historic Administration Building (N200) lawn*



*Ames Director's Colloquium Summer Series Followed by Speaker Receptions
Historic Administration Building (N200)*



*Historic Hangar 1 dramatically illuminated in an assortment of colors for the Breakthrough Prize in Life Sciences and Physics Award Ceremony
Shenandoah Plaza National Historic District*



Actor Kevin Spacey being interviewed by news media outlets on the red carpet at the Breakthrough Prize in Life Sciences and Physics Award Ceremony



Inside Hangar 1 at the Breakthrough Prize in Life Sciences and Physics Award Ceremony



Ames 75th Anniversary Living Museum exhibit about space life sciences in a downtown Mountain View vintage clothing storefront



Ames 75th Anniversary Living Museum exhibit about the Kepler mission in a downtown Mountain View book shop storefront



Ames 75th Anniversary Living Museum exhibit in a downtown Mountain View coffee shop storefront shows grades 5 to 9-level mathematics used in air traffic control



*Color guard at the Wounded Warrior Workforce Conference
Shenandoah Plaza National Historic District*



*Wounded Warrior Workforce Conference
Parade Grounds, Shenandoah Plaza National Historic District*



*Year-round guided tours of the historic National Full-Scale Aerodynamics Complex
(Buildings N221 and N221B)
Photo credit: Dorcas Kaweesa*



Year-round tours of the historic Flight and Guidance Simulation Laboratory (Building N243)



*Year-round educational activities, Ames Aerospace Encounter
Historic 6 x 6-foot Supersonic Wind Tunnel (Building N226)*



*LADEE Mission, NASA capabilities, and science, technology, engineering, and math exhibits
Parade Grounds, Shenandoah Plaza National Historic District*



*Kepler Science Conference
Shenandoah Plaza National Historic District*



Ames Historic Preservation Officer Keith Venter (right) at a picnic for students, families, and personnel in NACA Park, next to the historic 6 x 6-foot Supersonic Wind Tunnel (N226) Unitary Plan Wind Tunnel (N227, N227 A-D) and National Full Scale Aerodynamic Complexes (N221)



*Touring NASA Ames Research Center inspires visitors to shoot for the stars.
Ad astra!*