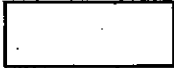


**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card



I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor     in opposition

Date: 3/22/11

(PLEASE PRINT)

Name: GREG BANHAZL

Address: NYIT 1855 BROADWAY, NY

I represent: INTREPID AIR & SPACE MUSEUM

Address: 46<sup>th</sup> ST 12<sup>th</sup> AVE 10036

◆ Please complete this card and return to the Sergeant-at-Arms ◆

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Appearance Card



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in favor     in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Susan Marenoff-Zausner - President

Address: Intrepid Museum 46<sup>th</sup> / 12<sup>th</sup> Ave

I represent: Intrepid Museum

Address: 46<sup>th</sup> / 12<sup>th</sup> Ave. NYC 10036.

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**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor     in opposition

Date: \_\_\_\_\_

Name: JENNIFER HENSLEY (PLEASE PRINT)

Address: 355 LEXINGTON AVE

I represent: ASSOCIATION FOR A BETTER NY.

Address: 355 LEX.

◆ Please complete this card and return to the Sergeant-at-Arms ◆



**TESTIMONY FROM JENNIFER HENSLEY, EXECUTIVE DIRECTOR OF THE ASSOCIATION FOR A BETTER NEW YORK, BEFORE THE NEW YORK CITY COUNCIL COMMITTEE ON CULTURAL AFFAIRS, LIBRARIES AND INTERNATIONAL INTERGROUP RELATIONS REGARDING THE EFFORTS TO BRING A NASA SPACE SHUTTLE TO NEW YORK CITY FOR PERMANENT RESIDENCE AT THE INTREPID AIR & SPACE MUSEUM**

**March 22, 2011**

Good afternoon. I am Jennifer Hensley, Executive Director of the Association for a Better New York (ABNY). ABNY promotes and facilitates the effective cooperation of the public, private and non-profit sectors in New York City to improve the quality of life for those who live and work in New York City, and for the millions of tourists who visit each year. ABNY strongly supports the efforts to bring a NASA space shuttle to New York City for permanent residence at the Intrepid Air & Space Museum, and we urge the City Council to support these efforts as well.

The Intrepid is already a leader in educational programming and preservation, offering thoughtful events and activities, and well-designed exhibits that educate visitors on US history and the great traditions of science and service in this country. The NASA shuttles are a critical part of our nation's story, and there is no more fitting place for a shuttle than at the Intrepid. New York City offers unparalleled exposure for NASA's shuttle, and the Intrepid, with its nearly 1 million annual visitors (and capacity to handle many more), its central location in midtown Manhattan, and its expertise in maintaining historical vessels, is perfectly situated to host the shuttle.

The NASA shuttle would be a tremendous benefit to New York City. The shuttle would attract even more visitors and encourage tourism spending, resulting in an estimated \$106 million in new economic activity in just the first year of shuttle display. This is economic activity that New York City can't afford to pass up. As our city continues the long, slow recovery from the recent recession, we must look for every opportunity to expand our city's economy, to attract more visitors, and to position our city as a cultural and educational destination for years to come. Adding a NASA shuttle to the display at the Intrepid would help us achieve all these goals, and would be a tremendous benefit to the fabric of New York City.

We fully support the Intrepid's efforts to host a NASA shuttle, and are confident in their ability to support the initiative logistically and financially. We hope that this committee and the Council recognize the tremendous positive impact the shuttle would have on New York, and vote to support the Intrepid in their request to NASA. Thank you for the opportunity to testify today, and please let me know if I can answer any questions.

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**SUSAN MARENOFF-ZAUSNER, PRESIDENT OF  
THE INTREPID SEA, AIR & SPACE MUSEUM  
TESTIMONY BEFORE  
NYC'S CULTURAL AFFAIRS COMMITTEE  
MARCH 23, 2011**

Good morning and thank you for inviting me here today to share with you why **New York City** and the **Intrepid Sea, Air & Space Museum** would be the ideal home for a soon-to-be retired NASA Space Shuttle.

As you know, several museums from around the country are vying to be the permanent home to one of three shuttles: the Discovery, the Endeavor and the Atlantis.

In its request for information from interested institutions, NASA has publicly stated that it wants these icons of space exploration to be displayed where the most people would have the greatest opportunity to see and learn from them.

It begs the question then - where better than New York? There are many reasons.

More than 45 million tourists come to our city every year. 15 million people live and work within an hour of Manhattan. And almost 1 million people visited Intrepid last year alone.

We are the epicenter of American tourism and – as you will read in the letter provided by NYC & Co., New York’s tourism and visitor’s bureau – we are the nation’s most visited city, hosting Americans and people from around the globe. Where better to tell the NASA story to the world than right here in New York?

And let’s not forget that New York is the media capital of the world. There is no better media support than in NY to highlight the shuttle and all of the activity that will take place each and every day at the Intrepid, inspiring and educating all generations about this American marvel. And, Intrepid alone

received over 1.2 billion media impressions in only the last year, offering significant exposure to all of its artifacts.

Intrepid also has an intimate connection with the NASA Space Program. In the 1960s, Intrepid served as a primary recovery vehicle for the Mercury 7 and Gemini 3 missions. Astronauts Scott Carpenter, John Young and Virgil “Gus” Grissom – and their space capsules – were plucked from the ocean by Intrepid and her crew. These brave space explorers walked on Intrepid’s decks and stood along her rails. What better location to house a retired Space Shuttle than in the same place where some of

America's first Astronauts found solid footing under them after returning from their own missions?

As we can all appreciate, the story of space exploration is probably best understood through the eyes of children – and there are more than 100,000 students who come to Intrepid every year to learn, literally hands on, about science and history and to have fun, and each one leaves inspired.

Our world-class education team creates experiences that already incorporate space exploration into its curriculum, allowing young minds to understand the science and technology behind flight and exposing



them to a speakers program that inspires them with life lessons about leadership and heroism.

Education lessons and programs about the shuttle would be seamlessly integrated into this programming.

A shuttle would also help enhance Intrepid's STEM education programming –Science, Technology, Education and Math –so critical for the youth of our country- by giving our educators an exciting platform to make technical subjects more applicable for young minds exploring new concepts.

More than one million New York City public school children – and hundreds of thousands more from

across our area, including college students – will all benefit from having a Space Shuttle right here at their fingertips.

A Space Shuttle in New York would add to the significant resources among the network of cultural and historic institutions based in and around our area, as well as allow them to incorporate the Shuttle into their extended offerings, expanding the shuttle's reach far beyond Intrepid's pier.

Additionally, the economic benefits to bringing a Shuttle to New York City are tremendous. Estimates project \$106 million in new economic activity in just

the first year a shuttle would be on display in New York, which includes adding a predicted \$7 million in new local tax revenues. Designing and constructing the facility in which to display the shuttle will create temporary construction jobs, and several more permanent employees will be hired to curate and manage the exhibit.

Of course, it's one thing to say we want a shuttle – it's another thing to have the significant financial means to bring it here and display it. From what we know today, NASA will require we pay for the decontamination and transportation process, and require we construct a proper environment for

preservation and display of the shuttle – in all, a \$40 million commitment.

We all know that New York can raise the funds necessary.

New York is a center of giving and philanthropy, where the seemingly impossible becomes the new standard for tomorrow's challenges. The Intrepid Museum has a long history of tapping into our generous philanthropic network and we fully expect people to support our effort.

Our track record is strong: we successfully raised more than \$100 million for Intrepid's recent two-year refurbishment, for which we owe much thanks to Speaker Quinn, the City Council and the Department of Cultural Affairs. I have no doubt we can accomplish this task as well.

Support for our efforts has already been monumental. More than 150,000 people have signed our petition and followed us online at "Shuttle2NYC." We've had the backing of all of our elected leaders, led by Senators Schumer and Gillibrand, who have rallied support from Albany to Washington DC and across the country. We have

been told our application – once thought to be a longshot – is now a serious contender. But it's still not over.

NASA has said it plans to announce the winners of this shuttle race on April 12. We have serious competition from other cities, which bring equal determination and resources to challenge us. By no means are we assured of anything.

That is why your support is so critical. You lend yet another powerful voice in the growing chorus of New Yorkers, sending a message to NASA, that New

York wants and is worthy of one of these proud space vehicles.

With our widespread continued support – and with the backing of this Council – I am even more hopeful that we will succeed.

I thank you for your time today. I am happy to take any questions.

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I would like to thank you for this opportunity to speak to you today about the location of the space shuttle on the INTREPID

I am Director of Business Development at New York Institute of Technology. NYIT is a college related with campuses located in Manhattan, Long Island, and 6 additional sites world wide, with over 15,000 students including undergraduate, graduate and over 90,000 alumni.

nyit has a strong program in Engineering and Computing science. The mission statement of the college is focused on hands on career oriented education.

The past fall, the Intrepid & nyit partnered on a riviera program where 11 teams of architects & engineers with 65 students competed on creating a conceptual design for a restoration air craft pavilion on the flight deck of the Intrepid



This real life experience demands attention to the requirements of the integrated and attention to design of a green, sustainable and educational structure. The winning team is enhancing its design this spring with the ~~the~~ intention of constructing the structure within the next year.

and  
The partnership demonstrates the integrated's commitment to furthering educational opportunity, inspiring creativity and ~~a clear message~~ ~~forward~~ in science and technology.

NYIT is very committed to STEM, not only in preparing its own students for future careers but in attracting promising high <sup>school</sup> students to its engineering & computing science programs.

By locating  
the  
shuttle  
here

The integrated will continue to provide a major exposure to STEM related education not only to millions of visitors but to over a million public school children. This is the next generation of scientist, inventors and visionaries.

In a personal note, my daughter teaches 5th grade in Brooklyn and has taken her class to the Intrepid many times. They are always inspired by the magnificent venue.

NYIT is proud to endorse the location of the Space Shuttle as the Intrepid. It would continue the rich legacy of our innovation, history and education in science for our next generation.

Thank you