



INVESTOR PITCH DECK

CHARLESTON SPACE
CENTER &
OBSERVATORY



CHARLESTON PLANETARIUM

EXECUTIVE SUMMARY

Business Name: Charleston Space Center & Observatory

Location: Charleston, South Carolina

Business Type: Space Center with Planetarium + Rooftop Observatory + Restaurant/Bar

Mission: To inspire wonder, learning, and connection through immersive space science education and cosmically themed dining experiences.

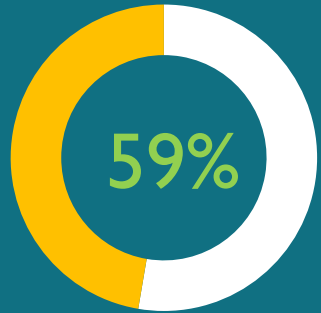
Vision: To become the Southeast's premier destination for space education, public stargazing, and celestial-inspired dining.

Legal Structure: Non-Profit 501(c)3

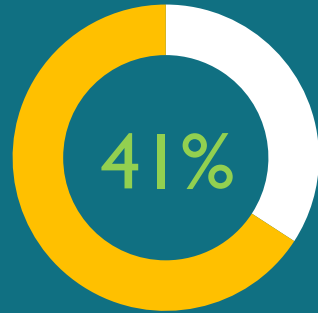
BUSINESS OBJECTIVES

- Launch a fully operational space center with planetarium and observatory within 24-36 months.
 - However, rezoning studies or community resistance, etc., could lead to a projected launch of up to 4-5 years.
- Establish a rooftop restaurant/bar with a celestial theme and telescopes.
- Attract 85,000 – 180,000 + visitors annually by year 3.
- Partner with schools, universities, and tourism bureaus for STEM outreach and events.

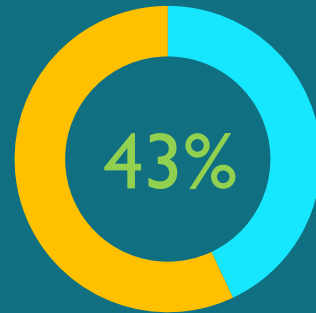
MARKET ANALYSIS



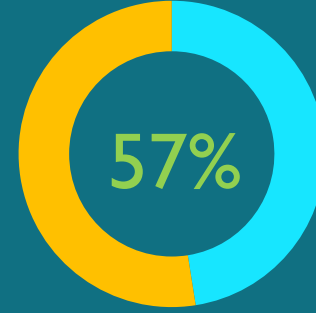
Female



Male



Adults



Children



Middle Income

TARGET MARKET

- ✓ Families, tourists, schools, and universities
- ✓ Science and astronomy enthusiasts
- ✓ Date night, nightlife, and fine dining crowd
- ✓ Event planners (corporate events, weddings)

MARKET OPPORTUNITY

Charleston is a top U.S. tourist city (~7 M+ visitors/year), rich in culture but lacking a strong science attraction. The center will fill a regional gap while offering a unique, experience-driven venue that fuses education, entertainment, and hospitality

COMPETITIVE ANALYSIS

No direct competitor in the region combines an observatory, a planetarium, and upscale dining.

Indirect Competitors

Local museums, rooftop bars, and minor science centers.

CONCEPT OVERVIEW



Planetarium

360° digital dome theater (70-120 seats). Daily shows: “Journey Through the Cosmos,” “Black Holes,” “Charleston Skies,” K–12 educational programming aligned with SC standards. Rental space for lectures, weddings, and private screenings.



Discovery Hall & Gift Shop

A dynamic exhibit space showcasing interactive science, astronomy, and spaceflight exhibits. Features rotating exhibits, immersive installations, and hands-on learning stations.

A curated **gift shop** offering science-themed merchandise, educational toys, books, and Charleston-exclusive souvenirs.



Rooftop Observatory

Telescopes: 16-inch RC telescope + smaller refractors. Stargazing events, public observation nights, VIP stargazing packages. Mobile accessibility (ADA-compliant viewing stations). Dedicated elevator.



Administrative Offices

Dedicated workspaces for operations staff, scientists, educators, and support teams.

Includes meeting rooms, break room, and tech infrastructure for live streaming, exhibit programming, and outreach.



Restaurant & Bar

Concept: Space-themed dining under the stars. Menu: Local seafood + globally inspired “galactic” fare, specialty cocktails. Events: “Astronomy & Ales” nights, space-themed tastings. 360° rooftop views, retractable dome/awning, live music.



Event Space & Kitchen

A spacious, rentable **event venue** ideal for weddings, conferences, corporate functions, and themed galas.

Includes panoramic windows and adaptable seating. A **commercial kitchen** serves both the event space and the rooftop restaurant above: service and catering.

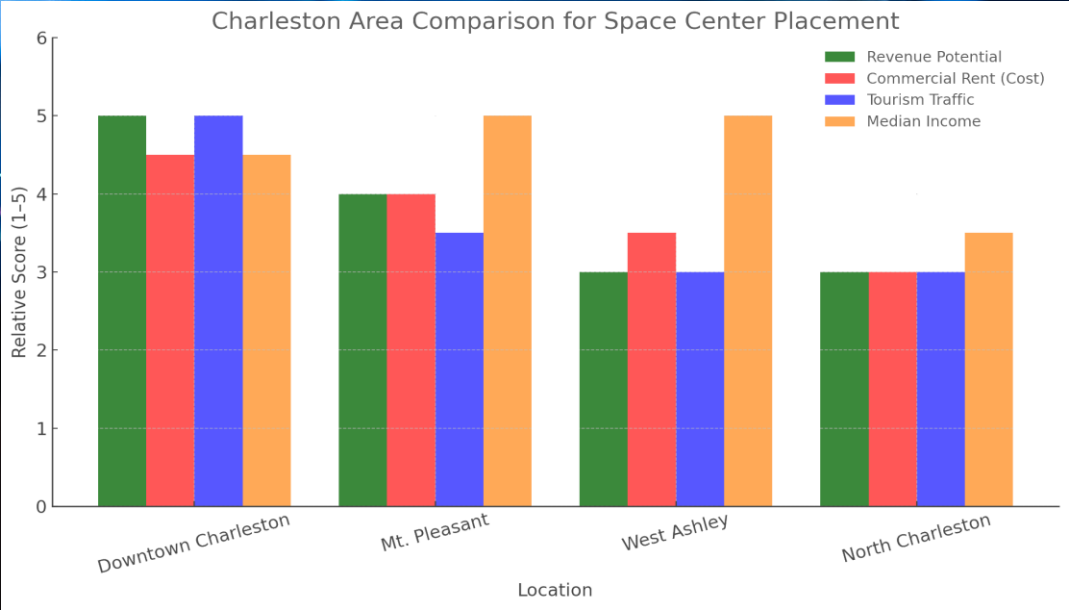
REVENUE STREAMS



Percentage of Sales & Estimated Revenue

Revenue Stream	% of Sales	Est. Annual Revenue
1. Planetarium Tickets & Memberships	30%	\$1,500,000
2. Observatory Events & VIP Packages	15%	\$750,000
3. Restaurant & Bar Sales	20%	\$1,000,000
4. Event Space Rentals	10%	\$500,000
5. Gift Shop (Merch, kits, etc.)	15%	\$750,000
6. Educational Contracts & Programs	10%	\$500,000

Placement & Projected Revenue



MARKETING STRATEGY



01 Launch Campaign: Press releases, local news, influencer previews.

02 Tourism Integration: Listed in the Charleston Visitor's Bureau, hotel packages.

03 STEM Outreach: School visits, scholarships, nonprofit collaborations.

04 Social Media: Stunning visual content (space, rooftop, cocktails).

05 Events Calendar: Monthly sky themes, seasonal space events.

FUNDING STRATEGY

SPONSORSHIPS

Corporate sponsors (aerospace, tech, education companies, banks).

\$5 million

DONORS

High-net-worth individuals, public campaigns, and naming opportunities.

\$5 million



GRANTS

Federal science/education grants, state development funds, NASA, NSF

\$7.5 million

PRIVATE INVESTORS

Angel investors, venture capital, or mission-aligned firms.

\$7.5 million

LONG-TERM VISION



✓ **LANDMARK**

Become a landmark cultural institution in Charleston

✓ **OUTREACH**

Expand to satellite mobile planetariums for rural outreach

✓ **APPS & PLATFORMS**

Develop an app or an online platform for educational programs

✓ **PARTNERSHIPS**

Explore partnerships with NASA, universities, and global planetariums

THE TEAM



Theresa Kelly
Director of Development



Chris Fragile
Board Member



Paul Gangarosa
Founder & President



Beth Shealy Donehue
Board Member & Treasure



Thomas Martinez
Director of Planetarium

THANK YOU!



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Charleston, South Carolina

