



www.noyocenter.org

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The Evolution of the Noyo Center

The background of the slide is an underwater scene. In the upper half, a large shark is swimming horizontally across the frame. In the lower half, the silhouette of a person is visible, with their arms raised as if they are reaching up towards the shark. The water is a deep blue with many small, light-colored bubbles or particles scattered throughout.

2004-2005: Community puts coastal trail and marine science center at the top of list for reuse of the mill site

2006: A group of national field stations experts prepare a feasibility study and select the best site.

2008: the City retains Paul Siri to prepare a Detailed Project Program to define the facility's design requirements, programs, and operation.

2009: the City and Sonoma State University discuss the possibility of a collaborative partnership

2009: Blue whale washes to shore in FB and the City is granted possession of the skeleton for display at the Noyo Center

2010: the City retains Bauer and Wiley Architects to prepare conceptual plans for the Noyo Center to assist with fundraising efforts.

2013: Blue whale skeleton is exhumed and City hires Executive Director

2014: Noyo Center for Marine Science, a nonprofit organization, is created to lead the development and operate the campus.

The Noyo Center:

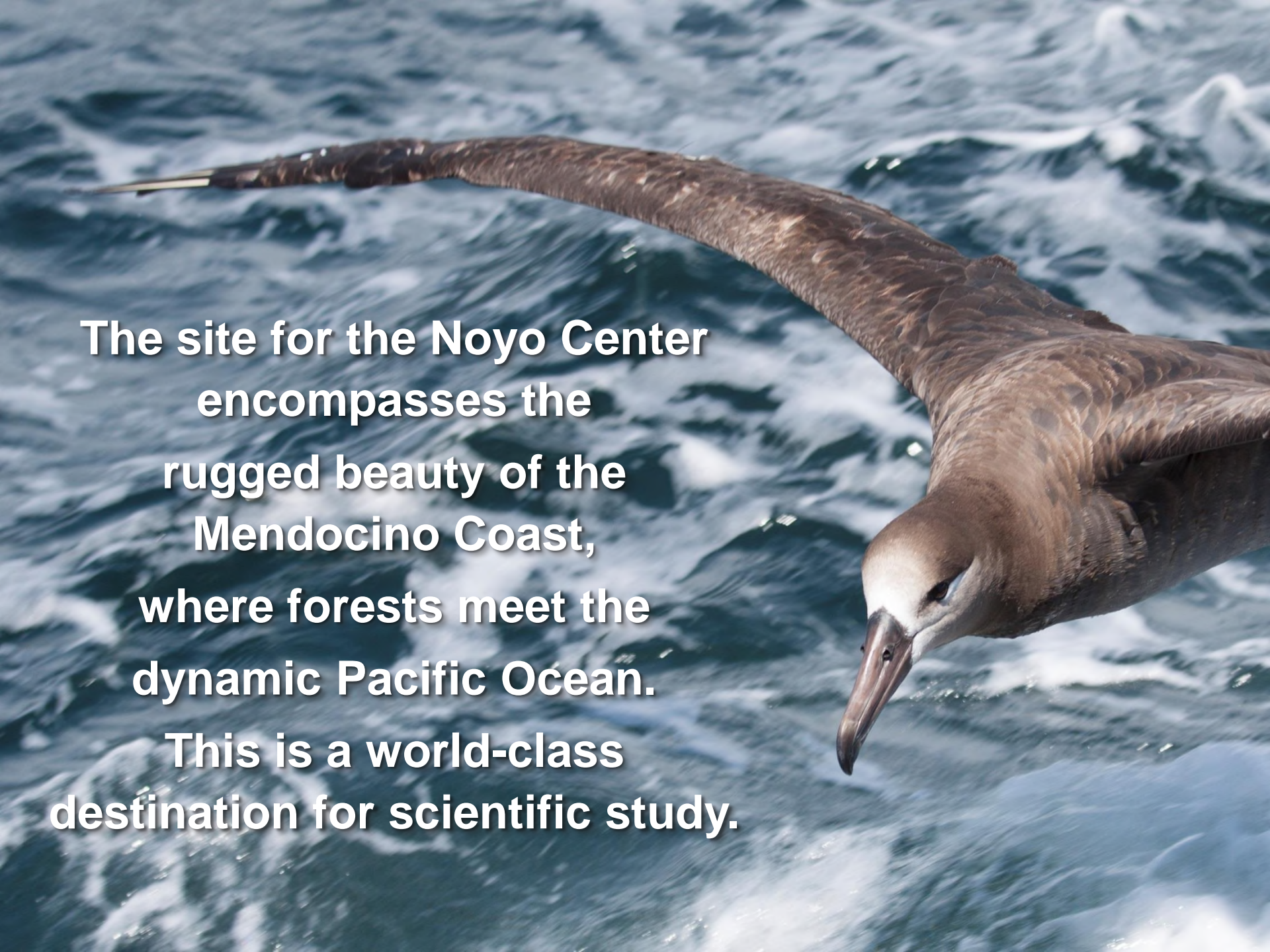
- ✦ Places the Mendocino Coast at the forefront of marine research and education.
- ✦ Diversifies economic development for Fort Bragg and Mendocino County
- ✦ Engages citizens and children in scientific exploration of the natural world
- ✦ Promotes investigation of climate variability and education about improved resiliency.
- ✦ Restores and conserves coastal and marine ecosystems.
- ✦ Encourages collaboration among scientists, public agencies, and private business to manage natural resources.



A photograph of three children on a beach. On the left, a boy in a red shirt and a tan baseball cap with a logo holds a large, flat, brownish sea shell. In the center, a girl in a tan jacket and a grey hat holds a similar shell. On the right, a boy in a blue shirt holds another shell and points towards the camera. The background shows a sandy beach, waves, and a clear sky.

A new **MARINE SCIENCE CENTER** with a mission to *explore our dynamic connection to the ocean.*

- Support innovative scientific research
- Offer hands-on, engaging education for all ages
- Promote coastal stewardship
- Inspire connection, communication, collaboration and creativity
- Showcase sustainability thru the site, buildings and operation

A close-up photograph of a brown albatross in flight over the ocean. The bird's wings are spread wide, showing the texture of its feathers. The background is a blurred view of the blue and white waves of the sea. The text is overlaid on the left side of the image.

**The site for the Noyo Center
encompasses the
rugged beauty of the
Mendocino Coast,
where forests meet the
dynamic Pacific Ocean.
This is a world-class
destination for scientific study.**



Coastal Trail

Restored coastal prairie

Parking

Science Labs

Discovery Center

Admin

Housing

Tide pool

Whale House

Wetland





Features

- ❑ 25,000 SF Center with restored landscape
- ❑ Marine research campus with lodging for visiting scientists
- ❑ Education Center with aquarium, tidal mesocosm and display of rare 73-foot blue whale skeleton
- ❑ Connection to CA Coastal Trail and open space parkland
- ❑ Projected 60,000-75,000 visitors annually
- ❑ Integrated restored landscape and green building design
- ❑ Planned as net-zero energy and zero carbon footprint

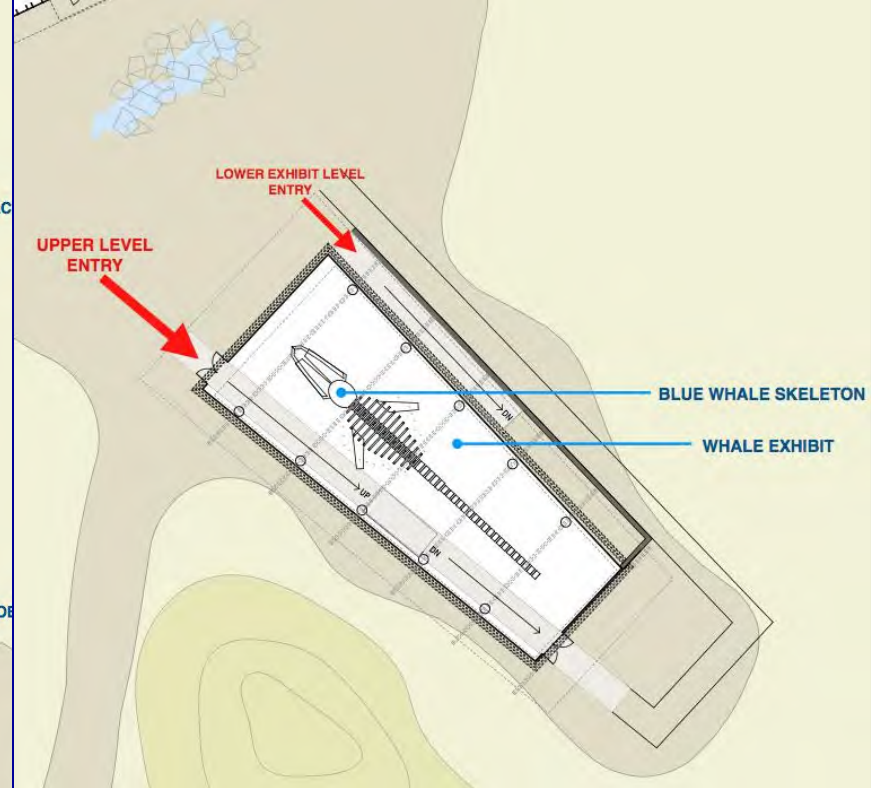
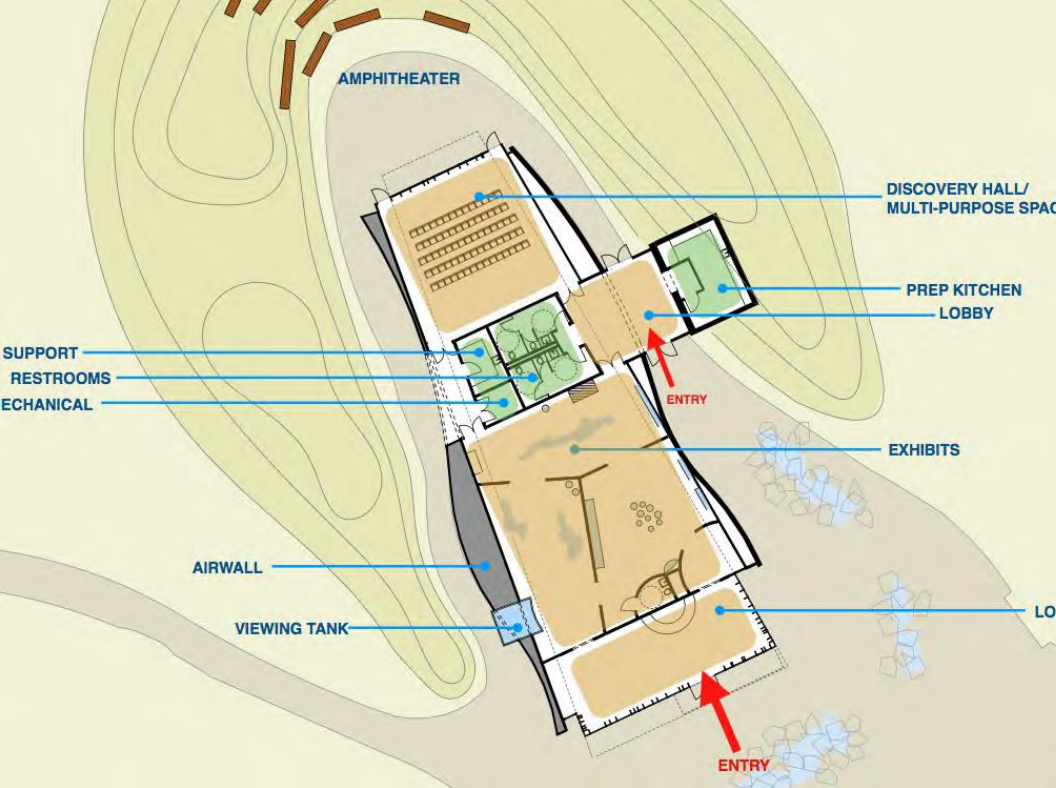




Discovery Center and Whale House

- 7,760 SF exhibit hall and natural history museum featuring a recently restored 73-ft blue whale skeleton
- Education programs for all ages
- Summer science camps
- Ocean literacy events with visiting researchers
- Citizen science support for ongoing research
- Natural resource stewardship program





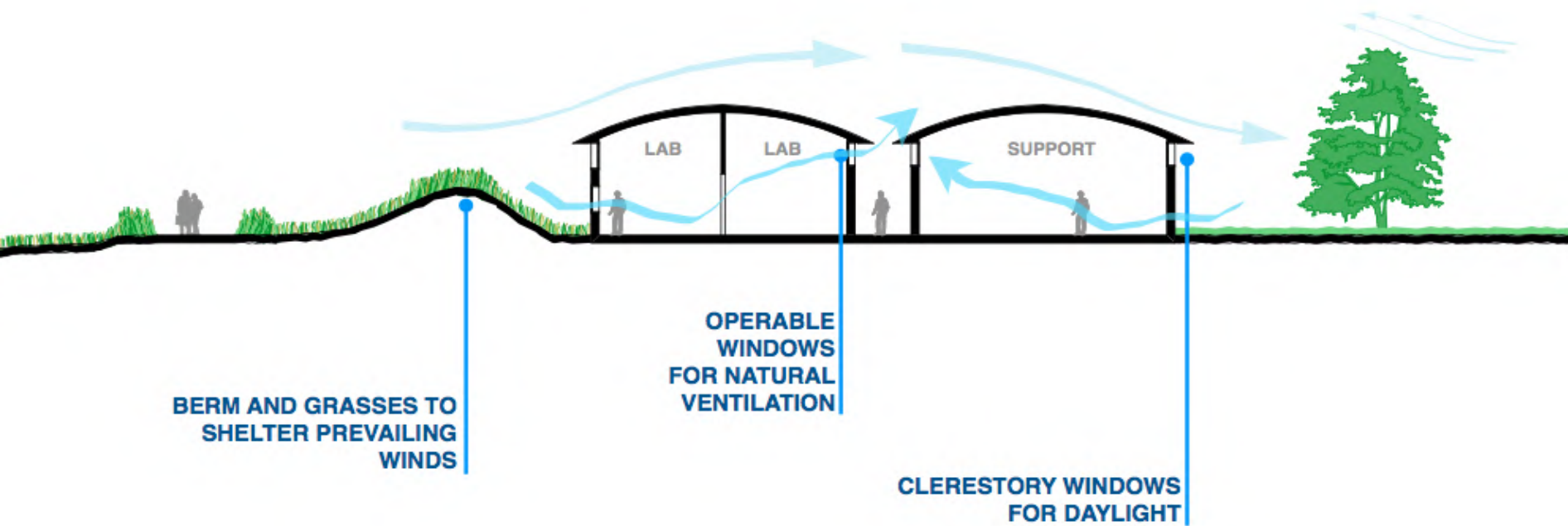
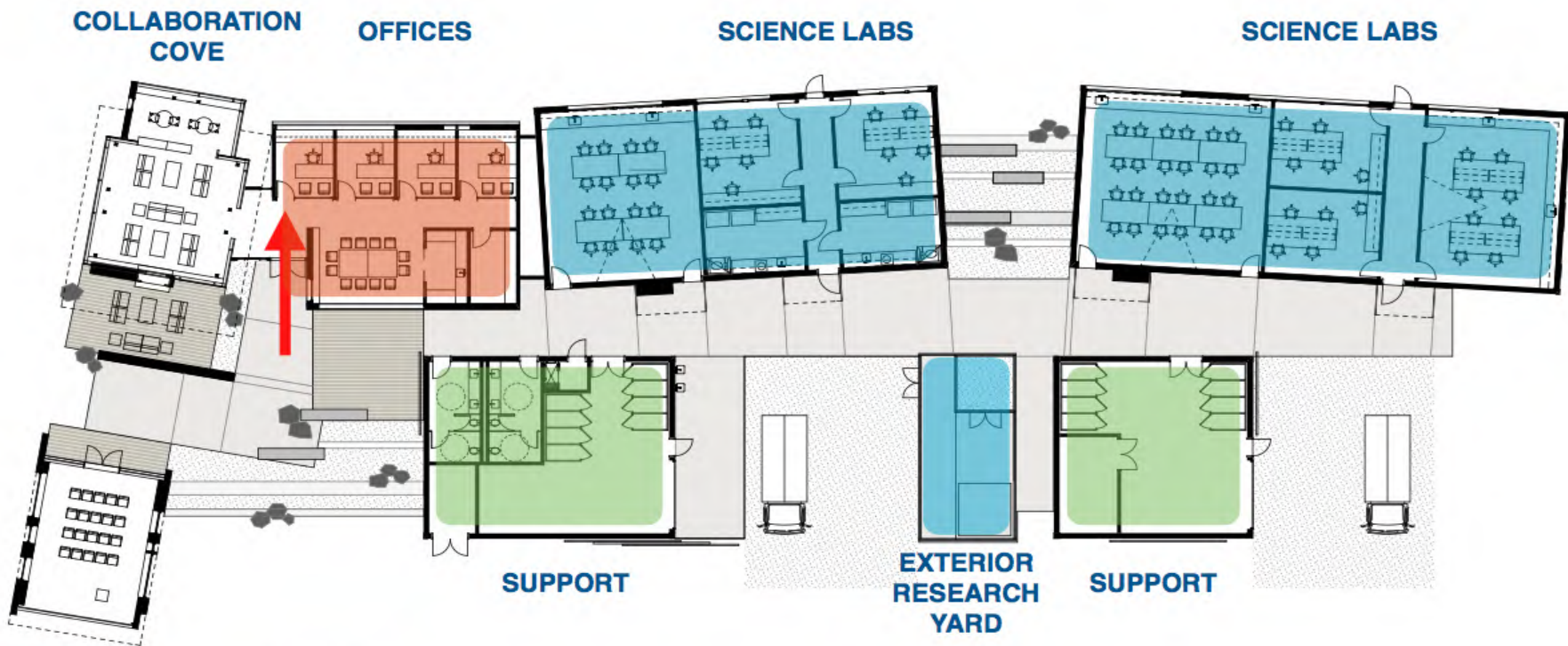


Research and Lodging

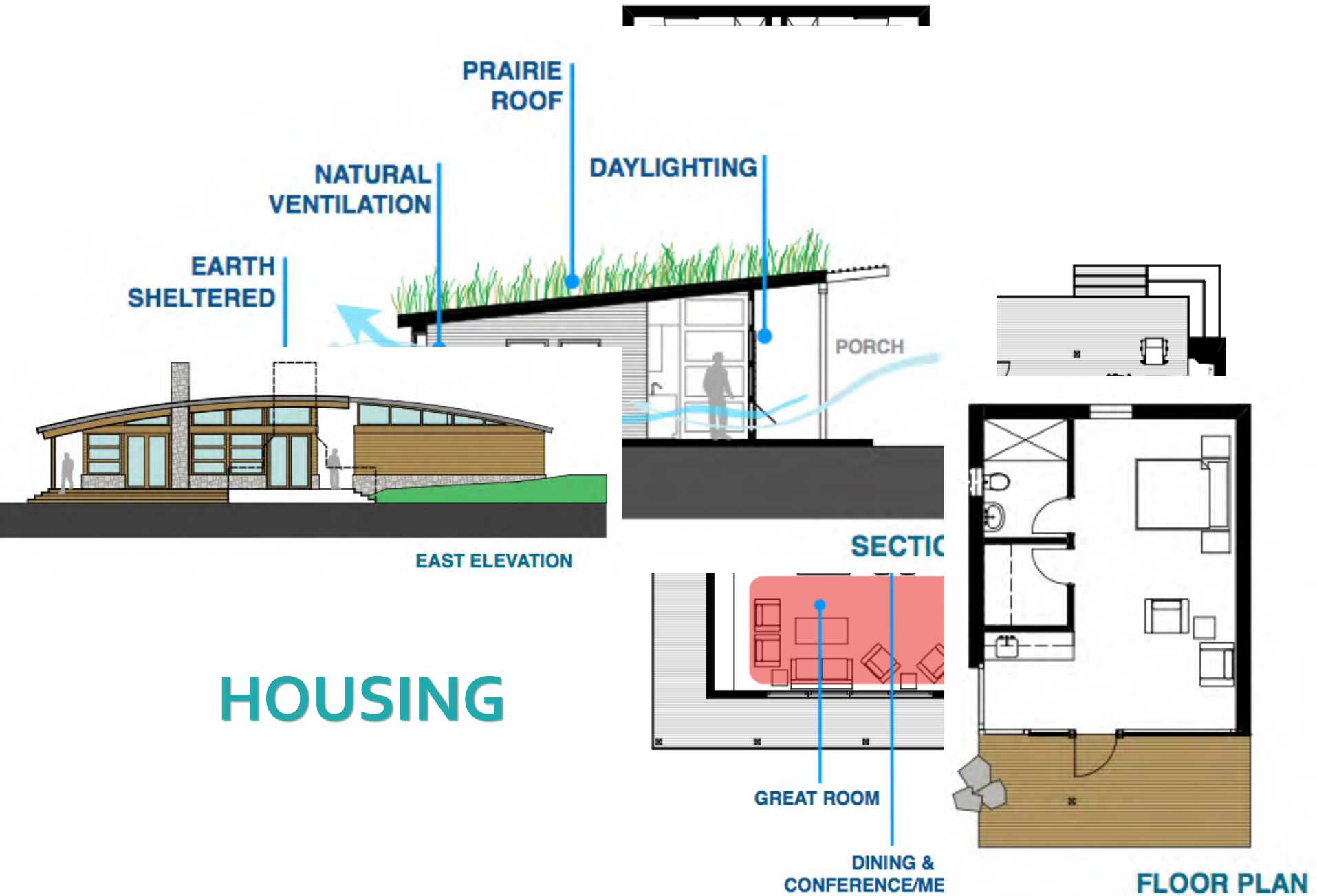


Lab: 4,000 SF
Admin: 1,900 SF
Support: 1,500 SF
Housing: 3,600 SF

- **24 shared work and multi- use lab unit**
- **Private lockable equipment storage pods for field research**
- **Two marine mammal holding yards and marine mammal equipment lab**
- **Teaching classroom, and a collaboration work space**
- **A corporation yard building with mud room, dive lockers, showers, an air station, and boat and vehicle storage**



LODGING COMMONS: "the LODGE" _PLAN



What Was I Hired To Do?

Build the nonprofit organization that will:

- Launch fundraising campaign
- Build and operate the Noyo Center
- Develop research and education programs
- Restore the skeleton

The screenshot displays the Noyo Center website interface. At the top, a dark teal navigation bar contains the text 'CONTACT' followed by social media icons for Twitter, Facebook, and Instagram. To the right, the menu items 'ABOUT', 'PROGRAMS', 'EXPLORE YOUR COAST', 'EVENTS', and 'STORE' are listed. The main header features the 'NOYO CENTER FOR MARINE SCIENCE' logo on the left, which includes a stylized whale graphic. The background of the header is a photograph of a whale's tail fluke cutting through the water. Below the logo, a row of five small circles indicates the current page position. On the right side of the header, the text 'MENDOCINO MARINE MAMMALS: Blue Whales' is visible. The lower section of the page is divided into two columns. The left column shows weather information for 'FORT BRAGG, CALIFORNIA', including 'CURRENT CONDITIONS: 55.7° OVERCAST', 'Wind: 3mph SSE', and 'Humidity: 93%', along with a 'DETAILED CONDITIONS' link. The right column features a 'FEATURED EVENT: MARCH 6, 2015' titled 'Japan Tsunami Debris – Is California Feeling Any Impact?' with the location '7pm - Town Hall, Fort Bragg'. At the bottom, there are two rows of images: the first row shows a group of people, and the second row shows a close-up of a whale skeleton.

NOYO CENTER'S STRATEGIC VISION



Organizational
Development

Fundraising

- Blue Whale Project
- Develop Education Program
- Design Development

Complete
Construction

Complete Blue
Whale Skeleton
Articulation

Form Research
Consortium

Open for Business

Facility Operation
and Staffing

Marketing and
Promotion

What Was I Hired To Do?

Start Education Program

- K-12
- Mendocino College
- Adult
- Summer Science Program



What Was I Hired To Do?

Research Development:

- CA Academy of Science
marine mammal stranding
- NOAA/CCC Tsunami Debris
- MLPA baseline data
collection
- High Frequency Radar
SFSU and CeNCOOS



Blue Whale Project



Photo by Larry Wagner



Flensing: To strip the blubber or skin from a whale













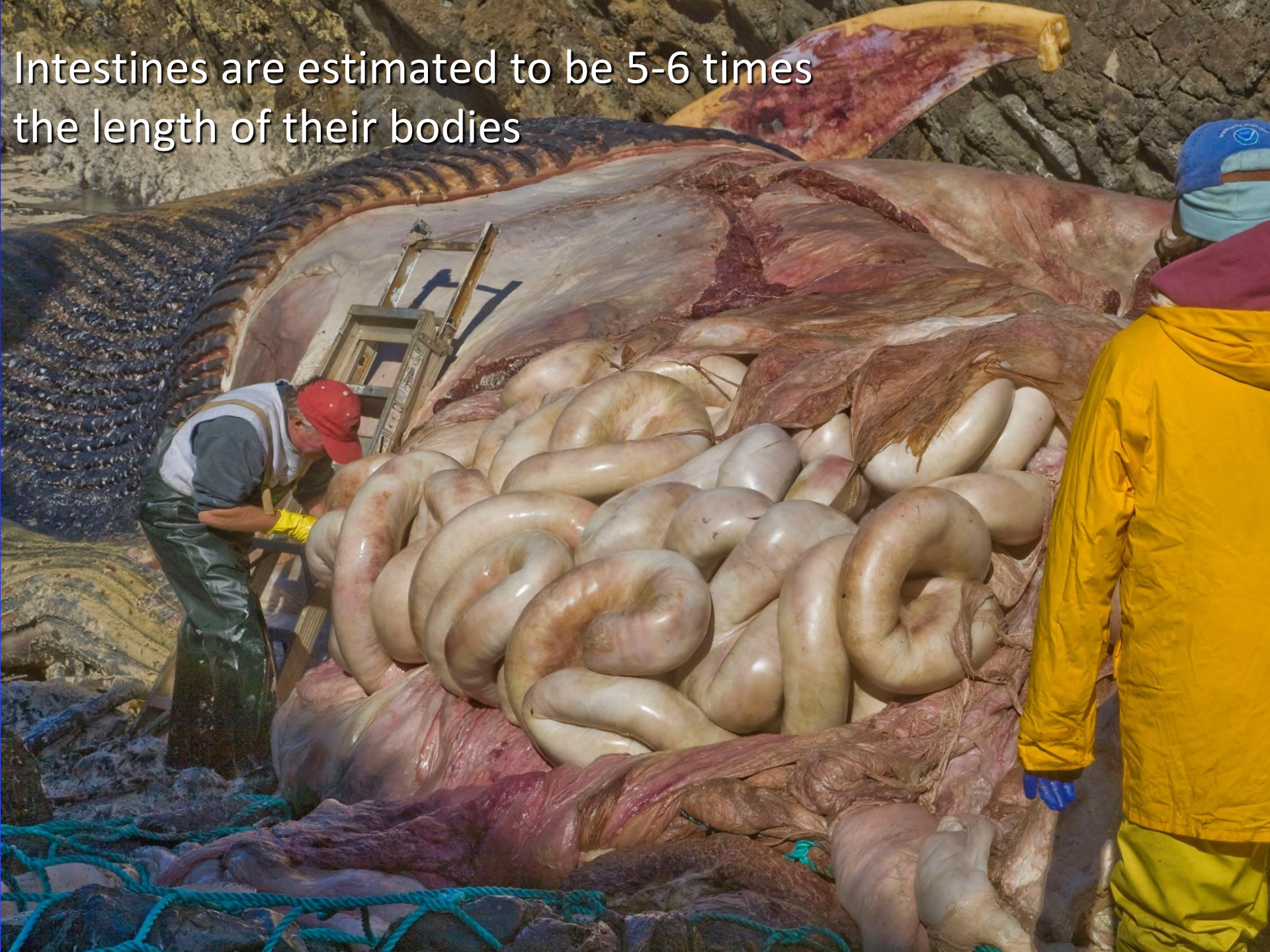




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Intestines are estimated to be 5-6 times the length of their bodies











Skull!



Scientific Samples



Ear bone was sent to a neuro-anatomist at Woods Hole Oceanographic Inst. to help us “see what the whale hears”



Baleen samples are undergoing stable isotope analyses to provide specific information on the blue whale’s diet



Hyoid bones were sent to Mount Sinai School of Medicine to study cetacean locomotion





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4 years later















COMMERCIAL WHALING IN THE AGE OF SAIL.

The Inupiat Hunt

How Many Species of Whales Are There?

How Many Species of Whales Are There?

How Many Species of Whales Are There?

What Is A Whale?

Whales are mammals that live in the ocean. They are the largest animals on Earth. Whales are found in all parts of the world. They are known for their intelligence and social behavior. Whales are also known for their songs. Whales are important to the ocean ecosystem. Whales are also important to humans. Whales are a source of food and medicine. Whales are also a source of inspiration. Whales are a symbol of hope and resilience. Whales are a reminder of the beauty and wonder of the natural world.



SUMMER SCIENCE CAMPS







FAMILY EVENTS



INSPIRING ART



Thank You!



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