

Item 10.3.3

Halifax's First Research Aquarium:



BEATY CENTRE FOR MARINE BIODIVERSITY

Halifax Regional Municipality
Community Planning and
Economic Development Standing Committee

FEBRUARY 13, 2025



Introduction

- Discovery Centre International is an independent social enterprise of Discovery Centre, Atlantic Canada's premier science centre based in Halifax, Nova Scotia
- Specializing in business planning, science centre franchise development and exhibit design & fabrication
- Current local and international projects



Strong Foundation

- **Beaty Centre for Marine Biodiversity**
 - Announced in May 2023
 - Opening in 2025
- **Significant capital investment \$10 million+**
 - \$8.2 million donation from entrepreneur and conservationist Ross Beaty
- **Strategic partnership between Dalhousie University and Discovery Centre International**
 - Dalhousie University Steele Ocean Sciences Building
 - Leverage existing infrastructure
 - Discovery Centre's operational expertise



Vision and Core Themes

With Dalhousie University's research capacity and Discovery Centre International's experience in experiential learning, the vision of the Beaty Centre for Marine Biodiversity is to create a world where people are inspired to think differently about the ocean, how they interact with it, and are empowered to take action to protect the ocean, its species and its delicate ecosystems.

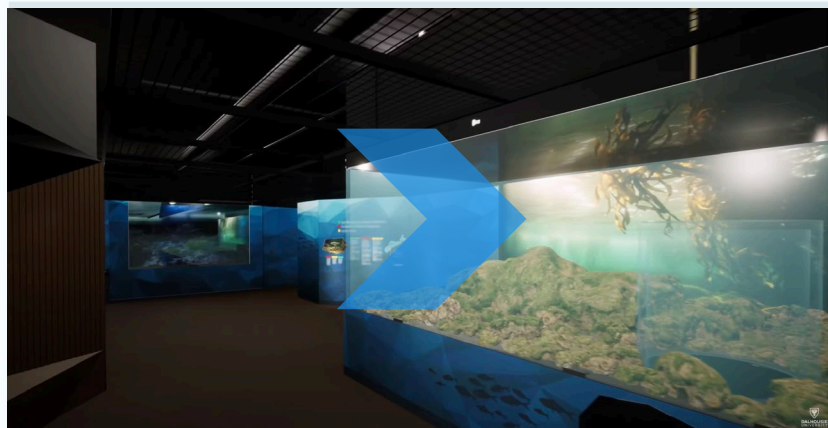
- Marine Biodiversity
- Marine Ecosystems
- Climate Change and Human Impact
- Research and Action



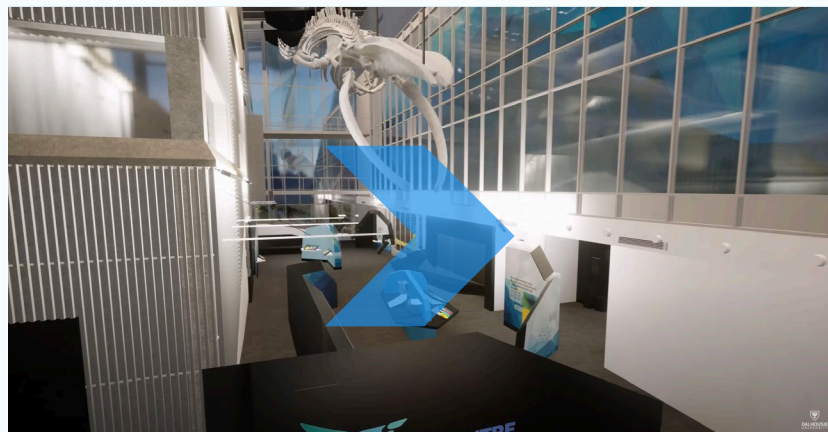


Beaty Centre Highlights

- An interactive 8,000-square-foot facility with hands-on exhibits and digital displays
- A blue whale skeleton and some of the province's most iconic species, including more than 25 live animals
- Three large tanks: the deep sea, a rocky reef, and a seagrass meadow
- Content will be presented in Mi'kmaq, French, and English
- Customized programming for all grade levels



FLOOR 1:



FLOOR 2:

360°

Virtual Tours



Target Audiences

- Families with children
- School groups from elementary to high school
- Current & Prospective post-secondary students
- Tourists and visiting academics
- Curious minds & socially engaged citizens

Aligned with HRM Strategic Priorities

Increased public awareness

- Environmental sustainability and protection of ecosystems
- More informed citizens, more involved communities

Youth engagement and support

- Inspiring for the next generation of marine biologists and ocean scientists
- Accessible education for diverse communities and new Canadians

Spotlight on current research

- Strengthening Dalhousie's national and international brand; talent attraction
- Knowledge mobilization for new solutions and innovations

Career development

- Inspiring environmental careers
- Work experience for university students and recent grads

A NEW Halifax attraction

- Contributing to the local economy
- Celebrating Halifax's coastal community



Budget Projections



Sources of Funds	
Earned revenue	\$286k
Fundraising	\$170k
Municipal funding	\$200k
TOTAL:	\$656k

Uses of Funds	
Aquaria support	\$92k
Staffing	\$203k
Facility Maintenance & Program Support	\$358k
TOTAL:	\$653k

Five-Year Outcomes



100,000

CITIZENS



50,000

ENGAGED CAMPUS
VISITORS



10,000

YOUTH



50

SCHOOLS



25

WORK PLACEMENTS

Key Project Stages

2023 - 2024

- Exhibit design and fabrication



Q1, 2025

- Exhibit installation
- Establish of operation protocols



Q2, 2025

- Aquaria installation
- Staffing recruitment and onboarding
- Program development
- Launch awareness and media relations campaign



Q3, 2025

- **Grand Opening***
- * Pending final construction timeline*





Questions and Answers