

# “Discovery Thing” Scenarios



	Scenario	Science/Edu cation Programs	Tourism/ Marketing	Pros	Cons
1.	Standalone	“DT” standalone programs w/dynamic content	Tied to “DT” programs, e.g. - Discovery Trail - Fossil ‘Sand Box’		
2.	Consortium of one or more non-profit partners (synergistic)	“DT” & Partner programs tied to one <i>integrated</i> program plan, e.g., ‘Virtual Center of Nature & Science’, w/dynamic content	Tied to “DT” programs; mktg integrated with Partners		
3.	“Loosely-coupled” partnerships	“DT” and programs loosely coupled under a central marketing theme, no overarching program plan, e.g., ‘everything’ Ice-Age	“DT” program tied to TOSV tourism; other marketing programs standalone		
4.					
5.					