

Discovery Park of America Reflects on a Year of Growth and Community Impact

Discovery Park of America continues to demonstrate steady growth and broad public value, even as cultural institutions nationwide face shifting tourism patterns and evolving consumer habits. Over the past year, the museum and heritage park strengthened its role as a cultural, educational and economic anchor for West Tennessee and the region.

Attendance remained strong across museum galleries, outdoor exhibits, festivals and special programs, reflecting sustained public interest in Discovery Park's mix of history, science, art and hands-on learning. Seasonal attractions and traveling exhibitions helped draw visitors from across the Mid-South, while signature events reinforced the park's reputation as a destination for families and multigenerational audiences.

Educational access and community inclusion remained central to Discovery Park's mission. Thousands of students were admitted through scholarship-supported programs, ensuring school groups could experience the museum regardless of financial barriers. Additional access initiatives expanded opportunities for families and individuals who might not otherwise be able to visit, underscoring the institution's commitment to serving the entire community.

Philanthropic support continued to play a vital role in Discovery Park's success. Generous contributions from individuals, corporations and foundations supported daily operations, educational initiatives, exhibit development and long-term planning. Strong donor engagement, including new supporters as well as long-standing partners, reflected confidence in the museum's leadership, vision and public impact.

Membership participation also remained an important measure of engagement. A growing base of members demonstrated ongoing community investment in Discovery Park, providing both financial stability and a dedicated audience for programs, exhibitions and events.

Significant progress was made in facilities, infrastructure and collections care, enhancing both the visitor experience and the long-term preservation of artifacts. Ongoing improvements included exhibit upgrades, building maintenance and behind-the-scenes systems that support operations and security. Historic preservation remained a priority, with major restoration projects returning important regional artifacts to public view.

Discovery Park also continued to expand its role beyond its physical campus. The museum hosted a range of statewide and regional meetings, tourism gatherings and civic events, further establishing itself as a convening space for collaboration and dialogue. Partnerships with tourism and heritage organizations strengthened Discovery Park's

visibility and connections across Tennessee and the broader region.

Professional outreach and workforce engagement remained key components of the organization's work. Discovery Park representatives regularly participated in conferences, trade shows and career-focused events, promoting best practices, strengthening partnerships and introducing new audiences to the museum's mission.

Looking ahead, Discovery Park is focused on building upon this strong foundation. Priorities include continued investment in facilities and infrastructure, development of future exhibitions and experiences, expanded educational programming and deeper partnerships with community, state and regional organizations. Planning efforts emphasize sustainability, access and long-term relevance.

A full calendar of exhibitions, festivals and signature events will continue to define Discovery Park's public offerings, blending familiar favorites with new experiences. Special celebrations and collaborative programming will highlight history, culture, science and the arts, while engaging visitors of all ages.

As Discovery Park of America looks to the future, it remains committed to its core mission: providing meaningful educational experiences, preserving and interpreting regional heritage, and serving as a gathering place that inspires curiosity, connection and pride across West Tennessee and beyond.