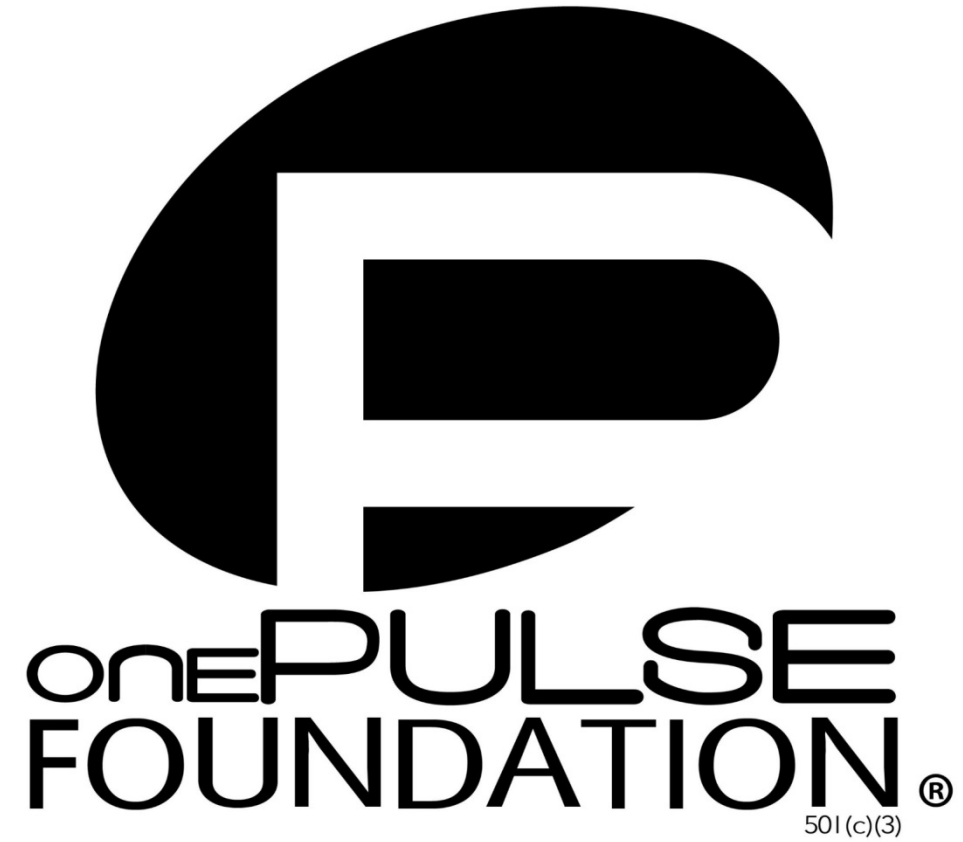


Pulse Memorial & Museum



Timeline to Now

- February, 2017
 - May 4, 2017
 - July, 2017
 - September, 2017
 - October, 2017
 - January – March, 2018
 - May, 2018
 - June 12, 2018
 - July 17- August 31, 2018
- Memorial & Museum Task Force assembled
onePULSE Foundation Board of Trustees announced
Design & Construction Committee Formed
Public Survey—2,200 + respondents
Town Hall Forum
Community Talks
Pulse Interim Memorial Opens
Annual Remembrance Ceremony
Ideas Generator

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Dale Hipsh, Hard Rock International

Yolando Londono, Tupperware Brands Corporation

Chad Schwarz, Alix Partners

Andrew Snyder, Orlando Health

Bank of America



WALT DISNEY World

AlixPartners

 **Tupperware**
Brands

GRAY | ROBINSON
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Deloitte.



Pulse Interim Memorial

PLEXI
VIEWING
PANEL

PLEXI
VIEWING
PANEL

PLEXI
VIEWING
PANEL

PLEXI
VIEWING
PANEL

We will
not let
hate
win.

onepulsefoundation.org

NOTE:
NOT TO SCALE



Relevant Numerical Facts

- ❖ The September 11 Flight 93 Memorial & Museum in Shanksville, PA receives 300,000 visitors per year, and its yearly numbers continue to increase.
- ❖ The Oklahoma City Museum and Memorial has an average of 350,000 visitors per year. Oklahoma City has 7.5 million visitors per year, making their Museum visitation 4% of their tourism count.
- ❖ The Pentagon Memorial has over 1 million visitors a year, and they are now building a Visitors Center / Museum for education.
- ❖ The National Civil Rights Museum in Memphis, TN, has an average of 250,000 visitors per year.





Oklahoma City National Museum & Memorial



A common field one day. A field of honor forever.

Flight 93 National Memorial & Museum Pennsylvania



National 9/11 Pentagon Memorial

Visitation

- ❖ The average numbers of unsolicited visitors each day at the current Pulse site averages 300. At certain points in the year, the number spikes to approximately 1000, not including special days such as the yearly June 12 Remembrance Mark of the Tragedy, Gay Days, Orlando Pride and public holidays. Over 34,000 guests have visited the site since its opening.
- ❖ Visit Orlando announced a record 72 million visitors to Central Florida in 2017.
- ❖ If merely 1% of the number of visitors to the Orlando region come to the Pulse Interim Memorial, that means 720,000 visitors a year, and on average 1,972 visitors per day. We are calculating our Museum operating budget at 300,000 visitors per year, which is a very conservative number.

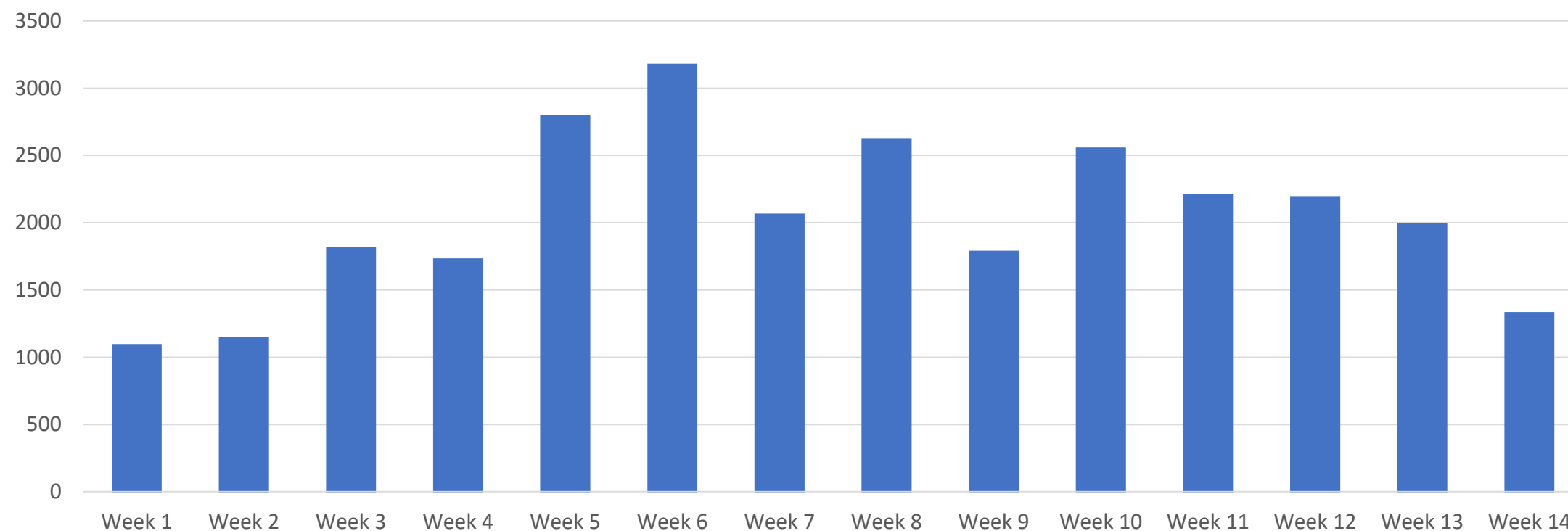


Weekly Pulse Interim Memorial Visitors

May 8 – October 19, 2018

Total Visitors 40,834

Visitors Per Week Since Dedication



■ Weeks - Does not reflect numbers from Dedication Ceremony and Remembrance Ceremonies

DIGITAL GUEST BOOK

[Logout](#)[Export All Data](#)[Export Selected Date Range](#)

05/08/2018 – 10/19/2018

Total Postal Codes

10,653

Unique Postal Codes

3,317

Top 5 Postal Codes

32806
32801
32822
32812
32839

Messages Left

5,380

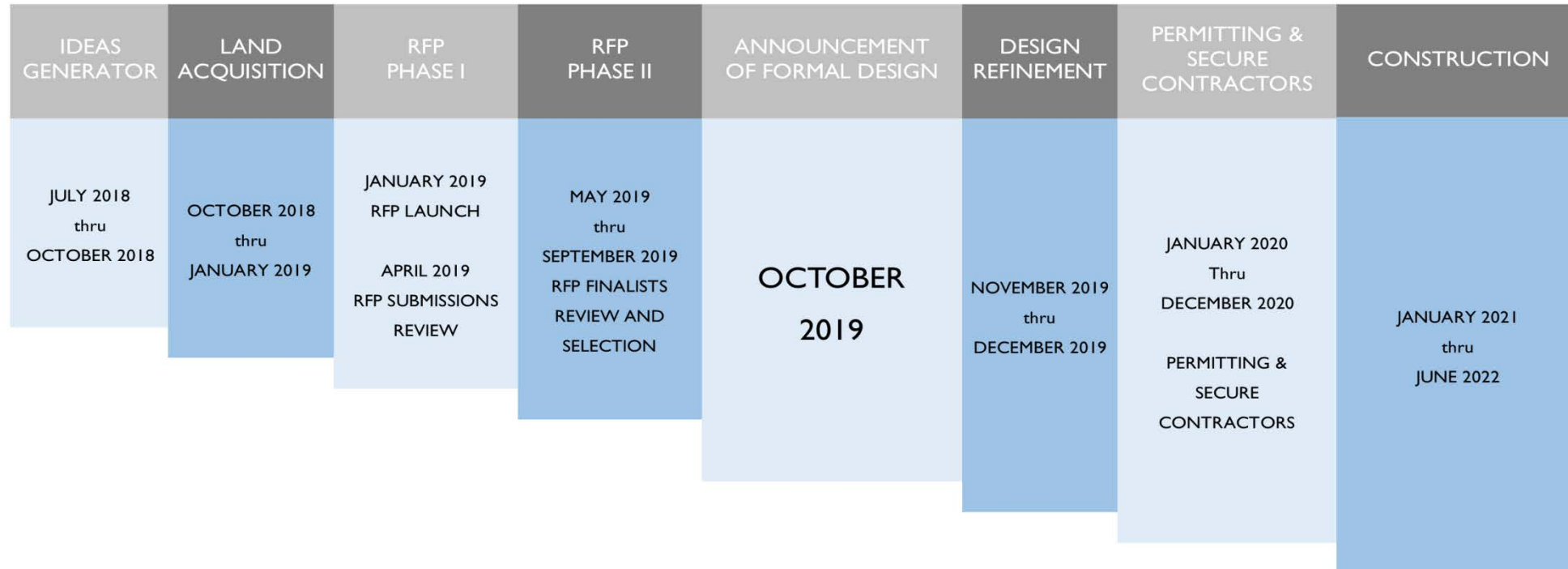
Non-greater Orlando

3,233

Top Non-greater Orlando

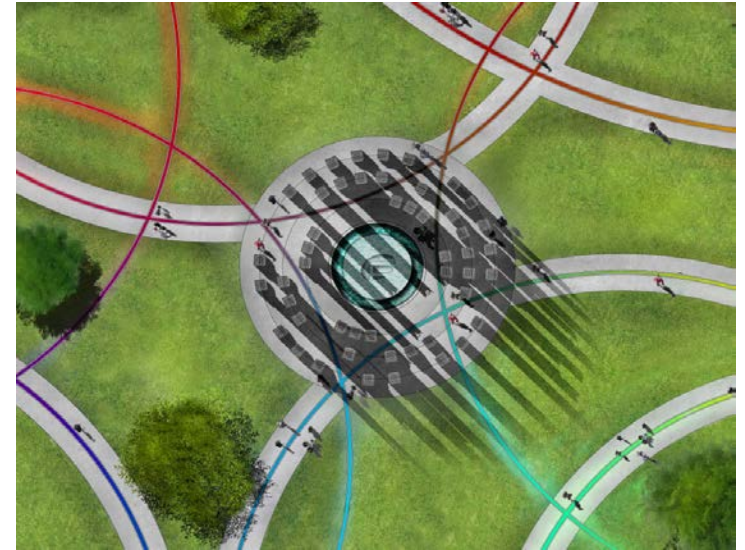
00725
60640
29550
10009
19601

PULSE MEMORIAL & MUSEUM TIMELINE



Attachment A

NOTE: TIMELINE IS APPROXIMATE



Sample of Ideas Generator Submissions



IDEAS GENERATOR

Korea

Iran

Norway

India

Italy

Turkey

Puerto Rico

Japan

National Funding Partnerships



Local Funding Partnerships



Groups to the Site

- Alix Partners—*Marriott World Center*
- BBYO—*Hyatt Orlando*
- Parkland Students
- Florida Dolphin Tours





YMCA Women's Leadership Conference

- 450 Delegates
- 3-Day Conference
- Hilton Orlando Buena Vista Palace
- Meetings at Convention Center



Media Highlights

- **Interim Memorial Opening**
1,070,456,758 Total Media Impressions
- **Two Year Remembrance Week**
1,476,926,132 Total Media Impressions



“People recall loved ones as interim Pulse memorial opens”



Story picked up by 180 outlets: 419,702,985 UMV
Including *The New York Times*, *The Washington Post*, *FOX News*, *ABC News*, *The Huffington Post*, and
national and international regional markets

billboard

14,164,109 UMV

“Yo-Yo Ma Performs With String Quintet at Opening of Interim Memorial for Pulse Nightclub Shooting”





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samsmith • Follow

samsmith Just went to Pulse nightclub in Orlando to visit the beautiful memorial that has been built. So deeply emotional & heartbreaking. However, proof that there is more love in this world than hate. To all the families and friends of the victims, your loved ones will never be forgotten xx If any of you come to Orlando it's such an important place to go to and pay your respects. Sending my love to all of you xx 🏳️‍🌈

Load more comments

majlindagjinushi ORLANDO ❤️

eduamigo_mg 😊😊😊😊😊🙏🙏🙏🙏

katie_smith01665 Good morning. We are a group of young people who are raising money for a Leicester based charity (Charity Link) in an effort to improve the lives of those facing hardship across the city. We



Sam Smith





People Magazine & Billboard Magazine

@glaad

403,165 followers



GLAAD  @glaad · May 8

The interim Pulse Memorial opened to the public today in Orlando    

   @onePULSEorg




Pulse Memorial In Orlando Opens To The Public

"Orlandoans truly love their city, their people, their family."

newnownext.com

 2

 91


 191



Nightline

637,266 likes



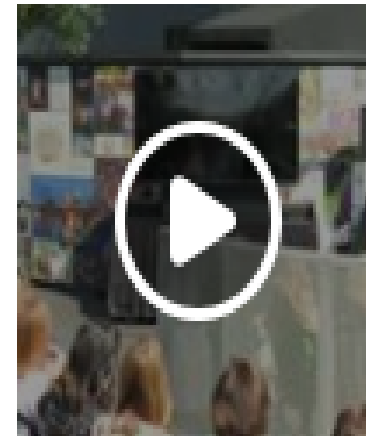
Nightline  was live.

May 8 at 10:12am · 

We're in Orlando, Florida as the onePULSE Foundation unveils an interim memorial to the victims and survivors of the mass shooting. The memorial will open to the public today at the site of Pulse nightclub, which has remained closed since the June 2016... [See More](#)



29



9 Comments 7 Shares

Forbes

62,368,334 UMV

“Pulse Nightclub Site Becomes A Powerful Memorial”



pulse interim
memorial



Free Admission | Open Daily

We will
not let
hate
win.



OnePulseFoundation.org

1912 S. Orange Avenue

OUTFRONT

Pulse Memorial & Museum

