

— THE —  
**WENDELL**  
*Scott*  
— CENTER & MUSEUM —

PRESENTED BY THE WENDELL SCOTT FOUNDATION





# *The Vision*

***The Wendell Scott Center*** is seeks to convey the historical significance of Wendell Scott and the impact of his life and legacy within the context of education and innovation, as well as social and cultural changes in motorsports.



# DANVILLE

Virginia

DANVILLE DISTRICT

## Location

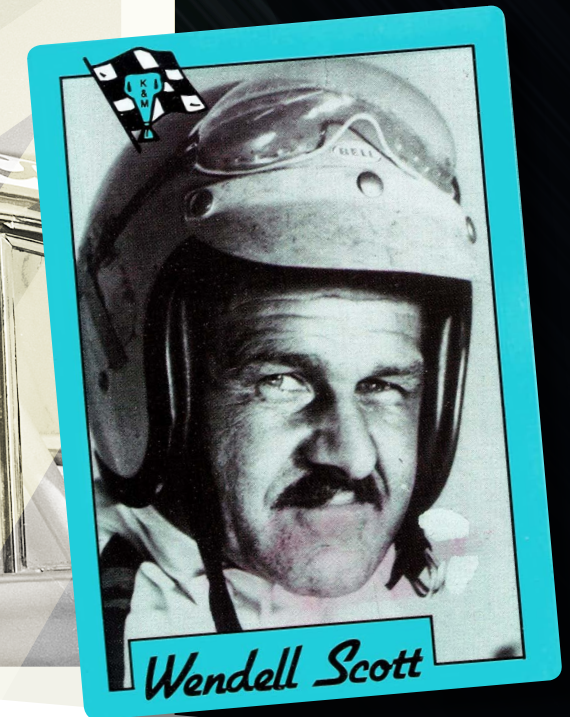
*The Wendell Scott Center and Museum* will be located in the former Woolworth Building in Downtown Danville, Virginia.





# Goals & Objectives

- Encourage new thinking regarding **African-Americans** in motorsports.
- Provide opportunities to have dialogue regarding **life lessons** from Wendell Scott.
- Preserve, archive, and showcase objects, documents, **artifacts of Wendell Scott** and his racing career.
- Highlight the work of the **Wendell Scott Foundation** and promote the Foundation's programs to the broader community and region.
- Partner with school systems to **create programming and enrichment** opportunities and curriculums.
- **Develop a virtual museum** to provide a visitor experience to school children and adults both national and international.
- Enhance the **cultural and visitor experience of Downtown Danville.**



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"I AM WENDELL SCOTT."

# Patrons

*The Wendell Scott Center and Museum* will welcome patrons from all walks of life, from motorsports fans, scholars, historians, and students.



# Building Facilities

*The Wendell Scott Foundation* corporate office will be housed on the second floor of the 18,000 square foot facility. Event spaces will provide executives and entities to have moderate size gatherings and a gift shop will provide visitors an opportunity to purchase items related to the Center experience.





# Exhibit Experience

The gallery spaces will highlight the *life and legacy of Wendell Scott* in a chronology of stories and event exhibits with set piece and interactive experiences. There will be flexible galleries with areas for traveling exhibitions that rotate providing a fresh experience to returning visitors.





# Motorsports Themed Café

A key featured space will be the motorsports themed café which will feature menu items crafted from the Wendell Scott family recipes as well as regional favorites. (Mrs. Scott's Cafe) will be a signature cafe serving tapas portions of historic meals prepared by the Scott women during Wendell Scott's racing career (1952-1989) example; Mary's Cherries in the snow, (angel food cake, cream cheese icing, whipped cream with pistachio cherries). It would be southern based cuisine.





# The Theater

The theater will provide an intimate space where visitors can *watch historic and vintage footage of Wendell Scott's life* and race career along with interviews, NASCAR races and new feature films.





# Kids Zone

*The Kids Zone will encourage families to participate in helping children learn and play through various motorsports themed exhibits and interactive games and displays. It will feature an array of both permanent and changing exhibits for early learners as well as school-age children. This interactive environment will allow children to imagine, explore, and learn through hands-on discovery.*



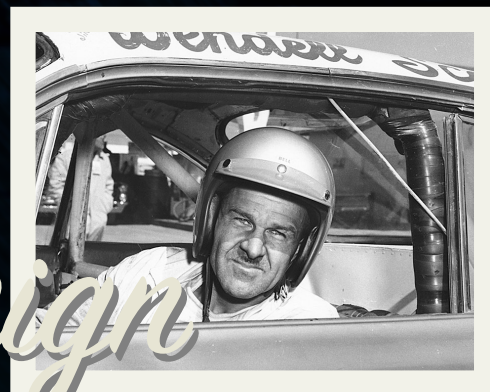


# Innovation Center

- **STEM Learning Lab** – will include state of the art computer labs and smart board to provide access to other communities via webinar.
- **Motorsports Bay** – will house replica cars that will be built by students that study automotive overseen by remaining members of the original pit crew with partnerships with various corporate entities.
- **Race Car Simulator Track** – Merging the concept of racing simulators with i-racing plus interactive touch screen games similar to what we are doing in Richmond. We sponsor two NASCAR Peak antifreeze drivers.
- **Sustainability Dashboard** – will monitor building systems which will feature Solar Power. Danville is one of 2 cities in Virginia that own its utilities division. The facility on solar energy and utilize what is collectible be reissuing it to the city. Portions of that profit will go to assist families in far reaching rural counties attain wifi.
- **Job Training Pod** – will provide workforce preparation to young adults and parents of youth participating in the Wendell Scott Foundation programming initiatives. The job readiness will be focused on STEM careers (computer programming, coding, etc.) that only requires high school diplomas or GED equivalent. The Foundation would work with major corporate entities to develop a hiring pipeline once they are trained.







# Capital Campaign

The Wendell Scott Foundation seeks to successfully **raise \$34 million** in public-private support to execute this iconic project.

## POSSIBLE FUNDING SOURCES INCLUDE:

- HISTORIC TAX CREDITS
- THE CITY OF DANVILLE
- THE COMMONWEALTH OF VIRGINIA

