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## USFSP Science Festival Summary 2018

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A free festival to have fun learning science!  
[www.stpetescifest.org](http://www.stpetescifest.org)

## 2018 St. Petersburg Science Festival Executive Summary

The St. Petersburg Science Festival (SPSF) held in conjunction with MarineQuest on Saturday, October 20<sup>th</sup>, offered over 100 hands-on science activities and demonstrations to more than 15,000 parents and children on the campus of the University of South Florida St. Petersburg and Poynter Park along the Bayboro waterfront.

### Don't just take it from us:

"My favorite thing was being able to interact with the kids and bringing a smile to their faces through science"

- Junior Scientist, age 16 yrs.

"Volunteering truly gave me hope that our youth are moving in a direction to make a better tomorrow."

- Volunteer

"What made me the happiest was the look on a child's face when they "get it"."

- Festival Exhibitor



### The Visitor Experience:

- 51% had previously attended the festival
- 65% of adult visitors were accompanied by young children
- 86% learned something new
- 86% became more aware STEM jobs
- 99% interacted with either a scientist or engineer.
- 80% were inspired by the exhibit activities
- And 93% of the visitors had fun with STEM

### Volunteers:

SPSF is entirely volunteer-driven and this year's event was made possible by over 130 volunteers, of whom 90 were USFSP students, faculty, or staff.

50 students from Pinellas middle and high schools participated in the Jr. Scientist program by working with the scientists and helping out at the exhibits.



### For our Festival Partners:

1. SPSF continues to be an effective way to provide unique learning opportunities to families.
2. SPSF makes individuals more aware of STEM in their daily lives and educates about STEM careers.
3. SPSF has become a recognized and popular annual family event.

### For our Festival Vendors:



70% of visitors planned on eating, with 63% of spending over \$25 and 24% spending over \$50.



30% of the visitors were from outside of Pinellas County traveling from as far away as north Georgia and south Florida.



93% of the respondents rated the SPSF as either excellent or very good and 98% would recommend SPSF to others.