

Calgary



2023-2026 Service Plans and Budgets

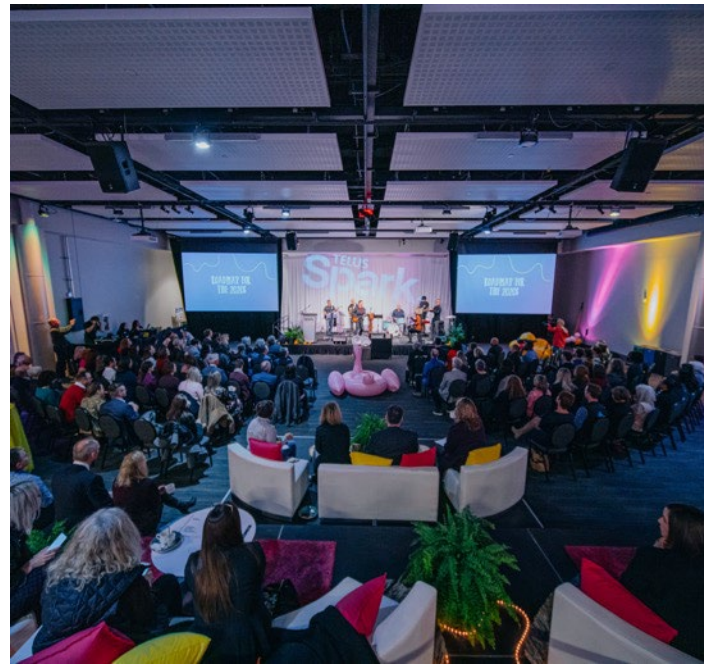
TELUS SPARK

Key Objectives for 2023-2026

Engage Diverse Audiences



Double Attendance



Tell Calgary's Story



By 2026, Spark will ...

Be a recognized global brand for originality and best in class encounters with science



Create evergreen experiences in partnership with the Indigenous community and Calgary companies



Double impact
Attracting 800,000 visitors per year



Earn a 4.5 star rating
Leader in science communications
Top talent attracted to work here



Not your parents' science centre

