



Calgary

2016 Accomplishments

Our Community
Community engagement & partnership supported

- Brand awareness is high and adopted by the community
- Used to create accountability through a network of leading citizens and community social responsibility
- Local engagement and support for philanthropic support
- End to end digital experience

Our Business
Business growth and innovation

- Lives in regular subscription to report/review distribution
- Adopted business model
- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services

Our Team
TELUS Spark team is innovative, engaged and motivated

- Active internal brand advocacy and ambassadorship
- Invest in leading edge, relevant skills development & training
- Strategic & tactical marketing brand plan & communication

Audience
Audience engagement and support

- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services
- Added professional support services

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

APR 27 2017

ITEM: CPS2017-0369
Distribution

CITY CLERK'S DEPARTMENT

TELUS Spark 50th

2017-04-26

Presentation

2

2016 Accomplishments: Our Community

Access program doubled in 2016, 11% of general admission to TELUS Spark

*Received the **Lighthouse Award** from **CBE** in recognition of TELUS Spark as a valued contributor to student engagement and success*

*Deepening role as an independent "convenor" and **community hub**, in areas of innovation and responsible energy transitions*



2017-04-26

Presentation

V04

3

Community Highlight: Energy Dialogue



2017-04-26

Presentation

V04

4

Calgary



2016 Accomplishments: Our Team

Management team development is ongoing

Staff training program enhancements

*Volunteers contributed almost **20,000 hours** or 10 FTE in 2016*



2017-04-26
Presentation
V04
5

Calgary



Team Highlight: Youth Leadership Program

*"[It] ...is truly a wonderful experience where you not only make friends from around the city, but also **learn about real skills** that are applicable to life. It adds to your knowledge from school because you learn about leadership, conflict management, teamwork..."*



2017-04-26
Presentation
V04
6

Calgary



2016 Accomplishments: Our Business

Record-setting General Paid Attendance
outperformed our first full year as TELUS Spark

TELUS Spark earned 76% of its revenue, from
admissions, memberships, facility sales,
atypical of our sector

Transitioned to self-managed food services and
retail operations



2017-04-26

Presentation

v04

7

Calgary



Business Highlight: Social Eatery



2017-04-26

Presentation

v04

8



Calgary

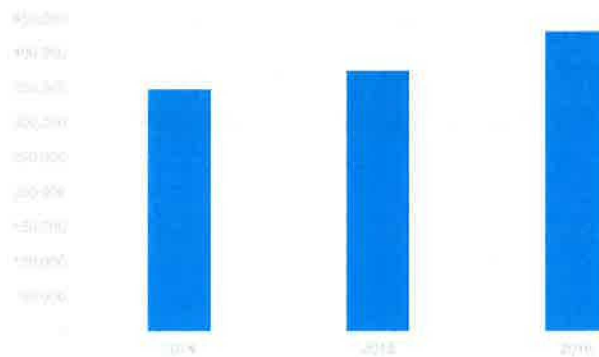


2016 Performance: How Much?

15% increase in total visitation

39% from outside Calgary, up significantly from 2015

Total Visitation 2014-2016



Calgary

CITY


2016 Performance: How Well?

3 indicators:


1. Visit satisfaction is very high and continues to climb
2. Trip Advisor rating went from #108 to **#20 out of 289 "things to do in Calgary"**
3. **50% return rate** in our curriculum-linked school programs



WinSport 🌱
#19 of 289 things to do in Calgary
★★★★☆ 348 reviews
"Tubing Fun for Family" 07/01/2017
"Exciting Bobsleigh Fun" 02/01/2017
Ski & Snowboard Areas



TELUS Spark 🌱
#20 of 289 things to do in Calgary
★★★★☆ 775 reviews
"My grandchildren love this place." 06/01/2017
Science Museums



Studio Bell, home of the National Music Centre 🌱
#21 of 289 things to do in Calgary
★★★★☆ 86 reviews
"Great space for a reception" 08/01/2017
"Organ concert wonderful but museum..." 27/12/2016
Specialty Museums

2017-04-26
Presentation
11

Calgary

CITY

2016 Performance: Are Calgarians Better Off?

North American trend would say we are!

American cities with science centres...

Have 71% higher job growth

Rank 69% higher on innovation

Have 62% more Fortune 500 Companies

2017-04-26
Presentation
12

Calgary  **2016 Performance: Are Calgarians Better Off?**

3 words to describe your Spark experience



2017-04-26 Presentation V04 13

Calgary  **A Look Ahead**

Turning 50 + 150

- 50th Anniversary of the Centennial Planetarium, opened 1967
- TELUS Spark has a program of events and experiences to mark this milestone

Expanding and highlighting summer program to draw in- and out-of-town visitors

Continuing to manage expectations & budgets with a tough start to 2017

2017-04-26 Presentation V04 14



A Look Ahead

*Dramatic drop-off in attendance since January;
attendance represents over 50% of our operating
revenue*

- *Current revenue loss \$644k*
- *Current expense reduction \$550k*
- *Weekly attendance monitoring*

Fundraising performance continues to be soft

- *Risk-adjusted forecasting in 2017*
- *Focus on stewardship*



A Look (way) Ahead

New Strategic Vision: 2030

- *Listening sessions and interviews in 2016*
- *Staff engagement through Summer 2017*
- *Expect to have Board approval in Fall 2017*

Potential capital and services expansion

- *Business cases completed for: potential
classroom space, on-site daycare/pre-school,
expanded catering services*
- *Funding feasibility studies complete 2017-18*

