

2019 Civic Partner Annual Report

*Calgary Science Centre
Society, operating as
Telus Spark*

Spark, the Calgary Science Centre

Under the direction of a new CEO, hired in April 2019

Significant improvements across

- (1) quality of visitor experience
- (2) relevance to Calgarians
- (3) internal culture

Adding greater value to Calgary from its one and only science centre.

A man in a white lab coat is pouring a bright yellow liquid from a beaker into a glowing, cloud-like container. A woman in a dark jacket and safety glasses is smiling and holding the glowing container. In the background, a group of people are watching the demonstration. A screen on the left shows a blue and white interface.

Reach New Audiences

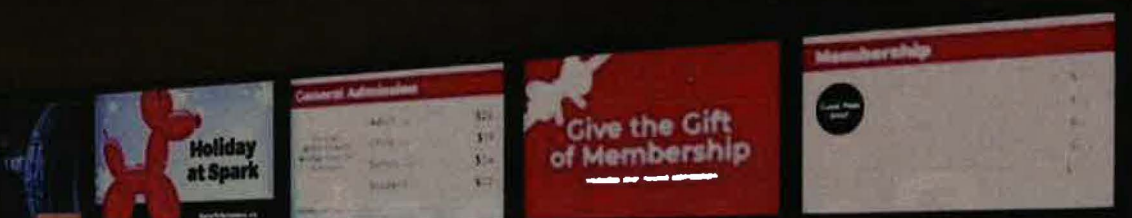


Make Each Visit Memorable



Be a Meeting Place for Science and Culture

Make Each Visit Easy





Meet the Team

Meet the Spark team behind award-winning school programs!

[Learn more](#)



Field Trips

Spark offers curriculum-linked workshops for Grades K-12 that can be combined with a live science demo, planetarium star show or movie.

[Learn more](#)



Spark Study Hall

Students grades 1-9 in online or HUB Learning can now book safe spaces for a day, week or month at TELUS Spark's Study Hall!

[Learn more](#)



FOR PARENTS AND TEACHERS

Self-Guided Lesson Plans

Try curriculum linked science centre lesson plans that make it easy – and plus, your kids will love it! Self-guided and downloadable.

[Learn more](#)



Direct from the Operating Room

Get your students front row seats to a live surgery direct from the operating room!

[Learn more](#)



DIY Science Centre

DIY Science Centre challenges students to build their own science exhibit guided by Spark staff and local professionals!

[Learn more](#)



Week-long Science School

Spend a week at Calgary's science centre with your class through the Chevron Open Minds Science School.

[Learn more](#)



Live Science Demos

Experience science that's just too big for the classroom.

[Learn more](#)



Planetarium Shows

Reach the edges of our known universe on a guided experience with a live presenter! Get immersed in a world of stunning visuals and live narration.

[Learn more](#)

Connect with the Venue



Offer a Wider Range of Things to Do

Calgary's science centre

Always on ...



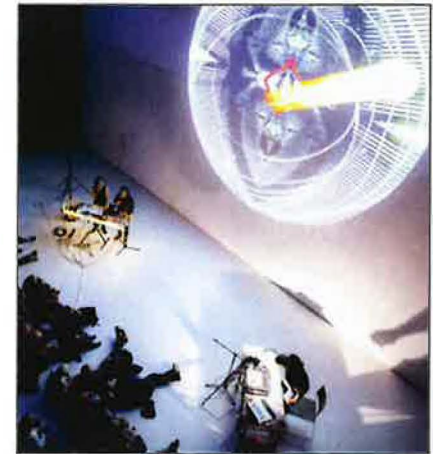
Intimate spaces to converse, question and reflect.



Spaces to meditate, gather, and connect.



Flexible areas brought to life with daily programs.



Technology-rich, dynamic spaces for unique collaborations and content partnerships.

2019 Performance Measures

	Performance Measure Name	2017 results	2018 results	2019 results	What story does this measure tell about your work?
How much did you do?	Paid attendance	135,993	125,141	113,259	The declining attendance tells the story of why we needed to launch a new Roadmap for the 2020s.
How well did you do it?	Google rating	3.9	4.1	4.3	This story shows that hard work to improve the visitor experience, based on almost 4,000 reviews.
How are Calgarians better off?	Memberships	96,161	106,318	100,690	The stable memberships shows that the science centre well serves a specific community (families with children)

Current State: Impact of COVID-19

- **COMMITMENT TO COMMUNITY STABILITY**
Closed for four months (March 13 to July 10)
\$6 million in lost revenue
All staff rehired with wage subsidy
Summer Drive-In and other outdoor experiences added
- **COME BACK STRONGER**
Urgency on the renovation plan
Audit of all education programs
Reach new audiences
Organizational redesign
- **RECOVERY LEADERSHIP**
Shifted to more online programming
Commit to building a world-class science centre
Add enhanced tourism product to regional economy
Connect to and lift the digital and diversified tech economy

Questions?

