



Calgary



2023-2026 Service Plans and Budgets

TELUS SPARK

Key Objectives for 2023-2026

Engage Diverse Audiences



Double Attendance



Tell Calgary's Story



Calgary



By 2026, Spark will ...

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



**Double impact
Attracting 800,000
visitors per year**

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



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

Calgary



Not your parents' science centre

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

NOV 21 2022

ITEM: 9.2.1 (2022-1051)
Distrib-Presentation
CITY CLERK'S DEPARTMENT



Engineering
Meets Art



Participatory



Multiple Ways
of Knowing



Immersive