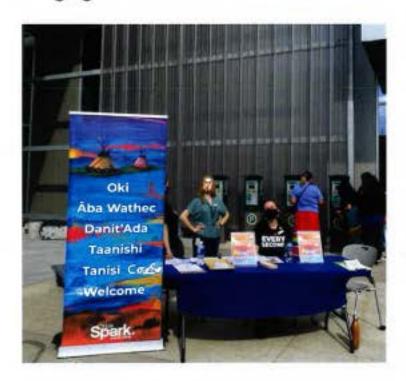




## Key Objectives for 2023-2026

**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





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



## Not your parents' science centre

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