

2021 Civic Partner Annual Report

Telus Spark Science Centre



2021 Highlights and Results

- Completed four major **capital enhancements**
- Internally, reorganized into a **creative studio**
- Grew **Indigenous engagement**
- Got a dog, and a bird (**robots**)
- Initiated merger with **Beakerhead**



ISC: UNRESTRICTED







Infinity Dome



Infinity Dome







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BOOK A VIRTUAL SUMMER CAMP

sparkscience.ca/virtual-summer-camps

ISC: UNRESTRICTED





Sharpen Your Mind, Become Less Gullible,

Be a Detective of Facts, and a Warrior for Truth!

CALL FOR YOUTH CONTENT CREATORS



FREE 8 WEEK WORKSHOP

- LEARN ABOUT TRUTH & DISINFORMATION
- TRANSLATE IDEAS INTO ANIMATED ARTWORKS
- HAVE FUN!!!

Register at www.disinformationwarriors.ca

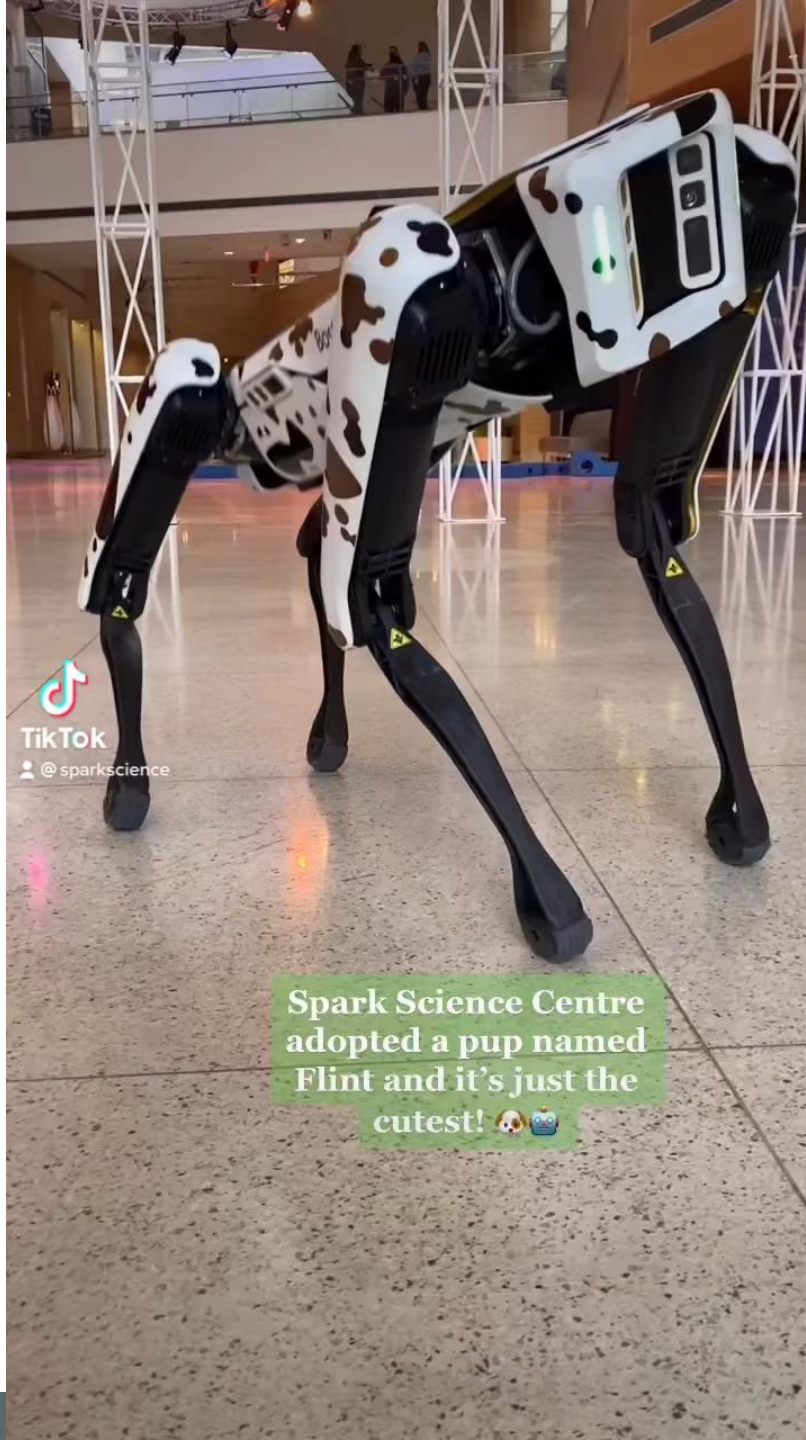
A project of



Part of the Digital Citizen's Initiative, funded by



Department of Canadian Heritage



TikTok
@sparkscience

Spark Science Centre
adopted a pup named
Flint and it's just the
cutest! 🐶👀







SUGAR SHACK

SANTA'S ROBOT WORKSHOP



2021 Performance Measures: Setting up for Success

- *\$6 million in capital renovations delivered on time and on budget*
- *Small clever investments in visitor experience*
- *\$1.5 million in grants received for tourism and Indigenous-led programming*
- *\$3 million and growing -- private community support for Phase 2.*



Current State: Pandemic prep paying off

- *Visitors have returned in full force. Spark is now **exceeding 2019 attendance numbers.***
- *Sales are strong in store, eatery and the new ice cream café, with average **margin of 25%.***
- ***Visitor satisfaction is increasing**, with guest ratings “good” or “very good” and membership score as “excellent.”*
- *Staff engagement is strong. **80% of staff report they like or really like working at Spark.***
- *Facility rental and school bookings are **ramping up** but not yet at pre-pandemic levels.*



Questions?