



**Keep**

**Calgary**

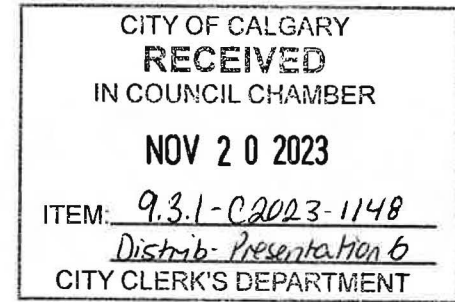
**Curious**

**TELUS Spark: 2023 Budget  
Adjustments Presentation**

November 2023

# The Vision

*Transform TELUS Spark into one of the top 10 science centres in the world*



## Innovative & Inspired Programs



Keep Calgary Curious will create one of world's leading science experiences filled with internationally-renowned programming.

## Re-Invented Spaces



Spark will serve as a beacon for the City's core character – a gutsy, action-oriented community that tackles challenges.

## Welcoming to All



The transformed centre will feature more inclusive exhibits, be more accessible, and feel welcoming to all visitors.

# Keep Calgary Curious Funding



The Keep Calgary Curious campaign is a partnership between the private sector and the municipal, provincial, and federal governments to provide \$45 million TELUS Spark revitalization. **Companies, philanthropists, and individuals are the largest contributors to the campaign.**

- In Budget 2023, the **Government of Alberta committed \$9.5 million** to support the revitalization
- We have been informed the federal government will not be able to provide a \$9.5 million matching grant this budget cycle

# Investing in Calgary's Curiosity

## *Our request of City Council*

- The Keep Calgary Curious campaign is now at a crucial juncture where City of Calgary support is paramount
- We are requesting **\$5.5 million from the City of Calgary over 3 years** in the 2023–2026 capital plan
- Without City support in Budget adjustments, Spark's revitalization is at risk



# TELUS Spark's Future

*Effect of the Keep Calgary Curious reinvention*

**800,000+**

Spark's annual attendance will double

**100,000+**

Number of students, educators & professionals who will be empowered by new programming

**\$34M**

Post-revitalization, tourism outcomes will yield \$34.0 million in economic activity in 2026

**40,000**

Future visitors who will be able to attend the science centre through Spark's access programs