

CALGARY SCIENCE CENTRE SOCIETY (TELUS SPARK)

Mission: To deliver world-renowned creative experiences with science.

One Calgary Line of Service: Economic Development and Tourism

Registered Charity

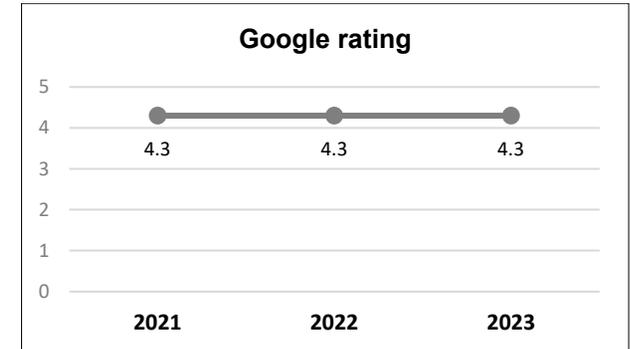
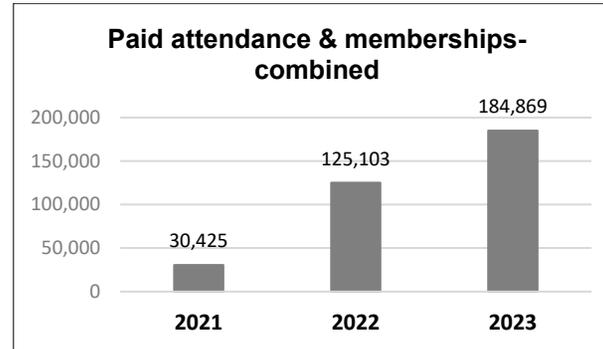
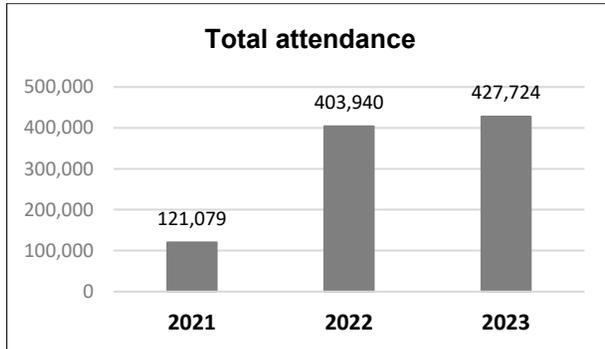
2023 City Investment

Operating Grant: \$2,491,687

Capital Grant: \$698,195

City owned asset

2023 Results



The story behind the numbers

- Year over year growth in total attendance continued at nearly 6 per cent. Paid attendance was slightly lower by 18,789 at 159,420. This decrease was offset by the number of memberships purchased in 2023, reflected in the increase in total attendance numbers.
- Year over year growth in total paid attendance and memberships continued to demonstrate more Calgarians enjoy TELUS Spark.
- Although attendance continues to elevate introducing increased demand, experiential ratings remain unchanged at a 4.3 Google rating.

Benchmarks

- TELUS Spark uses a variety of measures related to its impact, reach and financial performance to inform business decisions. Measures are reported quarterly to management and the board of directors.
- The organization also looks to industry statistics to find comparisons in the broader market.
- Examples of measures include paid attendance, media reach, school visitors, revenues, surpluses/deficits and capital fundraising results.

Looking ahead: 2024 highlights

- TELUS Spark continues to work towards becoming one of the top ten most worth visiting science centres in the world, including efforts to move ahead with the *Keep Calgary Curious* capital campaign.
- Through the *Grow Spark* volunteer program, enhance volunteer recruitment and engagement.
- Reduce energy usage by 5 per cent through facility operation efficiencies and develop a sustainable maintenance and replacement plan for system, equipment and infrastructure approaching end of life.



**CALGARY SCIENCE CENTRE SOCIETY
(TELUS SPARK)
2023 Civic Partner Annual Report**

Civic Partner Name: TELUS Spark Science Centre (Calgary Science Centre Society)

Legal Structure: Independent External organization (Societies Act)

Fiscal Year End: December 31

Manage/operate a City-owned asset: Yes

Mission: Spark's mission is to deliver world-renowned creative experiences with science.

1. What 3-5 key results did your organization achieve in 2023 that contributed to:

a) one or more Council Strategic Directions- economic resilience, social resilience, climate resilience?

Economic Resilience

- Spark has continued to rebound since the pandemic, retaining the significant attendance growth seen in 2022 surpassing 400,000 guests. In fact, in 2023 Spark saw a rise of nearly 6% (with 2022 attendance of 403,940 and 2023 attendance of 427,724) in year over year attendance growth.

Climate Resilience

- Spark officially opened the Renfrew Solar Garden Project on Earth Day (April 22nd).
- The Solar Garden Project has played a vital role in Spark's pursuit of net zero energy, resulting in the avoidance of 426 tons of greenhouse gas emissions from grid electricity.
- Spark transitioned to the use of 96% compostable service ware across all food service areas, aligning with our commitment to adopting fully compostable or reusable products.
- Spark continued to engage Calgarians about climate change through climate awareness programs including "Cloudy with a Chance of Science" – Residency Science Climate Program for grades 4-6 right inside the classroom and Worlds of Ice Dome Theatre Show - "Explore the two-way relationship between humans and ice, and how close we are to the tipping point of dramatic climate change."
- Introduced new digital communication options to minimize printable paper and plastic materials (wayfinding, maps, admission passes, donation requests, mailouts, membership card renewal cards etc.) and began piloting the use of canvas or cloth as alternatives to vinyl.
- Continued to support Calgarians in the transition to electric vehicles through the installation of two additional electric vehicle charging ports providing service for four vehicles onsite.
- TELUS Recycles Event | March 25, 2023 | Guests were invited to bring their old, pre-loved devices to Spark to receive one FREE admission. Visitors learned about how recycling their electronic devices helps protect endangered species, keeps the oceans and air clean, and supports the planet's health.

Social Resilience: ReconciliACTION at Spark

Indigenous Science Nights

Spark continues to offer special evening programming through Indigenous Science Nights @ Spark. Free for Indigenous community members and open to all, these evenings present unique thematic programming related to Indigenous science and ways of knowing. Highlights include:

- At the March 23rd event Spark welcomed the entire community to launch the new Digital Immersion Gallery Show "Sacred Defenders of the Universe" and to introduce the Moss Bag project.
 - Produced by Spark, Sacred Defenders of the Universe is the first Indigenous created and produced digital immersion experience.

- The Moss Bag Project is a permanent installation within the Creative Kids Museum sharing the moss bag a traditional Indigenous tool, has long served as a snug wrap for babies, providing a warm, womb-like environment conducive to better sleep.
- On September 22nd, all ages were welcomed to another family-friendly Indigenous Science Night at Spark that centered on the craft and science of braiding, and braiding as a teaching method of inclusivity, interweaving of ways of knowing and the strength found in community.

Indigenous Science Month, June 2023

Spark held an entire month of Indigenous Science with activities on June 3, 10, 17, 21. These events covered everything from Elder's talks to plant medicine talks, scavenger hunts to dome shows; engaging Spark and its attendees in a wide range of activities and conversations.

National Day for Truth and Reconciliation, September 30, 2023

Spark enhanced its programming for the Day of Truth and Reconciliation on September 30th, led by settler employees and supported by Indigenous Elders, by their choice rather than by request. Guests were welcomed to the science centre to learn about reconciliation. They took in short films with Indigenous teachings, and explored an interactive map to demonstrate who we share this land with and conversations were provided by the Spark Indigenous Advisory Circle. The day saw record-breaking attendance of 2,800 guests.

IndigeSTEAM Robotics Program

With a mission to empower Indigenous youth through culturally relevant STEM programming, IndigeSTEAM aims to foster a brighter future for generations to come. TELUS Spark proudly serves as a partner-in-kind, providing space for IndigeSTEAM's robotics clubs to meet weekly. These clubs bring together Indigenous youth and newcomers to Canada, engaging them in hands-on learning experiences. This initiative brought together 15-25 youth participants weekly, with approximately 100 individuals participating in the Robot Pow Wow, including youth, mentors, elders, and community members, from September to June.

The Spark Gathering Circle, Where We Gather

The Spark Gathering Circle, Where We Gather, has been in the making with Elders, Knowledge Keepers, and Indigenous Community Members since January 2022 and was completed for the re-opening of the Spark Brainasium outdoor park on July 13, 2023. The intention was to create an outdoor space where community can gather, in connection with the Land, Cosmos, and Ancestors, to learn, teach, and grow.

Welcoming to All – Spark's Commitment to Inclusion

Barbie: A Cultural Icon | August 5 – September 20, 2023

Barbie serves as a powerful symbol of the intersection between play and science, sparking the imaginations of young minds. With over 300 vintage and historical artifacts on display, including approximately 260 dolls spanning from 1959 to the present, the exhibit offered a fascinating journey through six decades of societal and cultural evolution. Barbie's portrayal of various careers, particularly in STEM fields, reflects her role as a pioneer in breaking gender barriers and inspiring future generations.

Journey towards Equity, Diversity, Decolonization and Inclusion (JEDDI) Council

In 2023, the JEDDI Council led Spark on a journey towards Equity, Diversity, Decolonization, and Inclusion (JEDDI). Spark's presence at the Calgary Pride Parade reached 100,000 individuals, showcasing its commitment to diversity and inclusion. Internally, 46 Diversity Posts on the internal Spark Workplace platform fostered dialogue and awareness. Meaningful programming for National Day for

Truth & Reconciliation engaged thousands of guests, while research and writing of diversity signage for SILVER & BOLD holiday themed programming extended Spark's impact globally. Initiatives such as the Spark Around the Globe Potluck, Pronoun Pins for Employees, and engagement with organizations like Outlink Calgary (Centre for Gender and Sexual Diversity) demonstrated a dedication to fostering an inclusive workplace culture. Additionally, recommendations for ongoing accessibility upgrades and participation in events like the Pride Panel at the Internal Conference further reinforced Spark's commitment to equity and inclusion.

Accessible Program Growth

- Spark's community connections partners grew by 17%.
- Annual TELUS Spark Family Science Night sponsored by Crescent Point doubled in attendance.
- Kids' Choice Award, 2023 Canoo Awards - In 2023, Spark welcomed the largest proportion of Canoo members' kids to its property in Calgary, Alberta. The Canoo Awards celebrates the Canadian culture and nature institutions that set a new standard in helping newcomers feel at home in Canada.

b) Your own organization's strategy?

As Spark continues its journey toward establishing itself as a leader among global science centers, significant progress and innovation have been achieved through various initiatives and activities over the past year. These endeavors include the Keep Calgary Curious Campaign, the introduction of Canada's first robot rollercoaster, RO5iE, and the launch of the first-ever Indigenous-produced Digital Immersion Experience, Sacred Defenders of the Universe. These activities continue to demonstrate Spark's commitment to inspiring engagement with science through world renowned creative experiences. These efforts not only drive the organization forward but also show its dedication to fostering curiosity, discovery, and inclusivity within the Calgary community and beyond, reaching and engaging with visitors worldwide.

Keep Calgary Curious Project

Spark is seeking \$45 million in support for the Keep Calgary Curious project from government, philanthropic leaders, corporate partners and individuals in the community to transform the science centre into one of the world's leading science experiences. Companies, philanthropists, and individuals are making the largest contribution to the project. Sought government support includes \$9.5 million from the Government of Alberta, \$9.5 million from the Government of Canada, and \$5.5 million from The City of Calgary.

In February 2023, the Government of Alberta invested \$9.5M to TELUS Spark Science Centre's \$45 M Keep Calgary Curious Campaign. This support will help with the revitalization of TELUS Spark's spaces to make them more accessible and inclusive, and to develop engaging science programming that inspires curiosity and helps solve the challenges of tomorrow for people in Calgary and beyond.

Why TELUS Spark – A Science Centre that breaks the mold:

- TELUS Spark continues to redefine what a science centre can look and feel like.
- Science centres took the world by storm 50 years ago by breaking the rules. Spark attracts hundreds of thousands of visitors a year by doing just that —and inspiring audiences at the intersection of science, technology, and art.
- As more careers depend on skills in science, technology, and engineering, affinity for science has never been more vital. We create bold, immersive exhibits and interactive programs that forge

powerful connections with STEAM elevating these careers as top choices for youth to pursue, contributing to the growth of Canada and Calgary as economic leaders in these key areas.

- Spark is an incubator for creativity and Calgary’s entrepreneurial spirit, empowering future generations by unleashing curiosity and innovation.

What Does Reinvention Look Like

- Our reinvention is centred around three key pillars:
 - Re-Imagined Spaces
 - Spark will renovate its three major exhibit halls to be more immersive, inclusive, and technology rich alongside a new entry to accommodate larger audiences.
 - The centre will serve as a visible beacon of Calgary and Canada’s vibrant entrepreneurial spirit.
 - Innovative Programs
 - The revitalization will create one of the world’s leading science experiences filled with internationally renowned programming.
 - Welcoming to All Canadians
 - A reimagined Spark will share even more inspiring, inclusive programming, improve accessibility, and provide a space that is welcoming to all Calgarians/Canadians.
 - Indigenous learning is woven into our revitalization, and we will braid Indigenous ways of knowing throughout our experiences.

Results of the Keep Calgary Curious Project

- Spark’s annual attendance will double to 800,000+ visitors.
- The uplift from our project will drastically alter the appeal of the destination. We project tourism outcomes from the science centre will yield \$34.0 million in economic activity in 2028, compared to \$9.9 million in 2019.
- 100,000 students, educators, and professionals will be empowered by new programming.
- The revitalization will allow us to expand equitable access to upwards of 40,000 community members, reducing financial barriers for visitors interested in exploring the powerful world of science.
- The reinvention will foster economic activity and create jobs both directly during construction and operation, and indirectly as a cornerstone piece of cultural infrastructure.
- Spark will represent a bold identity for Calgary and Canada, reflecting how Canada embraces of innovation, science, and technology to visitors from around the world.

2. Performance measures help demonstrate the return on The City’s investment in a partner’s operations, and support continuous improvement for Partners. What performance measures reflect your organization’s impact in 2023?

Performance Measure Name	2021 results	2022 results	2023 results	How does this measure reflect your organization’s impact?
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How much did you do?	Paid Attendance	56,385	178,209	159,420	Although paid admissions decreased in total number, this is offset by the number of memberships that were purchased in 2023 and is subsequently reflected in the increase in total attendance numbers.
How much did you do?	Total Attendance	121,079	403,940	427,724	Year over Year growth in total attendance continues at nearly 6%.
How well did you do it?	Google Rating	4.3	4.3	4.3	Although attendance continues to elevate introducing increased demand, experiential ratings remain unchanged at 4.3.
How are Calgarians better off?	Attendance at Spark reflects the makeup of Calgary's community with number of paid attendance and memberships combined.	30,425	125,103	184,869	Year over Year growth continues to demonstrate more Calgarians enjoy Spark by nearly 48%.

3. Are there any additional stories or information you wanted to share beyond performance measures that demonstrate the impact of your organization's programs or services?

NEW Offsite Programming

Ready, Set, Robot continues to yield impressive results, with 75% of program participants entering without prior coding experience. However, an astounding 91% emerged with a newfound appreciation for coding. Backed by support from partners and allied programs, Spark is strategically expanding this initiative to reach an even wider audience of learners.

In 2022, Spark supported Indigenous filmmakers, actors and artists as they developed and launched *Blackfoot Skies: Makoiyohsokoyi*, a short film adaptation of an original Siksikaitsitapi story about the Wolf Trail, or Milky Way in the English language. This story was gifted to the science centre in the early 1990's by the late Dan Weasel Moccasin. In 2023, representatives from Spark shared the film within Indigenous schools throughout the province using its portable dome theatre. Formerly named "Blackfoot Skies", this film has been renamed "Paws, Claws and Stars" as it reflects more than just Blackfoot Indigenous stories.

Education Curriculum Changes for K-3

Provincial science curriculum for K-3 changed in 2023. Spark built an entirely new suite of programs that tied to the new curriculum while still be presented in Spark's distinct way.

Beakerhead 10th Anniversary Edition

Beakerhead, Calgary's renowned festival at the intersection of art, science, and engineering, returned for its monumental 10th anniversary in September 2023. The festival delighted attendees with a dynamic array of immersive experiences, artistic performances, and a dash of pyrotechnics across three iconic Calgary locations: Contemporary Calgary, Millennium Park, and TELUS Spark

Science Centre. With over 50 activities, presentations, workshops, and installations, Beakerhead showcased the magic that unfolds when innovators, creators, scientists, and artists collide. The festival's pièce de résistance was BODY, an immersive after-dark journey through the human body by UK outdoor arts company Walk the Plank, making its North American debut. With the support of sponsors and volunteers, Beakerhead celebrated a decade of creativity, curiosity, and community collaboration, reinforcing its status as a must-attend celebration for makers, dreamers, and science enthusiasts alike.

4. Does your organization use benchmarks to evaluate and improve performance and operations, and increase your organization's impact?

a) Examples of benchmarks:

b) What is your current and targeted performance in comparison to these benchmarks?

Impact

- **2024 Annual Paid Attendance Target:** 42,770
- **Paid Attendance, Q1-2024:** 40,592
- **Q1 - 2024 Attendance by Region:**
 - Calgary: 28,016 (69%)
 - Rest of AB: 11,763 (29%)
 - Rest of Canada: 4,059 (10%)
 - International (including United States): 812 (2%)

Reach

- **Media reach in Q1-2024:**
- 684 Million in reach this is a year-over-year increase of 8%, against a goal of 5%
- **School Visitors in Q1-2024:**
18,552, against an original target of 20,813

Financials

- The organization has approached 2024 with the prioritization of sustainable operations. Building on the success of revenue growth, we are optimizing our operations to ensure the long-term sustainability of the organization.
- Our 2023 financials show that we ran at a deficit and the goal in 2024 is to run at a surplus to support annual facility maintenance and strategic capital projects. The initial target is an 0.8% surplus on our operating income with the future goal being to achieve a stable year over surplus of between 1-2% (\$180-360K)
- Capital fundraising campaign through the Keep Calgary Curious campaign has raised 40% of \$45M goal.

c) How this information is being used to support continuous improvement?

As a data driven organization, we use these benchmarks to inform business decisions, we review and report on that on a quarterly basis with management and the Board. In addition, we compare them to industry statistics to see how we compare with the broader market.

5. How does your organization address equity, diversity or inclusion, or support racial equity?

The board fully supports the equity, diversity, inclusion and anti-racism work of the organization. In addition to this it seeks to diversify itself in these ways:

Gender spectrum
Age
Gender
Cultural background
Indigenous cultural background
Skills

Because Spark has made a commitment to being a part of reconciliation, Indigenous cultural background is singled out as a distinct category.

Among the board, staff, executive and larger organization:

- Respectful workplace policy in place – all new hires sign and staff re-sign every January
- Specific respectful workplace training added into new hire training.
- In 2022, all new hires and existing staff were required to take the Unconscious Bias training through LinkedIn learning. This training is now a mandatory condition of employment with Spark.
- Working with organizations such as Miskanawah (through the Re:Vision program) and Prospect to ensure diversity in recruitment.
- The Science Connections team at Spark is proud to advocate inclusion and gender equality through Operation Minerva. Operation Minerva is a mentoring program aimed at inspiring girls and gender-diverse students in grades 8 and 9 to feel a sense of belonging in STEAM. As one of our participants stated, "I was so excited to see so many women and gender-diverse people excited about science!"
- DEI taskforce was put in place in 2020 (made up of all levels of staff). It is now the Journey to Equity, Diversity, Decolonization & Inclusion (JEDDI Council) at TELUS Spark Science Centre. The mandate of the Council is to provide recommendations to Spark Leadership on diversity, decolonization, equity and inclusion strategies and initiatives and to provide DDEI consultation and learning opportunities for Spark personnel and attendees.
- The initiatives of the JEDDI Council are reported to the board as part of their Environmental, Social and Governance (ESG) oversight.
- Spark's presence at the Calgary Pride Parade reached 100,000 individuals, showcasing its commitment to diversity and inclusion. Internally, 46 Diversity Posts on the internal Spark Workplace platform fostered dialogue and awareness. Meaningful programming for National Day for Truth & Reconciliation engaged thousands of guests, while research and writing of diversity signage for SILVER & BOLD holiday themed programming extended Spark's impact globally. Initiatives such as the Spark Around the Globe Potluck, Pronoun Pins for Employees, and engagement with organizations like Outlink Calgary (Centre for Gender and Sexual Diversity) demonstrated a dedication to fostering an inclusive workplace culture. Additionally, recommendations for ongoing accessibility upgrades and participation in events like the Pride Panel at the Internal Conference further reinforced Spark's commitment to equity and inclusion.

6. How is your organization advancing Indigenous Truth and Reconciliation? (For example addressing specific calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City's White Goose Flying Report](#))

TRC Call to Action 14 – Representation of Indigenous languages.

A welcome sign at Spark’s main entrance was introduced in 2022, which greets all visitors in Treaty 7 languages. A permanent welcome and land acknowledgment are an integral part of Spark’s future redesign for the entry experience. Sacred Defenders of the Universe, the newest Digital Immersion Gallery experience at Spark, introduced in 2023, connects the four elements with upwards of seven different Indigenous Languages, and the science within these words. Spark continues to work with the Spark Advisory Circle to incorporate Indigenous languages into future experiences and programming.

TRC Calls to Action 14 and 92 – Developing The Gathering Circle – “Where We Gather”

In partnership with the Spark Indigenous Advisory Circle and the local Indigenous communities, work was completed 2023 on a gathering circle called “Where We Gather”. It is located in the redesigned Brainasium Outdoor Park, this is a place to gather, share stories and learn about Indigenous Star Science, local Indigenous plants, medicines and history.

TRC Call to Action 63, 66 and 92 – Indigenous Science Month - June

TELUS Spark Science Center is shining a bright spotlight on the depth of science within Indigenous ways of knowing. In the month of June TELUS Spark Science Centre hosted Indigenous Science Days – an all-ages community cultural celebration of Indigenous science that features programming, performances and knowledge sharing by partners from across Alberta.

TRC Call to Action 63, 66 and 92 – Indigenous Science Nights

On March 23rd Spark welcomed the entire community to launch the new Digital Immersion Gallery Show “Sacred Defenders of the Universe” and to introduce the Moss Bag project.

On September 22nd, all ages were welcomed to another family-friendly Indigenous Science Night at Spark that centered on the craft and science of braiding, and braiding as a teaching method of inclusivity, interweaving of ways of knowing and the strength found in community.

TRC Call to Action 63, 66 and 92 – Indigenous Ways of Knowing at Spark

The Spark Indigenous Action Plan guides the incorporation of Indigenous ways of knowing into everything the science centre does. It is shaped by the Circle of Life, which represents how all things are connected and relational. The four parts of this circle represent the four directions – ways of connecting (east), being (south), learning (west) and doing (north).

TRC Calls to Action 63 and 66 – Presenting Paws, Claws and Stars Film

In 2022, Spark supported Indigenous filmmakers, actors and artists as they developed and launched *Blackfoot Skies: Makoiyohsokoyi*, a short film adaptation of an original Siksikaitsitapi story about the Wolf Trail, or Milky Way in the English language. This story was gifted to the science centre in the early 1990’s by the late Dan Weasel Moccasin. In 2023, representatives from Spark shared the film within Indigenous schools throughout the province using its portable dome theatre. Formerly named “Blackfoot Skies”, this film has been renamed “Paws, Claws and Stars” as it reflects more than just Blackfoot Indigenous stories.

TRC Call to Action 92 – Incorporating Indigenous ways of knowing science into the Digital Immersion Gallery.

Spark launched an immersive journey with "Sacred Defenders of the Universe," the first-ever Indigenous-produced Digital Immersion show, where four Indigenous superheroes led visitors on an

adventure that unveiled the hero within us all! Guests stepped into the Spark Digital Immersion Gallery, a dynamic 3,000 square-foot space that transformed into a captivating graphic novel universe from floor to ceiling. Through the narrative, guests explored Indigenous science concepts such as the Circle of Life, sacred elements, and directions, along with key words in local Indigenous languages.

TRC Call to Action 92 – November 17, 2023 Gratitude Gathering

Spark hosted a Gratitude Gathering that brought together the whole community, including Board Members and Alumni, Indigenous Elders, sponsors and partners, and Spark employees. Guests indulged in an Indigenous meal, tested their skills in an exhilarating Hands Game Tournament, and stargazing in an inflatable dome. They explored the science centre's SILVER & BOLD and Goodnight Moon exhibits, had the chance to ride RO5iE, the robot-coaster, and were treated to the premiere of Worlds of Ice, new in the Infinity Dome. A fun, science-filled time was had by all who joined in the celebration!

TRC Call to Action 66 and 92 – Bows and Arrows

This program is an opportunity for Îyârhe Nakoda youth to learn about bows & arrows, stories, engineering and math – where Indigenous ways of knowing meets Western science.

TRC Call to Action 63 and 66 - IndigeSTEAM Robotics Program

With a mission to empower Indigenous youth through culturally relevant STEM programming, IndigeSTEAM aims to foster a brighter future for generations to come. TELUS Spark proudly serves as a partner-in-kind, providing space for IndigeSTEAM's robotics clubs to meet weekly.

TRC Call to Action 63 and 92 – The Moss Bag Project

The moss bag, a traditional Indigenous tool, has long served as a snug wrap for babies, providing a warm, womb-like environment conducive to better sleep. Filled with sphagnum moss, known for its antiseptic and absorbent properties, it doubles as an ideal diaper, keeping babies dry and rash-free. Spark has a new permanent installation at the Creative Kids Museum, part of the Moss Bag Project—an Indigenous-led initiative offering educational sessions, crafting opportunities, and support structures for Indigenous child-rearing practices, including the creation of beautiful, beaded moss bags connected to traditional stories and teachings.

TRC Call to Action 63 and 92 – Day for Truth and Reconciliation, September 30th

Enhanced our programming for the Day of Truth and Reconciliation on September 30th, led by settler employees and supported by Indigenous Elders, by their choice rather than by request. Guests were welcomed to the science centre to learn about reconciliation. They took in short films with Indigenous teachings, and explored an interactive map to demonstrate who we share this land with and conversations were provided by the Spark Indigenous Advisory Circle.

TRC Call to Action 92 – Meaningful Consultation with Indigenous Communities

Spark's Indigenous Engagement projects are led by a passionate team committed to fostering meaningful relationships. With deep respect for Indigenous cultures and traditions, Spark collaborates closely with communities to ensure their voices are heard and their values are honored.

TRC Call to Action 92 - Expanding Spark's Advisory Circle

Spark welcomed a Métis member, enriching its perspectives and deepening its cultural understanding. Their unique insights and experiences enhance the decision-making process,

ensuring greater inclusivity and relevance in the science centre’s initiatives. Spark is committed to diversity and empowerment within Spark and the Advisory Circle.

RESOURCES

7. Please estimate how The City’s operating funding was allocated in 2023.

%	Advertising and promotion
%	Programs or services
%	Office supplies and expenses
%	Professional and consulting fees
38%	Staff compensation, development and training
%	Fund development
34%	Purchased supplies and assets
28%	Facility maintenance
%	Evaluation or Research
%	<i>Other, please name:</i>

8. Did volunteers support your operations in 2023? (including board and committee members)

How many volunteers?	558
Estimated total hours provided by volunteers:	4766

9. Did your organization receive any awards or recognition in 2023, or have any client or participant feedback that you want to highlight?

National Canoo Award – Awarded by the Institute for Canadian Citizenship as one of the four inaugural recipients. Spark has been awarded the Kids’ Choice Award for having the highest proportion of child admissions via the Canoo program over the past year (2023). Being acknowledged for our continued focus to provide an accessible space for people of all walks of life is something that we are very proud and honoured to be recognized for.

In 2023 Calgary's Child Magazine:

- Best Family Fun Location -Winner
- Best Museum for Families - Winner
- Best Accessible/Inclusive Experience for Kids - Honourable Mention
- Best Place to Take Your Kids on a Crummy Day - Winner

2023 White Hat Awards:

- Exceptional Service: Administration: Eirin Bernie, Manager, Marketing

10. How did your organization address climate change in 2023, for example, operational or program changes that reduced green house gas emissions (GHG), air/water pollution, or waste that aligned with [The City’s Climate Change Program](#) including Council’s Climate Emergency Declaration?

- A new Lutron building lighting automation system began installation in Fall 2023. 90% of equipment was installed by end of 2023. Final integration and programming to be complete by March 31, 2024. This system will allow customized programming of lighting and exhibits throughout the building, with

an expected electricity reduction of effected lighting and exhibits by 15%. This will contribute to expected building-wide energy savings of 5%.

- We held an Earth Day (April 22nd) solar carport opening celebration.
- The Solar Garden Project has played a vital role in Spark’s pursuit of net zero energy, resulting in the avoidance of 426 tons of greenhouse gas emissions from grid electricity-
- Spark has transitioned to the use of 96% compostable service ware across all food service areas, aligning with our commitment to adopting fully compostable or reusable products.
- Spark continued to engage Calgarians about climate change through climate awareness programs including “Cloudy with a Chance of Science” – Residency Science Climate Program for grades 4-6 right inside the classroom and Worlds of Ice Dome Theatre Show - “Explore the two-way relationship between humans and ice, and how close we are to the tipping point of dramatic climate change.”
- Introduced new digital communication options in an effort to minimize printable paper and plastic materials (wayfinding, maps, admission passes, donation requests, mailouts, membership card renewal cards etc.) In addition to piloting the use of canvas or cloth as alternatives to vinyl.
- Water efficient fixtures for water conservation.
- Continue to support Calgarians in the transition to electric vehicles through the installation of two additional electric vehicle charging ports, servicing four electric vehicles onsite.
- TELUS Recycles Event | March 25, 2023 | Guests were invited to bring their old, pre-loved devices to Spark to receive one FREE admission. Visitors learned about how recycling their electronic devices helps protect endangered species, keeps the oceans and air clean, and supports the planet’s health.

11. Are there any projects, initiatives or plans for 2024 that you want to briefly highlight?

- TELUS Spark Science Centre has a bold and achievable goal: to become one of the top 10 most worth visiting science centres in the world. Through the Keep Calgary Curious Campaign, TELUS Spark will continue to transform the science centre into one of the world’s leading science experiences. This priority project will inspire and delight visitors of all ages, means and abilities on a whole new level—to increase their affinity with science, supercharge their curiosity, and maybe even change the course of their lives. All while uplifting and showcasing Calgary as a beacon of innovation and entrepreneurial spirit.
- Grow Spark’s Volunteer Program to mobilize a larger and more engaged volunteer base. Enhance volunteer engagement and recruitment efforts to achieve a 25% increase in our engagement rate.
- Develop a sustainable maintenance and replacement plan for facility systems, equipment, and infrastructure approaching the end of their life cycle.
- Identify and implement facility operations efficiencies to reduce energy use by 5%

THE FOLLOWING SECTION IS FOR CIVIC PARTNERS MANAGING CITY-OWNED ASSETS

CAPITAL PROJECTS AND ASSET MANAGEMENT

Asset: *TELUS Spark*

a) How did you use The City’s capital funding in 2023?

Project	City Funding (2023)	Benefit (service improvement, efficiency, improved condition)
Domestic hot water tank replacement	\$36,066	Service improvement – replaced leaking units
Building automated lighting system	\$268,560	Energy efficiency

Roof debonding/leak repair	\$6,183	Envelope efficiency
Security system hardware and software upgrade	\$43,243	Service improvement
Irrigation system	\$1,108	Service improvement
Access door controls replacement	\$34,418	Improved condition
Feature Gallery lighting	\$8,790	Service improvement
Feature Gallery projectors and digital screens	\$49,457	Service improvement
Feature Gallery divider repair	\$14,051	Improved condition
Accessibility	\$15,754	Improved condition - accessibility
Exterior Doors	\$34,815	Improved condition and envelope efficiency
Data room equipment replacement	\$22,591	Improved condition
Elevator brake repair	\$30,936	Improved condition
Expansion tank replacement	\$6,129	Improved condition
Server and network upgrades	\$90,000	Improved condition
Slide netting replacement (carryover from 2022)	\$37,969	Improved condition