

**Calgary**

## About our Work

### Our Mission

We bring people together to learn, play and create with science, technology, engineering, art and math.

### Our Vision

A community transformed by a culture of curiosity, risk-taking and problem solving

### Our Values

**Collaboration:** We believe that encouraging debate and dialogue, embracing diverse perspective, and that partnership with our communities results in better ideas and outcomes.

**Curiosity:** We are always wondering, always questioning, always seeking to learn.

**Courage:** We believe in innovative thinking and taking risks. We embrace change. Our courage to fail gives us the confidence to succeed.

**Commitment:** We're deeply passionate about our mission and pursue it in everything we do...and in how we do it.

2018-09-12


Presentation

CITY OF CALGARY  
**RECEIVED**  
 IN COUNCIL CHAMBER

SEP 17 2018

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Distribution

CITY CLERK'S DEPARTMENT

**Calgary** 

## Meeting the Needs of Calgarians


**Enjoy**

- Quality of food in Social Eatery
- Interactive, dynamic engaging for visitors
- Feature shows
- Live science demonstrations
- ShiftLab
- Learning science through play

**Wishes**

- Family discount to make it more affordable for families
- Would like to see new permanent exhibits

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## Trends and Research

**Challenges/Opportunities/Trends**

- Rising costs (compensation, utilities)



**Opportunities**

- Education
- Innovation

**Trends**

- Attendance plateau?
- Increased competition
- Increased reliance on earned income

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## Alignment with Citizen Priorities & Council Directives

### A Prosperous City

- a destination for tourists
- Community connection programs
- a place for engagement, debate and vision highlighting local STEAM innovations

### A Healthy and Green City

- LEED Gold building – education
- UN Sustainability Goals
- Learning through play - Brainasium
- Science of Sport

### A Well-Run City

- Cost effective utility management introduction of solar power
- Indigenous collaboration through programs and partnerships

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## 2019-2022 Business Plan

### Strategic direction

Guided by three principles:

- ☐ Relevance
- ☐ Reputation
- ☐ Financial Sustainability

Be a Calgary Catalyst driving cultural, educational and tourism growth in our communities.

Through community activation with science, technology, engineering, arts and math provide a place of engagement, debate and expression of vision that sees Calgary and Alberta thrive through rapid technology advancement by highlighting and celebrating the innovation and entrepreneurial work that is underway across the province.

- Education and Learning
- Future Energy | Future Calgary

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## Results and Measuring Performance

### Education and Learning

- Corporate training / Educator PD
- Global Science School
- Indigenous collaboration
  - Continuous evaluation of programs satisfaction

### Future Energy | Future Calgary | Future Alberta

- Relevance to the community
- Increase attendance
- Social Impact evaluation

## 2019-2022 Operating Budget

- maintain our levels of earned revenue
- modest increases in donation & fundraising revenue
- maintain operational expenses at current levels while absorbing a reduction in City operating grants
- retain our greatest resource – our staff