



08/06/2015



## 2014 Civic Partner Annual Report

June 9, 2015



## 2014 Year in Review

### Our Community

- "Community Connections" collaboration with **29 social service agencies**; **73% ↑** in supported admissions
- Community partnerships (UofC, *Maker Faire*, etc)
- 140 Volunteers contributed over 15,000 hours
- **71,000** curriculum-linked school visits

For every \$1.00 from the City of Calgary, we generate another \$4.00 to support community programs and experiences

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## 2014 Year in Review

### Our Business

- Board governance & managed **Risk Register**
- Invested in new visitor experiences
  - *Electricity exhibits*
  - *Brainasium* outdoor park, phase 1
    - a **95%** ↑ in attendance in August
- a **250%** ↑ in earned media, **41%** ↑ in *Twitter* followers
- Facility Sales - 341 private events hosted, **126%** ↑ in *Team Building* events

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## 2014 Year in Review

### Our Team

- Operational stabilization in 3<sup>rd</sup> year
- Safety culture
- Succession and professional development
- Community integration & partnerships

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## Brainasium



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## Looking Forward

### Community Impact

- Collaboration with City of Calgary, Recreation department on 2017 *International Play Association* conference
- Continued growth of "**Community Connections**" program
- Evolution from the 1967 Planetarium to first new science centre in Canada in over 25 years
- Expanded **Digital Planetarium** impact

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## Looking Forward

### Operating Efficiency

- Results-based accountability
- Managing \$100,000,000 City of Calgary asset for \$2M per year
- Expanding visitor experience by 100% by 2018 through interior and exterior investments

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## Looking Forward

### Business Diversification

- Facility Sales food services analysis
- Education online market across Alberta
  - *Direct From the Operating Room*
- Bookings of popular feature exhibitions through 2018

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TELUS  
**Spark**  
THE NEW SCIENCE CENTRE

## *Brainasium*



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