

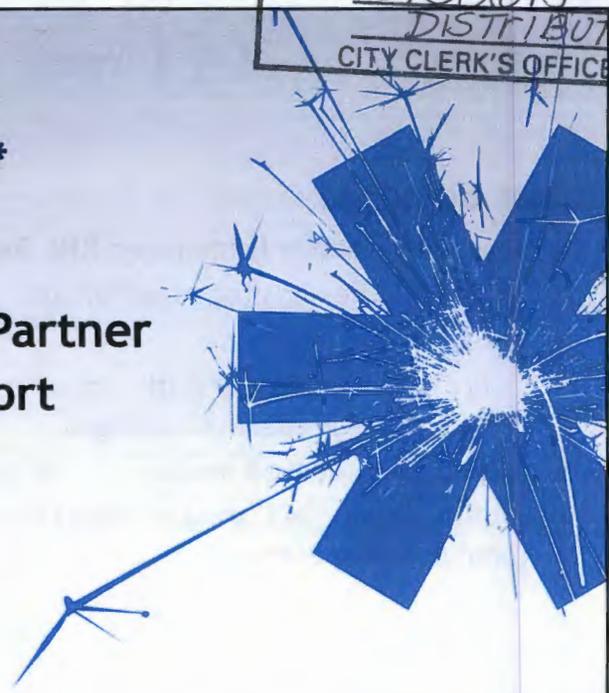
CITY OF CALGARY
RECEIVED
IN ENGINEERING TRADITIONS ROOM
JUN - 9 2015
ITEM: CP52015-0397
DISTRIBUTION
CITY CLERK'S OFFICE

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

08/06/2015



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, **↑26%** ↑ in *Team Building* events

08/06/2015



2014 Year in Review

Our Team

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

08/06/2015



08/06/2015

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

08/06/2015



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

08/06/2015

7



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

08/06/2015

8

TELUS
Spark
THE NEW SCIENCE CENTRE

Brainasium



08/06/2015