

ANNUAL REPORT 2016



YEAR IN REVIEW

In Alberta, 2016 was without a doubt memorable. It was a year that saw a provincial community come together during ferocious forest fires and a somewhat dreary economy, both of which affected the science centre.

The fires that devastated Fort McMurray and large areas of Northern Alberta gave rise to many acts of human kindness. At TELUS World of Science - Edmonton (TWOSE), as soon as the evacuation started, we did our small part by providing free admission to any evacuees. Over 2,000 people took us up on the offer. Canada Post and TD Bank set up services at the science centre for evacuees.

Despite our best efforts, the slumping economy took a bite out of the financial fortunes of the science centre. Attendance in all our core businesses were down, and for the first time in over a decade, we ran an operating deficit. We don't take the financial results of 2016 lightly. Management and the Board have worked closely with heightened awareness of the fragile economic environment we are in to ensure decisions are taken early and budgeting assumptions are appropriately conservative to return the Foundation to an operating surplus in 2017. Fortunately, over the past ten years, the centre built a large operating reserve especially for economic slumps like 2016. The finances of the organization remain strong.

We undertook the first phase of the Aurora Project with the complete renovation of our food services area, transforming it from a dim, uninspiring space into a bright, modern bistro, boasting a much improved menu and new levels of service. The Purple Pear opened in October, receiving very positive reviews and an increase in patronage to match. The success of the food services renovation is indicative of what we hope to achieve as we continue to execute on the Aurora Project; a higher quality experience that leads to higher levels of customer engagement and financial success for the Foundation.

In 2016, the IMAX® Theatre featured *America Wild*, *A Beautiful Planet*, *Secret Ocean*, and *Wild Africa*. We were privileged to host mountaineer Conrad Anker for the opening of the film *America Wild*, and he even hosted a sold-out showing of his documentary *Meru*. It is great to see the new digital IMAX Theatre being used to showcase a wide array of films of interest to the TWOSE audience.

It was an excellent year for schools. We drew almost 90,000 students to our school programs, up from 82,000 the year before. We started the TWOSE Science School, a program in which a single class of children from a local school spend an entire week at the science centre, learning not only science, but what makes the science centre go. It's a treat to hear a Grade 4 student announcing the next IMAX film on the public address system, or having the science school students greeting other students as they arrive at the science centre in the morning on their big yellow buses.

The summer season featured *The International Exhibition of Sherlock Holmes*, and that was followed in the fall by *Angry Birds Universe*. Members continued to show strong support. Membership sales continued to climb, and Members used their privileges with growing frequency. TWOSE is clearly delivering value to many thousands of Edmontonians who choose to support and use the science centre through the membership program.

We are proud to be leading the TWOSE team and want to thank the staff, volunteers, and stakeholders who help make the science centre such a vital part of Greater Edmonton and Northern Alberta.



Alan Nursall
President and CEO
TELUS World of Science – Edmonton
Edmonton Space & Science Foundation



Jordan Hokanson, Chair
Edmonton Space & Science Foundation

OUR VISION

To inspire voyages of life-long discovery.

OUR MISSION

To create a positive science and technology culture in our region that inspires and motivates people to learn about, and contribute to, science and technology advances that strengthen themselves, their families, and their community.

OUR PRIORITIES

To make opportunities to learn about science and technology accessible to everyone.

To inspire people to embrace science and technology as a vital component of their education and personal development.

To be a catalyst for partnerships and alliances that promotes science and technology in our community.

To position the Edmonton Space & Science Foundation and TELUS World of Science – Edmonton as the primary external science and technology resource to the formal education systems.



BY THE NUMBERS

2016 saw an increase in programs,
Members and social media.



ANNUAL ATTENDANCE

432,533



ANNUAL MEMBERS

18,729



ANNUAL MEMBER HOUSEHOLDS

5,696



NUMBER OF VOLUNTEERS

242



NUMBER OF SCHOOLS

783



NUMBER OF EDUCATIONAL PROGRAM PARTICIPANTS

202,084



NUMBER OF OUTREACH PROGRAM PARTICIPANTS

33,400



NUMBER OF COMMUNITIES SERVED IN ALBERTA

269



NUMBER OF STUDENTS

87,717



FACEBOOK LIKES

21,579



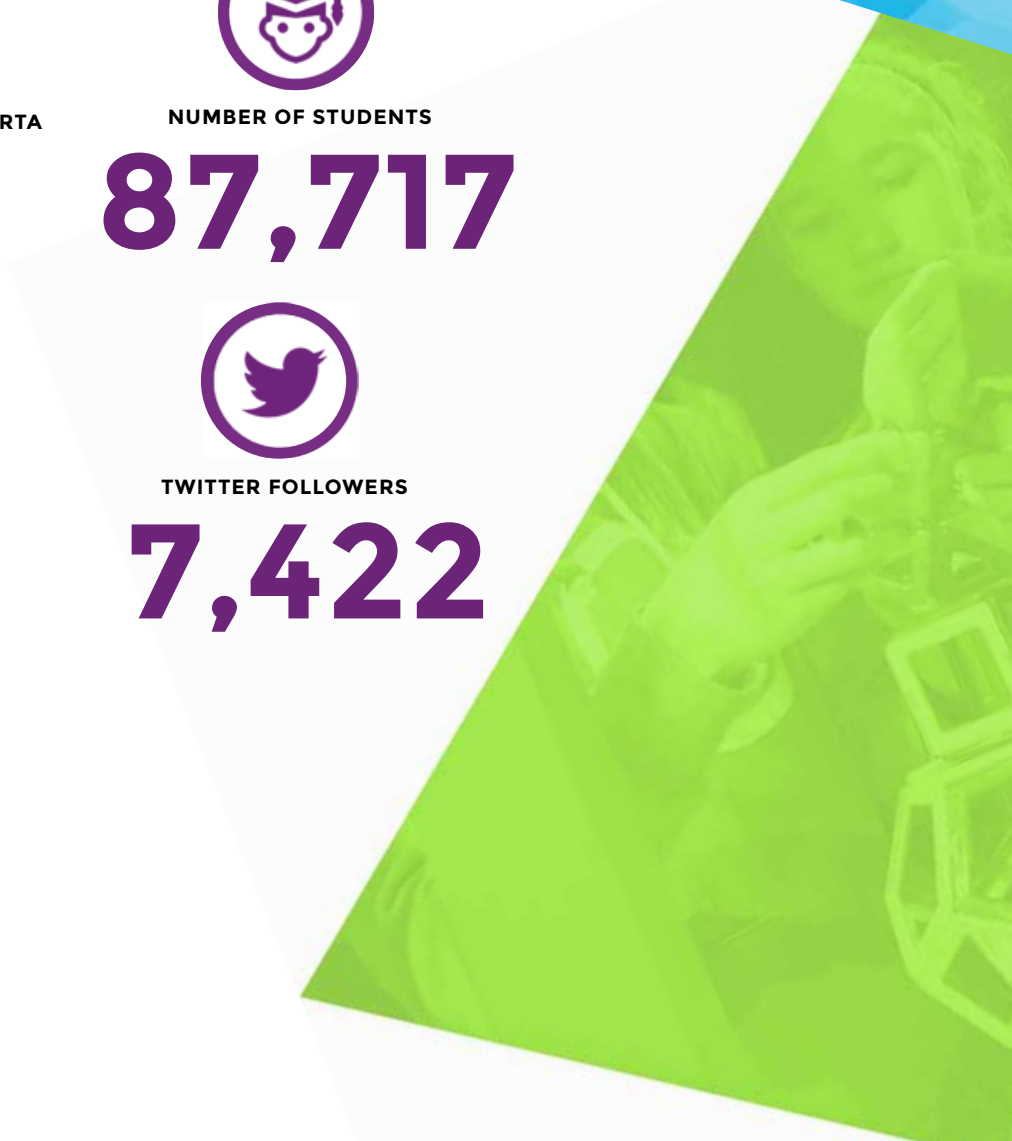
TWITTER FOLLOWERS

7,422



INSTAGRAM FOLLOWERS

6,013



LEAD THE SCIENCE CONVERSATION

From creating memories with over 87,000 students, to the launch of research zone programs, to the addition of a TWISE teacher ambassador group, we enabled creative, insightful new learning and problem solving opportunities for our visitors. We developed five new thought provoking science demonstrations and many one-day themed programs that both entertained and enlightened our over 430,000 visitors.



Students had the opportunity to “Meet an Astronaut” – Canadian Space Agency Astronaut LCol Jeremy Hansen via Skype



Launch of our week long Science School met with great enthusiasm



February 12 we opened *America Wild* in IMAX



Beyond Rubik's Cube Exhibition, speed cubing competition



Red and children officially open the *Angry Birds Universe Exhibition* – October 6



Over 87,000 students visited TWOSE



New Thermal Theatrics Science Demonstration



Opening of *The International Exhibition of Sherlock Holmes* on March 25



DARK MATTERS – Adult Only Nights - attendance rose from 5,905 to 6,565



ENGAGE AND INSPIRE OUR AUDIENCE

Each year we have almost a half million people come through our doors and we have the opportunity and privilege of entertaining, educating and inspiring them.

We do that by introducing new and exciting travelling exhibitions, by bringing educational IMAX films and, more importantly, we do that by listening to our community and delivering the kind of learning moments they are looking for.

In 2016, we developed and implemented some new educational opportunities and revitalized existing ones. A week-long Science School was introduced that allowed children to experience the science centre in an entirely new way, including an understanding of what happens “behind the scenes.” We also created a teenage robotics team, to attract an under-served audience. Both programs met with incredible enthusiasm and success and both will continue in 2017.

We also saw continued success and growth in our Membership program. Over 18,500 individuals now enjoy the many perks that Membership provides. “I have two children and find when we come to the science centre there is always something new and fun to see. It’s great to see the kids laughing and enjoying themselves while learning at the same time” TWOSE Member.

We continue to keep our Members engaged, entertained and educated on all things science, and we find opportunities for both our Members and the public to return to the science centre again and again.

PRACTICE SUSTAINABLE FINANCIAL OPERATIONS

Revenue/Expenditures
Auditor's Report

The image shows a tablet displaying a financial statement. The document is titled "BILL" and includes a date "10/07/AM". It features a table with multiple columns of numerical data, likely representing revenue and expenditures. The data is organized into several rows, with some values appearing to be totals or sub-totals. The tablet is tilted, and the background is dark with a purple geometric shape in the top right corner.

Item	Revenue	Expenditures	Net
	6,301,842		3,024,759
	484,931		9,251
	98,791		1,000,000
	412,466		5,100,000
	7,797,730		15,150,000
	117,482		20,450,000
	15,462,053		23,390,759
	13,494		2,600,000
	23,390,759		11,030,000
	1,012,952		2,600,000
	591,580		11,030,000
	570,282		13,750,000
	250,000		16,630,401
	7,651		14,197,926
	2,432,475		16,630,401
	14,197,926		13,750,000
	16,630,401		4,880,000
	8,000,765		1,800,000
	1,759,593		6,780,358
	6,780,358		23,390,759
	23,390,759		20,450,000

**The Edmonton Space &
Science Foundation
Summary Statements**
December 31, 2016

Report of the Independent Auditors on the Summary Financial Statements

To the Members of The Edmonton Space & Science Foundation:

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2016, and the summary statement of operations for the year then ended, are derived from the audited financial statements of The Edmonton Space & Science Foundation for the year ended December 31, 2016. We expressed an unmodified audit opinion on those financial statements in our report dated April 20, 2017. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of The Edmonton Space & Science Foundation.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of The Edmonton Space & Science Foundation for the year ended December 31, 2016 are consistent, in all material respects, with a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Edmonton, Alberta

April 20, 2017

MNP LLP

Chartered Professional Accountants

Edmonton Space & Science Foundation
Summary Statement of Financial Position
As of December 31, 2016

	2016	2015
Assets		
Current		
Cash	3,134,822	6,801,942
Accounts receivable	119,036	484,531
Inventory	125,666	98,791
Prepaid expenses and deposits	265,127	412,466
	3,644,651	7,797,730
Investments	119,136	117,482
Capital assets	16,787,436	15,462,053
Intangible assets	770	13,494
	20,551,993	23,390,759
 Liabilities		
Current		
Accounts payable and accrued liabilities	875,184	1,012,952
Deferred contributions	262,942	591,580
Deferred admissions	690,401	570,292
Deferred Revenue	300,000	250,000
Goods and services tax payable	-	7,651
	2,128,527	2,432,475
Deferred capital contributions	13,131,477	14,197,926
	15,260,004	16,630,401
 Net Assets		
Invested in capital assets	4,033,742	4,478,660
Internally restricted	1,258,247	2,281,698
	5,291,989	6,760,358
	20,551,993	23,390,759

Approved on behalf of the Board

signed "Jordan Hokanson"
 Director

signed "Sharilee Fossum"
 Director

Edmonton Space & Science Foundation
Summary Statement of Operations
For the year ended December 31, 2016

	2016	2015
Revenues		
Admissions	5,989,838	6,667,207
Retail Operations	1,575,157	2,168,817
Operating Grants	2,037,921	2,006,171
Sponsorships and Donations	1,134,053	1,247,740
Rental, Leases, and Other	189,020	420,499
	10,925,989	12,510,434
Expenditures		
Salaries and Benefits	6,295,452	6,093,665
Operations	2,455,761	2,476,490
Royalties and Film Leases	1,081,028	1,020,926
Retail Operations	752,723	964,508
Advertising and Promotion	909,390	906,829
Utilities	407,492	422,275
	11,901,846	11,884,693
Excess (deficiency) of Revenue Over Expenses Before Amortization	(975,857)	625,741
Amortization		
Amortization of Deferred Capital Contributions	1,311,579	1,068,452
Amortization of Capital Assets and Intangible Assets	(1,804,091)	(1,671,437)
	(492,512)	(602,985)
Excess (deficiency) of Revenues Over Expenditures	(1,468,369)	22,756

Note 1

Management is responsible for the preparation of the summary financial statements. The summary financial statements are comprised of the summary statement of financial position and the summary statement of operations, and do not include any other schedules, a summary of significant accounting policies or the notes to the financial statements. The summary statement of financial position and the summary statement of operations are presented with the same figures as the audited financial statements, but all the note referencing has been removed.

Note 2

The audited financial statements can be requested by contacting the President & CEO of the Edmonton Space & Science Foundation.

BUILD A STANDOUT FACILITY FOR OUR COMMUNITY

The Aurora Project is a \$40 million expansion and renovation of TELUS World of Science – Edmonton. The bold vision of the Aurora Project will reimagine TWOSE and redefine what a science centre can be. This initiative will engage the next generation of Canadians in learning about, and contributing to, science and technology. It will be a catalyst for creativity and innovation, and will encourage curious minds to explore the limitless potential of tomorrow.

The Aurora Project will modernize a number of the facility's galleries ensuring that TWOSE remains on the forefront of advances in STEAM: Science, Technology, Engineering, Art, and Math. The project will also see the facility expand by 20,000 sq. ft. to incorporate a new Arctic Gallery which will cultivate understanding and conversations around the scientific and cultural challenges facing Canada's North. The Aurora Project will Invest, Build, and Inspire Canadians of all ages to transform their communities by engaging them with cutting-edge technology and current research happening in their own backyard.

In addition to funds set aside for the Aurora Project by the Edmonton Space & Science Foundation, the City of Edmonton has already committed \$12 million towards the project. TWOSE is leveraging these funds for matching contributions from the Federal and Provincial Governments. A robust philanthropic campaign was also started in 2016 and has already begun to receive support from the wider community.

TWOSE is in the advanced stages of design development for the Aurora Project and completed the first phase of the initiative in the fall of 2016 with the revamping of our food services area: the Purple Pear. As the TWOSE team continues to finalize exhibit designs for each area, we anticipate the second phase of construction will begin in the fall of 2017 with the complete renewal of our Dome Theatre and S.P.A.C.E Gallery by 2018.



ANNUAL DONORS AND SPONSORS

The Edmonton Space & Science Foundation gratefully acknowledges the support of the following individuals, foundations, corporations and public and private agencies that share our vision by supporting the Foundation and its programs.

\$100,000+



\$50,000-\$99,999



\$25,000-\$49,999

Alberta Lottery Fund Community Initiatives Program
Edmonton (Host) Lions Club
Insight Medical Imaging

\$10,000-\$24,999

Clark Builders
Coca-Cola Refreshments Canada
DIALOG
MNP LLP
Servus Credit Union
Shell Canada
The Sherlock Holmes Hospitality Group
Pat Whittaker

\$5,000-\$9,999

Calmont Group
Campers Village
Civic Service Union 52
Go RVing Canada
Rock Jungle Fitness
John & Avery Stobbe

\$1,000-\$4,999

Alberta Motor Association
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Big Rock Brewery
BioWare ULC
Malcolm & Shawna Bruce
Doug Carlyle
Central Social Hall
Darren Chivers
Donna Clare
Joseph & Marta Collier
David Cosco
Diana de Sousa & Neil Burkard
Karyn & Nicole Decore

Edmonton Catholic School District
Edmonton Eskimo Football Club
Doug & Wendy Elkow
Tim Ferris & Ursula Phillips
Frank Florian and Family
S. & M. Friel
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Table Top Cafe
The Traveling Tickle Trunk
Vantix Systems Inc.
Drs. Marilyn & Robert Westbury

PLEASE NOTE

Every effort has been made to ensure this listing of donors is accurate. Please accept our apologies if your name has been inadvertently omitted or listed incorrectly. Please notify the Edmonton Space & Science Foundation so that we may correct our records.

FUNDS & ENDOWMENTS

BE A STAR

Fund Value = \$31,700

A unique fund-raising program where the public is invited to designate stars valued from \$50 to \$15,000 to support the programs and operations of TELUS World of Science.



VEGA SCHOLARSHIP

Fund Value = \$92,740

The VEGA Scholarship Program was established in 1987 through the generous support of Helen Tkachenko. This fund sponsors elementary school-aged children to attend a Summer Science Camp. In 2016, 14 children received VEGA Scholarships to attend camps at TELUS World of Science.

LES YOUNG FUND FOR SCIENCE EDUCATION

Fund Value = \$26,397

In 1999 the Edmonton Space & Science Foundation established the Les Young Fund for Science Education. It was dedicated as a permanent fund legacy in memory of his outstanding dedication and leadership. The fund provides opportunities for the development of unique and innovative programs to inspire, motivate and challenge students.



SEEDS OF SCIENCE ENDOWMENT FUND

Fund Value = \$9,762

This fund was established in 2015 by John and Avery Stobbe. The revenues will be used in the ongoing operations and programming at TELUS World of Science.

FEATURE EXHIBITION SPONSORS



EXHIBITION OF SHERLOCK HOLMES

Presented by:
Insight Medical Imaging
The Sherlock Holmes Hospitality Group

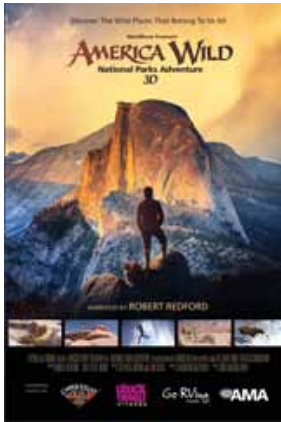


ANGRY BIRDS UNIVERSE

Presented by:
DIALOG



IMAX SPONSORS



AMERICA WILD NATIONAL PARKS ADVENTURE

Presented by:
 Alberta Motor Association
 Campers Village
 Go RVing
 Rock Jungle Fitness



TRAILS IN MOTION 4 FILM FESTIVAL

Presented by:
 MEC
 5 Peaks Adventures Ltd.
 TransRockies Inc.



WILD AFRICA

Presented by:
 EPCOR



WATERMELON MAGIC

Presented by:
 Red Hat Co-operative Ltd.



A BEAUTIFUL PLANET AND SECRET OCEAN

Presented by:
 MNP LLP
 Clark Builders



OTHER SPONSORS

SCHOOL PROGRAMS

Presented by:
 Shell Canada

LUMEN

Supporting Partner:
 B & B Demolition Ltd.

HIGH NEEDS SCHOOL PROGRAM

Presented by:
 Edmonton (Host) Lions Club

Table Sponsors:

DIALOG
 Civic Service Union 52

SCIENCE IN MOTION

Presented by:
 DOW Canada
 TD Bank Group
 Calmont Group

Raffle Sponsors:

Vantix Systems Inc.
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 Edmonton Space & Science Foundation

FREE IMAX MOVIE NIGHT

Servus Credit Union

In-Kind Partners:

Capital Colour
 Studio X Design
 FMAV
 Edmonton Journal
 Site 6 Events Ltd.

DARK MATTERS - ADULT ONLY NIGHTS

Central Social Hall
 Edmonton Police Recruit Selection Unit
 Estate Brewing
 Hobby Wholesale
 Mark Anthony Group Inc.
 Table Top Cafe
 The Traveling Tickle Trunk

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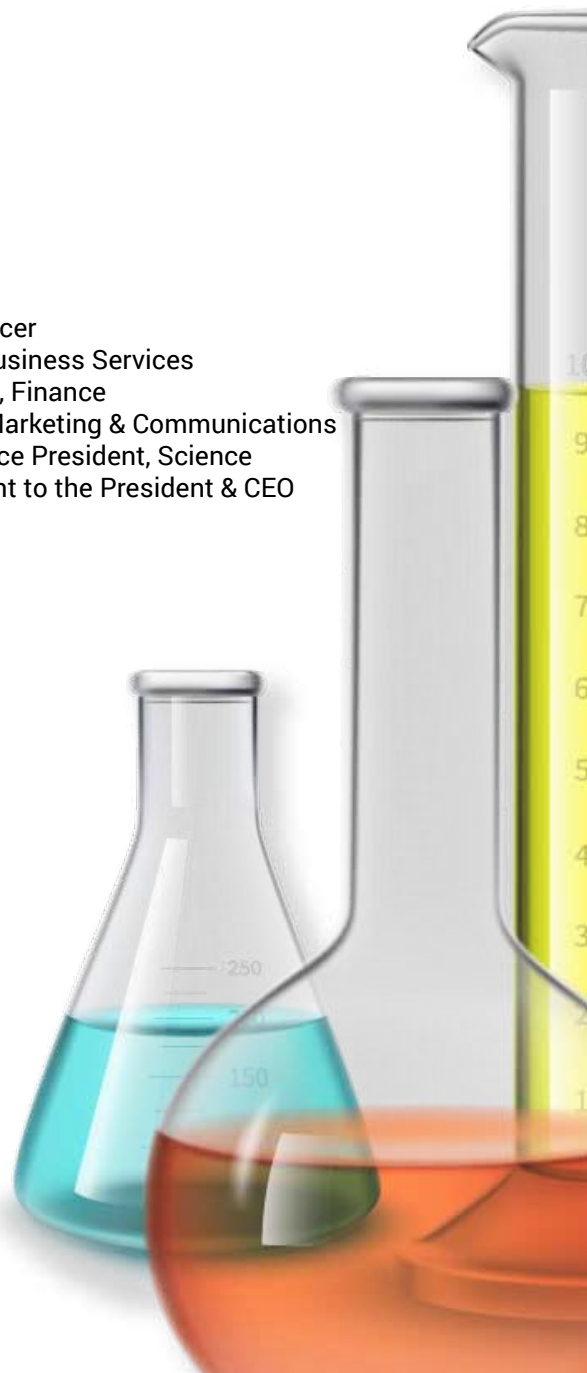
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Ursula Phillips, Vice President, Marketing & Communications
Annie Prud'homme-Généreux, Vice President, Science
Cathy Barton, Executive Assistant to the President & CEO





Edmonton Space & Science Foundation

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