



ANNUAL REPORT 2018

YEAR IN REVIEW

Visiting a science centre or a museum or an art gallery is a choice, and there usually needs to be a compelling reason to visit. At the heart of any great cultural institution, driving that choice, is outstanding content.

In 2018, TELUS World of Science – Edmonton took some bold steps with new content and programs designed to keep the centre connected with our community. Some of these new experiences were part of the natural evolution of science programming at the centre, while others were major components of the *Aurora Project*.



The showpiece accomplishment in 2018 was the completion of the amazing Zeidler Dome. In 1984, the Edmonton Space Sciences Centre opened the most advanced planetarium theatre in the world. It was called the Margaret Zeidler Star Theatre and it entertained and educated Edmontonians for 30 years! On August 3, 2018, it was reborn as the Zeidler Dome, and regained its spot at the top of the planetarium dome world, with a new 23-metre seamless dome screen illuminated by twelve 4K laser phosphor projectors, creating an unmatched 10K resolution, finer than any other dome theatre in the world.

At the same time, we re-opened the completely new *S.P.A.C.E. Gallery*, with its wonderful *Destination: Moon* theatre that tells the story of our precious moonrock.

Carried back to Earth by the crew of Apollo 15, this rock and others like it revealed compelling secrets about our Moon's origins. All those moonrocks have just been brought home, back to where they were first formed.

An important reason for creating these new experiences is to continue to remain relevant and resonant with our audience, and it was gratifying to see the community respond so positively. August, September, October, and December of 2018 each recorded their highest attendance in the past five years, a trend that continued into 2019.

We had fun with *Popnology* in the Feature Exhibition Hall in the winter and spring, but leave it to the giants of the Mesozoic to really bring in the fans. The summer run of *Dinosaurs Unearthed: Down to the Bone* drew strong numbers, as dinosaurs always seem to do. The fall opening of *Body Worlds: Animal Inside Out* provided a powerful draw to help the science centre finish the year strong.

The IMAX Theatre lived up to its promise as it stabilized its numbers and actually beat projections. A fine mix of excellent educational films and popular commercial films in the evenings and at special times of year drove strong attendance and audience reaction. *Pandas* was a particular hit, and featured Edmonton's own Dylan Reade as the camera operator and 3D specialist. For the film's premiere, Dylan

provided an exciting behind-the-scenes look at the making of this wonderful film.

2018 also brought us the Foundation's first Science Fellow, Dr. Greg Sivakoff. Through lectures and other activities, staff, members and the community learned about his pioneering research into black holes and other wonders of the universe.

Another essential component of any great cultural organization is a strong sense of *mission*, and backed up actions that exemplify the mission.

TELUS World of Science is a mission-driven organization, and so our mission needs to be an essential and compelling presence. The organization subjected its existing mission statement to serious scrutiny in 2017, and in early 2018, after considerable discussion amongst the staff, and thoughtful review from the Board of Directors, we adopted a new mission statement. It was concise and punchy, with just eight words: four verbs and four nouns.

**Ignite curiosity. Inspire discovery.
Celebrate science. Change lives.**

This is what the science centre team aspires to every day. Since its adoption, it has become a key part of the science centre's vocabulary, making its way into everything from formal addresses to casual conversations.

It is a rallying cry in our efforts to strengthen our culture of great science and great guest service. It is a powerful and important internal tool for us to build with.

To accompany this powerful new articulation of the mission, we also adopted a new vision statement:

**The destination to engage Albertans'
hearts and minds in science.**

The vision statement articulates a goal that has an element of measurability. We can somewhat objectively assess whether or not we are achieving it. Like the mission, it is aspirational, but speaks more to where we are trying to go than to the principles that guide our operations and strategies.

The mission statement tells us what we are trying to do every day, and it supports a new vision statement that lays out what we are trying to accomplish.

With these powerful new tools in our conceptual quiver, the other really big task we set our sights on was to build a new strategic plan. That plan was completed and approved in December 2018, and provides focus for the next four years. It consists of three key objectives which, not surprisingly, address the importance of content *and* mission.

1. Celebrate our science, our place
2. Bring *Aurora* to life
3. Design and deliver outstanding visitor service – the TWOSE Experience!

We will emphasize science that resonates with our community, we will complete our bold reimagining of the science centre, and we will do it with passion and finesse. We continue the 35-year legacy of the science centre, striving for excellence in everyday operations and continuing to build a bright future. As we wrap up our thirty-fifth year of operation, we are doing all that is required to get ready for the next thirty-five!

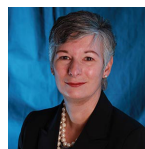


Alan Nursall

President and CEO

TELUS World of Science – Edmonton

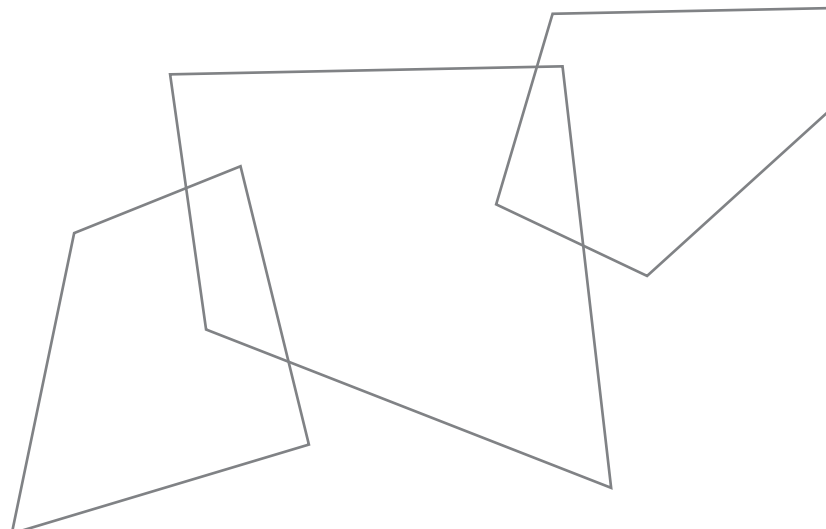
Edmonton Space & Science Foundation



Kara Flynn

Board Chair

Edmonton Space & Science Foundation



NEW MISSION

IGNITE curiosity.

INSPIRE discovery.

CELEBRATE science.

CHANGE lives.

NEW VISION

The destination to engage Albertans' hearts and minds in science.



ATTENDANCE BY THE NUMBERS

ANNUAL ATTENDANCE
452,782

MEMBER HOUSEHOLDS
6,390

NUMBER OF SCHOOLS
750

ANNUAL MEMBERS
22,191

NUMBER OF STUDENTS
74,952

EDUCATION PROGRAM PARTICIPANTS
180,286



OUTREACH BY THE NUMBERS

OUTREACH PROGRAM
ATTENDANCE
29,902

RURAL COMMUNITIES
SERVED
60

VOLUNTEER
HOURS
13,499

VOLUNTEERS
238

IMPRESSIONS BY THE NUMBERS

WEBSITE SESSIONS
849,148

FACEBOOK LIKES
31,319

INSTAGRAM FOLLOWERS
12,083

TWITTER FOLLOWERS
8,333

LEAD THE SCIENCE CONVERSATION

While we engage and inspire our audience and build a standout facility for our community. Almost a half a million visitors and almost 75,000 school children delighted in the changing, expanding and re-imagined science centre. From creating black holes with their bare hands to constructing roller coasters our newly created galleries and theatres allowed our guests to experience science in new and exciting ways.



We launched a new birthday party program that has seen a 50% increase in net sales. The lucky birthday child even receives his/her own official science centre lab coat.



While the *Dinosaurs Unearthed: Down to the Bone* exhibition was onsite we brought back the much loved DinoSnore sleepovers. The sleepovers generated over \$13,000 of gross revenue.



The *POPnology* exhibition opened with a *Back to the Future* launch on February 9. The travelling exhibition explored popular culture and technology involving how we play, connect, move, live and work.



Guests were delighted to enjoy the new S.P.A.C.E. (Stars, Planets, Astronauts, Comets, Etc.) Gallery that opened on August 3. Some of the gallery highlights include *Destination: Moon* (a 3D object theatre) as well as a *Command Centre* for hands-on programming.



The Zeidler Dome, a new world leading planetarium, opened on August 3 and had people sitting on the edge of their seat. The first film shown was "Aurorae".



The science centre hosted over 30 teams of teenagers for the FIRST Robotics, FIRST Tech Challenge Alberta Championship. Team TWOSE won the Motivation Award.



Our *Science in Motion* team travelled over 25,000 km and brought science programming to over 6,000 Indigenous students.



LUMEN: Where Science Meets Cocktails was held on September 27 and raised over \$65,000. The funds raised will be used to help send thousands of children from under-served schools on class field trips to the science centre.



Pandas opened in IMAX on April 20 and was introduced by the film's cameraman and stereographer, Edmontonian Dylan Reade. Attendance for the film in the first 90 days was 15,650.

NEW ZEIDLER DOME

After almost a year of re-imagining we opened the world's most technologically advanced 10K resolution planetarium. The Zeidler Dome is the ultimate journey through time and space.

This transformation included brand new screen panelling for the projection surface, new chairs and carpeting, new theatre lighting and audio system, a new laser light projection system and most importantly, a 10K video projection system. The first show to be shown, *Aurorae*, was fitting for our Northern science centre.





NEW S.P.A.C.E. GALLERY

The new *S.P.A.C.E. (Stars, Planets, Astronauts, Comets, Etc.) Gallery* was revealed on the same day as the Zeidler Dome. It truly is a journey of discovery as you enter and are invited to unravel the mysteries of our solar system and beyond.

Children and adults alike are delighted to command a lunar lander to the surface of the moon and see the Aurora Borealis up close. The focal point for the gallery is the *Destination: Moon*, 3D object theatre that tells the story of our very own moon rock and the Apollo 15 mission.



SCIENCE FELLOW

In August 2017, the science centre launched a search for its very first Science Fellowship program, aimed at recognizing an outstanding young researcher or innovator in Northern Alberta. In March 2018 the science centre awarded the honour to Dr. Gregory R. Sivakoff, associate professor in the Department of Physics at the University of Alberta.

His research explores the remnants of stars, such as black holes, neutron stars, and white dwarves, or as Dr. Sivakoff said, he studies “how these stellar undead come alive again by eating materials from a nearby star.” He attributes his interest in astronomy to his father, who gave him this advice when he left for university: “Space is big, you ought to be able to find your place in it.”

Dr. Sivakoff participated in a number of science centre events including:

- The opening of the *S.P.A.C.E. Gallery*
- A judge for the *October Science Slam*
- A spokesperson for students during *Space Day*





AURORA PROJECT

2018 was an exciting year for the *Aurora Project*, our \$40 million renovation and expansion of the science centre. The Government of Alberta matched the financial support of the City of Edmonton when they announced a \$12 million commitment in Budget 2018, while the community campaign reached \$2.6 million in philanthropic contributions.

Construction of Phase 2 came to a conclusion in August with the opening of the Zeidler Dome and *S.P.A.C.E. Gallery*. Phase 3 began in September, and will see the creation of our brand new early childhood development gallery *CuriousCITY* (opened March 2019) followed by the *Nature Exchange* (opening June 2019).



PRACTICE SUSTAINABLE FINANCIAL OPERATIONS

Revenues and Expenditures

The Edmonton Space & Science Foundation		
Statement of Financial Position		
<i>As at December 31, 2018</i>		
Assets	2018	2017
Current		
Cash and cash equivalents	\$ 5,746,267	\$ 6,096,373
Accounts receivable	196,060	198,999
Inventory	113,998	129,931
Prepaid expenses and deposits	589,945	388,162
	<u>\$ 6,646,270</u>	<u>\$ 6,813,465</u>
Investments	116,468	121,294
Capital assets	23,231,072	19,055,304
Intangible assets	82,215	5,043
	<u>\$ 30,076,025</u>	<u>\$ 25,995,106</u>
<hr/>		
Liabilities		

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	\$ 30,076,025	\$ 25,995,106

Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 1,774,185	\$ 1,348,658
Deferred contributions	448,324	535,419
Deferred admissions	1,062,315	752,744
Deferred revenue	200,000	250,000
	<u>3,484,824</u>	<u>2,886,821</u>
Deferred capital contributions	22,881,980	18,945,282
	<u>26,366,804</u>	<u>21,832,103</u>
Net Assets		
Unrestricted	2,039,136	2,864,949
Internally restricted	1,670,085	1,298,054
	<u>3,709,221</u>	<u>4,163,003</u>
	\$ 30,076,025	\$ 25,995,106

The Edmonton Space & Science Foundation Statement of Operations

For the year ended December 31, 2018

Revenues	2018	2017
Admissions	\$ 5,991,116	\$ 6,081,364
Operating grants	2,168,837	2,208,070
Retail operations	1,976,937	1,808,476
Sponsorship and donations	1,044,424	1,070,092
Rentals, leases and other	322,527	433,001
	<u>11,503,841</u>	<u>11,601,003</u>
Expenditures		
Salaries and benefits	6,106,259	6,293,579
Operations	2,290,689	2,094,248
Royalties and film leases	468,780	992,485
Advertising and promotion	996,658	923,516
Retail operations	874,072	846,351
Utilities	451,785	449,684
	<u>11,188,242</u>	<u>11,599,863</u>
Excess of revenues over expenses before Aurora Campaign and amortization	<u>315,598</u>	<u>1,140</u>
Aurora Campaign		
Revenues	513,159	191,821
Expenditures	<u>(570,395)</u>	<u>(532,253)</u>
	<u>(57,236)</u>	<u>(340,432)</u>
Amortization		
Amortization of deferred capital contributions	1,560,376	1,153,284
Amortization of capital assets and intangible assets	<u>(2,272,520)</u>	<u>(1,942,978)</u>
	<u>(712,144)</u>	<u>(789,694)</u>
Deficiency of revenues over expenditures	<u>\$ (453,782.00)</u>	<u>\$ (1,128,986.00)</u>

Note 1

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

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.

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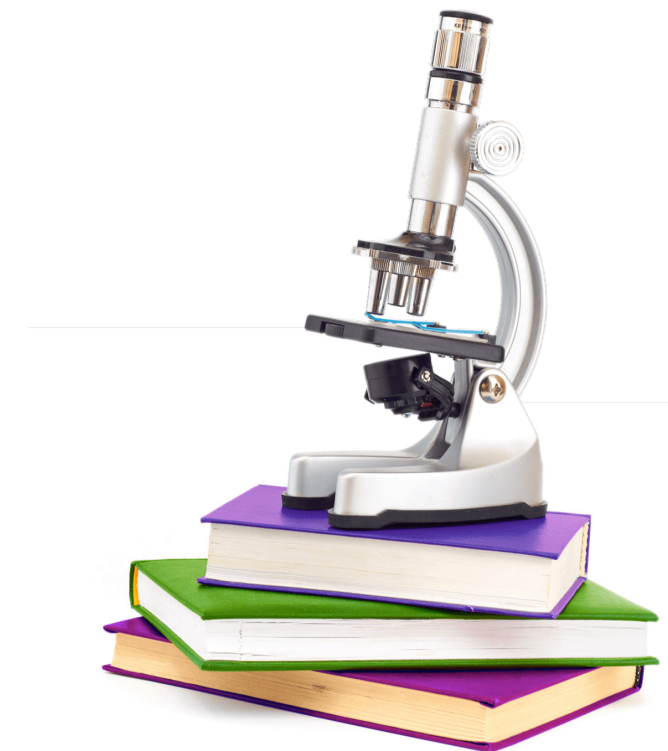


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A unique fund-raising program where the public is invited to designate stars valued from \$50 to \$15,000 to support the programs and operations of TELUS World of Science.

Stars Designated = **286**

Total Donations = **\$32,150**

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FUNDS & ENDOWMENTS



VEGA SCHOLARSHIP

Fund Value = **\$95,044**

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 2018, 16 children received funds to attend camps.



LES YOUNG FUND FOR SCIENCE EDUCATION

Fund Value = **\$20,315**

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.



THE COMMUNITY FUND

Fund Value = **\$19,776**

The Community Fund was developed to be used to help subsidize part of the admission price for those attendees getting the social service discount. Total number of social service attendees was 2,861.



SEEDS OF SCIENCE ENDOWMENT FUND

Fund Value = **\$12,134**

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.

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FREE IMAX MOVIE NIGHT

Servus Credit Union

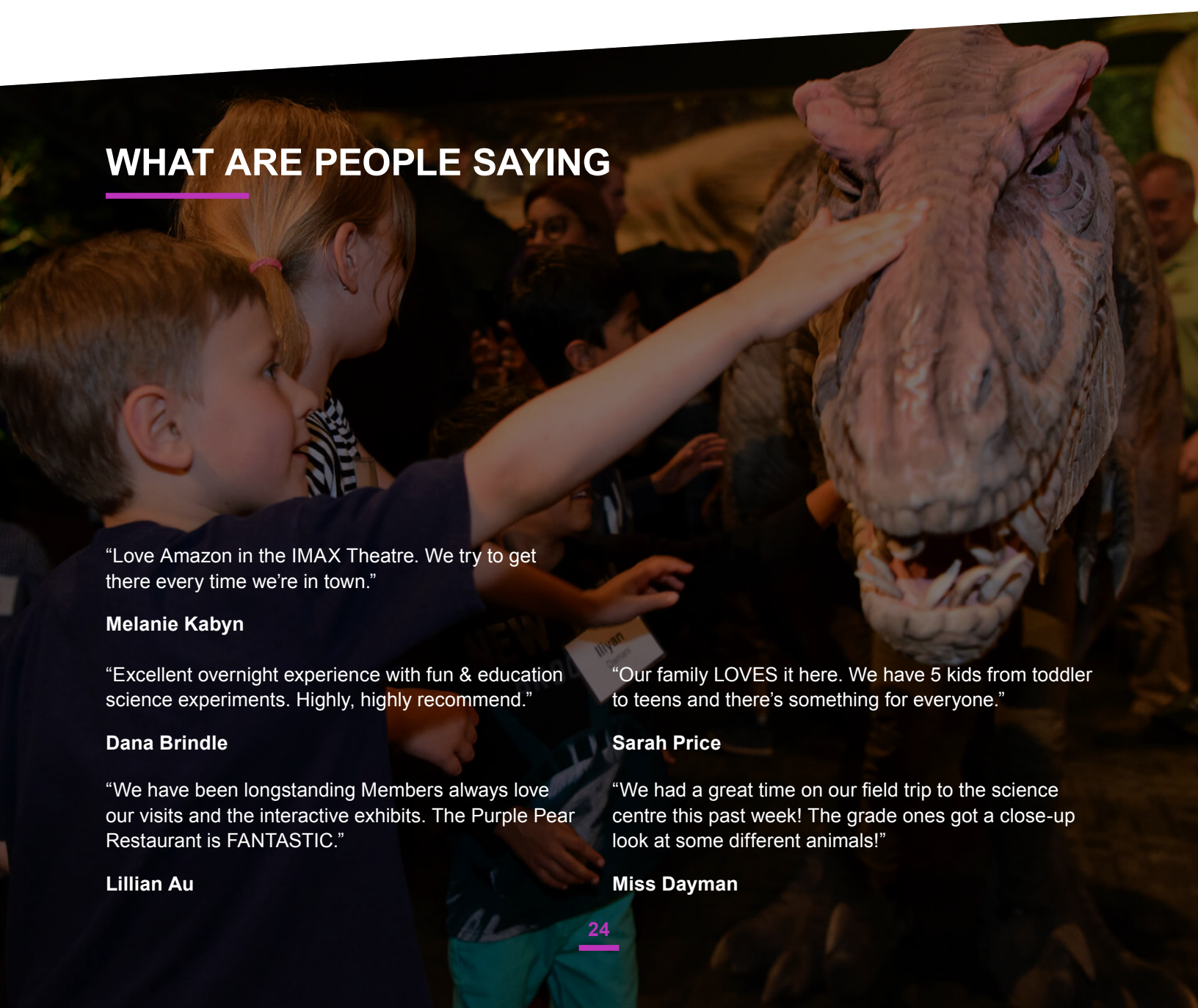
DARK MATTERS

BioWare, ULC, Table Top Café

LUMEN

Presented by: Wine and Beyond
Supported by: Chandos Construction Ltd.

WHAT ARE PEOPLE SAYING

A young boy in a blue shirt is reaching out to touch the nose of a large, realistic dinosaur head exhibit. A girl with pigtails stands behind him, also looking at the exhibit. Other people are visible in the background, some looking at the dinosaur. The scene is dimly lit, typical of a museum or IMAX theatre.

“Love Amazon in the IMAX Theatre. We try to get there every time we’re in town.”

Melanie Kabyn

“Excellent overnight experience with fun & education science experiments. Highly, highly recommend.”

Dana Brindle

“We have been longstanding Members always love our visits and the interactive exhibits. The Purple Pear Restaurant is FANTASTIC.”

Lillian Au

“Our family LOVES it here. We have 5 kids from toddler to teens and there’s something for everyone.”

Sarah Price

“We had a great time on our field trip to the science centre this past week! The grade ones got a close-up look at some different animals!”

Miss Dayman

LEADERSHIP

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11211 142 STREET
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