



ANNUAL REPORT 2019

YEAR IN REVIEW

The Edmonton Space & Science Foundation can be justly proud of its accomplishments in 2019. It was a year of great strides forward and outstanding achievement in many key areas, from new gallery completion to attendance to fundraising to finances.

If we think back to 2014, we committed to a course of action called the Aurora Project. We told City Council that we would take their investment of \$12 million and turn it into \$40 million. And we would use that funding to re-imagine and re-energize the science

centre, creating a facility and organization that would be ready for another 30 years of success in serving Greater Edmonton and Northern Alberta. 2019 is the year in which we really started seeing results.

Early in 2019, we filled in the final pledge in our quest for funding from all three levels of government. The pledge of \$8.65 million from the Investing in Canadian Infrastructure Program brought all three levels of government into the project with \$12 million from each. The funds raised from the community brought the total raised to just under \$40 million.

In 2019, we completed most of the final renovation phases of the *Aurora Project*, which had a total cost of about \$18 million. Once the renovations were complete, our audience let us know how pleased they were through a huge leap in attendance and in record-setting Membership sales.

Our most fundamental measure is attendance and we did very well. We sold close to 560,000 admissions to the science centre, IMAX theatre, and other camps and programs.

One of our favourite metrics is Memberships, as they represent our community making an investment in the science centre based on the value it provides. At the end of 2019, about 8,000 households held Memberships, representing about 27,500 individuals. These numbers are unprecedented. TELUS World of Science Membership numbers climbed by over 60% since July 2018, when the major Aurora renovations in the Cardinal building were completed.

We started 2019 with a new four-year Strategic Plan that focused the organization on three key goals:

- **outstanding science, relevant to our audience;**
- **completion of the Aurora Project; and,**
- **elevating our standards and expectations for visitor service.**

A compelling outcome of the science goal was to increase the quality of service and relevance of our programs to our Indigenous audience. To that end, an *ad hoc* committee of the Board was struck, and relationships are being built with Indigenous partners and stakeholders so that we can create programming that meets community needs.

With the Aurora Project, we hit three key milestones. In March, we opened *CuriousCITY*, our new early childhood education space. It was enthusiastically received by the community. The reception was so fervent that we had to put special procedures in place to manage the crowds.

The opening of *CuriousCITY*, combined with the launch of the IMAX films *Superpower Dogs* and *Apollo 11*, along with the final week of the travelling exhibition, *BODY WORLDS: Animal Inside Out*, drove terrific attendance numbers during the school Spring Break at the end of March. About 32,000 admissions were sold during that 10-day period. *MythBusters: The Explosive Exhibition* opened in April and we ended the year in a super way with *Marvel: Universe of Super Heroes*.

At the end of June, *The Nature Exchange* opened, again to an exuberant response from visitors. Finally, in December, just in time for Christmas, the new incarnation of *The Science Garage*, dramatically expanded in physical size and in scope of activity. Each of these new spaces were designed to not only provide a great educational experience, but to encourage repeat visitation. Our attendance and Membership sales attest to the success of this strategy.

On April 10, we premiered our first original production developed for the Zeidler Dome. It is called *Legends of the Northern Sky* and was a joint production between TELUS World of Science – Edmonton and Critical Fusion Productions. It was created in consultation with First Nations astronomer Wilfred Buck from Winnipeg, and Cree elder Betty Simons from Maskwacis. It is a 22-minute animated exploration of First Nations stories and wisdom found in the night sky.

2019 was a year of accomplishment, and preparation for the final phase of the Aurora Project, a building expansion of 20,000 square feet, which will start in the spring of 2020. Perhaps the most important lesson from 2019 was the profound impact of the changes created through Aurora. The whole point of the project has been to create a new version of the science centre that meets the changing needs of the community and increases the centre's overall impact. Judging by how our audience has responded, we can be confident we are doing the right things and have made wise decisions. Our relationship with Edmontonians and all our stakeholders is as strong as ever.



Alan Nursall

President and CEO

TELUS World of Science – Edmonton

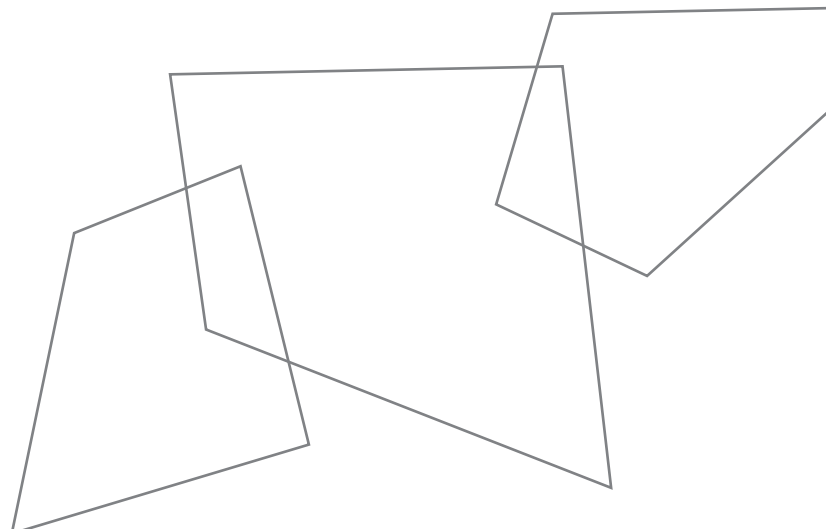
Edmonton Space & Science Foundation



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Edmonton Space & Science Foundation



MISSION

IGNITE Curiosity.

INSPIRE Discovery.

CELEBRATE Science.

CHANGE Lives.

VISION

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



ATTENDANCE

ANNUAL ATTENDANCE

557,376

ANNUAL MEMBERS

27,530

MEMBER HOUSEHOLDS

7,965

NUMBER OF STUDENTS

86,053

NUMBER OF SCHOOLS

656

SCHOOL PROGRAM ATTENDEES

58,357

OUTREACH AND VOLUNTEERS

OUTREACH PROGRAM
ATTENDANCE

27,473

OUTREACH
SCHOOLS

96

RURAL COMMUNITIES
SERVED

60

VOLUNTEER HOURS

14,274

VOLUNTEERS

264

IMPRESSIONS BY THE NUMBERS

WEBSITE SESSIONS

1,295,362

INSTAGRAM FOLLOWERS

17,800

SOCIAL MEDIA IMPRESSIONS
(ORGANIC & PAID)

20,196,962

FACEBOOK LIKES

34,758

TWITTER FOLLOWERS

8,771



CELEBRATE SCIENCE

While we engage and inspire our audience and build a standout facility for our community. Almost a half a million visitors and over 86,000 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.



A total lunar eclipse on January 20, 2019 saw over 1,000 people in attendance.



The themes for our four *DARK MATTERS* events included: The Science of Sex, Game On, The Science of Drugs, as well as Art & Music and saw a total of over 3,200 adults in attendance.



CUBA opened in IMAX on February 1 with a Cuban dancer to officially launch the celebration.



The 2019 Science Fellowship was awarded to Dr. Vincent Bouchard from the U of A. Dr. Bouchard is a mathematician working in the intersection of math and physics.



February 11, we celebrated International Day of Women and Girls in Science with special activities run by female scientists.



On March 6, the science centre hosted the Canadian Space Agency and the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development, as they announced a national space strategy that recognizes the strategic value of space and space exploration for Canada. Astronaut Jeremy Hansen also attended.



Just in time for the *Captain Marvel* movie release on March 7, the science centre announced that we would be the first science centre in Canada to open the *Marvel: Universe of Super Heroes* exhibition in the fall.



The new children's gallery *CuriousCITY* opened on March 23. It mirrors our city with replicas of Edmonton landmarks, River Valley features, and an impressive cityscape mural by local artist, Jason Blower.



The IMAX film *Superpower Dogs* was seen by over 30,600 guests and received a prestigious international marketing award from the Giant Screen Cinema Association.



Spring Break March 22-31 was the busiest in the past five years and almost doubled the 15,837 tickets sold in 2018 with 31,453 tickets sold in 2019.



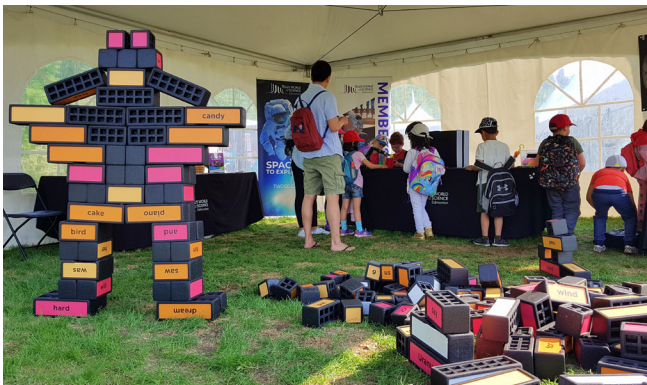
March 28, we held a "Science Slam" event on creative ways to talk science. The winning communicator was Owen Brierly of the Edmonton Digital Arts College who used improv media to talk about human-computer interaction.



April 26, we opened *MythBusters: The Explosive Exhibition*. From tablecloth pulling to card tossing, this was a hands-on, minds-on exhibition which sparked creative experimentation allowing guests to test the scientific method and bust myths. 124,465 guests visited during the run of this exhibition.



Many members of the local aboriginal community were present for the launch celebration of our first ever full dome digital show production "*Legends of the Northern Sky*" on April 10.



We began a relationship with the *International Children's Festival* in St. Albert and promoted our new children's gallery *CuriousCITY*, to the many schools and families in attendance.



June 29, *The Nature Exchange* exhibition opened which included an opportunity for guests to set up an account at our Trading Post. Within six months more than 2,000 guests registered (Including 1180 Members).



We celebrated the 50th Anniversary of the Apollo Moon landing with a week-long celebration. Guests enjoyed space and astronomy-related hands-on programming throughout the science centre, special hours at the RASC Observatory to view the Moon and the lunar landing site, and a spectacular film *Apollo 11: First Steps* in IMAX. We also hosted numerous rocket launch days, including a 50-rocket salute on July 20.



We partnered with TD Bank Group to reduce barriers to attending the science centre by introducing TD Family Nights. TD Family Nights occur every other month in our new *CuriousCITY* exhibition. As a result of TD's support admission is free, eliminating financial barriers for families to attend. Three TD Family Nights were provided in 2019 reaching over 200 guests.



On June 28 we opened the new film *Turtle Odyssey* in IMAX and were delighted to have 15,219 guests enjoy the film.



The science centre participated in many community events including the Snowflake Gala (in support of the Stollery Children's Hospital Foundation), Hockey Hooky Day (hosted by the Edmonton Oil Kings), and the Young Scientist Conference (hosted by the University of Alberta). Events like these are an opportunity to engage Albertans' hearts and minds in science, and to support local businesses and non-profit organizations with similar missions to our own.



The science centre offered fantastic Summer Camps including a new one on *Gamecasting*. Our Summer Camps program was also voted as an official WINNER in the Best Summer Camp Category of StarMetro Edmonton's 2019 Community Choice Awards.



Tim Archer the IMAX sound designer for *Great Bear Rainforest* spoke to Edmontonians for the opening of this new IMAX film on September 20.



A team from the science centre was involved in the Jasper Dark Sky Festival. Displays and activities were created with a Moon theme to commemorate the 50th Anniversary of the Apollo 11 Moon landing.



On September 22, crews began installing a new concrete dome onto, an important historical city landmark, the 59-year-old Queen Elizabeth Planetarium. Science centre staff gathered to celebrate the occasion.



Over 750 guests attended our annual *Where Science Meets Cocktails*, LUMEN fundraiser on September 26. We netted \$67,000 which will be used to fund educational programming and other operational needs.



We held three *Science on Tap* events. One on “Concussions”, another on “Are you What You Eat?” and a sold-out event on November 25 called “The Science of Beer”.



We featured 262 new products in the main Gift Shop this year.



To celebrate the second International Day of LGBTQ+ People in Science, Technology, Engineering, and Math, we introduced space-themed pronoun buttons. This important day aims to improve visibility and support and is a critical component of the global push to increase diversity and inclusion in STEM.



Marvel: *Universe of Super Heroes* exhibition excitement hits Edmonton on October 18. Including Ironman visiting City Hall to help out Mayor Don Iveson with an infinity stone.



Marvel: *Universe of Super Heroes* Media Event, preview party and launch event was a huge success with just over 1,000 guests in attendance.



November 10 was International Science Centre and Science Museum Day. We celebrated the occasion with a giant *Upcycle Build Party* inside *The Science Garage*. Members and the public joined in on making creative new items from recycled products.



We were selected as a gold winner in the 2019 Readers' Choice Awards with Postmedia in the category of Best Family Friendly Attraction in Edmonton.



The new IMAX film *Backyard Wilderness* opened on November 8. This family friendly film was enjoyed by schools, Members and the public.



The science centre partnered with Trixstar Entertainment to bring Bill Nye: The Science Guy to Edmonton on November 16.



2,690 children attended Birthday Parties at the science centre. The 250 lucky birthday children were proud to receive their very own mini scientist purple lab coat.



One of our *Purple Pear* menu items, the Smokey Cheese and Bacon Burger, won the inaugural “*Burgermeister*” Competition in 2019. It’s a local competition in Stony Plain sponsored by Hubbles Lake Resort.



December 20 the new *Science Garage* opened. It focuses on the ‘Design Thinking’ process that many STEAM disciplines use to come up with creative ideas for solving problems. The tagline for the gallery is ‘Design, Build, Test’.



A new brand image campaign video was produced inspired by our newly opened spaces that guests can now explore.



In 2019, we recorded our best annual attendance in the IMAX theater since renovating in 2013, with 159,844 tickets sold. This included 42,309 school children.



Members enjoyed an exclusive Christmas Party, with 351 Members attending this sold out event. In 2019, we achieved the highest science center Membership participation and sales. A 24% growth since 2018, 2019 achieved, 27,530 Members and Membership sales over \$1.2 million. Which resulted in 39% more visits to the science centre by our Members over 2018.



We saw an explosion in the popularity of our annual IMAX Fanatic Pass. We sold 2,552 passes, which more than doubled our sales in 2018.



Science centre attendance saw a 23% increase from 2018 with 557,376 in attendance.

BRING AURORA TO LIFE

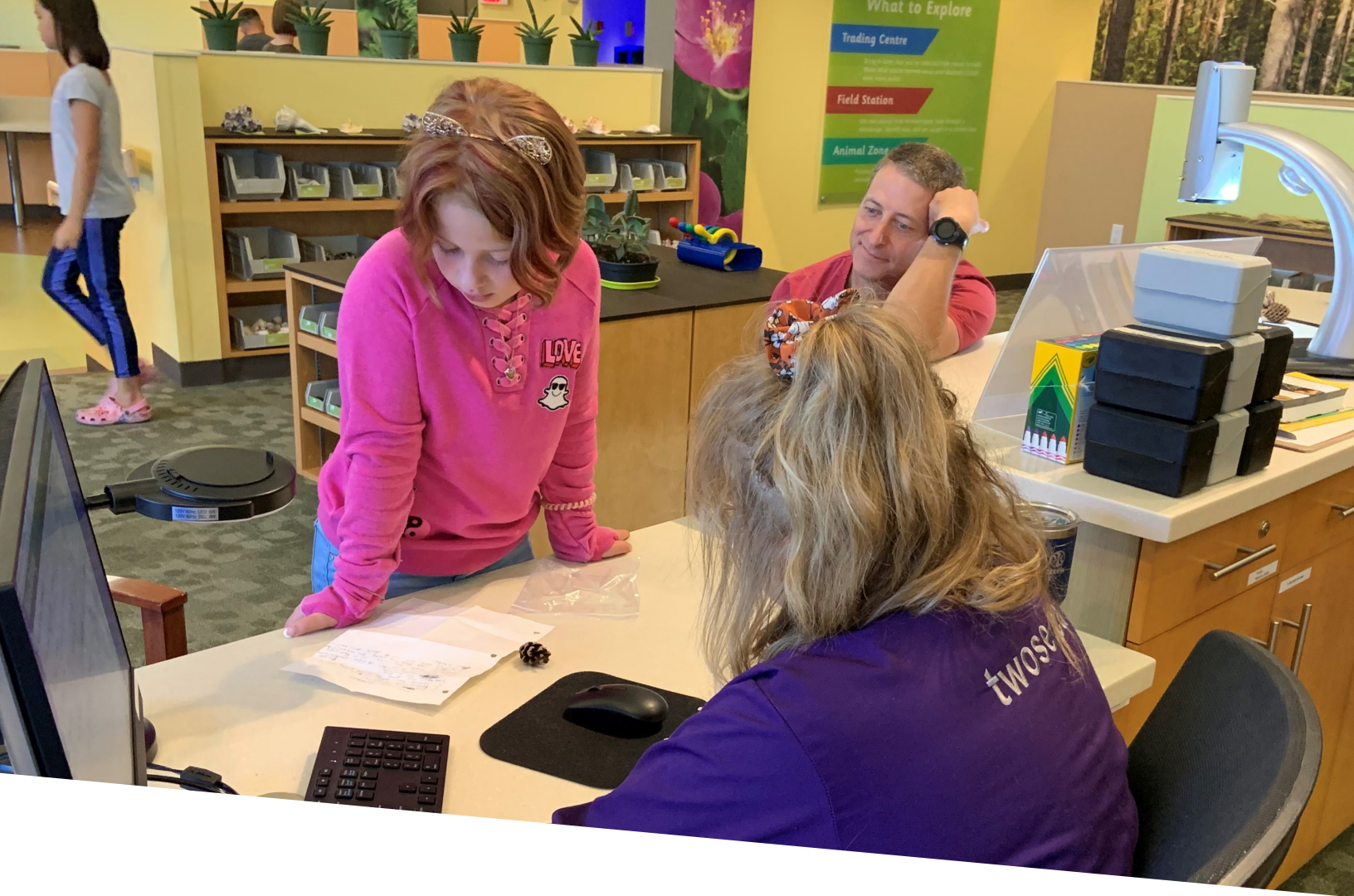
In 2019 we opened three new galleries.

NEW CHILDREN'S GALLERY *CURIOSCITY*

Inspired by the city we call home, *CuriousCITY* opened March 23 just in time for Spring Break and attracted almost 20,000 people the first week.

The gallery mirrors Edmonton with treehouses replicating iconic buildings, and landmarks, a River Valley feature, and an impressive cityscape mural by local artist, Jason Blower. The bright and colourful gallery gives children, ages 8 and under, a sense of place. The flexible programming space allows for different types of programs geared towards the various ages of children who visit the gallery and range from family science activities, to backyard science adventures.





NEW NATURE GALLERY *THE NATURE EXCHANGE*

On June 29 *The Nature Exchange* officially opened. Guests were delighted to explore this new gallery where they were invited to become natural history researchers, simply by exploring their own backyards! *The Trading Centre* allowed them to analyze, discuss,

interpret and catalogue natural items that they found. In 6 short months, more than 2,000 guests registered as traders (incl. 1,180 Members). The gallery also includes an Animal Zone and a Field Station where people can meet sugar gliders, a corn snake and so much more.

NEW GALLERY *THE SCIENCE GARAGE*

The new bigger and better *Science Garage* opened on December 20. Much of the gallery focuses on the 'design thinking' process that many STEAM disciplines use to come up with creative ideas for solving problems. The tagline for the gallery is 'Design, Build, Test'.

Exhibits are all challenge-based and include improved versions of previous exciting exhibits like the Marble Wall and Vertical Wind Tunnel. Some of the new, exciting exhibits to experience include the Rigamajigs and the Wind Turbines. Plus, a new engagement space called 'The STEAMengine' was also developed and allows for facilitated programs that encourage guests to gain confidence in new skills while solving problems. This space has all the latest in cool tech including a brand new 50-watt laser cutter, 3 brand new 3D printers including a large format Fusion3.



OUTSTANDING VISITOR EXPERIENCE

In 2019 we surpassed the half a million mark with an annual attendance of 557,376. This is the 4th highest attendance in the science centre history.

A truly remarkable experience at the science centre often translates into guests becoming Members. In 2019 we achieved a record number of Membership sales. For the first time ever in the science center's history we ended the year with over 27,500 Members. Some of the amazing exclusive Member experiences included the first look at our new galleries, a holiday celebration, advances screenings, and many onsite discounts.





AURORA PROJECT

2019 was an exciting year for the *Aurora Project* as we completed Phase 3 and began work on Phase 4. We received \$8.65 million in funding for the Aurora Project from the Government of Canada through the Investing in Canada Infrastructure Program. This contribution and additional philanthropic gifts from the community allowed us to move forward with the final phase of the project.

On March 23 we opened *CuriousCITY*, an entirely reimagined exhibition devoted entirely to early childhood development for children ages 8 and under. Following that, we opened the *Nature Exchange* exhibition on June 29 which has quickly grown in popularity with guests of all ages as they explore nature and earn points by trading their items and knowledge.

Phase 4 kicked off with the opening of the renovated and expanded *Science Garage* on December 20. The original *Science Garage* opened in 2015 and has been a favourite among many guests as a space to create and test through hands-on design engineering activities. In order to keep up with new technology and emerging trends, we have nearly doubled the space and received overwhelmingly positive feedback from our guests.





QUEEN ELIZABETH PLANETARIUM (QEP)

The QEP originally opened on September 22, 1960 and was the first public planetarium in Canada. The City of Edmonton began bringing this civic historical resource back to life in 2019. It will be completed and opened in 2020 with TELUS World of Science - Edmonton being the sole tenant.

FINANCIAL OPERATIONS

Revenues and Expenditures


The Edmonton Space & Science Foundation Statement of Financial Position

As at December 31, 2019

	<u>2019</u>	<u>2018</u>
Assets		
Current		
Cash and cash equivalents	\$ 8,099,523	\$ 5,746,267
Accounts receivable	252,991	196,060
Inventory	183,936	113,998
Prepaid expenses and deposits	<u>590,365</u>	<u>589,945</u>
	<u>9,126,815</u>	6,646,270
Investments	116,755	116,468
Capital assets	23,460,083	23,231,072
Intangible assets	<u>67,483</u>	<u>82,215</u>
	<u>\$ 32,771,136</u>	<u>\$ 30,076,025</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 1,539,971	\$ 1,774,185
Deferred contributions	593,813	448,324
Deferred admissions	1,490,066	1,062,315
Deferred revenue	<u>250,000</u>	<u>200,000</u>
	<u>3,873,850</u>	3,484,824
Deferred capital contributions	<u>25,076,475</u>	<u>22,881,980</u>
	<u>28,950,325</u>	<u>26,366,804</u>
Net Assets		
Unrestricted	1,690,639	2,039,136
Internally restricted	<u>2,130,172</u>	<u>1,670,085</u>
	<u>3,820,811</u>	<u>3,709,221</u>
	<u>\$ 32,771,136</u>	<u>\$ 30,076,025</u>

Approved on behalf of the Board


Director


Director

**The Edmonton Space &
Science Foundation**
Statement of Operations

For the year ended December 31, 2019

	<u>2019</u>	<u>2018</u>
Revenues		
Admissions	\$ 7,934,277	\$ 5,991,116
Operating grants	2,393,882	2,168,837
Retail operations	2,275,437	1,976,937
Sponsorship and donations	1,139,431	1,044,424
Rentals, leases and other	<u>731,554</u>	<u>322,527</u>
	<u>14,474,581</u>	<u>11,503,841</u>
Expenditures		
Salaries and benefits	6,969,494	6,106,259
Operations	2,878,564	2,290,689
Advertising and promotion	1,188,117	996,658
Royalties and film leases	995,261	468,780
Retail operations	994,418	874,072
Utilities	<u>499,680</u>	<u>451,785</u>
	<u>13,525,534</u>	<u>11,188,243</u>
Excess of revenues over expenses before Aurora Campaign and amortization	<u>949,047</u>	<u>315,598</u>
Aurora Campaign		
Revenue	265,714	513,159
Expenditures	<u>(537,146)</u>	<u>(570,395)</u>
	<u>(271,432)</u>	<u>(57,236)</u>
Amortization		
Amortization of deferred capital contributions	2,145,736	1,560,376
Amortization of capital assets and intangible assets	<u>(2,711,761)</u>	<u>(2,272,520)</u>
	<u>(566,025)</u>	<u>(712,144)</u>
Excess (deficiency) of revenues over expenditures	<u>\$ 111,590</u>	<u>\$ (453,782)</u>

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

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 references have been removed.

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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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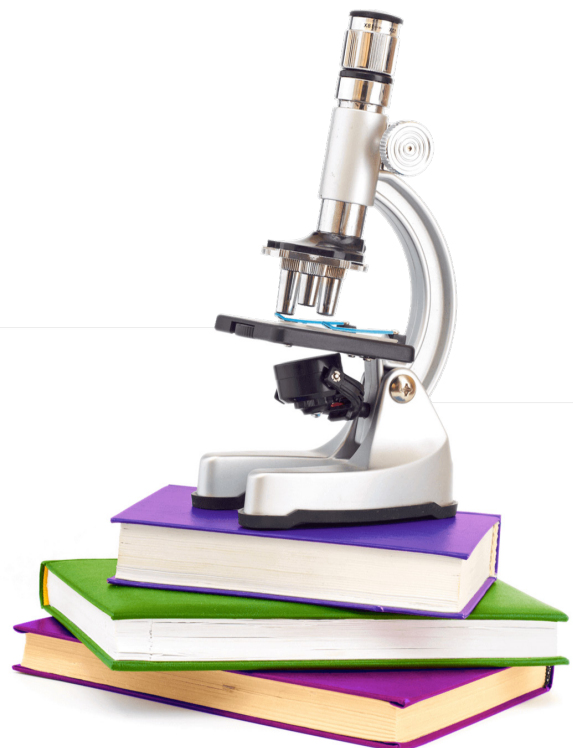
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2019 “BE A STAR” PROGRAM DONORS

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 = **209**

Total Donations = **\$23,013**

Laurier Amyotte
Dave Austen
Terry Austin
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Dawn Banner
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Stella MacDonald
Rebecca MacDougall
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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

The Edmonton Space & Science Foundation is grateful for the visionary donors who have established the following funds to support our mission to ignite curiosity, inspire discovery, celebrate science, and change lives. These funds provide for the long-term sustainability of the organization and the Foundation encourages donors to make ongoing contributions to these funds.



VEGA SCHOLARSHIP

Fund Value = **\$95,883**

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 2019, 15 children received funds to attend camps.



LES YOUNG FUND FOR SCIENCE EDUCATION

Fund Value = **\$20,872**

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 = **\$14,180**

Proceeds from the fund contribute to the long-term sustainability of the science centre and are used in the ongoing operations and programming at TELUS World of Science.



FIELD FUND FOR SCIENCE EDUCATION

Fund Value = **\$150,000**

Established in 1995 through the generous support of Gig Field, this endowment fund is designed to support the long-range future of the Foundation.



TWOSE COMMUNITY FUND

Fund Value = **\$2,699**

This fund was established to reduce barriers to participation by providing complimentary admissions to marginalized Edmontonians.

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OTHER SPONSORS

SCHOOL PROGRAMS

To June 30 - Presented by Gibson Energy
From September 1 - Supported by Scotiabank
and Pembina Pipeline Corporation

EDMONTON HOST LIONS CLUB SCIENCE DISCOVERY PROGRAM

Funding provided by Edmonton (Host) Lions Club

TELUS KIDS

Funding provided by TELUS

SCIENCE IN MOTION

Supported by ALPAC, Cenovus Energy Inc., Chevron
Canada Limited, Dow Canada, Finning Canada,
Mercer Peace River Pulp Ltd., Werklund Foundation

DARK MATTERS

The Traveling Tickle Trunk
BioWare ULC
Edible Arrangements

INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE AND STEM

Supported by The Association of Professional
Engineers and Geoscientists, Bunt & Associates
Engineering Ltd., Consulting Engineers of Alberta,
Microquest Inc., RJC Engineers

WHAT ARE PEOPLE SAYING

“Excellent! We’ve been there a couple times now and still haven’t seen it all. Very hands on and the staff lead programs have been awesome.”

Lindsay MacDermott - Twitter

“I have loved going to TELUS World of Science! There are always different IMAX films, always amazing, and they change the exhibits often enough to want to go more often. This is one place the whole family can enjoy.”

Deanna Hart - Trip Advisor

“Amazing Field Trip - We’ve been bringing our Grade 5 kids here for years. Curriculum-based and engaging, TWOSE is always a satisfying end of the year field trip for our students!”

Brian Harvey - Trip Advisor

“Absolutely Loved The Marvel Exhibit!! The staff was fantastic! Thoroughly enjoyed the Marvel Exhibit. All the different space exhibits were great. Really enjoyed the solar system exhibit showing the comparable sizes of the planets. Everyone got a kick out of the lunar landing game. Fantastic place to take children!”

Joe S. - Trip Advisor

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