



ANNUAL REPORT 2023

YEAR IN REVIEW

2023 was a record-setting year for TELUS World of Science – Edmonton. Over 580,000 guests explored Edmonton's Science Centre, exceeding our 2019 attendance levels. Guests showed their excitement for the recent changes to the Science Centre through *The Aurora Project*, and the Science Centre team explored new ways to activate these spaces through enhanced programming and evolving experiences. TELUS World of Science – Edmonton also set a new record for Annual Memberships – reaching 35,000 individual Members at the end of 2023. This is a testament to the support of the Science Centre's community, as well as the strength of its guest experiences.

Throughout 2023, guests reiterated the value they place on the authentic scientific experiences TELUS World of Science - Edmonton provides. The pivotal role of the Science Centre in facilitating connections with local scientists and enabling guests to utilize real science tools during their visit is a key part of what makes Edmonton's Science Centre unique. As a mission-driven organization, it is incredibly rewarding to see our community celebrate science with us.

Our renovated and expanded galleries garnered national attention as well. TELUS World of Science – Edmonton was proud to be a finalist for the 2023 Innovator of the Year Award presented by the Tourism Industry Association of Canada. The Science Centre was honoured to be recognized by our tourism colleagues across Canada.

Demonstrating its core value of Community, TELUS World of Science – Edmonton provided over 20,000 complimentary admissions for First Responders, wildfire evacuees, marginalized youth, and members of the Indigenous community during 2023. The Science Centre also increased accessibility for its guests through sensory-friendly mornings and inclusive programming. These programs were only possible through the support of community donors and sponsors. In 2023 the Science Centre set new records for operational fundraising, reaching over \$1.4 million in philanthropic and sponsorship contributions.



The Science Centre also identified a sustainable approach for digital engagement. Over the course of 2023, the Science Centre Team provided over 30,000 hours of digital skills instruction to educators and youth in Edmonton and Northern Alberta. This programming included both digital outreach of STEM programming, as well as programs focused on digital literacy such as coding and robotics.

In July of 2023, TELUS World of Science – Edmonton also saw a transition in leadership. After almost a decade as President & CEO, Alan Nursall retired. Alan's leadership was pivotal in navigating the pandemic and bringing *The Aurora Project* to life. After an extensive search process the Board of Directors selected Constance Scarlett as the Science Centre's next President & CEO. An experienced non-profit leader and community-builder, Constance brings fresh perspectives and new strategic vision for the organization.

Another key milestone for the organization in 2023 was sending the TELUS World of Science – Edmonton Robotics Team to Singapore to compete as Team Canada at the FIRST Global Robotics Challenge. The

Team placed 113 out of 190 teams and won awards for Social Media and Sportsmanship. However, their impact went beyond this one competition. Throughout the summer and fall of 2023, the robotics team connected with industry experts and conducted hundreds of hours of outreach. They helped build community connections and inspired more young people to explore robotics. These young people captured the imagination of the region and demonstrated the impact inclusive STEM spaces can have for youth.

In the fall, the Science Centre partnered with the City of Edmonton to re-open the Queen Elizabeth II Planetarium (QEP) in Coronation Park. It was an honour to be joined by the planetarium's first director, Ian McLennan, as well as many other Science Centre alumni to mark this milestone event and reconnect Edmontonians with this cherished landmark. Opened in 1960, the QEP was Canada's first public planetarium, a place where all Edmontonians could explore the wonders of space. Eventually, the QEP became too small and grew into the building that is now known as TELUS World of Science – Edmonton. After years of painstaking restoration by the City of Edmonton, the Science Centre is once again operating the QEP and is using it as a unique space for summer camps, early childhood programming, and special events.

Amidst these celebrations, the Science Centre mourned the loss of Franklin Loehde, whose visionary contributions shaped TELUS World of Science – Edmonton. Franklin Loehde contributed to the creation of the QEP and later the Edmonton Space Sciences Centre. He passed away on March 23, 2023 at the age of 86. Franklin's legacy is the generation of curious Albertans who have been inspired to explore the night sky and the world around them. For this, and his countless other contributions, we owe Franklin a debt of gratitude.

At the end of 2023, the Science Centre began to chart a new course through the creation of a new Strategic Plan. This plan will be co-created with the Board of Directors, Foundation Members, Staff, and wider community to set a bold direction for the Science Centre's future. As it heads into its 40th year, TELUS World of Science – Edmonton is perfectly positioned to harness the limitless potential and optimism on the horizon.



**Dr. Matina
Kalcounis-Rueppell**

Chair, Board of Directors

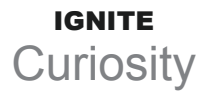


Constance Scarlett

President and CEO



WHO WE ARE. WHAT WE DO.



WHAT WE ASPIRE TO BE.

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ôma ôta amiskwacîwâskahikan kâyâk, ôma nikotwâsik êhakimiht
kâhasotamihk; ôta ôma otipêvim'sowak wîstawâw otaskîwak

ATTENDANCE

ANNUAL ATTENDANCE

582,858

NUMBER OF STUDENTS
(70,328 onsite, 18,327 virtual)

88,655

ANNUAL MEMBERS

35,361

NUMBER OF SCHOOL
(530 onsite, 147 virtual)

677

ANNUAL MEMBER HOUSEHOLDS

9,965

OUTREACH AND VOLUNTEERS

OUTREACH PROGRAM ATTENDANCE

15,652

OUTREACH SCHOOLS

49

RURAL COMMUNITIES SERVED

42

VOLUNTEERS

128

VOLUNTEER HOURS
(including Board & Foundation)

10,607

IMPRESSIONS

WEBSITE SESSIONS

1,443,079

FACEBOOK FOLLOWERS

43,933

INSTAGRAM FOLLOWERS

25,463

TWITTER FOLLOWERS

9,170

TIKTOK 2023 VIEWS

17,003

SOCIAL MEDIA IMPRESSIONS
(PAID & ORGANIC)

38,855,217

LEADERSHIP TRANSITION

Alan Nursall Retires

In October 2022, Alan Nursall announced he would be retiring on June 30, 2023, after serving as the organization's President & CEO since January 2014. During his tenure, Alan's strategic vision was critical to the growth of the organization and its impact in the wider community. Alan's love of science and focus on the guest experience were transformational in generating repeat and lifelong patrons. Under Alan's leadership the Science Centre significantly expanded its work with Indigenous communities, bringing attention and resources towards supporting Indigenous communities in Northern Alberta and creating more equitable and welcoming spaces for our Indigenous guests.

During the COVID-19 pandemic, Alan leveraged the ingenuity and drive of the Science Centre's talented team to grow the reach and impact of the Science Centre during this uncertain period. This resulted in moving much of the programming online and finding new ways to safely serve our community.



However, Alan's greatest legacy at TELUS World of Science – Edmonton was *The Aurora Project*. This \$41.5 million capital renewal created fantastic new spaces for guests to explore. Alan's bold vision for the project uniquely focused on highlighting research and innovations happening right here in Alberta and Northern

Canada. *The Aurora Project* renovations have been transformational – creating innovative, flexible spaces where guests use real science tools and follow their own curiosity.

TELUS World of Science – Edmonton is grateful to Alan for his dedicated leadership and transformational vision over his nine years of service to the organization.



Constance Scarlett selected as President & CEO of TELUS World of Science - Edmonton

The Edmonton Space & Science Foundation announced on April 3, 2023, that Constance Scarlett would be the organization's next President & CEO effective July 1, 2023. After an extensive search process, the Board of Directors selected Constance for her collaborative and creative leadership style, as well as her proven track-record of non-profit leadership.

Born and raised in Edmonton, Constance has over fifteen years of experience within the museum community and with the Science Centre. She has a wealth of executive leadership experience in Edmonton and Northern Alberta and an exceptional fundraising record. Prior to taking on the role of President & CEO, Constance was Director, Government & Community Relations at the Science Centre. She was instrumental in securing over \$41 million in capital funding for the Science Centre's recent expansion, and a key leader in driving Science Centre accessibility policies for both Indigenous Peoples and other underrepresented groups.

THE EDMONTON SPACE & SCIENCE FOUNDATION COMMUNITY CONNECTIONS



The ESSF announced Jeremiah Bryksa as the 2023 Science Fellow as part of the Science Fellowship program, which annually acknowledges the outstanding contribution of a young STEM professional living in Northern Alberta. Jeremiah is dedicated to researching microplastics in Edmonton and is committed to educating future generations, and inspiring guests through exciting demonstrations at the Science Centre.



On January 5, the Programming Committee of the ESSF unveiled an engaging presentation on polar bears through the *Arctic Science Series: Polar Bears in a Changing Arctic*. This popular family friendly event had expert Dr. Andrew Derocher captivate an audience of 120 guests with his talk on the unique challenges that polar bears face in our evolving climate.



The ESSF continued to coordinate *Science on Tap* events in 2023. This series consistently provides thought-provoking topics, fostering interactive discussions between presenters and attendees. The first event of 2023, *Science on Tap: Artificial Intelligences – Facts & Fantasies* held on June 28 with 85 guests. On November 7, a gathering of 40 guests convened at Fargos for a *Science on Tap* session focusing on the *Science of Wildfires*.



The ESSF welcomed Constance Scarlett as the new President & CEO of TELUS World of Science – Edmonton, during a *Pancakes with the President* event on July 1. The occasion not only marked the exciting reopening of the Queen Elizabeth II Planetarium but also commemorated the 39th anniversary of the Science Centre in the company of its newly appointed President & CEO.



In Memory of our Great Friend.

On March 23, the ESSF lost a legend and visionary. Franklin Loehde was a passionate Foundation Member who supported the ESSF for the past 71 years. Franklin contributed to the creation of the QEP & later the Edmonton Space Sciences Centre. He was one of the founders in the development of great astronomers, science enthusiasts and community leaders. Franklin will be greatly missed by all, and the Edmonton Space & Science Foundation is so grateful for his enduring support and commitment science in his community.



ACTIVATE THE NEW VISITOR SPACES & ENGAGE OUR VISITORS

In 2023, TELUS World of Science – Edmonton welcomed students, families, and the public, inviting them to delight in the exploration of the Science Centre’s innovative spaces and captivating experiences. Offering a diverse range of exhibitions and science experiences designed to ignite curiosity and inspire discovery.



Out of the Depths: The Blue Whale Story exhibition ran from October 29, 2022, to April 10, 2023. Over 162,000 guests experienced this amazing story.



The second exhibition featured at the Science Centre was *The Art of the Brick* exhibition from May 5 to October 9, 2023. The exhibition drew over 127,000 visitors who were in awe by the art pieces created by contemporary artist Nathan Sawaya.



The year ended with *Mazes & Brian Games* exhibition, opening on October 27 and running until March 3, 2024. During its first two months, in 2023, the exhibition attracted over 60,700 visitors.



The *Health Zone* in the Allard Family Gallery had over 21,000 visitors participate in L.A.B. (Learning About Biology) experiments. Visitors put on lab coats and tried engaging lab techniques. Looking at their own cheek cells under a microscope, trying to identify a mystery bacterium using special tests, or extracting strawberry DNA.



In Fall 2023, the Science Centre brought back its famous fire science demonstration "*Fire & Fury*" with new experiments to delight and excite guests.



The *Arctic Journey* in the Newell Family Gallery celebrated its first anniversary in September 2023 with community members and public. Throughout the year a variety of cultural celebrations were held in the gallery to celebrate International Inuit Day, Nunatsiavut Day and Gwich'in Day.



The Zeidler Dome introduced a variety of new planetarium shows: *One Sky*, *Totality* and *Pink Floyd the Dark Side of the Moon* for a variety of full dome experiences.



On March 17, the Science Centre launched the *One Sky* full dome show in the Zeidler Dome. The producer, Sebastien Gauthier, and writer & producer of the show, Ryan Wyatt, were in attendance for the North American premiere. The opening weekend included programs and activities related to the show including the "Tukturjuk – The Caribou" activity in Arctic Journey.



In 2023, Laser Shows made a comeback with *Pink Floyd Laser Shows* and the new *Laser Taylor Swift*. For the summer season, the Zeidler Dome featured the Summer of Laser Shows. Different genres of music were featured each week from pop, classic rock, to alternative rock and hard rock shows.



October 14, the weather cooperated, giving the media and public a great view of the partial solar eclipse. The year had many other astronomical events, from bright fireball reports and aurora sightings to comets and eclipses.



In 2023, the Science Centre's *CuriousCITY* in the Edmonton Civic Employee Charitable Assistance Fund Gallery, held eight family TD Nights, sponsored by TD Bank, allowing over 900 guests to explore the gallery.



During the winter holiday break, the Science Centre featured a series of themed activities, from chromatography snowflakes to paper quilled cards, cozy story times and winter wildlife. On the Syncrude Science Stage the crushed candy cane ice cream demo was the highlight for New Years.



During the Family Day long weekend, guests had a "Whale of a Time". Thousands of guests gathered to celebrate the weekend with their families, which coincided with International Whale Day.



A new adult evening event was introduced in 2023, offering adults the chance to explore feature exhibitions without the presence of children. The first *Brick & Bar* event took place on May 19, providing adults with a bricktastic experience at *The Art of the Brick Exhibition*, while enjoying drinks with friends. A total of four *Brick & Bar* nights were organized, attracting over 1,100 adults.



The City of Edmonton transferred the day-to-day operations of the Queen Elizabeth II Planetarium (QEP) to The Edmonton Space & Science Foundation. On September 29, it reopened to the public with a special event for community partners & former QEP staff. The inaugural director of QEP, Ian McLennan, was honoured with the renaming of the QEP road in his name. The weekend celebrations drew a crowd of over 1,000 visitors per day.



In 2023, the IMAX Theatre experienced its third most successful year since 2014, attracting over 147,200 guests, due to the diverse and varied range of films presented. In December, the return of the “Polar Express” reached its highest attendance to date with over 4,000 guests. The continued partnership with the Edmonton Movie Club saw the introduction of South Asian films, attracting close to 5,000 attendees and significantly contributing to fostering inclusivity for new and underserved communities at the Science Centre.



“Secrets of the Sea” premiered in IMAX in January and attracted over 26,500 guests during its run. The film’s co-director, Jonathan Bird, took part in a special dunk tank event with local media, as they were dunked to generate awareness for the film and raise funds for Science Education. The event was a tremendous success, and the film achieved the second-best run of any IMAX film in the history of the Science Centre.

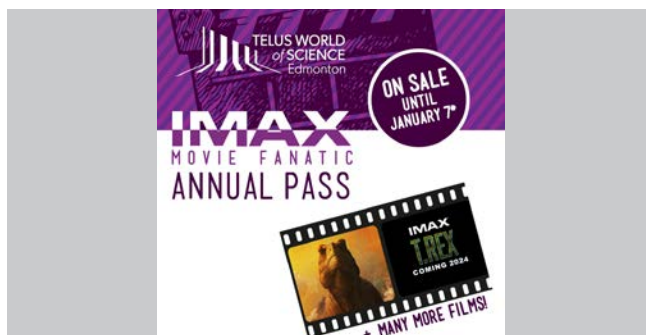


In March, “Antarctica” premiered in IMAX and was seen by 10,824 guests throughout its screening period. The Marketing team orchestrated an online contest, “Spin the Reel to Win,” to promote the film. The winners were awarded an Antarctica Prize Package, which included film tickets, film swag, and a plush penguin. The contest generated significant interest, with over 400 entries received.



During the summer season, “Serengeti” debuted in IMAX in June, captivating an audience of more than 22,000 guests who immersed themselves in this adventure film.

In October, the Science Centre presented “Grand Canyon Adventure” in IMAX, and nearly 13,000 individuals savoured the thrills of this exhilarating film.



In 2023, a total of 2,431 IMAX Fanatic Passes were sold. This Annual Pass provides passholders the exclusive privilege of enjoying IMAX documentary films for free throughout the calendar year, along with numerous other benefits.



In 2023, the Science Centre recorded a historic milestone with more than 35,000 individuals becoming annual Members, marking the highest figure in our history. Member events throughout the year featured the reopening weekend of the Queen Elizabeth II Planetarium, the creation of brick masterpieces in *The Art of the Brick* exhibition, and the annual Member holiday party in December.



2023 marked the completion of the first full year of operations since the Science Centre's expansion. We were delighted to attain the LEED Gold standard for *The Aurora Project* expansion project.



Resources were dedicated to shape the future of the region and strengthen bonds with community partners through diverse initiatives. Partnering with Free Play for Kids, we delivered complimentary afterschool programs for marginalized Edmonton youth. By partnering with Makers Making Change on specific camps, campers designed assistive technologies for people with disabilities, reflecting the Science Centre's commitment to promoting accessibility and inclusivity.



Collaborating with Make-A-Wish Northern Alberta, we facilitated 3 wishes, enriching the lives of children facing critical illnesses. Our partnership with Kids Up Front, provided 100 family admission passes for underserved Edmontonians. Plus, we supported the fundraising endeavours of various local charities, offering prize donations to the Boys & Girls Club, Special Olympics Edmonton, New Ukrainians to Edmonton and 50 other groups.



Partnering with Amazon for Future Engineer Day on September 22, TELUS World of Science – Edmonton extended free general admission to over 2,300 guests, inspiring the next generation of scientists, engineers, and researchers. This collaboration underscored the Science Centre's commitment to fostering curiosity and innovation within the community.



Close to 1,500 summer camp participants engaged in activities such as coding, constructing and launching model rockets, and exploring the intersections of art and science across various camps. Plus, more than 400 campers participated in camps during Spring, Winter, and professional development (PD) sessions throughout the year.



In 2023, Science Sleepovers retained their popularity, hosting over 940 participants. Apart from spending the night in either the *S.P.A.C.E. Gallery* or *The Science Garage*, attendees engaged in engineering challenges, observed live science demonstrations, savoured a late-night snack during an IMAX film, and, before departing the next morning, enjoyed a hot breakfast followed by a planetarium show in the Zeidler Dome.



During its weeklong *Science School* program, the Science Centre welcomed six schools. Students ranging from grade 2 to 12 delved deeply into a “big idea,” utilizing the Science Centre as their third teacher. *Science School* provides a unique, once-in-a-lifetime experience for classes. In 2023, students from Austin O’Brien High School spent the week conducting L.A.B. experiments in the *Health Zone*.



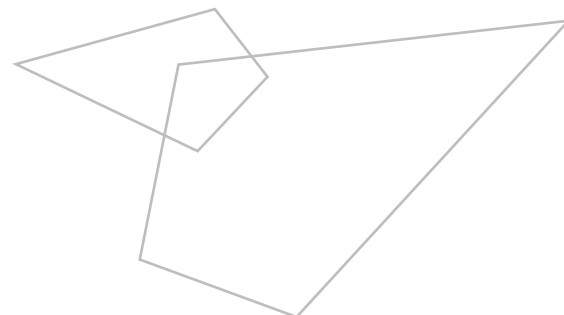
Over 70,300 students experienced field trips at the Science Centre. Visiting schools enjoyed instructor-led programming, Zeidler Dome shows, IMAX movies and enriching gallery exploration. Through these programs the Science Centre engages learners from pre-kinder through to grade 12.



In a pilot initiative, the Science Centre collaborated with 150 students from Mayfield School to provide a distinctive multi-grade program experience centered around the featured exhibition – “*Out of the Depths: The Blue Whale Story*.” Departing from the traditional class-by-class approach, Mayfield students engaged in the program within their multi-grade cohorts, fostering mutual support among students in their learning journey at the Science Centre.



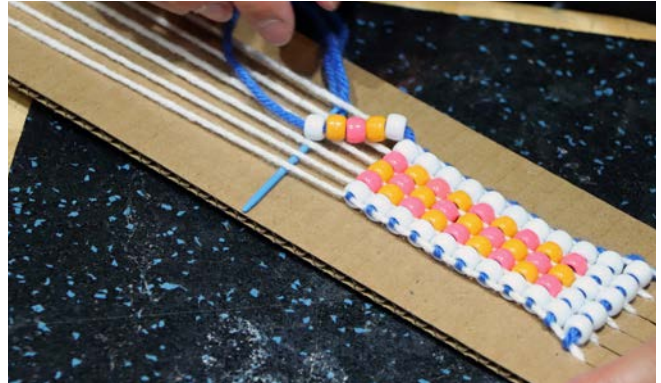
In 2023, the Science Centre organized and took part in several events specifically tailored for teachers. This included hosting three Teacher Takeover Nights at the Science Centre and participating with a booth activation during the Greater Edmonton Teacher’s Conventions.



STEWARD RELATIONSHIP LOCALLY & ACROSS NORTHERN ALBERTA



The Northern Lights Teaching Space located in *The Nature Exchange* received funding from the Tourism Recovery Fund from the Government of Canada, to update and expand a new Indigenous library. The area has become popular with Members and public.



In 2023, the Indigenous Initiatives team experienced substantial growth by actively co-creating with the community, embracing Indigenous ways of being and knowing. The team successfully launched three well-received programs for school initiatives and drop-in activities, facilitated over 10 community events, including lunches and workshops, and offered more than 10 professional development opportunities for both internal and external groups. Free access to programs benefited thousands of individuals from the Indigenous community and school groups. A highlight of the team's accomplishments was the highly successful celebration of National Indigenous Peoples Day on June 21.



TELUS World of Science – Edmonton continues to build on its new partnership with Métis Crossing. On August 12 the Science Centre set up telescopes and presented programs during their Annual General Assembly of the Métis Nations. On December 13 and 14 the Science Centre joined in the Métis Crossing's Geminid Meteor watch programs.



On April 22 we held a special event to celebrate and share knowledge from the Gwich'in Nation, where guests were invited to taste dried fish prepared by Elder Alestine Andre in *Arctic Journey*.



On June 21, marking the summer solstice, the Science Centre observed National Indigenous Peoples Day with festivities involving the entire building. The day featured ceremonies, the raising of tipis and trapper's tents, dance performances, drumming, and various presentations. A free BBQ lunch was served to guests outside. Indigenous vendors showcased their offerings in the lobby, while both the Zeidler Dome and IMAX Theatre hosted shows with an Indigenous focus. The Science Centre welcomed over 2,000 participants throughout the day, providing a diverse range of programming and experiences. Free admission was extended to guests who self-identified as Indigenous, allowing for widespread engagement and participation.



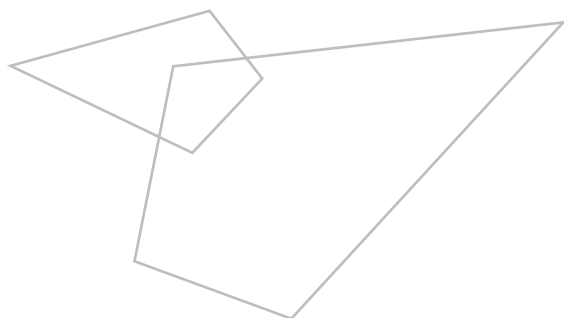
On September 30, TELUS World of Science – Edmonton continued its commitment to recognizing the National Day for Truth and Reconciliation. The Science Centre acknowledged the legacy of residential schools and colonialism on Turtle Island through a blend of programming, ceremonial activities, and educational initiatives. Additionally, we welcomed vendors and provided free admission to Indigenous guests throughout the day.



The Galaxy Gift Shop consistently curates a collection of thrilling new items, including artisan beaded jewelry crafted by Indigenous artists from our Northern Communities and custom-printed t-shirts showcasing Lance Cardinal's *Amiskwaciwâskahikan* mural. The mural is prominently featured in our lobby. The Gift Shop offers an extensive array of science and space-themed products, aimed to captivate guests of all ages.



In recognition of National Indigenous History Month, the Science Centre hosted its inaugural Indigenous initiative fundraiser, “ᑦᑦᑦᑦᑦᑦᑦᑦ ᑦᑦᑦ ᑦᑦᑦᑦᑦᑦᑦ” (miyowicêhtowin ôta askihk) - *Walking Together*. This event successfully raised over \$17,000 for the Indigenous Access Fund, bolstering support for Indigenous students and groups through coverage of admission fees, program fees, and transportation costs. Featuring teachings by Elder Gilman Cardinal, Les Skinner, and Natasha Donahue, and emceed by Lance Cardinal, the event exemplified the Science Centre's commitment to fostering cultural inclusivity and educational opportunities.





Amidst the challenges posed by widespread wildfires, the Science Centre opened its doors to evacuees, providing complimentary admission to offer respite to affected families. Welcoming over 12,226 residents from Alberta, British Columbia, and the Northwest Territories, TELUS World of Science – Edmonton was able to offer a small escape from the difficulties these families were facing.



Over 15,500 students across 42 rural communities enjoyed engaging in the Science Centre's Science in Motion (SIM) programs. These programs encompassed a variety of activities, from Robotics to The Traveling Nature Exchange program, which brought microscopes to rural Alberta. SIM consistently upholds the Science Centre's partnership with Northlands School Division, to provide equity of access to students living in rural and remote communities.



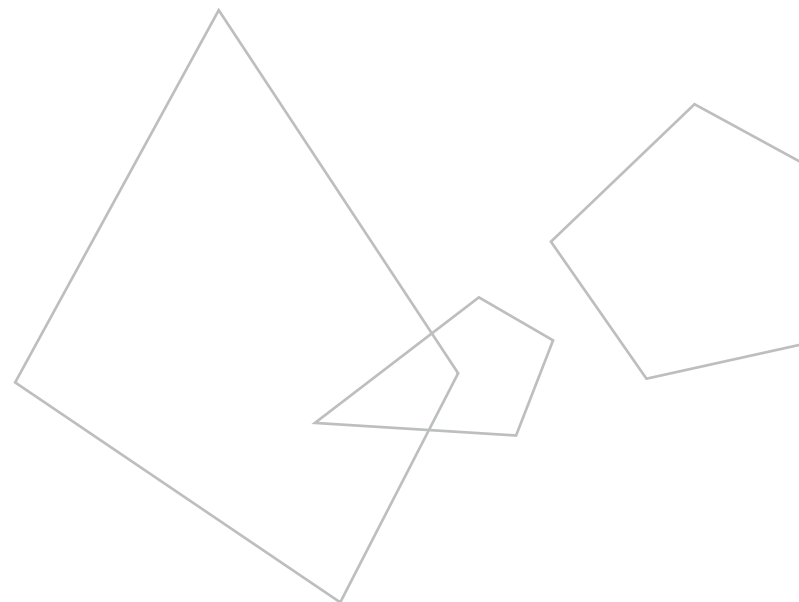
TELUS World of Science – Edmonton was nominated as Friend of Education for its work with Holy Family Catholic Regional School Division in the 2022-2023 school year.



The Indigenous Initiatives team crafted three innovative school programs aimed at connecting with science from an Indigenous perspective, and these initiatives have gained popularity. In 2023, the combination of Cree Astronomy, Beaver as Worldbuilder, and Beading & Coding has proven to be highly sought after.



In May 2023, the Science Centre hosted a booth at the Canada Wide Science Fair and conducted a session called "Science Conversation" for 50 students. This presentation emphasized the significance of incorporating Indigenous and cultural perspectives into science education, showcasing how the Science Centre creates opportunities for these important conversations to take place.





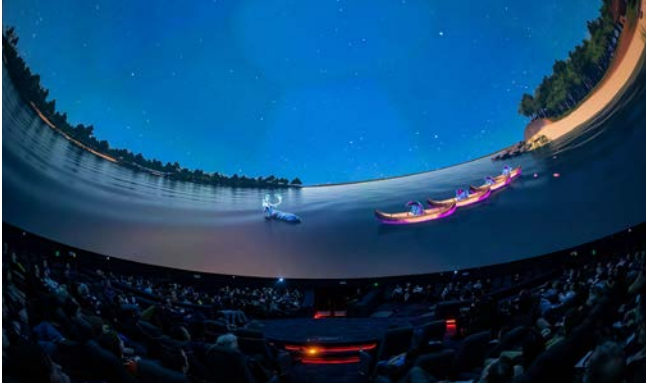
SHARPEN THE TWOSE EXPERIENCE



The province-wide introduction of the new Science curriculum posed an exciting opportunity to contemplate how the Science Centre's educational programs could adapt to address the requirements of teachers. Positive feedback has been received from teachers regarding the modifications implemented to align with the new K-3 curriculum.



Team Purple is dedicated to leadership and continual learning. Through our ongoing partnership with Little Warriors, our team was provided with specialized training facilitated by the Edmonton Police Service & Little Warriors to further support our guests.



The planetarium show “Legends of the Northern Sky” (produced by TELUS World of Science – Edmonton) has been translated in two additional languages, French and Mandarin, reaching more guests around the world with this unique show.



The popularity of facility rentals within the Science Centre continues to grow, with particular emphasis on the Zeidler Dome, as a unique venue for weddings and proposals.



The Science Centre birthday parties continued to excite and delight children celebrating their special day. 318 parties enjoyed one of three themed parties, School of Magic, Science Chefs and Astronaut Academy.



In 2023 the Science Centre launched a new adult experience, *Cocktail Lab*, that explores the science of cocktails. Throughout the year, these events grew in popularity. *Cocktail Lab* gave groups of friends or office colleagues a chance to get together to mix their own drinks and discover some fascinating scientific principles behind their favourite cocktails.



DARK MATTERS, where the science is served on the rocks & the adults come out to play, continues to grow in popularity. On January 26, we hosted our most popular event to date – *The Science of Sex*. This sold-out event, with close to 1,500 guests, featured local experts and activations that explored all things naughty & nice. Back for 2023, *Astronaut Boot Camp* on August 24 saw 465 adults taking part in a training camp for wannabe astronauts. 600 adults took part in *Let's Create*, in the fall, focused on makers, engineering and crafting, with drinks on the side.



On January 5, in partnership with the University of Alberta's Engineering Students' Society, the Science Centre hosted GEER Week. Following the completion of the Science Centre's Science Communication workshop, students designed hands-on engineering activities to present to guests as part of the U of A's GEER Week Competition. Students were judged on the quality of the activity as well as their science communication skills. The winning groups was from the Computer Engineering program.



Continuing to strengthen its collaborative efforts with numerous organizations, the Science Centre welcomed four women scientists and engineers on February 11 as part of the celebration for the International Day for Women and Girls in Science. Distinguished speakers included Dr. Vanessa Carias from Genome Alberta, Dr. Maya Evenden and Dr. Kristan Marchak from the University of Alberta, Cheryl Stewart, and other members of the Boston Robotics Dog Team from Shell, along with Natasha Donahue, representing Indigenous Initiatives at TELUS World of Science – Edmonton.



Building upon our partnerships with the RASC, Edmonton Rocketry Club, and AlbertaSAT, the Science Centre organized an event to mark International Astronomy Day on April 29. The celebration featured a range of programming and activities in collaboration with these partners at the RASC Observatory and within the Science Centre's lobby. Guests were treated to diverse experiences throughout the galleries.



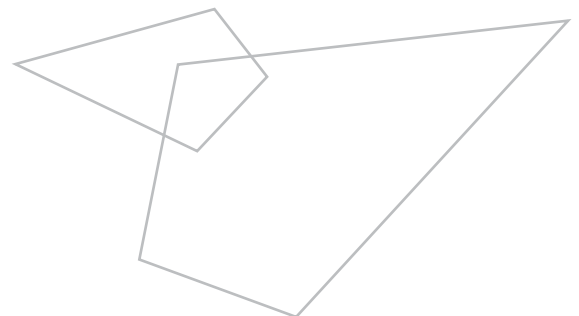
Collaborating with the Women and Children's Health Research Institute, the Science Centre commemorated World Health Day on April 8 in the Health Zone. The celebration involved engaging guests with experts and activities centered around blood typing and organ dissection.



Broadening its connections with the University of Alberta, on March 4 TELUS World of Science – Edmonton invited the Future Energy Systems researchers to facilitated hands-on activities throughout the Science Centre to showcase Alberta's exciting energy future.

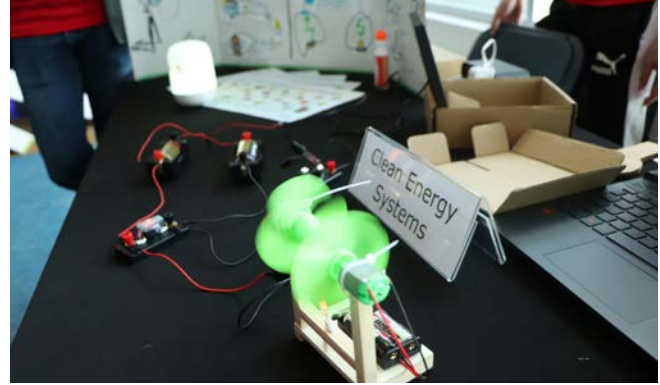


On October 12, 2023, the Science Centre hosted its most successful fundraising event - *Where Science Meets Cocktails*. 1500 guests enjoyed this sold-out event and raised \$178,000 (net) for Science Education in our community.





During the Energy Adventure! Science Rendezvous event, the Science Centre welcomed 91 researchers, students, and volunteers from the University of Alberta. Their collective efforts were dedicated to educating guests about Alberta's energy narrative and its implications for our daily lives. Notably, in 2023, the Mayor of Edmonton formally declared May 13 as Science Rendezvous Day, acknowledging the significance of this annual event.



On May 17, as part of the Youth Science Canada and in conjunction with the Canada Wide Science Fair, the Science Centre hosted over 600 science fair competitors for an evening filled with food, science, and fun.



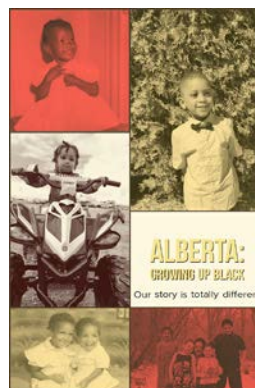
Teaming up with Tourism Jasper, the Science Centre collaborated for the Jasper Dark Sky Festival, held from October 17 to 20 in Jasper, Alberta. Commemoration Park was transformed once again into a vast outdoor science lab, featuring Team Purple and street performer Nikolai Smith as the solar-powered juggler. The event showcased a variety of demonstrations, including pop bottle rockets, whip training, plate spinning, circus tricks, liquid nitrogen experiments, an egg broom whap, and even a tranquil contemplation zone.



Throughout the year, the Science Experience team delivered a variety of science shows in the community. Participating in a variety of festivals, from the International Children's Festival of the Arts to Downtown Spark, K-Days Maker Faire, Jasper Dark Skies, and more. The team also hosted a variety of guest experts at the Science Centre during the Future Energy Systems mini showcase, to presentations with Elk Island National Park staff, and more.



In 2023, Edmontonians continued to generously contribute their knowledge and time to the Science Centre, accumulating over 10,500 volunteer hours from a dedicated team of 128 volunteers.



In partnership with the John Humphrey Society for Peace and Human Rights, along with the Shiloh Centre for Multicultural Roots, the Science Centre was thrilled to host nearly 200 students from four Edmonton Public schools for a special film screening and workshop. Featuring films directed by Deborah Dobbins, celebrating Black Lives in Alberta, brought many people together in meaningful ways in recognition of Black History Month.

STABILIZE & EXPAND DIGITAL DELIVERY





The Northern Coding Academy program at TELUS World of Science - Edmonton broadened its virtual offerings with the introduction of a Digital Skills Week program. This initiative aligns with the recently introduced Computer Science unit, emphasizing the incorporation of Indigenous perspectives. The program included land-based connections, it incorporated Coding in Nature. In 2023, more than 2,800 students actively engaged in the Digital Skills Week program. The program witnessed a significant surge in popularity over the past year, with educators noting a noticeable enhancement in students' confidence and proficiency in coding and digital literacy.



In October 2023, the Science Centre's robotics team, made up of students in grades 7 to 12, were chosen to represent Canada at the International Youth FIRST® Global Robotics Competition in Singapore. This Olympic-style competition, established by FIRST® Global, showcased more than 190 teams from across the globe and aimed to inspire nearly two billion young people worldwide in STEM (Science, Technology, Engineering, and Math). Team Canada represented both the country and TELUS World of Science – Edmonton admirably, making new friends around the world and returning with a treasure trove of lifelong memories. Team Canada placed 113th out of 190 countries and won a social media award and a sportsmanship award.



September witnessed a significant fundraiser, in support of the Robotics Team's participation as Team Canada in the International Youth FIRST® Global Robotics Competition in Singapore. Exceeding \$16,000 in donations from over 60 new contributors, this initiative showcases the community's unwavering support. TELUS World of Science – Edmonton's Robotics Team, presented by Enbridge, stood out as Canada's representative, showcasing remarkable dedication and skill.



The Coding School program explored various topics including video game development and climate change. 849 students participated in 15 hours of Coding School in 2023. Students created in-depth projects around coding and computational thinking.

ENSURE FINANCIAL STABILITY

The Edmonton Space & Science Foundation Statement of Financial Position

As at December 31

	<u>2023</u>	<u>2022</u>
Assets		
Current		
Cash and cash equivalents	\$ 3,253,863	\$ 1,275,674
Accounts receivable	423,980	4,475,565
Inventory	175,924	166,280
Prepaid expenses and deposits	<u>497,822</u>	<u>462,679</u>
	4,351,589	6,380,198
Investments	22,294	142,855
Capital assets	35,296,653	37,892,442
Intangible assets	<u>34,939</u>	<u>56,570</u>
	<u>\$ 39,705,475</u>	<u>\$ 44,472,065</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 1,079,634	\$ 1,790,621
Deferred contributions	412,645	703,774
Deferred admissions	1,891,417	1,459,620
Deferred revenue	27,000	81,756
Loan – City of Edmonton	<u>-</u>	<u>2,000,000</u>
	3,410,696	6,035,771
Deferred capital contributions	<u>33,964,576</u>	<u>36,268,916</u>
	<u>37,375,272</u>	<u>42,304,687</u>
Net Assets		
Unrestricted	1,470,685	1,034,101
Internally restricted	<u>859,518</u>	<u>1,133,277</u>
	<u>2,330,203</u>	<u>2,167,378</u>
	<u>\$ 39,705,475</u>	<u>\$ 44,472,065</u>

Commitments

Approved on behalf of the Board



Director



Director

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

For the year ended December 31, 2023

	<u>2023</u>	<u>2022</u>
Revenues		
Admissions	\$ 8,418,929	\$ 5,013,505
Operating grants	3,542,284	3,510,038
Retail operations	2,499,465	1,633,415
Sponsorship and donations	1,339,827	1,228,515
Government assistance	-	384,357
Rentals and other	479,768	378,366
	<u>16,280,273</u>	<u>12,148,196</u>
Expenditures		
Salaries and benefits	8,784,930	7,541,744
Operations	3,856,331	2,496,252
Advertising and promotion	792,901	804,285
Retail operations	1,157,547	756,476
Utilities	629,006	634,919
Royalties and film leases	457,847	355,900
	<u>15,678,562</u>	<u>12,589,576</u>
Excess (deficiency) of revenues over expenses before Aurora Campaign and amortization	<u>601,711</u>	<u>(441,380)</u>
Aurora Campaign		
Revenue	146,841	535,539
Expenditures	<u>(215,970)</u>	<u>(567,428)</u>
	<u>(69,129)</u>	<u>(31,889)</u>
Amortization		
Amortization of deferred capital contributions	3,374,498	2,933,703
Amortization of capital assets and intangible assets	<u>(3,744,255)</u>	<u>(3,415,197)</u>
	<u>(369,757)</u>	<u>(481,494)</u>
Excess (deficiency) of revenues over expenditures	<u>\$ 162,825</u>	<u>\$ (954,763)</u>

**The Edmonton Space &
Science Foundation**
Statement of Changes in Net Assets

For the year ended December 31, 2023

	<u>Unrestricted</u>	<u>Internally restricted</u>	<u>2023</u>	<u>2022</u>
Net assets, beginning of year	\$ 129,132	\$ 2,038,246	\$ 2,167,378	\$ 3,122,141
Transfer	904,969	(904,969)	-	-
Net assets, beginning of year (adjusted)	<u>1,034,101</u>	<u>1,133,277</u>	<u>2,167,378</u>	<u>-</u>
Excess (deficiency) of revenues over expenditures	309,412	(146,587)	162,825	(954,763)
Net investment in capital assets	806,341	(806,341)	-	-
Transfer from Operating Reserve Fund	<u>(679,169)</u>	<u>679,169</u>	<u>-</u>	<u>-</u>
Net assets, end of year	<u>\$ 1,470,685</u>	<u>\$ 859,518</u>	<u>\$ 2,330,203</u>	<u>\$ 2,167,378</u>

Gold (\$25,000-\$49,999)

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AltaGas Ltd.
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Cenovus
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Jackson & Tracy
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Silver (\$10,000-\$24,999)

CATALYST CIRCLE

Paul Deans, in memory of Pat Price
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Thank you to the 1945 additional donors who gave at the \$1-\$49 level in support of science education in our community.



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2023 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 in 2023 = **188**

Total Donations in 2023 = **\$47,600**

Anonymous (4)	Tiana Campbell	Tavia Grabos	Colette Klemmer
Barbara Abday	Steve Chambers	Holly Handfield	Janice Kohlman
Sara Adamson	Kathy Clark	Laurie Hanlan	Heather Konowalyk
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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 = \$ 46,107

The VEGA Scholarship Program was established in 1987 through the generous support of Helen Tkachenko. This fund sponsors elementary school-aged children to attend science camps, clubs, and school programs.



LES YOUNG FUND FOR SCIENCE EDUCATION

Fund Value = \$21,683

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 = \$18,284

This fund, managed by the Edmonton Community Foundation, was established in 2015 by John and Avery Stobbe. The revenues support the ongoing operations and programming at TELUS World of Science – Edmonton.



TWOSE COMMUNITY FUND

Fund Value = \$101

This fund provides complimentary admission to the science centre for marginalized Edmontonians in order to reduce barriers to participation.



SUSAN PEACOCK STUDENT ACCESS FUND

Fund Value = \$6,873

This fund removes barriers for low-income schools to attend science centre programs including bussing, program registration, and other supports as required.



INDIGENOUS ACCESS FUND

Fund Value = \$7,295

The Indigenous Access Fund is intended to welcome Indigenous Peoples to the science centre and build accessibility of the science centre's programs, services, and events. The Indigenous Access Fund may be used to support Indigenous students or Indigenous groups and covers the following expenses: admission fees, program fees, transportation, and meals at the science centre.

FEATURE EXHIBITION SPONSORS

Thank you to our generous corporate and community supporters who made our educational programs, IMAX films, exhibitions, and special events possible in 2023. Your continued support is invaluable and has allowed us to inspire and engage thousands of students in our community.



The Art of the Brick
Presented by San Rufo Homes



Mazes & Brain Games
Supported by Lafarge Canada and Pathways Alliance



Out of the Depths: The Blue Whale Story
Supported by Lafarge Canada and Alberta Beverage Container Recycling Corporation

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DARK MATTERS Event

Supported by ATB, Traveling Tickle Trunk

International Day of Women and Girls in Science

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National Indigenous Peoples Day

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Where Science Meets Cocktails

Presented by Edmonton Best Hotels
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2023 FIRST® Global Robotics Challenge

Presented by Enbridge
Supported by CSU52
Contributing sponsors ATCO, CGI, Canadian Nuclear Laboratories, MacEwan University, University of Alberta; Canadian Hydrogen Safety Centre



WHAT ARE PEOPLE SAYING

"It was excellent, it was cool, lots of interactive stuff for the grandkids to do. They had a blast."

Blue Whale Exhibit Visitor

"The Blue Whale Exhibit at TELUS World of Science might have been my favourite one yet! To see a real blue whale heart fascinated my cardiology loving soul. I could have spent an hour looking at it, but the kids kept saying "c'mon mom!" LOL

Blue Whale Exhibit Visitor

"My #cdicollege PHARMACY class saw this during our field trip & it is unbelievable. You have to see it with your own eyes to actually understand the magnitude of this beautiful animal. Its heart is 5 ft. TALL!!!"

Blue Whale Exhibit Visitor

"I really appreciated the connections they were able to make on coding. I found it especially helpful having those indigenous connections because I feel that indigenous learning is actually a more natural, organic way for kids to learn and understand. It was really helpful to give coding a softer, more human connection."

Teacher Symposia Comment

"This program, in conjunction with Digital Skills week and the teacher symposium, taught me everything I needed to know to be able to teach the coding outcomes in the new Science curriculum in Alberta. I had no knowledge of coding before starting and I was stressed out about how I would go about teaching this. The TELUS World of Science has offered some of the best professional development I've ever attended. I am extremely grateful to the amazing staff who have taught me so much and helped me become a better teacher. Thank-you!!"

Coding School Teacher Comment

"This was one of the best programs I have ever participated in during my 28 years of teaching. The staff were so helpful and worked fantastically with the students. The pacing was great, and the style met the needs of the class with very little help from me. I would 100% recommend this to other classes."

Coding School Teacher Comment

"We've had a family membership since 2019, this is still our favourite place to visit as a family. New exhibits always entertain curious minds, and the birthday party package was phenomenal!"

Andrea, TELUS World of Science – Edmonton Member

"We had such a great time today and really enjoyed the IMAX film. The Science Centre looks so great with all of the renovations. While we were in the Science Garage, we were helped by one of your staff Members who showed us some really fun tips and tricks with the light wall and optical illusions room."

Kristy, TELUS World of Science – Edmonton Member

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David Salloum
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Jonathan Schaeffer
Larry Schindel
Sandy Slator
Heather Stewart
John Stobbe
Gord Syme
Gregory Taylor
Merle Taylor
Jackson von der Ohe
Larry Wang
Robert Westbury
Wanda Whitford
Pat Whittaker
Theresa Yeager



Making Gwich'in Snowshoes

Gwich'in snowshoe makers use traditional materials from the surrounding forest. Work requires the skills of both men and women. Men make the frames from spruce or willow. Women weave the webbing out of caribou rawhide lacing and babiche.

They always say it's bad luck if a man is wearing [snow]shoes...that's not laced just right. It's got to be laced a certain way and without mistakes. That's what makes a good snowshoe...the women!

Elder Agnes Mitchell, Gwich'in Settlement Region, NWT

Following Footprints

Animals can follow footprints in the snow that you need more skill than that to successfully hunt animals. You have to know where footprints point, building up, which way they're heading, how fast they're moving, and how old the prints are.

You also have to be able to read other signs. Some animals hide long in back. Others show up and dig in the snow or stick up a nose. Experienced trackers can read all these signs because they understand the animals, the habitat, and the snow conditions.

Walking On Snow

They will tell you that the snow is the best of Gwich'in. It's not too hot, not too cold, not too wet, not too dry. It's just what you need to walk on. The best time to walk is when the snow is just starting to melt. That's when it's soft and easy to walk on.

You don't want to walk on snow that's too hard or too soft. You want to walk on snow that's just right. That's what makes a good snowshoe...the women!



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