

# VALUES

COURAGE

COLLABORATION

COMMITMENT

CURIOSITY



**TELUS**  
WORLD  
of SCIENCE  
calgary



Calgary Science Centre and Creative Kids Museum Society

2009 Annual Report

## Message from the President & CEO

2009 was an invigorating and important year for TELUS World of Science – Calgary with the operation of the existing science centre and the advancement of the New Science Centre 2011 Project. In between welcoming more than 257,000 guests and progress on the new science centre, was the opportunity to take time to reflect on our value to the community. After consulting with our employees, volunteers, community partners and guests, we concluded that there are four key values that define TELUS World of Science and its employees: **Collaboration, Curiosity, Commitment and Courage.**

We found that everything we do today – and are doing in preparation for our move to the new science centre – reflects these values.

Take for example, **commitment.** Our organization has committed



to the New Science Centre 2011 Project in no uncertain terms. We have dedicated ourselves to bringing Calgary and Southern Alberta a new science centre that meets the needs of children, teens and adults. In June of 2009, as we broke ground on our new facility, the many individuals within and external to our organization who have dedicated their passionate commitment to this endeavor celebrated a significant milestone.

We have **courageously** navigated into new territory. In addition to the innovation and change reflected in the New Science Centre 2011 Project, in 2009 we had the courage to make the significant decision to

change our organization's strategic direction in the final 18 months of operation at the current site. We had the courage to take a risk to engage new audiences with our decision to bring in three blockbuster exhibitions to close out our stay at our existing location. The first one being Dr. Gunther Von Hagens' *BODY WORLDS & The Brain*, opening April 30<sup>th</sup>, 2010.

Throughout the year, TELUS World of Science **collaborated** with numerous subject matter experts to enhance our programs, exhibits and organizational knowledge because we recognize that better ideas and outcomes result from diverse perspectives. We collaborated with a team of Youth Advisors who shared their interests and insights into what their age group wants from a science centre. To help further our offerings to Calgarians and Southern Albertans, we partnered with a variety of expert organizations from the University of Calgary to the Royal Astronomical Society of Canada and our many corporate partners. We also collaborated

with content experts to help us understand subjects beyond our internal proficiency as they relate to the New Science Centre 2011 Project.

In 2009, we explored our own **curiosity** and helped others to express theirs through our exhibit prototyping and special programs for schools and the public. We were curious about what social media could do for our organization and if it would help engage new audiences. Our curiosity paid off.

With a renewed reminder of our value in Calgary and Southern Alberta, TELUS World of Science is moving forward with a bold new direction. We look forward to your continued support!



**Jennifer Martin**  
President & CEO



## COLLABORATION

### International Year of Astronomy

2009 was declared the International Year of Astronomy (IYA) by the United Nations to highlight the 400<sup>th</sup> anniversary of Galileo's first use of an astronomical telescope. To mark the occasion, TELUS World of Science formed a unique partnership with the University of Calgary's Faculty of Science and the Calgary Chapter of the Royal Astronomical Society of Canada (RASC) to bring a dedicated stream of astronomy-focused events and programs to Calgarians.



The collaboration resulted in over 300 events hosted in and around Calgary with more than 127,900 local participants taking part in astronomy-related learning. Events included courses, special events, live theatre presentations, as well as day- and night-time sky viewings. The variety of programs allowed for audiences of all ages and interests to learn from Calgary's leading experts.

Events were hosted at a variety of locations including TELUS World of Science, the University of Calgary's Rothney Astrophysical Observatory, the Fairmont Banff Springs Hotel, the Calgary Zoo and the Blackfoot Crossing Historical Park.

Another collaboration that resulted from the International Year of Astronomy was *Galileo Live!* a live theatre production that became a cornerstone for Canadian IYA events.



TELUS World of Science – Calgary was the principal facility, leading the writing and production. Other collaborating Canadian institutions were the H.R. MacMillan Space Centre in Vancouver, The Planetarium of the Manitoba Museum in Winnipeg and the Montreal Planetarium.



*"The format was as great as the venue. The idea of being able to have this type of intellectual exchange in such a relaxed environment is cool."*

– 2009 Science Café  
Participant

## Science Café

Our strong partnership with the University of Calgary continued through 2009 with the Science Café program. Science Café is an event where, for the price of a pint of beer or a cup of coffee, Calgarians can discuss and debate the latest ideas and issues in science and technology in an informal setting. Certainly not a lecture, Science Café is an opportunity for group discussion and audience involvement. 2009's Science Café's often experienced record attendance numbers for a total of 977 participants over eight events.

The November session was a particular success, as it was a special collaboration between Science Café and the Galileo Lecture Series, welcoming Dr. Chris Pritchett from the University of Victoria to discuss exploding stars, black energy and other cosmic mysteries.

As the series continues into 2010 and beyond, the level of inspired conversation, debate and diversity in the audience is expected to grow.

## Calgary Public Library

In 2009, the Calgary Public Library approached TELUS World of Science for collaboration, to assist both organizations with expanding their offsite public programming offerings. As a result, TELUS World of Science employees hosted 10 sessions at various libraries throughout the year, facilitating interactive sessions that integrated art and science, encouraging participants to explore new concepts and ideas through multiple lenses. More than 150 participants experienced these outreach programs. Our collaboration with the Library will continue in the future both at the Libraries and within the Creative Kids Museum.





## COLLABORATION



*"Thanks for the passes – it helps a lot of low income families participate in recreation that they would never normally be able to do. The passes empower people to get out into the community and make family time easier."*

– Community Partner

### Inspiring Minds

Inspiring Minds is a community collaboration program that enables families and children regardless of their financial background an opportunity to experience TELUS World of Science and discover the wonders of science and art.

Inspiring Minds is comprised of programs designed to meet the needs of those with a variety of interests, from families to students including summer camp bursaries, the City of Calgary Subsidy Program, subsidized fieldtrips for schools in low socio-economic neighborhoods, admission passes for charities and not-for-profit organizations with economically disadvantaged clients and offsite, after school programs organized with the Calgary Learning Village Collaborative. In 2009, more than 8,000 Calgarians accessed Inspiring Minds programs.





## TELUS World of Science Volunteers

Collaboration means garnering perspectives from a variety of people, and that's the unique benefit of our volunteer program.

In 2009, 198 volunteers contributed a total of 9,178 hours to TELUS World of Science programs, special events, spring and summer camps and special projects. This averages out to 46.36 hours per volunteer.

A significant public highlight from 2009 came when Megan Bowen, a

TELUS World of Science volunteer was profiled on CTV as a dedicated and passionate volunteer for the time and effort she gives to our public programs and special events. Megan has been a dedicated TELUS World of Science volunteer since October of 2008. In 2009, Megan gave 139 hours of her time to our organization.

In addition to on-site volunteers, many Calgarians give generously of their time to TELUS World of Science and to the New Science Centre 2011 Project. For example, 13 notable Calgarians have stepped forward to participate in the New Science Centre 2011 Project's Capital Campaign, because they believe in the value of a leading science centre.

Also in 2009, leading local experts in the technology sector gave their time, professional opinions and support to the development of a digital technology strategy for our new home.

The volunteer contributions of our community supporters are invaluable to TELUS World of Science and the New Science Centre 2011 Project. By collaborating with passionate community leaders, we aim to incorporate their expertise into our operations and plans for the benefit of all Calgarians.



## COURAGE



### Youth Advisors

What better way to learn about the desires of youth for a science centre than to collaborate with them? By engaging 18 dedicated Youth Advisors in 2009, our staff listened to their opinions about the science, art and technology based exhibits they would like to experience in the new science centre. In addition to working with the Exhibit Development Team, the Youth Advisors performed an audit of our existing facility that will be used in consideration for our new home.

The Youth Advisors also collaborated with Child & Youth Friendly Calgary to plan and execute an event for their peers called *IGNITE!* On May 1<sup>st</sup>, 117 youth participated in an evening event that featured hourly events, a collaborative art project and a teen deejay.





## City of Calgary – West LRT Project

As the City of Calgary's West LRT Project began to take shape in 2009, our vehicle entrance, guest entrance and building were altered to accommodate the LRT's progress. In response to the challenges our organization faced as a result, these changes ended up being the catalyst for some significant organizational decisions, learning and transformation.

As with any construction project, challenges surface unexpectedly. Projects of the magnitude of the West LRT are well thought out and researched, but, despite the best planning efforts, the nature of construction projects means that there are always surprises. TELUS World of Science had to act quickly to adapt to changes while acting in the best interests of our guests, volunteers and employees. While working through the disruptions to our facility, we found new methods of communicating with our



guests, different ways of improving the flow through our entrances and exits and better options to enhance our customer service.

As we received feedback from guests, we quickly realized that we had the foundational pieces necessary to transform what we offered inside our building as the outside was also changing. When we move to our new location in the fall of 2011, we will be a different kind of science centre, so why not begin now? Taking the lessons we'd learned through the disruptions to our site and incorporating the look and feel of change, we

decided to take advantage of this opportunity and begin our internal transformation to the organization we aspire to be in the new science centre. This transformation began at the end of 2009 with the decision to bring in three consecutive blockbuster exhibitions never before seen in Calgary.

The West LRT Project offered our organization a rare opportunity to take advantage of circumstances, changes and challenges that were beyond our control, and we intend to take this unexpected opportunity and make the most of it.

## COURAGE

### New Science Centre 2011 Project

Risk taking is courageous and that's exactly what the New Science Centre 2011 Project is all about.

2009 was a significant year for the New Science Centre 2011 Project. In February, the Government of Canada announced it was committing \$40 million towards the development of our new home – matching the contributions from the City of Calgary and Province of Alberta. Following this exciting announcement, the New Science Centre Exhibit Development Team



was formed and began developing exhibit concepts with assistance from guest designers from around the world. Through pilot testing of ideas, the team collaborated with our guests to generate exhibit concepts that may be further developed, eventually being fabricated into exhibits for the new science centre.

The City of Calgary approved our development permit in June and in an inspiring ceremony, ground was broken marking the beginning of construction on our new home.

Construction officially began in August 2009, with a target opening date of fall 2011.

Finally in 2009, in preparation for our community capital campaign, we announced our campaign Co-Chairs. Brent Poohkay, Vice President & CIO of Enbridge Inc. and David Fitzpatrick, President of Kivacorp Petroleum Ltd have graciously stepped forward to lead a team of senior community volunteers who will champion the final fundraising drive for the New Science Centre 2011 Project.



## A Courageous New Direction

In 2009, a bold decision was made to implement an 18 month strategy to see the organization through to the opening of the new science centre. The new closure strategy is a departure from the way that TELUS World of Science has operated over the past 43 years.

The courageous decision to change our direction allows us to expand our reach and advance our mandate of public engagement in science in a very exciting and educational way. It will also give visitors a preview of the world class experiences coming in the new science centre, through three blockbuster exhibitions never before seen in Calgary.



## CURIOSITY



### Prototyping & Exhibit Development

What happens when you introduce science centre guests to a group of Exhibit Developers and set them loose in a safe, comfortable environment conducive to innovation? You get a deep level of curiosity and collaboration that results in engagement, discovery, understanding, idea generation and a desire to learn more.

The New Science Centre 2011 Project Exhibit Development Team has been tasked with conceptualizing, developing, prototyping and refining the exhibits that will be found in

the new science centre. In 2009, the Exhibit Developers encouraged the curiosity of our guests, so that their feedback might be used to enhance our exhibit prototypes for the new science centre. Activities in the *New Science Centre 2011 Project Prototype Lab* used a combination of science, technology and art techniques to gain insight into how guests might interact with proposed exhibits and how these exhibits may be enhanced before they are sent to fabrication. With more than 2,800 guests participating in the *Prototype Lab* in 2009, the Exhibit Development Team frequently collaborated with science centre guests, the Youth Advisors, TELUS World of Science employees and even diverse offsite groups to ensure that prototypes and exhibit concepts resonated with a variety of audiences.

The Exhibit Development Team took exhibit concepts and prototypes on the road to a variety of locations and events. The reason for extending this activity beyond our walls was first to determine if we could successfully

move the exhibits offsite, and second to reach new audiences.

The Exhibit Development Team also engaged with guest exhibit designers from around the world who spurred the curiosity of our staff, helping them to see new possibilities and opportunities for exhibit development. Eight guest designers joined us from Vancouver, Toronto and the UK throughout 2009. The guest Designers faced steep learning curves as they integrated with our teams, and although they were outside of their comfort zones, they were all quickly able to make very valuable contributions to the development of new exhibits, including ones incorporating sound effectively and others using sand animation.





## Social Media

Our curiosity led us to new methods of communicating with our various audiences in 2009. What could social media do for our profile and awareness amongst a variety of audiences? As we explored the possibilities of these tools, we found them to be very successful. Within three months of the implementation of our Facebook strategy, our fan base grew by a whopping 180 per cent!

## Home School Days

The TELUS World of Science School Programs Team encouraged the curiosity of home schoolers in new ways in 2009. After incorporating feedback from home schooling parents and students, more workshops and curriculum-based programs were offered on our special days dedicated to home schooling families. In all, 184 home school students participated in our Home School days.

## School Programs

School Programs at TELUS World of Science are meant to capitalize on the curiosity of students. By removing students from the classroom and surrounding them with interactive and intriguing exhibits, having them participate in curriculum-based workshops and demonstrations and by showing them large-format films in the Discovery Dome Theatre, our School Programs give students and teachers the opportunity to explore curriculum topics in a non-threatening and stimulating environment. 26,988 students participated in our workshops, 27,939 attended a large-format film as part of their school program and 5,677 students attended our demonstrations.

In 2009, the most popular school programs were *Thrill Ride Builders*, *Magic with Magnets* and *Illustrating My Community*. Live theatre science demonstrations were also particularly successful with school groups, thanks to their entertaining and interactive nature.



# 2009 Board of Directors

Calgary Science Centre and Creative Kids Museum Society

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# 2009 Committees

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## Standing Committees

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Jim Provias  
Deanna Werklund

# Donors & Sponsors

## Annual Supporters

We thank our annual supporters who shared in our vision and helped us achieve our goals and fulfill our mission in 2009.

### CORPORATIONS, FOUNDATIONS & GOVERNMENT

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Philip Welch  
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Kirk & Karen Young

### New Science Centre 2011 Project Supporters

We thank those who  
have shared in the vision  
for a new world-class  
science centre in Calgary  
by supporting the Capital  
Campaign for the New  
Science Centre 2011 Project.

#### CORPORATIONS, FOUNDATIONS & GOVERNMENT

Association of Professional  
Engineers, Geologists &  
Geophysicists of Alberta  
(APEGGA)  
The City of Calgary  
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Every effort has been made to ensure the accuracy of these lists. We apologize for any omissions.  
Please advise us of any errors or changes by calling Darren King at (403) 268-8367.

We are grateful to the following corporations, foundations, government agencies and individuals that have supported our organization.

## Operational and Financial Highlights

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To the Board of Directors of Calgary Science Centre and Creative Kids Museum Society:

We have audited the statement of financial position of Calgary Science Centre and Creative Kids Museum Society as at December 31, 2009, and the statements of operations and changes in fund balances and cash flows for the year then ended. These financial statements are the responsibility of the Calgary Science Centre and Creative Kids Museum Society's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Calgary Science Centre and Creative Kids Museum Society as at December 31, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



Lo Porter Hetu  
Certified General Accountants

Calgary, Alberta

March 23, 2010

# Statement of Financial Position

As at December 31, 2009

	2009	2008
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 13,276,369	\$ 4,312,434
Short term investments (note 4)	–	5,500,000
Accounts receivable	9,807,032	68,692
Goods and services tax receivable	821,752	126,767
Prepaid expenses	372,382	120,617
Inventory	7,885	6,790
	<b>24,285,420</b>	10,135,300
<b>LONG TERM ASSETS UNDER CONSTRUCTION (note 5)</b>	<b>21,384,146</b>	4,041,172
<b>PROPERTY AND EQUIPMENT (note 6)</b>	<b>1,128,611</b>	2,061,630
	<b>\$ 46,798,177</b>	\$ 16,238,102
<b>LIABILITIES AND FUND BALANCES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 6,593,409	\$ 1,464,416
Deferred revenue	289,851	318,758
	<b>6,883,260</b>	1,783,174
<b>DEFERRED CONTRIBUTIONS RELATED TO PROPERTY AND EQUIPMENT (note 7)</b>	<b>39,592,935</b>	14,271,317
<b>DEFERRED CONTRIBUTIONS RELATED TO OPERATIONS (note 8)</b>	<b>186,183</b>	125,085
	<b>46,662,378</b>	16,179,576
<b>FUND BALANCES</b>		
Invested in property and equipment (note 9)	16,286	16,286
Externally restricted (note 10)	–	6,659
Internally restricted (note 11)	119,513	35,581
	<b>135,799</b>	58,526
	<b>\$ 46,798,177</b>	\$ 16,238,102

Full audited financial statements are available online at <http://www.calgaryscience.ca/organization/annualreport.php>

# Statement of Operations

For the year ended December 31, 2009

	Capital Fund	Open Minds	Operations		Total 2009	Total 2008
			New Science Centre	Operating Fund		
<b>REVENUE</b>						
Grants (note 12)	\$ 1,183,246	\$ -	\$ 468,494	\$ 2,118,947	\$ 3,770,687	\$ 3,651,272
Donations	-	106,000	1,471,775	535,679	2,113,454	1,500,879
Admissions	-	-	-	1,202,545	1,202,545	1,130,340
Other income	-	6,004	76,151	535,887	618,042	331,568
Memberships	-	-	-	415,909	415,909	499,988
School programs	-	-	-	354,649	354,649	306,079
Food services revenue	-	-	-	302,348	302,348	368,676
Registrations	-	18,200	-	278,757	296,957	306,880
<b>TOTAL REVENUE</b>	<b>1,183,246</b>	<b>130,204</b>	<b>2,016,420</b>	<b>5,744,721</b>	<b>9,074,591</b>	<b>8,095,682</b>
<b>EXPENSES</b>						
Compensation	-	90,264	1,070,374	3,854,084	5,014,722	4,419,545
Amortization	971,446	-	-	2,227	973,673	1,261,329
Professional fees and contract services	7,674	1,296	619,130	195,663	823,763	693,696
Utilities and maintenance	163,509	-	3,600	283,634	450,743	229,322
Administration	4,862	2,570	151,108	203,945	362,485	184,393
Exhibit and film costs	20,676	-	-	320,184	340,860	620,617
Advertising	-	-	15,088	271,928	287,016	261,160
Computer and telecommunications	15,079	-	68,603	156,948	240,630	243,075
Program costs	-	42,586	-	170,635	213,221	198,038
Food services expense	-	-	-	144,744	144,744	191,378
Hosting	-	147	88,517	54,996	143,660	95,255
Self insured short term disability	-	-	-	1,801	1,801	-
<b>TOTAL EXPENSES</b>	<b>1,183,246</b>	<b>136,863</b>	<b>2,016,420</b>	<b>5,660,789</b>	<b>8,997,318</b>	<b>8,397,808</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>\$ -</b>	<b>\$ (6,659)</b>	<b>\$ -</b>	<b>\$ 83,932</b>	<b>\$ 77,273</b>	<b>\$ (302,126)</b>

Full audited financial statements are available online at <http://www.calgaryscience.ca/organization/annualreport.php>



# Statement of Changes in Fund Balances

For the year ended December 31, 2009

	Capital Fund	Open Minds	Operations		Total 2009	Total 2008
			New Science Centre	Operating Fund		
Fund balances, beginning of year	\$ 16,286	\$ 6,659	\$ -	\$ 35,581	\$ 58,526	\$ 360,652
Excess (deficiency) of revenue over expenses	-	(6,659)	-	83,932	77,273	(302,126)
<b>FUND BALANCES, END OF YEAR</b>	<b>\$ 16,286</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 119,513</b>	<b>\$ 135,799</b>	<b>\$ 58,526</b>

Full audited financial statements are available online at <http://www.calgaryscience.ca/organization/annualreport.php>

# Statement of Cash Flows

For the year ended December 31, 2009

	2009	2008
<b>OPERATING ACTIVITIES:</b>		
Excess (deficiency) of revenue over expenses	\$ 77,273	\$ (302,126)
<b>NON-CASH TRANSACTIONS</b>		
Amortization	973,673	1,261,329
Amortization of deferred contributions related to property and equipment (note 7)	(971,447)	(1,245,795)
<b>CHANGE IN NON-CASH WORKING CAPITAL</b>		
Accounts receivable	5,794	67,014
Goods and services tax receivable	9,652	(55,800)
Prepaid expenses	23,757	27,444
Inventory	(1,095)	1,945
Accounts payable and accrued liabilities	(238,865)	173,390
Deferred revenue	(28,907)	70,984
Deferred contributions related to operations	61,098	23,920
	<b>(89,067)</b>	<b>22,305</b>
<b>INVESTING ACTIVITIES:</b>		
Purchase of property and equipment	(12,995,927)	(2,850,700)
Decrease (increase) in short term investments	5,500,000	(4,600,000)
	<b>(7,495,927)</b>	<b>(7,450,700)</b>
<b>FINANCING ACTIVITIES:</b>		
Repayment of obligation under capital lease	-	(26,486)
Deferred contributions received for property and equipment	16,548,929	11,179,962
	<b>16,548,929</b>	<b>11,153,476</b>
<b>INCREASE IN CASH</b>	<b>8,963,935</b>	<b>3,725,081</b>
Cash, beginning of the year	4,312,434	587,353
<b>CASH, END OF YEAR</b>	<b>\$ 13,276,369</b>	<b>\$ 4,312,434</b>
<b>CASH CONSISTS OF:</b>		
Cash	\$ 9,980	\$ 10,540
Internally restricted cash	119,513	35,582
Restricted cash	13,146,876	4,266,312
	<b>\$ 13,276,369</b>	<b>\$ 4,312,434</b>

Full audited financial statements are available online at <http://www.calgaryscience.ca/organization/annualreport.php>



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