

H.R. MacMillan
Space Centre

ANNUAL REPORT 2016







THE H.R. MACMILLAN SPACE CENTRE IS:

**A PLACE FOR LEARNING, INSPIRATION,
AND EXPLORATION...**

Curiosity is alive and well at the Space Centre, a place where inquisitive minds of all ages explore space sciences and new ideas about the world around them.

A PLACE FOR CONVERGENCE...

We are here for everyone, inviting you to discover in our spaces, connect through our programs, engage with others and share ideas.

A PLACE FOR EVERYONE...

We are place of inclusion and accessibility, where people of all ages and backgrounds can feel a shared connection to each other, their city and the universe around us.



Message from the Board Chair and Executive Director

FULL STEAM AHEAD

For H.R. MacMillan Space Centre Society, the past year has been an exciting one. As Chair and Executive Director, it has been our pleasure to lead the extraordinary board and staff team at the Space Centre over this past year. Our attendance continues to build, attracting over 122,000 visitors. The myriad of public lectures and events, school and community group visits, and cultural activities held at the centre are raising important public awareness, stimulating creativity, and encouraging science literacy for all ages. Through our resources and programs, our visitors are continually discovering new interests and concepts to explore. These are examples of the transformational possibilities of the H.R. MacMillan Space Centre.

With renewed and inspired board members and staff, we continue to provide exceptional programs and services across British Columbia. Whether we are co-hosting community events in northern B.C., discussing the latest astronomical discovery, welcoming newcomers to our site and online, or co-producing innovating programs, our centre is more critical than ever as an active partner in community outreach and development.

With new programs and services, we are positioning ourselves to better respond to our community and we are determined to be one of the most valued civic resources. We continue to focus ourselves on wowing the community for years to come. This strategy is a sign of our commitment to responding to emerging and changing trends and needs within the communities we serve.

On behalf of the H.R. MacMillan Space Centre Society board and staff, we invite you to review our annual report and join us in celebrating the many successes of 2016.

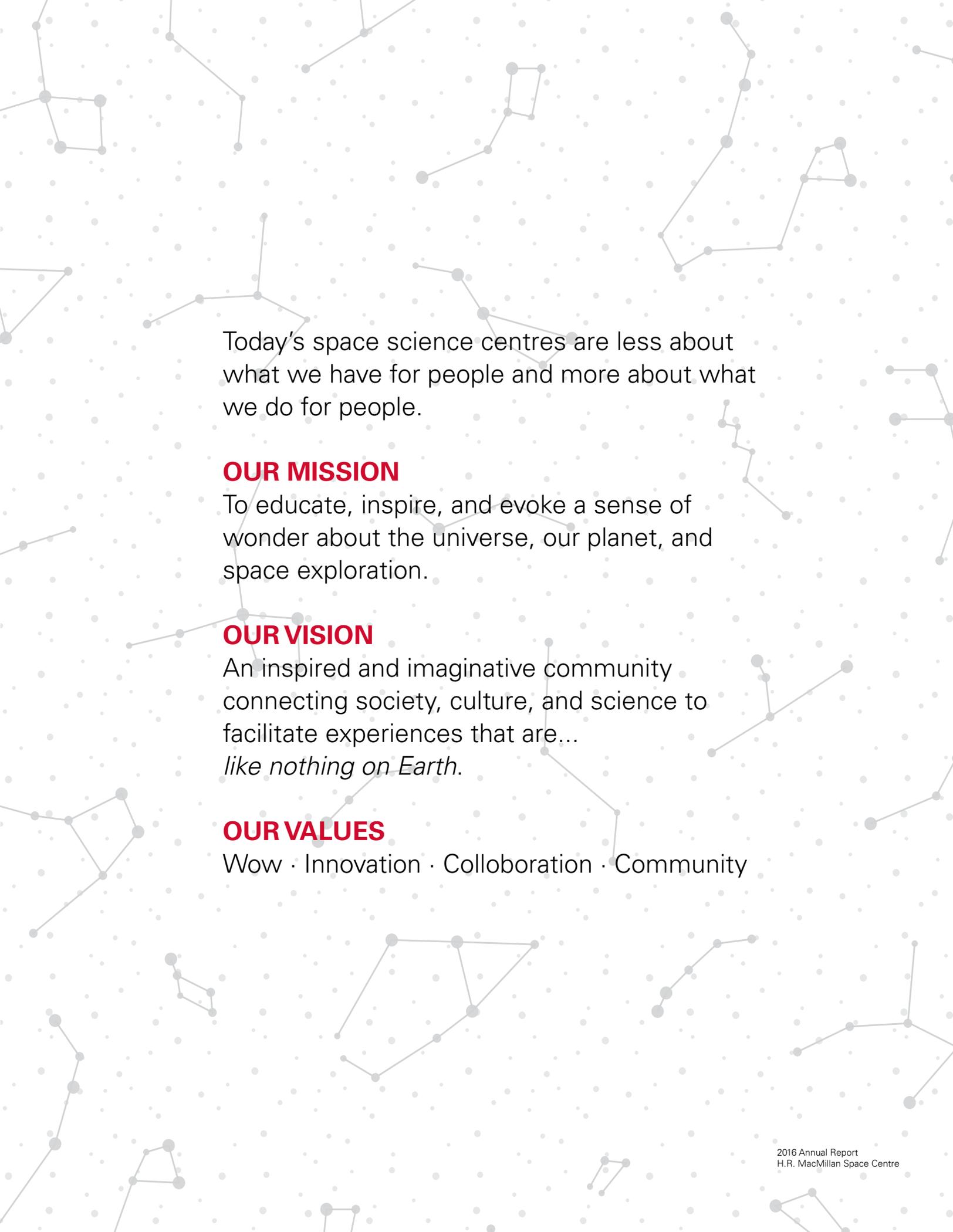


Matthew Anthony
Board Chair



Raylene M. Marchand
Executive Director



The background of the page is a light gray field filled with numerous small, faint dots representing stars. Overlaid on this field are several constellations, each represented by a series of larger, darker gray dots connected by thin, light gray lines. The constellations are scattered across the page, creating a celestial map effect.

Today's space science centres are less about what we have for people and more about what we do for people.

OUR MISSION

To educate, inspire, and evoke a sense of wonder about the universe, our planet, and space exploration.

OUR VISION

An inspired and imaginative community connecting society, culture, and science to facilitate experiences that are...
like nothing on Earth.

OUR VALUES

Wow · Innovation · Collaboration · Community

Connecting People

SHARED EXPERIENCES

We had a year full of examples of the extraordinary community programming that we make happen by partnering with local organizations and businesses. As hosts for a variety of special events, the H.R. MacMillan Space Centre sets the stage for people gathering together and connecting with each other.

HIGHLIGHTS

Transit of Mercury, Kepler 186 and Juno Mission

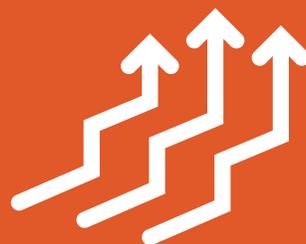
The Space Centre continued to cement itself as a hub for astronomical events and discussion. On May 9, visitors gathered for a rare sighting of Mercury during our Transit of Mercury event. Over 400 attendees connected through conversations, competitions, and crafts as we celebrated the arrival of the Juno spacecraft mission to Jupiter at our Cosmic Nights: Jupiter event. We also engaged visitors by interpreting the exciting scientific discovery of the Kepler 186 exoplanet system which includes an earth-sized planet within the star's habitable zone.

Pi Day

Over 300 people joined us for Pi Day celebrations supported through our creative partnerships with Tartine Bakery, UBC Department of Math, Yelp, and Don Harder. In addition to celebrating this important mathematical constant, Pi (3.14), and eating pie, attendees joined together to form the digits of Pi and participate in our Pi Day parade, marching around Vanier Park.

Sci Fi Fall

From September to December we engaged science fiction fans of all ages with a multitude of shows, special events, and new exhibits to celebrate pop sci-fi culture. For adults, we held sci-fi character debates, screened famously good and humorously bad sci-fi movies, held a collectors day, and celebrated the great Carl Sagan. For our family audiences, we enjoyed all things alien during our Alien Weekend and turned 276 kids into new super heroes during our Superhero Family Weekend.



+45.2%
SPECIAL EVENTS
ATTENDANCE



+16%
MEETING ROOM
BOOKINGS

EXPANDED RELATIONSHIPS

Many organizations do exceptional work for our communities. As we listen to community needs, we seek ways to support their efforts, and through this new richer collaborations emerge. These relationships and activities add another dimension to what we can provide for our visitors.

HIGHLIGHTS

Curiosity Colliders

We had a sold out event in partnership with the Curiosity Collider. The event brought together scientists and artists to explore neuroscience and included an astronomer, a neuroscientist, a dance group (comprised of neuroscientist graduate students), a theremin player, and multimedia artists.

Winter Wander

This annual event is put on by the Vanier Park partners of H.R. MacMillan Space Centre, Bard on the Beach, Museum of Vancouver, Vancouver Maritime Museum, City of Vancouver Archives, and Vancouver Academy of Music. We saw record attendance, media mentions, and engagement from visitors. With over 4000 people through our doors we were able to showcase our unique offerings to the local community and form new relationships with visitors as well as partners and event supporters.

CASC Conference

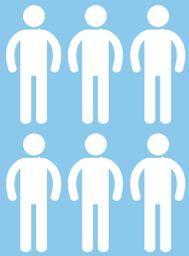
The H.R. MacMillan Space Centre, in partnership with Science World and the Vancouver Aquarium, placed a successful bid with the Canadian Association of Science Centres (CASC) to host their annual conference in Vancouver. With our partners, we planned and hosted a three day conference highlighting our facility, commitment to science and our community, and were able to form valuable new relationships with science partners from across North America.

Enriching Communities

REIMAGINED SPACES

To better serve our communities, we are adapting our spaces to address the needs of the day and to create places of inspiration. Through special programming, partner events, and facility rentals, we utilized our theatres, rooms and galleries in unique ways that resulted in better access to technology and space to increase accessibility to our spaces and events.

We are also proud to recognize a grant of \$138,150 for capital investment from the Glenn and Annetta Agnew Memorial Fund held at the Vancouver Foundation. These funds will help to build healthy, vibrant and livable communities across BC. We are so very proud to be part of caring citizens that make meaningful and lasting impact in the community.



122,855

ANNUAL VISITORS

WHAT A YEAR! At the beginning of the year we anticipated 115,000 visits through our door, but in fact we reached over 122,000 people!



Modern space science centres play an important role in fostering community growth. So—we must plan to be amazing over simply acceptable.



Inspiring Discovery

A COMMITMENT TO DIVERSITY

Our communities are rich in diversity and we want to make sure visitors see themselves reflected in the our events and programs. We increased our reach and expanded our collaborative efforts. This helps us tell communities' stories at the same time increasing our awareness and ability to think creatively about how to involve our partners.

HIGHLIGHTS

Dr. Sun Yat-Sen Gardens

We brought our telescopes, astronomy staff, and some special activities to partner with Dr. Sun Yat-Sen Classical Chinese Gardens for viewing of the lunar eclipse during their Lunar Festival. This gave us the opportunity to connect with new communities and showcase our passion for astronomy.

Science 101

We had a great turn out for this annual event in which we open our doors to residents of the Downtown Eastside in partnership with UBC's outreach program. Residents receive transportation, a meal, and a full selection of shows and activities.

New Curriculum Launch

We launched new school programming to support BC's new school curriculum. New programs included an exploration of light for grade one students, a program about the connections between Earth, Moon and Sun for grade four students and the chemistry of the universe for high school students. This also provided a great opportunity to continue to connect with teachers as they navigate the new curriculum and we learn new ways of supporting them.





26,723
SCHOOL AND
COMMUNITY GROUP
ATTENDANCE

ACCESS

We asked ourselves, what barriers do visitors face? How do we remove these obstacles? As a result, we had a great year exploring new service improvements and undertaking a comprehensive review of our programs. Easing restrictions, streamlining processes, and empowering our staff to provide excellent service is good for everyone.

HIGHLIGHTS

GEMS

We connected with GEMS' Girls Club, a program for at risk girls run by the Kids Safe Society at Queen Alexandra school. We invited them to visit the Space Centre where the girls learned about science and coding. We received incredible feedback on the lasting impact of their trip.

Sticks and Stars

We partnered with the Surrey School District and SFU Faculty of Applied Science to facilitate Sticks and Stars, an outreach program working with at-risk boys, aged 9-12. This was the third year of funding from NSERC Promoscience, for this successful access program.

Adult Exploration

We expanded our adult-only programming with a range of activities throughout the year. This included three Cosmic Nights (Dark Matter, Juno to Jupiter and Science of Science Fiction); Cosmic Love Connections; events to celebrate the 50th Anniversary of Star Trek including a Geeks vs Nerds debate (Captain Kirk vs Captain Picard – yes, Klingon was spoken); an evening paying tribute to David Bowie with a night of storytelling and music with Here There Studios; and a tribute to cosmologist and science communicator Carl Sagan.

Beyond Our Walls

WHAT IS COMMUNITY COMMITMENT?

Our commitment to serving all residents is unwavering. The result of these joint collectives were inspired programs that we built together. Where there is a need, we will find innovative solutions and build meaningful relationships.

We worked closely with BC Children's Hospital to create a more inviting and calming treatment and examination room for their new Teck Acute Care Centre to assist young cancer patients. The project was a result of consultations and collaborations between doctors, patients, and hospital staff, and is set to open in the fall of 2017.

We continued our work with Chevron and northern BC communities to bring STEM education to the

far reaches of our province. Over 11,000 students participated in this outreach program in 2016, and we expanded our reach by connecting with libraries to support their summer reading programs. We visited eight community libraries between Kitimat and Burns Lake with programming and a chance to look at the Sun through our solar telescope. Additional highlights of our year included a visit to Moricetown, a small First Nations community north of Smithers and a trip to Fort Nelson, where our visit was the talk of the town.



15,404

COMMUNITY OUTREACH
PROGRAM ATTENDANCE

DIGITAL ACCESS

We continue to find new ways to connect to local and international communities through digital innovation and engagement outside the bricks and mortar of our building.

HIGHLIGHTS

Kavli Lecture

We connected with planetaria around the world in our first 'domecast' lecture with renowned theoretical cosmologist Dr. Michael Turner. This lecture, simulcasted from Chicago's Adler Planetarium used our planetarium software to show visuals, allowed our visitors to ask questions to hosts in Chicago. This gave us the opportunity to expand our international reach and connections.

Digital Learning Grant with UBC and Vancouver Aquarium.

The Space Centre, in collaboration with UBC's Educational Technology Support unit and the Vancouver Aquarium, received a prestigious Digital Media and Learning grant, supported by the John D. and Catherine T. MacArthur Foundation through a grant to the University of California, Irvine. The grant supports work to find and inspire the most novel uses of new media in support of connected learning, aimed at youth aged 19-24.



REVENUES AND EXPENDITURES

The H.R. MacMillan Space Centre Society is grateful to be funded by the City of Vancouver and the Province of British Columbia. Additional funding is received to support special activities including outreach programming, student hiring grants, and Vancouver Foundation Endowment interest support. The society also generates revenue through special events, facility rentals, and fundraising.

FINANCIAL SUMMARY

REVENUES	2016	2015	EXPENDITURES	2016	2015
OPERATING REVENUE	\$	\$		\$	\$
Public Admissions	640,306	564,496	Learning Services	707,030	547,608
School Admissions	196,066	241,746	Administration	347,215	342,473
Rentals & Corporate Sales	107,337	97,199	Guest Services	164,333	169,614
Outreach Programs	24,877	20,300	Marketing	267,935	276,934
Other	22,034	15,122	Technical Services	126,141	124,007
Memberships	9,945	9,858	Director's Office	126,482	135,389
	1,000,565	948,721	TOTAL EXPENDITURES	1,739,136	1,596,025
OPERATING GRANTS					
City of Vancouver	519,400	519,400			
Gaming and Direct Access	74,979	75,000			
	594,379	594,400			
FUNDRAISING AND DONATIONS					
General & Corporate Donations	262,840	134,273	Excess (deficiency) of revenue over expenditures before amortization	141,283	102,676
Interest			Amortization of deferred capital contributions	81,770	109,469
Vancouver Foundation	21,805	20,718	Amortization of property and equipment	-96,394	-94,235
Other	830	589			
	22,635	21,307	Excess of revenue over expenditures	126,659	117,910
TOTAL REVENUES	1,880,419	1,698,701			

As we look to 2017 as well as 2018, our 50th anniversary year, we recognize we have had a positive impact on the communities we serve and that impact promises to be long lasting.

THANK YOU, DONORS AND PARTNERS FOR DOING FOR OTHERS BY INVESTING IN THE H.R. MACMILLAN SPACE CENTRE SOCIETY.

GOVERNMENT PARTNERS

NSERC
Young Canada Works
Province of British Columbia
City of Vancouver

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Planetarium Laupheim
The Planetary Society
Port of Vancouver

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Vancouver Foundation
- Glenn and Annetta Agnew
Memorial Fund

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"One of the deep secrets of life is that all that is really worth the doing is what we do for others."

— Lewis Carroll

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H.R. MacMillan Space Centre is a non-profit organization built in 1968 that focuses on space and planetary sciences. Our approach is to create engaging and fun experiences to inspire visitors of all ages.

Charitable Registration Number:
10681 2183 RR0001





H.R. MACMILLAN
SPACE
CENTRE

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Image: Close-up of M27, the Dumbbell Nebula
Photo Credit: Space Telescope Science Institute