

ANNUAL REPORT 2014

H. R. M A C M I L L A N
S P A C E
C E N T R E

OUR MISSION

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

Message from the Leadership

PUSHING THE LIMITS OF ENGAGEMENT



H.R. MacMillan Space Centre's Board of Directors' Chair Eric K. Pringle and Executive Director Raylene M. Marchand enjoy the successes of 2014.

The H.R. MacMillan Space Centre uses space and earth science as the lens to inspire and actively engage people in new ways of seeing, understanding and thinking about themselves and the world around them. Our goal is to demonstrate that science is all around us and that science literacy is fundamental to understanding the world. We want our visitors to become an active part of the evolving dialogue between society, culture, science and the community.

The Directors of the H. R. MacMillan Space Centre were excited this past year with the many successes seen. The board, leadership team and staff made great strides as the organization moved to implement the strategy developed in past years. Our new strategy, vision, and values for the Society, has a strong combination of objectives, delivery goals, and outcomes that will keep us focused and engaged for the next few years.

This year, it was exciting to see our revitalization volunteer program launch and soar into action. The hard work and dedication of many over the past two years was rewarded with another positive financial report card. We are all pleased with an improved financial focus, and see ourselves in a strong position with the ability to launch further improvements through enhanced program offerings and community engagement.

The Board was fully engaged this past year and we accomplished many of our goals. We look forward to pushing further in the coming years... welcome to the new Directors joining our ranks, and a heartfelt sincere "thank you" to those retiring.

Our Space Centre staff worked diligently to feature theatre shows that are relevant to visitors of all ages, and complement them with innovative programming. Over the past year, visitors explored the origins of life in programs such as *Life a Cosmic Story* (examining links between the cosmos and life on earth) and *Dynamic Earth* (a story of the science behind climate change on planets). With *Dark* we discovered how the mystery of dark matter has changed our understanding of the Universe. *Planet Hunters* helped us discover more about techniques astronomers use on their quest for finding signs of life.

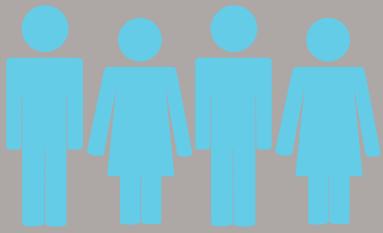
Last year, through a variety of access initiatives, we welcomed over 20,000 school children to our on-site programs and over 88,000 people to our public programs. We also continued our community outreach programming with our portable planetarium and our *Sticks and Stars* initiatives. The feedback from students and members of the public - expressed in drawings, cards, photos and stories - demonstrated the sheer joy and wonder that comes from immersion in our fun, interactive learning model.

Our activities are made possible by our many supporters - the City of Vancouver Cultural Services department that provides an annual operating grant, the British Columbia Ministry of Finance that provides an annual programming grant, our corporate sponsors, our individual donors and the participants in the *Star Dedication* funding program. Thank you for supporting our work and sharing our belief in the importance of science literacy. Thank you as well to our 110,260 visitors last year - your questions make us wonder; your enthusiasm for space and earth science inspires us; and your discoveries give us great delight!

Eric K. Pringle
Chair, Board of Directors

Raylene M. Marchand
Executive Director

A YEAR IN NUMBERS



110,260

Annual Attendance



1,824

Annual Membership
(up 8.5%)



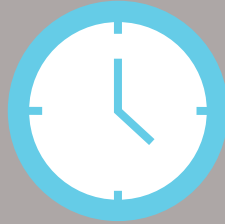
41,682

Summer visits
(up 20%)



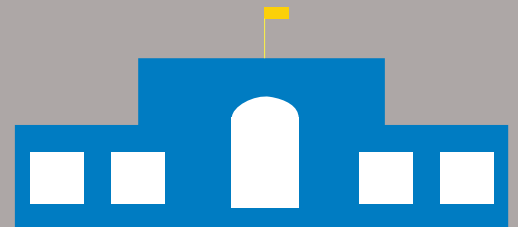
60

Volunteers



2,500

Volunteer Hours



363

Schools visited



26, 584

Students
and Teachers



2,264

Stayed Overnight



235

Corporate and
Social Events



4,912

Community Outreach
Participants

Our Values: Wow • Innovation • Collaboration • Community

2014 Highlights

WOW

We are passionate about adventurous, creative and eye-opening experiences.

New Shows

Planetarium Star Theatre

Back to the Moon for Good highlights mankind's history of exploring the Moon, and the Google Lunar XPRIZE: a \$30 million competition focused on its continued exploration.

Life: A Cosmic Story tells the 14-billion-year saga of how we came to be by journeying from the microscopic views of plants to the vastness of our universe.

Dynamic Earth explores the intricate systems that help Earth support life, including our oceans, weather patterns and atmosphere.

Our Night Sky is an educational program developed for grade 1 visitors to explore the tilt of the Earth and its changing seasons.

GroundStation Canada Theatre

Planet Hunters explains the techniques astronomer's use to discover exoplanets and what varieties they have already found.

Special Programming

Galaxy's Greatest Hits: Just in time for the Oscar's, we took a journey to the stars set to our favourite classic sci-fi tunes.

Lunar Eclipse: To give our guests a unique viewing experience we showed a special pre-eclipse show followed by a group viewing of the eclipse in the Observatory.

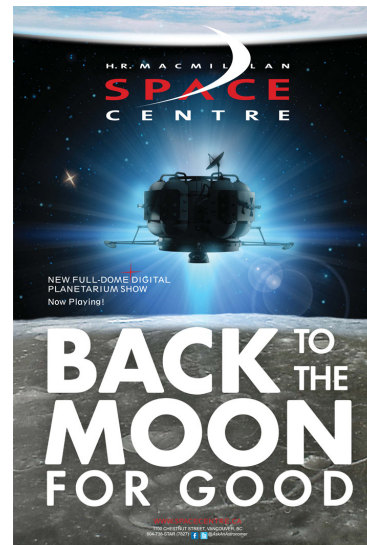
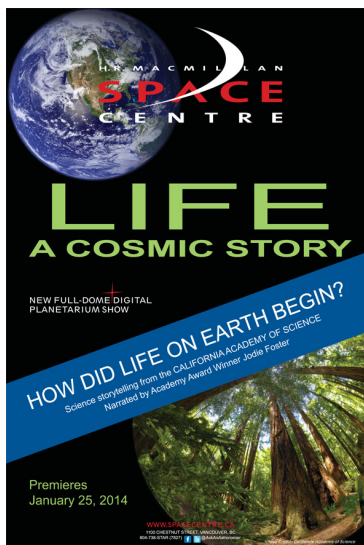
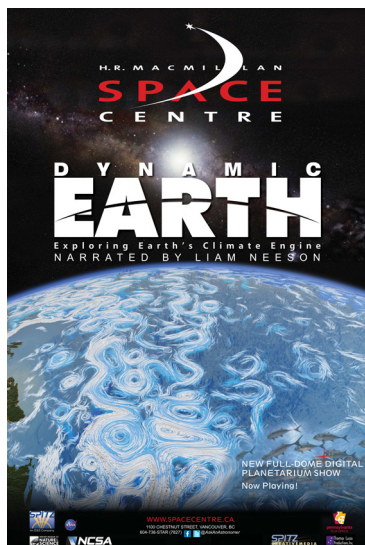


Cosmic Courtyard

New Exhibits

Our Changing Planet looks at our climate change from a unique perspective: space. By using satellites that orbit the Earth, we are able to show the effects of melting glaciers and rising water levels.

Mission to Mars explores the potential for Mars to support life, including our own. Get a closer look at the Martian landscape, drive a rover around its surface on our touch screen games, or build your very own Lego rover.



INNOVATION

We always challenge ourselves to achieve the highest levels of curiosity, learning and performance.

Spring Break

We featured special demonstrations and activities to help students explore their “alien” side

Life on Mars: Might life have existed on Mars? Will humans even colonize it?

Planet Hunting: There are more than eight planets in our Universe. We outlined how astronomers hunt for planets beyond our Solar System.

Extreme Environments: Freezing, boiling, toxic atmospheres, and extreme pressure were some of the extreme environments we explored on Earth and across our galaxy.

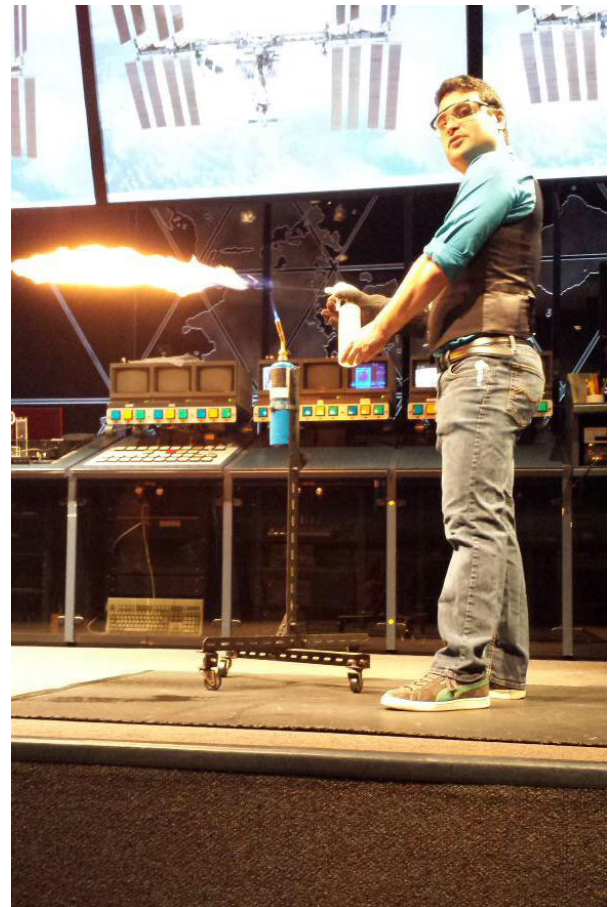
Alien Life: We explored the possibility of life beyond Earth.

Rovers and Robotics: Humans haven't travelled any further than the Moon, but we've sent plenty of rovers, orbiters and other craft to explore the Solar System for us.

Off-site Education

ISS Link-Up: We joined Cambie Secondary School for a live feed link-up with the International Space Station and provided special programming to prepare the students.

Applied Science: We provided science education and classroom management training for SFU students delivering community outreach programming.



COLLABORATION

We work and make decisions as a team and as such, we honour transparency and show respect for each and every opinion.

Special Events

Pavilion Lake Research Project

Partner - Vancouver Maritime Museum, NASA, Nuytco Research

The first in a series of collaborative events to highlight the research occurring at Pavilion Lake, which uses underwater exploration as an analog for Mars exploration. Our first program immersed the audience in the lake by using underwater panoramic images and connecting with key research personnel.

Cosmic Love Connections

Partner - The Georgia Straight

Working with Astrologer Rose Marcus and Astrophysicist Jaymie Matthews, we provided a lighthearted look at the night sky through the eyes of both an astrologer and an astronomer.



COLLABORATION CONT'D

Through the Lens

Partner - City of Vancouver Archives

Returning for its second installation, historian Michael Kluckner and John Atkin looked at how Vancouver's unique communities have changed over the past century by comparing archival panoramas and contemporary photos of the same location.

Bob McDonald Talk

Partner - Douglas & McIntyre, ZG Communications

We hosted Bob McDonald for his *Canadian Spacewalkers* book launch talk and offered a special meet and greet for our members prior to the event.

Laniakea Supercluster Lecture

Partner - Dr. Brent Tully

Dr. Tully, astronomer at University of Hawaii at Manoa, held a lecture on his studies of galaxies and their interrelationships in the cosmic web, with particular emphasis on the dark matter that holds these structures together.

Franklin Lecture

Partner - Vancouver Maritime Museum

Parks Canada Chief Underwater Archaeologist Marc-Andre Bernier held a lecture about the discovery of Franklin's lost ship Erebus, using the planetarium to provide arctic images for the lecture.

Conferences

BC Science Outreach Workshop

We helped plan this workshop conference that focused on bringing innovative and engaging science experiences to the public.

BC Mining Week Event

We participated in this mining event by bringing our own unique look at mining, including mining on other planets and how to identify meteorites.



COMMUNITY

We are all about sharing our love of space with the community, aiming to serve, teach and inspire them.

Accessible Programming

Sticks and Stars

Partner - Surrey School District, SFU Applied Sciences

Sticks and Stars provides much needed programming for at-risk boys in grades 5 – 7 by providing the opportunity to participate in science programming in an inclusive, supportive environment with positive male role models

Science 101:

Partner - UBC Faculty of Science

Science 101 is a program we eagerly participate in each year to give back to the Downtown Eastside community and provide residents the opportunity to participate in a barrier free learning environment.

Mission to Mars

We visited Brock House Society Senior Centre to provide their residents a lecture on current missions to Mars and other astronomical topics based on their interests.

Friends of the Archives

We hosted the Friends of the Vancouver City Archives annual fundraising event that included a presentation showing WJ Moore's panoramic collection paired with our own contemporary images of the same locations.



"Your staff and your organization deserve the highest praise for offering a supportive and understanding environment for kids. "

-Shannon Kelly
Space Centre Member



Financial Summary

REVENUES		2014	2013	EXPENDITURES		2014	2013
		\$	\$			\$	\$
OPERATING REVENUE				Learning Services		449,976	423,051
Public Admissions		506,468	418,022	Administration		351,708	369,326
School Admissions		179,971	195,649	Guest Services		182,076	215,129
Rentals and Corporate Sales		84,073	107,116	Marketing		173,186	181,577
Outreach Programmes		30,252	27,294	Technical Services		107,622	79,413
Other		13,715	15,598	Director's Office		68,942	110,527
Memberships		5,144	17,749	TOTAL EXPENDITURES		1,333,510	1,379,023
		<u>819,623</u>	<u>781,428</u>				
OPERATING GRANT		519,400	519,400				
City of Vancouver		75,000	75,000	Excess (deficiency) of revenue over			
Gaming and Direct Access		<u>594,400</u>	<u>594,400</u>	expenditures before amortization		179,125	74,330
FUNDRAISING AND DONATIONS		78,522	58,636	Amortization of deferred capital			
Interest				contributions		94,954	57,310
Vancouver Foundation		19,739	18,777	Amortization of property and equipment		(96,433)	(63,920)
Other		351	112	Excess of revenue over expenditures		177,646	67,720
		<u>20,090</u>	<u>18,889</u>				
TOTAL REVENUES		1,,512,635	1,453,353				

The financial statements presented here (for the year ended December 31, 2014) are based on the audited financial statements of the Society.

OUR VISION

**AN INSPIRED AND IMAGINATIVE
COMMUNITY CONNECTING SOCIETY,
CULTURE, AND SCIENCE TO FACILITATE
EXPERIENCES THAT ARE... LIKE
NOTHING ON EARTH**

GOVERNMENT PARTNERS

Province of British Columbia
City of Vancouver
Western Economic Diversity

PROGRAM PARTNERS

Bard on the Beach
Canadian Museum Association
City of Vancouver Archives
City of Surrey
Douglas and McIntyre
Dr. Brent Tully
Museum of Vancouver
NASA
Port Metro Vancouver
Rocky Mountain Flatbread Co.
Simon Fraser University
Studio 58
Theatre Under the Stars
University of British Columbia
Vancouver Maritime Museum
Vancouver Academy of Music
Vancouver Symphony Orchestra
White Spot Restaurants
ZG Communications

CORPORATE PARTNERS

APEG-BC (Association of Professional
Engineers and Geoscientists)
Chevron Canada Ltd.
MacLaren McCann
NSERC
SCISS

DONORS

Matthew Anthony
Erin Green
Raylene Marchand
Lisa McIntosh
Surendra Prakash
Eric K. Pringle
Deborah Parente
Andrew Woo

*Anonymous and
Point of Light (98)*

FOUNDER

H.R. MacMillan

PATRON

Mrs. G.T. (Jean) Southam, C.M.

ENDOWMENT FUND

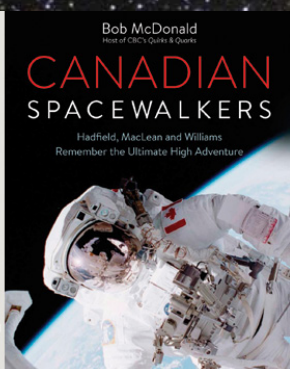
Vancouver Foundation



New exhibits offer an innovative approach to learning.

MEDIA SPONSORS

The Georgia Straight
Outfront Media Canada
Virgin Radio



Strategic collaborations brought unique events and programming.

BOARD OF DIRECTORS

Eric K. Pringle, Chair
Matthew Anthony
Tony Fogarassy
Deborah Louvier
Kenton Low
Dr. Jaymie Matthews
David J. Miller
Trish Pেকেles
Andrew Woo
Devon Ross
Shakeel Velji

MANAGEMENT

Raylene M. Marchand
Executive Director

Lyndsey Barton
*Director of Community
Engagement*

Lisa McIntosh
Director of Learning

WWW.SPACECENTRE.CA

1100 CHESTNUT STREET, VANCOUVER, BC
604-738-STAR (7827) @AskAnAstronomer

The H.R. MacMillan Space Centre is a non-profit community resource that brings the wonders of space to Earth, while providing a personal sense of ongoing discovery. Through innovative programming, exhibits and activities, our goal is to inspire sustained interest in the fields of Earth science, space science and astronomy from a Canadian perspective. Charitable Registration Number 10681 2183 RR0001