

# ANNUAL REPORT 2013

H. R. M A C M I L L A N

SPACE

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.

## Executive Director's Message



The activities of 2013 have set the Space Centre on a path of renewal. The highlight of the year was the success in securing capital funding from both the Province of British Columbia and the Government of Canada for the upgrade of the planetarium star theatre projection equipment.

In a time of government restraint, both governments realized the need to assist the Space Centre in this most important upgrade. We are grateful to both for this

support that has gone a long way to secure the financial future of the Space Centre.

The approvals were in place by the end of March, and allowed the Space Centre to go forward with the selection of the vendor to supply the new equipment. We were delighted to select the Colourspace system by SCISS. During the period of April to June, we finalized negotiations with SCISS, placed the order, and accepted the equipment for the upgrade. The month of July was spent installing the new equipment, while at the same time removing the majority of the old equipment – all while staying open to the public. I salute the staff of SCISS, the City of Vancouver facilities crew, and the staff of the HRMSC for an exceptional job in this complex process.

Opening night with the new system was Friday, August 2, a glorious time for the Space Centre. Visitors were immediately aware that the planetarium star theatre was projecting images like never before. Public response was very positive in terms of both feedback and attendance.

## Board of Directors — Chair's Message



2013...what a year! Has it only been 12 months? That seems hard to believe given all that has happened. Amazingly, this is also my fourth AGM and as I enter my fifth year as Chair, I am struck by what a great experience it has been. Thank you to my fellow Directors, past and present, all the Space Centre staff and management, our partners and stakeholders.

Last year at this time, we talked about renewal. I referenced the advice of

Commander Chris Hadfield, "How can you become an astronaut... How can you become anything? Decide what you want to be and turn yourself into that person. Every decision over time turns you a little bit into the person you are going to be tomorrow." This is what your Board and management team have been doing this past year, among all the other things.

We started a renewed effort of strategic planning in July, building on past efforts and looking ahead. Our rallying cry has been "the state of the possible" and we're striving to look beyond our bricks and mortar. We've asked ourselves, "What would Harvey (H.R. MacMillan) do?" What does the future hold? My measure of success is "full." I see a future with even greater attendance, an increasingly exciting program of events and shows, and a dynamic and thriving community asset. I am confident we will succeed with this passionate and committed team.

As part of our launch of the new planetarium star theatre we partnered with McLaren McCann, led by Mr. Hagan Ainsworth, to create a campaign to bring attention to the new planetarium star theatre. Mr. Ainsworth and his team created a UFO that appeared around the Lower Mainland at various locations, culminating in a mass sighting at the Vancouver Canadians Baseball team playoff game. Images from this sighting were uploaded to the Internet and went "viral" quickly. Through the McLaren McCann campaign and the work of Ms. Michelle Penz of Calico Communications we received unprecedented media coverage locally, nationally and internationally. The purpose of the campaign was to attract attention to the excellent public service announcement (PSA) that McLaren McCann produced, which can be seen on the Space Centre website.

Finally, I left the Space Centre in November of last year and for one last time wanted to give my sincere thanks to the members, board and staff of the Space Centre. My five years at the Space Centre were highlighted by the quality of the people I was able to meet, work with and strive with to improve the future of the Centre.

**Rob Appleton**  
Executive Director



We confirmed four key themes or pillars in our strategic plan for 2014: Partnerships within our Community; Financial Sustainability; Growth & Innovation; and finally a renewed focus on our People.

Your Board of Directors — all of whom, I'm proud to report are returning for another year of service together — look forward to building and renewing our Vision and our Mission. There is important work to be done and I look forward to reporting out on our progress next year.

Finally, I want to thank all those members, staff, partners, and stakeholders who worked tirelessly and with passion to make the H.R. MacMillan Space Centre as great in this decade as it was when we first opened in 1968. I want to especially thank my fellow Directors, our dedicated management team with Raylene Marchand (our tireless Executive Director) and Lisa McIntosh (Director, Learning Services), and all the staff members and volunteers. I know 2013 was a challenging year in many ways. Your loyalty is noted and much appreciated. I am grateful also to our members and all our visitors. And, I want to pay special tribute to Rob Appleton for his leadership and friendship over the past five years!

**Eric K. Pringle**  
Board of Directors - Chair

## Highlights 2013

The most significant event was the partnership with Western Economic Diversification and the Province of British Columbia in support of our planetarium star theatre projection equipment upgrade. This \$500,000 digital upgrade enabled the organization to move to another level in the facilitation of planetarium program development and delivery, and resulted in a 20% revenue increase and a \$67,000 surplus.

### PARTNERSHIPS AND COLLABORATIONS

**SCISS:** Developed a collaborative partnership to further enhance our connection to international planetarium groups and digital media capabilities.

**Electric Company Theatre:** Continuing from the pilot project in 2011, worked to develop and present their full-scale production, *You Are Very Star*.

**City of Vancouver Archives:** Developed two lectures with local historians John Atkin and Michael Kluckner called *Through the Lens*. The events featured the *Archives Moore Panorama Digitization Project*.

**BC Hydro:** Hosted a special event for 700 Team Power Smart members.

**RBC Foundation: Connecting Kids** – A program that allows us to interact with students, and in particular First Nations students, in remote communities in a virtual field trip forum so that the students can enjoy many of the same experiences as our local visitors.

**MacLaren McCann:** Developed an ongoing relationship that provides support to our marketing initiatives. Our first project was the re-launch of the planetarium star theatre. We had enormous success in developing media profile locally, nationally, and internationally, particularly through social media.

### SUSTAINABILITY & STEWARDSHIP

**Business Development:** Worked proactively and collaboratively across the organization's board, managers and staff to develop, implement and communicate a new strategic direction for the coming years.

**Corporate Development:** Through support from the City of Vancouver Cultural Services Office participated in corporate training programs on governance and leadership.

**Financial Management:** Designed and introduced a new accounting system, and began the process of updating common management services within the administrative department.

**Facility Design:** PM Volunteers provided support in developing,

designing, and costing our facility master plan.

### LIFELONG LEARNING

**School Programs: Planetarium Star Theatre** – Developed a new planetarium star theatre show for grade 3 students and introduced live presentations for the planetarium star theatre. **Workshops** – Developed a new grade 6 workshop with a focus on the exploration of life outside our solar system.

**Public Programs: Planetarium Star Theatre** – Introduced two live shows and four pre-rendered shows to the show line-up. **Speaker Series** – Marked the 50th anniversary of the first woman in space with presentations by women who worked in astronomy, engineering and robotics. **Math & Astronomy Fair** – Collaborated with Point Grey Academy to host the 6th annual fair. Students used manipulatives to illustrate and demonstrate a variety of math concepts.

### ACCESS

**Senior Community Outreach:** Held special talks at St. Paul's Hospital and to local seniors groups on astronomy and space/earth sciences.

**Expedition 35:** Followed Chris Hadfield's mission on board the ISS and delivered related programs including interpretive programming at Hadfield's book signing at Kids Books, a special groundstation Canada theatre show, and *Music Monday* with Henry Hudson Elementary senior orchestra, choir and students. This program was the nation-wide debut of the song *I.S.S. (Is Somebody Singing)* by Chris Hadfield and Ed Roberts.

**Grandview/;uuqinakuuh Elementary:** Hosted all the students of one of Vancouver's inner city schools for a free field trip as part of their year-long study of the Earth. For many of the students this was their first field trip to the Space Centre.

**New Membership Program:** Revamped our membership program to further inspire the community to engage in science, culture and society.

## Financial Summary

REVENUES	2013	2012
OPERATING REVENUE	\$	\$
Public Admissions	418,022	350,318
School Admissions	195,649	177,651
Rentals and Corporate Sales	107,116	73,853
Memberships	17,749	20,867
Outreach Programmes	27,294	23,216
Other	15,598	11,072
	<u>781,428</u>	<u>656,977</u>
OPERATING GRANT		
City of Vancouver	519,400	519,400
Gaming and Direct Access	75,000	75,000
	<u>594,400</u>	<u>594,400</u>
FUNDRAISING AND DONATIONS	58,636	72,225
Interest		
Vancouver Foundation	18,777	18,415
Other	112	68
	<u>18,889</u>	<u>18,483</u>
<b>TOTAL REVENUES</b>	<b>1,453,353</b>	<b>1,342,085</b>

EXPENDITURES	2013	2012
	\$	\$
Learning Services	423,051	427,355
Administration	369,326	365,458
Guest Services	215,129	201,802
Development & Marketing	181,577	179,473
Technical Services	79,413	90,500
Director's Office	110,527	105,007
<b>TOTAL EXPENDITURES</b>	<b>1,379,023</b>	<b>1,369,595</b>
Excess (deficiency) of revenue over expenditures before amortization	74,330	(27,510)
Amortization of deferred contributions	57,310	24,072
Amortization of property and equipment	(63,920)	(42,291)
Write-off of property and equipment		
Deficiency of revenue over expenditures	<b>67,720</b>	<b>(45,729)</b>

The financial statements presented here (for the year ended December 31, 2013) are based on the audited financial statements of the Society.

# OUR PILLARS

PARTNERSHIPS & COLLABORATIONS • STEWARDSHIP & SUSTAINABILITY • LIFELONG LEARNING • ACCESS

## FOUNDER

H.R. MacMillan

## PATRON

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

## GOVERNMENT PARTNERS

Western Economic Diversification Canada  
Province of British Columbia  
City of Vancouver

## ENDOWMENT FUND

Vancouver Foundation

## CORPORATE PARTNERS

APEG-BC (*Association of Professional Engineers and Geoscientists*)  
BC Hydro  
DQMA  
MacLaren McCann  
RBC Foundation  
SCISS



The Space Centre's new digital full-dome projection system brought speaker series to life.



Guest speakers reached out to the communities.

## PROGRAM PARTNERS

Canadian Museums Association  
City of Vancouver Archives  
City of Surrey  
Electric Company Theatre  
Galileo Coffee Company  
Rocky Mountain Flatbread Co.  
Simon Fraser University  
The Smoking Dog Bistro  
University of British Columbia  
White Spot Restaurants

## DONORS

Raylene Marchand  
Karen A. Truscott  
Anthony Wall  
Anonymous  
Point Of Light (114)

## MEDIA PARTNERS

SHAW  
The PEAK



The Space Centre as a venue attracted arts and film productions.



Seasonal programs solidified guest attendance.

## BOARD OF DIRECTORS

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

## MANAGEMENT

Raylene Marchand  
- Acting Executive Director  
  
Lisa McIntosh  
- Director of Learning

Rob Appleton  
- Executive Director  
(to November 2013)

Tracy Cromwell  
- Director of Development  
& Marketing (to May 2013)

[WWW.SPACECENTRE.CA](http://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