

BEAKERHEAD FULL S.T.E.A.M. AHEAD

**“Thank you for...
continuing to
inspire, invoke
wonder and
educate.”**

CATHERINE SANCHEZ,
ATTENDEE

Year seven is a wrap and Beakerhead once again disrupted the status quo, pushed the limits and expanded horizons while continuing to delight, engage and surprise the masses with incredible smash-ups of art, science and engineering. Students delivered inspired rap performances that entertained and impressed science in both the hearts and minds of their peers. Masking tape was the muse for a cross-country classroom challenge of epic creativity and ingenuity. And Beakerhead's five magical days in September delivered fire-breathing plants, animals and portals, whimsical wonders, LED artistry and a forty-foot tall polar bear.

And there's more...

Beakerhead



Photo: Denise Kitagawa

2019 HIGHLIGHTS

BEAKERHEAD NAMED TOP 12 FESTIVAL IN CANADA

What an honour! Beakerhead was ranked 12th in the festival category on Bizbash's Top 100 Events in Canada list. Beakerhead is one of just three Calgary-based events to make the list, joining the Calgary Stampede and Global Petroleum Show.

BEACON BUZZ

We just couldn't wait until Beakerhead so we gave Calgary a free sneak peek of four outstanding installations! Social media was a buzz, radio hosts were chattering and TV cameras rolling as a giant polar bear, an otherworldly portal, some slithering tentacles and Moai sculptures popped up in four Calgary communities to herald the unmistakable, pending arrival of Beakerhead.

NEW SPECTACLE LOCATION & EXPERIENCE

For the first time, the Beakerhead Spectacle was hosted at Prince's Island Park, a premiere event venue, promising awe and wonder around every corner. We also created an enhanced visitor experience by consolidating all the engineered art installations at this one location for one night only to allow for convenient, easy viewing.

HOT TICKET

Public interest and demand for all things Beakerhead continues to grow! The Beakerhead Spectacle SOLD OUT four days before the event and 3,750 people joined a waitlist for last minute tickets. In total, 12 of 16 ticketed and registered events sold out.

"When a crazy giant sculpture shows up in the middle of downtown, you can expect that @Beakerhead is getting ready for some fun!"

IRENE SETO, @HEYSETO, TWITTER

CLASS NOTES

Beakerhead education programs continue to bring unique STEAM (science, technology, engineering, art and math) experiences to K-12 students. Our Beakerhead In Your School presentations wowed students with the science and physics behind circus tricks! And this year, the Engineered Spectacle Tours

FESTIVAL FACTS

14699 tickets sold

12 of 16 events SOLD OUT

8 free, drop-in events

3,750 people joined ticket waitlist

549 artists and presenters

62 engineered art installations

14 interactive community exhibits

97% of artists from Canada

75 science experts engaged

55% were first time attendees

306,568 website views from Aug 13-Sept 22

presented by Suncor (i.e. school field trips) were staged at the Spectacle site, Prince's Island Park, to allow students to experience a comprehensive Beakerhead field trip directly connected to curriculum competencies.

“When people ask me how Calgary has changed over the past decade, I always bring up @Beakerhead... This festival could only have come together in our city...”

NAHEED NENSHI, CALGARY MAYOR,
@NENSHI, TWITTER

SCIENCE FOR ALL

Beakerhead continues to strive to be accessible to all. To that end, children's tickets for those age 12 and under were FREE to the Spectacle event. We partnered with the Calgary Public Library's Sun Life Financial Arts & Culture Pass program to distribute tickets to low income individuals and families. We also partnered with Operation Minerva, a women-in-STEM mentorship program, to bring teen girls on a backstage tour of the Spectacle.

Visit beakerhead.com or email connect@beakerhead.com

OPERATIONAL EFFICIENCIES

Beakerhead reduced expenses, made changes to our budgeting process, renegotiated supplier contracts, better aligned cash flow with business needs and doubled earned revenue to ensure that we have a solid financial footing upon which to continue to grow.

LEADERSHIP EVOLUTION

Co-founder Mary Anne Moser transitioned from Beakerhead CEO to the Board of Directors in 2019. Mary Anne was also recognized with a UCalgary Alumni Arch Award for Community Commitment and an honorary doctorate of laws from Mount Royal University for her work to bring science and art to the community through Beakerhead.

COMMUNITY CATALYST

Beakerhead has always been a connector within the community and we are grateful for the support of and collaboration with many organizations. This year the dates for the Smart Cities Idea Camp and St. Germain Hotel Group's Western Canada media trip coincided with Beakerhead's festival. Beakerhead collaborated with Calgary Pride through an in-kind Platinum Level Partnership. And, over 43 organizations promoted Beakerhead to their staff and stakeholders.

EDUCATION ENDEAVOURS

2,432 students attended field trips, shows or Spectacle

4,000 students attended in-school presentations

608 classes registered for Ingenuity Challenge and Bolt of Ingenuity

132 schools engaged, **33%** from outside Calgary

NUMBERS OF NOTE

12% increase in Facebook followers

21% increase in Instagram followers

5.6 million social media impressions

155,000 social media engagements

80 million traditional media impressions

189 volunteers engaged

1670 volunteer hours

2 full-time staff
5 part-time staff/contractors
44 seasonal event contractors

\$1.75 million budget

41 sponsors/supporters

3 sponsors increased their level of support



Photo: Megan Hein

SPECTACULAR THANKS...

To the 2019 supporters who brought Beakerhead to the world for a seventh successful year!

