

## ANNUAL REPORT DIRECTOR'S LETTER

### PLEASE HELP US INSPIRE YOUNG MINDS

Who says science education can't be fun?

This year Clark Planetarium delivered exciting science education programs to 59,000 Utah school children and teachers as they visited us as part of their school field trips. In addition, our education staff provided AstroVan outreach services to 26,000 students throughout the state.

Whether it's the science education programs in our Hansen Dome Theatre, the ATK IMAX Theatre, or our astronomy exhibits, our programs and services all strive to educate, inspire, and create a lasting, positive contribution to the science literacy of our visitors.

It's thrilling to walk through our lobby as busloads of energetic kids and teachers stream through our doors on their way to see our space exhibits and astronomy programs. If you're like me, there's no greater reward than seeing the sparkle in a child's eye as they experience an "aha!" moment of discovery. That's the sort of thing we do here every day – we absolutely live for it. People visit Clark Planetarium and then understand themselves and the world a little bit differently. They've grasped a "bigger picture" about the beautiful, mysterious and amazing universe around them.

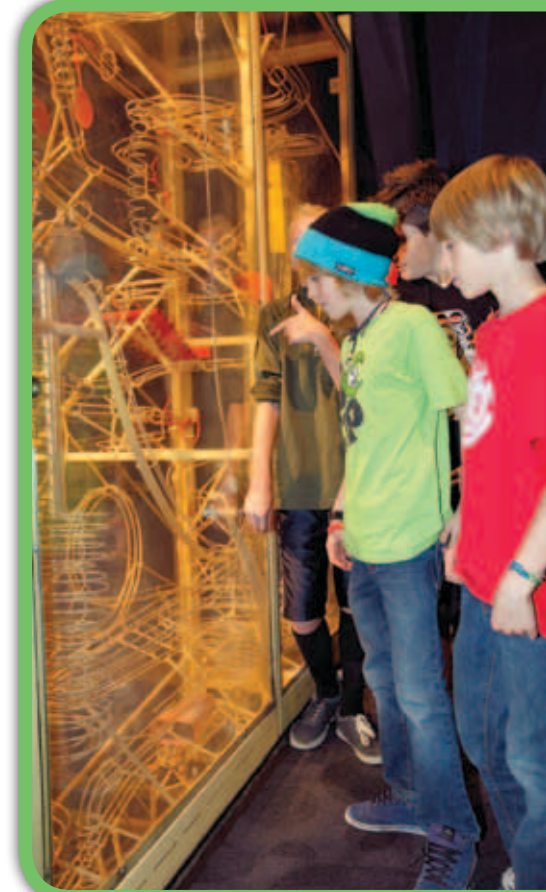
It's wonderful to experience and important to the quality of life in our community, and we can't do it without your support.

Please help us continue to give our visitors, many of them children from your own neighborhoods, the "aha!" moments that stimulate an appreciation for the beauty of the cosmos and the science in our daily lives by making a tax-deductible gift to Clark Planetarium. ([Click here to make your gift.](#))

Thank you!



Seth Jarvis  
Director



# ANNUAL REPORT

## FINANCIAL INFORMATION

### CLARK PLANETARIUM OPERATES UNDER TWO MANDATES:

- 1) Create and present enlightening programs that inspire wonder and curiosity about the Cosmos and promote a greater public appreciation of the science in our everyday lives.

And,

- 2) Be as financially self-sufficient as possible.

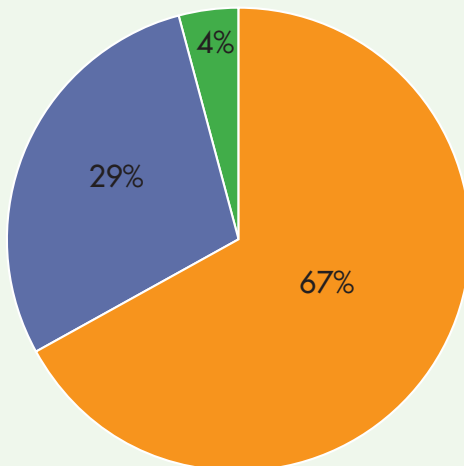
We believe our budget expresses our commitment to success within both these mandates.

### ABOUT OUR OPERATING INCOME:

Program Revenues represent the bulk of our operating income, earned through admissions to our ATK IMAX and Hansen Dome Theatre, sales of our planetarium productions such as "Black Holes," "Attack of the Space Pirates" and "The Secret of the Cardboard Rocket" to other planetariums around the world, our Planet Fun Science Store and our theatre concessions stand.

Contributions and Memberships are revenues derived from grants, individual and corporate contributions, and our membership program.

Salt Lake County, Clark Planetarium's parent organization, provides less than one third of our operating revenue.



#### 2011 Adopted Operating Budget

<span style="color: orange;">■</span> Program Revenue	\$3,363,000
<span style="color: green;">■</span> Contributions & Memberships	\$221,000
<span style="color: blue;">■</span> Salt Lake County (Less Bond)	\$1,472,000
<b>Total Operating Revenues</b>	<b>\$5,056,000</b>

# ANNUAL REPORT

## FINANCIAL INFORMATION

### ABOUT OUR OPERATING EXPENSES:

**Educational Programs:** Activities relating to the creation and delivery of our educational services, including the production and presentation of planetarium programs in the Hansen Dome Theatre, free science exhibits and our statewide delivery of astronomy and space science education services to Utah Schools.

**Enterprise Operations:** Includes expenses relating to the operation of our ATK IMAX Theatre, membership program, inventory and operations for the Planet Fun Clark Planetarium Store and concessions.

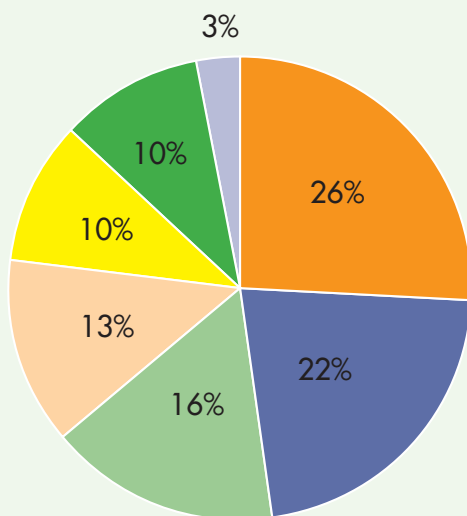
**Visitor Services:** Includes all staff time and materials dedicated to providing visitors with a positive, memorable experience.

**Administration:** Includes personnel management and business operations staff and administrative charges from Salt Lake County for legal services, auditing, employee benefits administration, contracts management, facilities management, fleet operations, printing, etc.

**Facilities:** Includes all expenditures made for building maintenance activities.

**Marketing:** Includes all expenditures associated with the planetarium's marketing and public relations efforts.

**Fundraising:** Includes all expenditures associated with the planetarium's private and business contributions efforts and grant-writing.



#### 2011 Adopted Operating Budget

Educational Programs	\$1,367,000
Enterprise Operations	\$1,139,000
Administration	\$818,000
Facilities	\$674,000
Marketing	\$516,000
Visitor Services	\$491,000
Fundraising	\$139,000

Total Operating Expenses \$5,144,000

# ANNUAL REPORT PROGRAM RESULTS

## CLARK PLANETARIUM EDUCATION PROGRAMS BRING SCIENCE TO LIFE

Clark Planetarium's educational program goal is to provide opportunities for students and teachers to better understand and apply the knowledge gained from the science core curriculum. We strive to foster a sense of wonder and a thirst for learning about space and science for those we serve. Although groups from all grade levels visit the planetarium each year, we are committed to emphasizing Astronomy Core Curriculum concepts for the 3rd and 6th grade.

Whether the programs are delivered in Utah schools or at the planetarium itself, our goal has been to see every student in the state in 5th or 6th grade. This program provides reinforcement of the Astronomy Core Curriculum and excitement for science. The Utah State Office of Education provides a substantial grant for this program, in addition to Rocky Mountain NASA Space Grant Consortium, corporate, foundation, and individual donors.

*"I applaud Clark Planetarium's effort to encourage future generations to become more scientifically and technologically literate. If we are to continue to be a world leader in science and technology, then we must have resources like Clark Planetarium."*

– Susan D. Opp  
President & General Manager,  
Communication Systems West, L-3 Communications

## IN 2011, OUR EDUCATION PROGRAM SERVED:

- 25,800** | School children and teachers statewide with hands-on science experiences in their own schools.
- 58,900** | School children and teachers with learning experiences in Field Trips to the planetarium.
- 338** | Teachers with science workshops designed to enhance teaching skills and was expanded into rural parts of the state this year.
- 120** | Teacher science kits available to all 41 school districts across the state

"Outreach programs are a tremendous benefit for those of us who live in remote rural areas."

– Escalante Elementary

"Love the science kits that are available to our district. Thank you!!"

– South Clearfield Elementary

"I loved everything. The presentations really clarified what we have been learning in class."

– Oquirrh Elementary



# ANNUAL REPORT 2011 DONORS

## THANK YOU!

### \$75,000 +

ATK

### \$15,000 +

Boeing  
Michael Clark

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L-3 Communications  
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Riester

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Wells Fargo

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Build A Bear  
Busath Photography  
BYU Performing Arts  
Café Trio  
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Christa McAuliffe Space Ed. Center  
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Discovery Gateway  
Evans & Sutherland  
Eggs In The City  
Family Storehouse  
Michael Fatali  
Flemings  
FlowRider  
Gastronomy  
Grand Theatre  
Gymnastic Training Center  
Hale Centre Theatre  
Harmons  
Heber Valley Historic Railroad  
Holiday River Expeditions  
Homewood Suites  
Hope Gallery  
Hotel Monaco

Hotel Park City  
Huntington Learning Center  
Hyatt Place at the Gateway  
Iggy's  
J. Brooks  
Seth Jarvis  
Johnson Mill Bed & Breakfast  
Jupiter Bowl  
LaCaille Restaurant  
Les Olson Co.  
Little America Fine Gifts  
Little America Hotel  
Log Haven  
Mountain Medical Spa  
Office Depot  
Nailed Hands and Foot Boutique  
National Ability Center  
Office Depot  
Ogden's Dinosaur Park  
Ojavan  
Pioneer Theatre Company  
Red Cliffs Lodge  
Redmond Trading Company  
Redrock Brewing Company  
Repertory Dance Theatre  
Resorts at Wendover  
Rodizio Grill  
Rocky Griffino Personal Training  
Ruth's Chris Steak House  
Salt Lake Acting Company  
Salt Lake Bees  
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The Pie Pizzeria  
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The Spa Club  
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Tuscany  
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Utah Museum of Fine Arts  
Utah Museum of Natural History  
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Viking Cooking School  
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