

## PLEASE HELP US INSPIRE YOUNG MINDS

Who says science education can't be fun?

This year Clark Planetarium delivered exciting science education programs to over 45,000 Utah school children and teachers as they visited us as part of their school field trips and provided AstroVan outreach services to over 28,000 students throughout the state.

2010 was a big year for us with the premiere of our latest educational production for our Hansen Dome Theatre, *Attack of the Space Pirates*, and the opening of what I regard as the best IMAX® 3D documentary film on the subject of astronomy yet produced, *Hubble 3D*.

Whether it's the programs in our Hansen Dome Theatre, our 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



### 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.

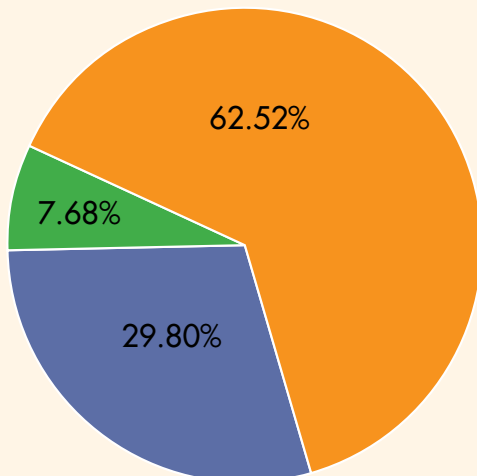
We believe our budget expresses our commitment to success within both these mandates.

### ABOUT OUR OPERATING INCOME:

Program Revenues represent the bulk of our operating income, earned through admissions to our ATK IMAX and Hansen Dome Theatre admissions, 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	\$3,161,000
<span style="color: green;">■</span> Contributions & Memberships	\$388,200
<span style="color: blue;">■</span> Salt Lake County (Less Bond)	\$1,506,572
<b>Total Operating Revenues</b>	<b>\$5,055,772</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.

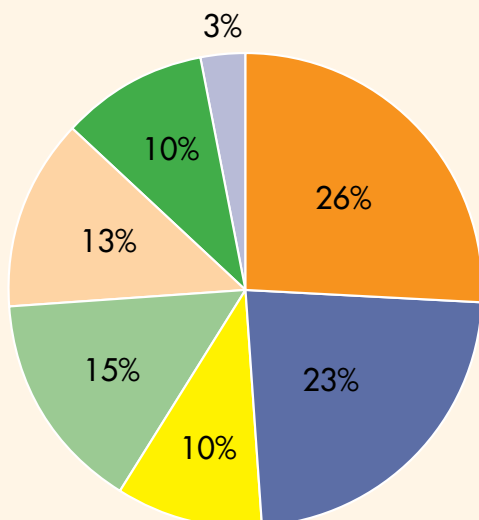
**Visitor Services:** Includes all staff time and materials dedicated to providing visitors with a positive, memorable experience.

**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	\$1,328,936
Enterprise Operations	\$1,149,210
Visitor Services	\$490,852
Administration	\$767,916
Facilities	\$669,998
Marketing	\$509,248
Fundraising	\$136,000

Total Operating Expenses \$5,052,160

# 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 science and space for those we serve. Although groups from all grades 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 at Utah schools or in the planetarium itself, our goal has been to see every student in the state in grades 5 or 6 and provide reinforcement of the Astronomy Core Curriculum and excitement for science. This program is funded primarily by the Utah State Office of Education annual grant and supplemented by a grant from the Rocky Mountain NASA Space Grant Consortium in addition to corporate, foundation and individual donations.

*"ATK supports Clark Planetarium's mission of providing enlightening experiences that inspire wonder in learning about space and science because we believe in the work they are doing with Utah's school children who are the next generation of astronauts, scientists, and engineers."*

– Kent Rominger\*  
Vice President of Strategy and Business Development  
ATK Space Launch Systems

\*Mr. Rominger had distinguished careers with NASA and the U.S. Navy. Selected as an astronaut in 1992, he is the veteran of five space shuttle flights, two as mission commander.

### IN 2010, OUR EDUCATION PROGRAM SERVED:

- 28,500** | School children and teachers statewide with hands-on science experiences in their own schools.
- 53,600** | School children and teachers with learning experiences in Field Trips to the planetarium.
- 287** | 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

"We do appreciate this opportunity since so many of our students do not have the opportunities to see and experience these types of presentations. Thanks!"

– Moroni Elementary

"The lessons went hand in hand with the core. The students were engaged and learned important concepts. Outreach to rural Utah is so valuable."

– Bruin Point Elementary

"This was so helpful. Many of the students don't have access to these activities, so they are inspired to dream bigger."

– Oquirrh Elementary



# ANNUAL REPORT 2010 DONORS

## THANK YOU!

### \$150,000 +

Larry H. & Gail Miller Family Foundation

### \$75,000 +

ATK

### \$10,000 +

BMW Motorcycles of Utah  
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Willard Eccles Foundation

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### \$1,500 - \$2,499

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Broadway Across America  
Bryce Canyon Grant Hotel  
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Carr Printing  
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Christa McAuliffe Space Ctr.  
Christopher's  
Citrus Grill  
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Costa Vida  
Deer Valley Ski Resort  
Discovery Gateway  
Dolcetti Gelato  
Donovan's  
Michael Fatali  
FedEx  
Flemings Prime Steakhouse  
Foothill Orthodontics  
Gastronomy  
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Grand Theatre SLCC  
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Jerry & Jackie Harwood  
Heber Valley Historic Railroad  
Marguerite Henderson  
Holiday River Expeditions  
Homestead Resort  
Honey Baked Ham  
Hope Gallery  
Hotel Monaco  
Huntington Learning Center  
Iggy's Sports Grill  
Seth Jarvis  
King's Studio  
Kingsbury Hall  
LaCaille  
Little America Fine Gifts  
Little America Hotel  
Living Planet Aquarium  
Log Haven  
McKay Dental Care  
Martine  
Metro Fitness  
Momentum Indoor Climbing  
Mountain Medical Spa  
Nailed  
Nicholas & Company  
New Space Entertainment

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Pioneer Theatre Company  
Porcupine Pub & Grill  
Radisson Hotel  
Red Cliffs Lodge  
Red Iguana  
Red Lion Hotel  
Red Rock Brewing Company, LC  
Repertory Dance Theatre  
Resorts at Wendover  
Ririe Woodbury Dance Theatre  
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Salt Lake Acting Company  
Salt Lake Bees  
Salt Lake Symphony  
Sanctuary Day Spa  
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The Little Gym  
The Living Planet Aquarium  
The Old Spaghetti Factory  
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The Spa Club  
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