“Keeps getting better and better!”

In 2013, the inaugural Beakerhead opened a highly entertaining door into the world of science and engineering. In 2014, the word got out and 73,000 people took part – despite a September snowstorm. In 2015, ideas and partnerships incubated all year long and Beakerhead emerged stronger than ever, attracting 112,000 participants including 24,200 students, not to mention 40.5 million social media impressions.

In 2016, the attendance and media coverage increased again and the program content set a new bar. Beakerhead achieved a new level of local awareness, and started to attract out-of-town visitors who made travel plans for the first time in a deliberate way to attend Beakerhead.

The fourth iteration of Beakerhead stood up as an event that has proven it will hold its own in the years to come. During a time of tight budgets, Beakerhead saw sponsorships and partnerships grow.

All signs are pointing toward a record-breaking fifth year in 2017 as part of the Canada 150 celebrations.
COMMUNITY CAPACITY BUILDING

In 2016, we saw the growth and strengthening of several signature programs and projects.

REMARKABLE EXPERIENCES FOR TOURISTS

Big Bang Residency Program
The results of the first artist-and-engineer residency program came to life. An interactive artwork called BASS Ship was located in East Village and attracted a line up for the full five days.

TRICO CHARITABLE FOUNDATION PRESENTS

Social Entrepreneurship for a Better World
Six successful entrepreneurs engaged in two high-impact program elements this year, creating tens of thousands of interactions with visitors and one new start-up received $10,000 through a pitch contest. The Mayor officially declared Friday of Beakerhead as Social Entrepreneurship Day.

COMMUNITY CAPACITY BUILDING

Many Hands Make Great Art
The full expression of six community projects erupted in public spaces — from a steampunk airship and fire-breathing botany to delightful vehicles like the MakerBus and Camera Obscura. This was the second year of a two-year program supported by the Calgary Foundation!

ALBERTA CULINARY TOURISM ALLIANCE

Engineered Eats
A food experience called Torched had many people saying they felt they were in a city like Berlin or San Francisco. Six Calgary chefs and a brilliant event experience kicked off the ticketed events series. Another 32 restaurants took part in a culinary challenge. The reputation for the annual food experience at Beakerhead is gaining traction.

YEAR ROUND EDUCATION

Moonshot Program
Beakerhead rolled out a strong new educational program under the name the Moonshot Program, playing a key role in activating a cultural fluency in the next generation with science, technology, engineering and math (STEM subjects) through arts and culture. A central new initiative is called Science Genius Rap Battles, led by Columbia University professor Christopher Emdin, who is helping Beakerhead and the National Music Centre launch an Alberta version of the program proudly involving indigenous educators and youth.
SUMMARY OF ENGAGEMENT

<table>
<thead>
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<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>In-person encounters</td>
<td>62,500</td>
<td>73,000</td>
<td>112,000</td>
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<td>Students involved</td>
<td>4,300</td>
<td>20,500</td>
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<td>Volunteer hours</td>
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<td>Social media impressions</td>
<td>2.1 million</td>
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<td>Media impressions</td>
<td>69.5 million</td>
<td>162.7 million</td>
<td>95.6 million</td>
<td>110 million</td>
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EDUCATION SYSTEM BENEFITS

Beakerhead’s informal learning environment builds fluency in science, technology, engineering, art and math (STEAM) the way language is learned by immersion in culture. Beakerhead school programs engaged 28,500 students in 2016.

FIELD TRIPS

2,600 students from 29 schools took part in the two field trip destinations.

SCHOOL VISITS

9,750 students at 29 schools received visitors for 34 hands-on workshops and presentations.

INGENUITY CHALLENGE

3,271 students from 27 schools across Alberta (and BC) received a paint tin containing ping pong balls and bubble wrap. Their challenge? To create a music video using the kit of materials. 87 videos were submitted by students.

VIRTUAL SPEAKERHEAD

8,600 students across 137 login points heard from UK inventor Dominic Wilcox via webcast. Participants were from British Columbia, Alberta, Ontario and the UK.

“Wow! After three consecutive awe-inspiring Beakerhead events I thought I had seen the best of things. Well, that was clearly not the case. The program and accessibility of events around the city were phenomenal this year.”

Dean C. White, Founder and President, Roots 2 STEM

“That was one great party. You and your team should be proud of what you have accomplished. Great work. Thank you for your support on the Can Crushing Cow (aka Betsy) project. We had a great time putting the project together and a better time getting the kids to crush the cans.”

Tyler Henry, Curiosity Rover Crew Member
SPECTACULAR THANKS...

to the 2016 sponsors who brought Beakerhead to the world for a fourth successful year