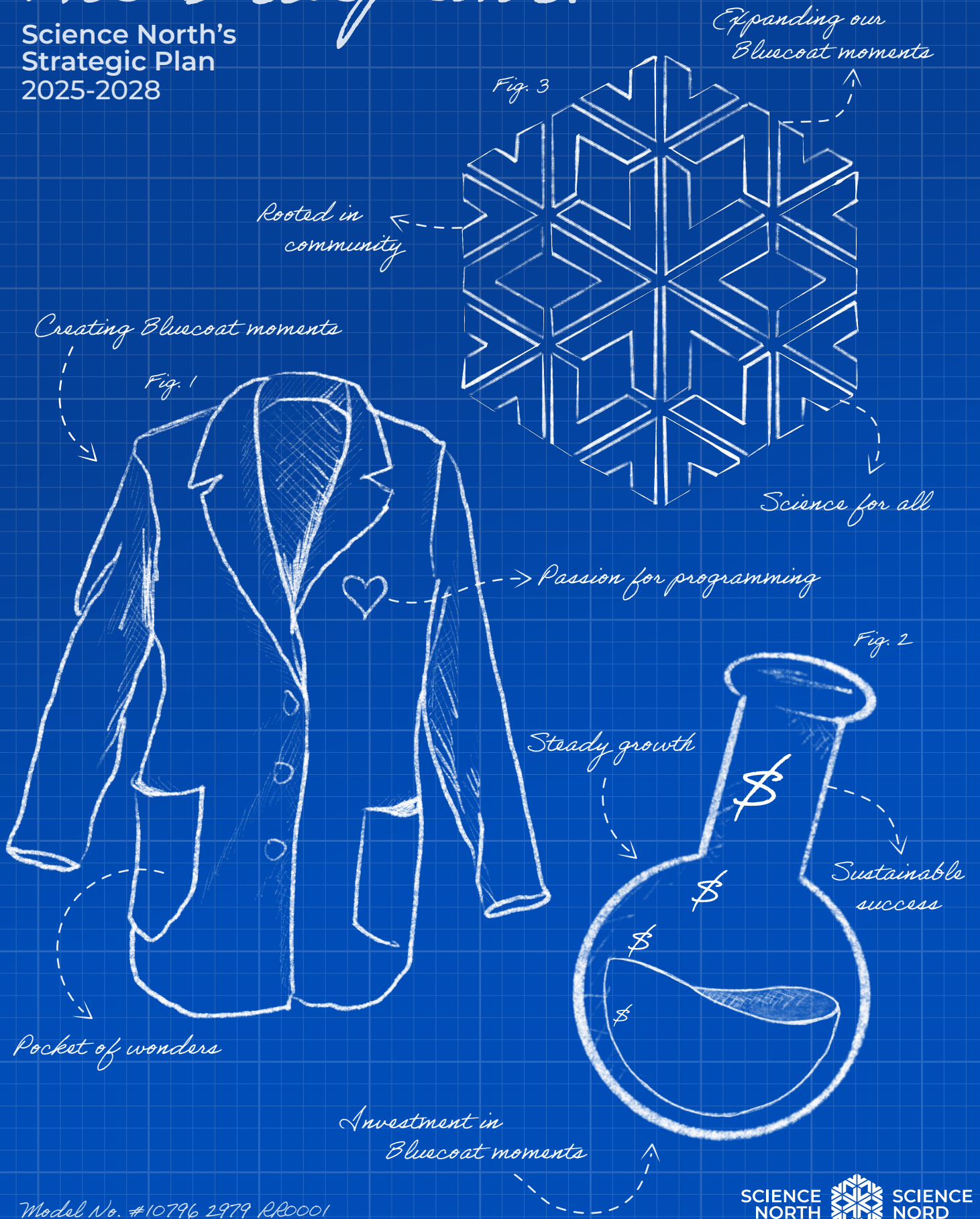


The Blueprint:

Science North's
Strategic Plan
2025-2028



The Blueprint:

Science North's Strategic Plan 2025-2028

2025-2028 Big Goals

1
We will modernize our visitor experience to meet and exceed the expectations of our diverse audiences.

2
We will diversify revenue streams to enhance financial resilience, support ongoing reinvestment and growth, and uphold operational excellence.

3
We will expand our science centre facilities to better serve our audiences in Northern Ontario.



2025/26 Steps to Success

1
We will engage and learn from diverse audiences to create experiences with and for them.

2
We will develop a comprehensive visitor experience plan to ensure we deliver meaningful, relevant, and educational exhibits, programs, and events.

3
We will build a partnership framework to define and manage mutually beneficial partnerships.

4
We will create a financial management framework to enhance overall financial literacy and improve decision making.

5
We will develop and implement revenue-generating strategies for International Sales.

6
We will develop a fundraising strategy and 3 year plan.

7
We will finalize and launch the Dynamic Earth Expansion Project.

8
We will complete the Northwest Expansion Project Development Phase.

9
We will build strong reciprocal partnerships to advance municipal agreements and community relationships in the Northwest.