Minute No. 546
Report - Standing Policy Committee on Protection and Community Services - May 8, 2006

Item No. 1 Community Incentive Grant - Western Canada Aviation Museum Inc.
File PR-2.6(31)

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the following eligibility criteria for the Community Incentive Grant Program be waived in this instance, namely:

   A. Organization is a non-profit community organization offering sport or recreation services or is a non-profit community organization that contributes to the health and well-being of the community; but not through the development of a sport or recreation capital project; that is accessible to the community.

2. That a Community Incentive Grant, in the amount of $18,000.00, not to exceed a maximum of 50% of the total project cost be approved to the Western Canada Aviation Museum Inc. to assist with the cost of the Electronic Messaging Centre project, subject to the following conditions:

   A. Confirmation of other funding sources.
   B. Approval of final plans and specifications for the project by the Director of Community Services.
   C. The applicant entering into a formal agreement with the City of Winnipeg.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report - Standing Policy Committee on Protection and Community Services - May 8, 2006

DECISION MAKING HISTORY:

Moved by Councillor Steeves,

That the recommendation of the Executive Policy Committee be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 17, 2006, the Executive Policy Committee concurred in the recommendation of the Assiniboia Community Committee and submitted the following to Council:

1. That the following eligibility criteria for the Community Incentive Grant Program be waived in this instance, namely:

    A. Organization is a non-profit community organization offering sport or recreation services or is a non-profit community organization that contributes to the health and well-being of the community; but not through the development of a sport or recreation capital project; that is accessible to the community.

2. That a Community Incentive Grant, in the amount of $18,000.00, not to exceed a maximum of 50% of the total project cost be approved to the Western Canada Aviation Museum Inc. to assist with the cost of the Electronic Messaging Centre project, subject to the following conditions:

    A. Confirmation of other funding sources;
    B. Approval of final plans and specifications for the project by the Director of Community Services;
    C. The applicant entering into a formal agreement with the City of Winnipeg.

STANDING COMMITTEE RECOMMENDATION:

On May 8, 2006, due to a tie vote, the Standing Policy Committee on Protection and Community Services submitted the matter to the Executive Policy Committee and Council without recommendation.

Report - Standing Policy Committee on Protection and Community Services - May 8, 2006

DECISION MAKING HISTORY (continued):

COMMUNITY COMMITTEE RECOMMENDATION:

On April 18, 2006, the Assiniboia Community Committee did not concur in the administrative recommendation and recommended to the Standing Policy Committee on Protection and Community Services:

1. That the following eligibility criteria for the Community Incentive Grant Program be waived in this instance, namely:

    A. Organization is a non-profit community organization offering sport or recreation services or is a non-profit community organization that contributes to the health and well-being of the community; but not through the development of a sport or recreation capital project; that is accessible to the community.

2. That a Community Incentive Grant, in the amount of 18,000.00, funded from the St. James - Brooklands Ward allocation, not to exceed a maximum of 50% of the total project cost be approved to the Western Canada Aviation Museum Inc. to assist with the cost of the Electronic Messaging Centre project, subject to the following conditions:

    A. Confirmation of other funding sources.
    B. Approval of final plans and specifications for the project by the City of Winnipeg.
    C. The applicant entering into a formal agreement with the City of Winnipeg.

COMMUNITY INCENTIVE GRANT PROGRAM
APPLICATION EVALUATION

Applicant: Western Canada Aviation Museum Inc. **Total Project Cost:** $41,261.00

Project Description: **Electronic Messaging Centre** **Grant Requested:** **$18,000.00**

Maximum Allowed: $20,630.50

Date of Application: March 8, 2006 **% of Total Project Cost: 44%**

Funding Sources:	**Amount**	**Confirmed**
Manitoba Community Places	$17,500.00	No
Total	$17,500.00	

	Meets Program Eligibility and Selection Criteria	**Yes**	**No**
1a)	Organization is a **non-profit community organization offering sport or recreation services** or is a non-profit community organization that **contributes to the health and well-being of the community**;	X	
b)	through the development of a **sport or recreation capital project**;		X
c)	that is **accessible to the community**.	X	
2	Makes a significant contribution to the **long-term benefit** of the community at large in terms of **improved facilities.**	X	
3	Does not compete with or duplicate other community facilities.	X	
4	**Benefits the community at large** and remains **accessible to all members of the community**.	X	
5	Includes confirmation of sufficient resources to maintain and operate completed projects.	X	
6	Clearly articulates a plan of activities including projected work schedules, material, labour, equipment and other project requirements. Project leads to the completion of a substantial physical product.	X	
7	Is feasible within the project management capabilities of the applicant.	X	
8	Total project funding is confirmed.		X
9	**Does not include any funds from the City**.	X	

Criteria Exceptions:

- Organization is a non-profit community organization offering sport or recreation services or is a non-profit community organization that contributes to the health and well-being of the community; **but not** through the development of a sport or recreation capital project; that is accessible to the community.

Department Financial Implications:

Departmental Recommendations:
That this application be denied.

Prepared by: Community Services Department
Date: **March 8, 2006** Application Evaluation Revised September 25, 2003

03/06/2006 10:48 FAX 204 986 8125 COMM SERV 8-395 MAIN ST 006

THE CITY OF WINNIPEG
COMMUNITY INCENTIVE GRANT PROGRAM
APPLICATION

Please refer to the "Guide to Applicants" for assistance completing this form.

1. Name of Organization: Western Canada Aviation Museum Inc.
2. Mailing Address: Hangar T2 958 Ferry Road Winnipeg Manitoba
   Postal Code: R3H 0Y8 Phone No.: 786-5503 or 786-0733
   Fax No: 775-4761 Email:
3. Name of designated officials to be contacted about this application:
   Name: Shirley Render Phone (Res.):
   Position: Executive Director Phone (Bus.): 786-0733
   Name: Helen Slavuta Phone (Res.):
   Position: Manager of Finance Phone (Bus.): 786-0731
4. How long has the organization been in operation? 31 years
5. **CIGP Requested Amount** $ 18,000.00 (Max. 50% of Total Project Cost)

LIST OTHER SOURCES OF FUNDING	AMOUNT	CONFIRMED
SOURCE # 1. see attached	$	YES ☐ NO ☐
SOURCE # 2.	$	YES ☐ NO ☐
SOURCE # 3.	$	YES ☐ NO ☐
SOURCE # 4.	$	YES ☐ NO ☐
Total Project Cost	$	

Has this project received prior funding under the Community Incentive Grant Program? YES ☐ NO ☒XX

6. Name of Project: Electronic Messaging Centre
7. Location of Project: Ferry Road & Ellice Ave see attached description
   Preferred Start Date: as soon as possible End Date:
8. **Detailed Project Description: Attach on separate sheets or use the reverse side of this application.** see attached

APPLICANT SIGNATURES

I/We hereby certify that I/we am/are the authorized signing officer(s) of the applying organization and this application is accurate to the best of my/our knowledge.

Shirley Render — Executive Director — March 6, 2006
SIGNATURE — TITLE/POSITION — DATE

Helen Slavuta — Manager, Finance & Adm — March 6, 2006
SIGNATURE — TITLE/POSITION — DATE

WESTERN CANADA AVIATION MUSEUM INC.



HANGAR T-2,
958 FERRY ROAD,
WINNIPEG, MANITOBA, CANADA R3H 0Y8

TELEPHONE (204) 786-5503
FAX (204) 775-4761

www.wcam.mb.ca

March 3, 2006

The City of Winnipeg
Community Incentive Grant Program
Community Services Department
8th Floor – 395 Main Street
Winnipeg R3B 3N8

Enclosed please find our request for funding to cover a portion of the cost of a LED Full Colour Messaging Centre to provide animated Marketing and Advertising information about the Museum's exhibits and programming as well as to "advertise" the Museum's presence in the community.

I have discussed this project with Monique and I believe it is eligible for funding. You will note that the architect's drawings specify that it is a permanent sign. Although it is permanent sign, I want to assure you that when the Museum moves (sometime after 2010) to our new location, we will be able to unbolt the sign and take it with us to serve the new facility.

I have enclosed three estimates and the architect's specifications for your consideration. You will see that the prices vary. Once we have our funding totally in place we will choose the company but for the purposes of this application, we are going with the middle estimate of $ 44,150 ($41, 261 plus taxes).

The Western Canada Aviation Museum is a charitable non-profit organization with a 31-year history of community involvement. We are an award-winning heritage institution dedicated to the preservation and promotion of Canada's aviation history. We are also on the cusp of change. The LED sign would be a dynamic addition to the Museum's marketing campaign, increasing its profile, visibility and ultimately increasing the numbers of visitors and participants in our programs.

Thank you for your consideration.

Yours truly,

Shirley Render
Executive Director
ExecDirector@wcam.mb.ca 786-0733

WESTERN CANADA AVIATION MUSEUM

THE CITY OF WINNIPEG – COMMUNITY INCENTIVE GRANT PROGRAM

FEBRUARY 22, 2006

The Western Canada Aviation Museum is a charitable non-profit organization with a 31-year history of community involvement and financial sustainability. Since its incorporation in 1974, the Museum has grown into an award-winning heritage institution dedicated to the preservation and promotion of Canada's aviation history.

Objective of Project: to purchase a LED Full Colour Messaging Centre to provide animated Marketing and Advertising information about the Museum's exhibits and programming as well as to "advertise" the Museum's presence in the community.

The Museum is remotely located in a corner of the airport that is not accessible from the main terminal. Although approximately 14,000 vehicles pass the intersection of Ellice Ave and Ferry Road each day, the path to the Museum's door is down a service road that extends nearly a quarter of a mile. Many Winnipeggers are unaware of the location of the Museum. Many of our visitors get lost en route to the Museum, mistakenly driving down Sargent or Wellington Ave instead of Ellice.

The Museum is unable to allocate significant dollars to Marketing and Advertising and has learned that temporary signage "on the road" is a cost-effective means of driving traffic to the Museum. Unfortunately this kind of sign has limitations of size, visibility at night and "driver fatigue" since the sign is static and of a common variety. In addition, this type of signage is contrary to the wish of our landlord, the Winnipeg Airports Authority.

Very recently, the Winnipeg Airports Authority gave us permission to erect a quality LED sign at the site of the airport "blast" fence at the junction of Ellice and Ferry Road.

Scatliff+Miller+Murray Landscape Architects has drawn specifications for what they consider effective signage at the Ellice Ave and Ferry Road intersection. You will note that the specs not only allow the proposed sign to be "visible" but to stand out as an entertaining, innovative and forward-looking destination for science and adventure. The specs calls for a permanent 5'x'10 LED screen, in other words, a full colour electronic message centre with animation and video capability.

This type of sign is extremely versatile, allowing instant changes of message from a computer at the Museum. It uses energy smart technology (approximately $1.25/day to operate) and is reliable. We have been advised that we can apply for a 10% rebate for Manitoba Hydro's Power Smart Program.

How this project will accomplish our objectives:

The LED Colour Messaging Centre would allow the Museum to promote:

- Exhibits currently on display at the Museum in colour video footage
- Upcoming children's events with colour video footage, as well as animated dates, times, phone numbers
- ***Take Flight*** education program
- Special events for Families, Seniors, Children
- News and headlines about Museum artifacts
- Demonstrate volunteer opportunities and social events at the Museum through video footage and animation
- Snippets of aviation-themed movies
- Special animated messages such as birthday greetings for parties and other events taking place at the Museum

This sign would be a dynamic addition to the Museum's marketing campaign, increasing its profile, visibility and ultimately increasing the numbers of visitors and participants in our programs.

The most suitable location for the sign is at the intersection of Ellice Ave and Ferry Road. The City of Winnipeg Traffic Department has advised that well over 14,000 vehicles go through this intersection (both north and west bound) every day. This is a conservative figure since the last intersection count by the City was done in 1998.

A full colour message LED centre has been recommended for a number of reasons.

First, location. As you know, the Museum is the furthest building from the corner of Ellice and Ferry Road, accessible only by the service road. Signage on the Museum itself cannot be seen by vehicle traffic on Ellice or Ferry. Also, the location at a busy intersection with only Stop signs to slow down traffic means the sign must have "impact value" or it will fade into the background. It must also be large enough or the image/message will not be readable. Please note that the blast fence, where the sign will be located, is set back further from the street than most buildings in downtown Winnipeg (making a sign smaller than 5'x10' difficult to read)

Second, the distance of the sign from the museum and its location at the airport blast fence raise questions of ease of changing the message and security - our landlord does not want Museum personnel climbing the blast fence to change the message.

Finally, as stated on page 1, the sign must have "impact" value if it is to serve our need for Marketing and Advertising on a long-term basis. Only a full colour message centre with the ability of create graphics will continue to command the attention of motorists.

It should be noted also that the sign, although permanent, can be moved when the Museum relocates sometime after 2010.

Enclosed are the architect's specifications and three proposals.

Is the project specific for the area?

Yes, the LED sign is specific for the area in that the sign would "notify" people who regularly drive through the intersection of Ferry Road and Ellice Ave. However, in the larger sense, the sign would serve residents from many areas of the city. People going through the Ellice and Ferry Road intersection may or may not live in the area but many would be interested in the exhibits and programming that the Museum offers.

Programs such as the "school break" programs that the Museum has just introduced (during spring, summer and Christmas school holidays)– would interest many parents and be of value to them as they search for meaningful activities for their children when school is not in session. The Museum would also use the LED Messaging Centre as a means of advertising the days when rates were reduced or there was Free Admission. The Museum would use the LED Messaging Centre to advertise special Children's and Family Events.

Marketing these types of things would be of value to people where-ever they lived.

The Museum rents its multi-purpose rooms for a variety of functions – everything from weddings to business meetings – Renters come from all areas of the city. The sign could be used for these individuals and their functions.

Annual Operating Costs:
We have been advised that the daily cost would be approximately $1.25/day. This amount can be absorbed from our budget.

Specifications for project:
Architects' drawing is enclosed.

Project is of value to both the City and the Museum:

As you may know, the Western Canada Aviation Museum is now on the cusp of change
The Redeveloped Airport Terminal Complex – A World-Class Vision

On October 20, 2005 the Museum publicly announced plans for its new home on the airport campus close to the new terminal currently under construction. **Our aim is to create a world-class destination and signature facility in Winnipeg**.

The full potential of the Museum has been limited by its physical constraints and out-of-the-way location. The re-location of the museum into larger and more visible quarters and in close proximity to the new terminal (and 4 million annual passengers and visitors) and the hotel will be a major step in overcoming these constraints and a huge factor in the Museum reaching its full potential.

But there is much to be done before we "open the doors" on our new facility.

Substantial qualitative changes will be required to make the Museum a major destination facility in Winnipeg since our intent is not simply to move our capital assets and

programming to a new location and make no adjustments in programming, community outreach, exhibits, staff, etc.

It is vital that we begin to gear up now. In addition, the Museum must continue to make efforts to be self-sustaining – increasing its fundraising activities, building business revenue, creating attractive programs for families (education, outreach, community involvement and historical exhibits) that befit a world-class heritage organization.

Effective marketing is vital to notifying the community, general visitors and tourist of new exhibits, programming, open houses, aviation 'camps' and other special activities as well as a vehicle to help make our programs viable.

Many museum visitors have spoken to us about our lack of proper signage and inability to advertise our many events and programs to the public. School groups, Scout and Guide leaders, senior's groups, daycare groups, the general public and tourists have all commented time and again about the poor signage and lack of "messaging."

Our exhibits and programming are of value to the community. For example, right now we are creating special school-break camps for March, summer and December school holidays. ***Calling All Paper Pilots*** is one of the programs in the camp. This type of program is invaluable for many families – as will be our ***Moms 'N Tots on Tuesdays***. "Speakers Evenings," new shows, such as the current ***Paint Pen & Pixels,*** or new exhibits are also examples of what we want to "tell" the community. In addition, events such as "Toonie Day" at the Museum and free admission on Open House days are regular features we have to make the Museum more accessible to the whole community.

We are also a human resource for the community. Over the past ten years, there have been over 380,000 volunteer hours, which at a nominal value of $12 per hour, is the equivalent of a financial contribution of $4.5M from the community. Moreover, many of the volunteers are retirees who benefit from having a place to spend time and utilize their skills in support of the Museum. Their quality of life is clearly impacted by the on-going success of the Museum.

*It should also be noted that the sign can be moved to our new location when we move – sometime after 2010.

Other sources of funding:

Application submitted to Community Places (province) February 15, 2006 for ~~$21,760~~ 17,500

Museum Member appeal will occur in April 2006:

Appeal to corporate community in April 2006

One of the sign companies may donate $1000

We have been advised that we are eligible for a 10% rebate from Manitoba Hydro's Power Smart program

The Western Canada Aviation Museum benefits the City of Winnipeg

Since its incorporation in 1974, the Museum has:

- grown into an award-winning heritage institution dedicated to the preservation and promotion of Canada's aviation history, situated in a historical building of over 90,000 square feet;
- been designated a "Special Theme Museum" by the Manitoba government, one of only six museums to achieve this status;
- proudly worn its "Star Attraction" signage in the Travel Manitoba program;
- begun to play an important role in the education system as a destination for students and faculty to support the subject areas of science, social studies, geography, history and language arts;
- offered a unique mix of history and science – "innovation and adventure" to its guests from near and far.
- catapulted onto the world stage – planning its new home as a signature attraction in the airport campus redevelopment.

In addition, the Museum's Board of Directors and staff are proud that only 7% of our operating income is from public sources. The drive to self-sufficiency is continuous as we look for new and innovative ways to increase revenue, generate traffic and at the same time manage our costs.

An ambitious plan for growth

We are creating an ambitious roster of programs – education, outreach, community involvement and historical exhibitions – that befit a world-class heritage organization. We are pleased to outline some of the exciting activities and programs that we have begun and hope to continue to fund on our path to the future.

1) Take Flight Education Program

The Western Canada Aviation Museum is an important destination for school field trips throughout the school year with over 3000 students attending the museum each year in groups of 10-80 at a time. The objective of ***Take Flight*** is to support and supplement Manitoba classroom curriculum strands from Kindergarten through Senior 4 by using the aircraft, artifacts and exhibits in the Museum as teaching tools.
The following milestones have been reached to date:

- Curriculum has been developed for K-Grade 6 and is currently being marketed to Winnipeg's educators in diverse studies such as science, art, language art and social studies;
  - Weather & Feather (Pre-school)
  - Wings and Flying Things (K-1)
  - Cowboys of the Air, Captains of the Sky! (Gr 2-3)
  - Leonardo & His Flying Machine: Where Science, Invention & Art meet (Gr 4-5)

- How does that thing fly? (Gr 5-6)

- Dedicated classroom space has been identified within the museum site and furnished with computer, screen, projector, chairs;

- An education program coordinator has been contracted to begin training volunteer tour guides.

- Great West Life is partnering with the Museum to provide funding to enable inner city students to participate in the program.

2) Children's programs

The Museum is a popular destination for Children's programs each year and we have begun creating programs targeting children throughout the year, focused primarily around Skyways – our major children's exhibit.

We have created new programs for children that we plan to continue:

- In July 2005 we created a 'tots tours' for all daycares that visited the Museum, including crafts, guided play in Skyways and a child-focused tour of the hangar. The two-hour tours were led by our camp leaders who structured the session to fit the age group (5-10 years). Over 800 children participated. 2006-2007 goals will be to refine and upgrade this program.

3) Special Events

Past approaches to marketing the museum relied heavily on the aircraft themselves as being the primary attraction, however, as with other museums, special events are becoming the backbone of Museum attendance, giving Winnipeg families a reason to visit more frequently during the year. The museum features a large multi-purpose room and an observation deck with wall-to-wall windows overlooking the runways, that are used primarily for special events.

We are in the process of creating a unique meeting place for Winnipeg families and community groups. In addition to its special events, the Museum frequently hosts such community groups as:

- Cub Scouts and Girl Guide troops Air Cadet groups

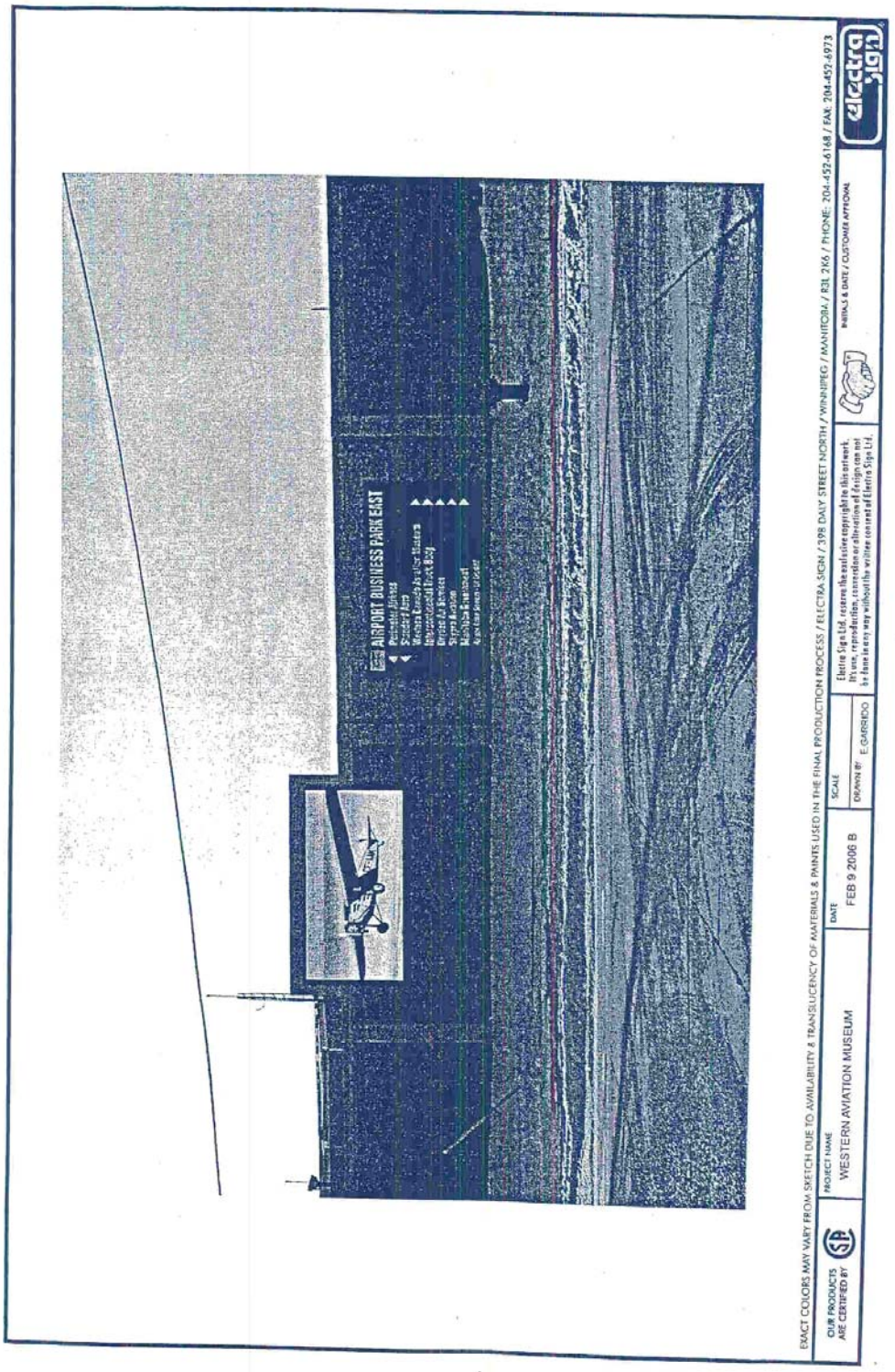
- Students attending on field trips from schools and daycares

- Hobby clubs such as Win N Trak, Canadian Aviation Historical Society and the Winnipeg Radio Control Club, Winnipeg Power & Sail.

The museum has rented these facilities to outside groups for business meetings, weddings, birthday parties, etc in order to boost revenue.

These programs and initiatives are just a sampling of the territory we wish to cover in preparation for our expanded role in the Winnipeg community.

Your support of the LED Electronic Messaging Centre will go a long way towards giving our programs, exhibits and events the marketing impact we need.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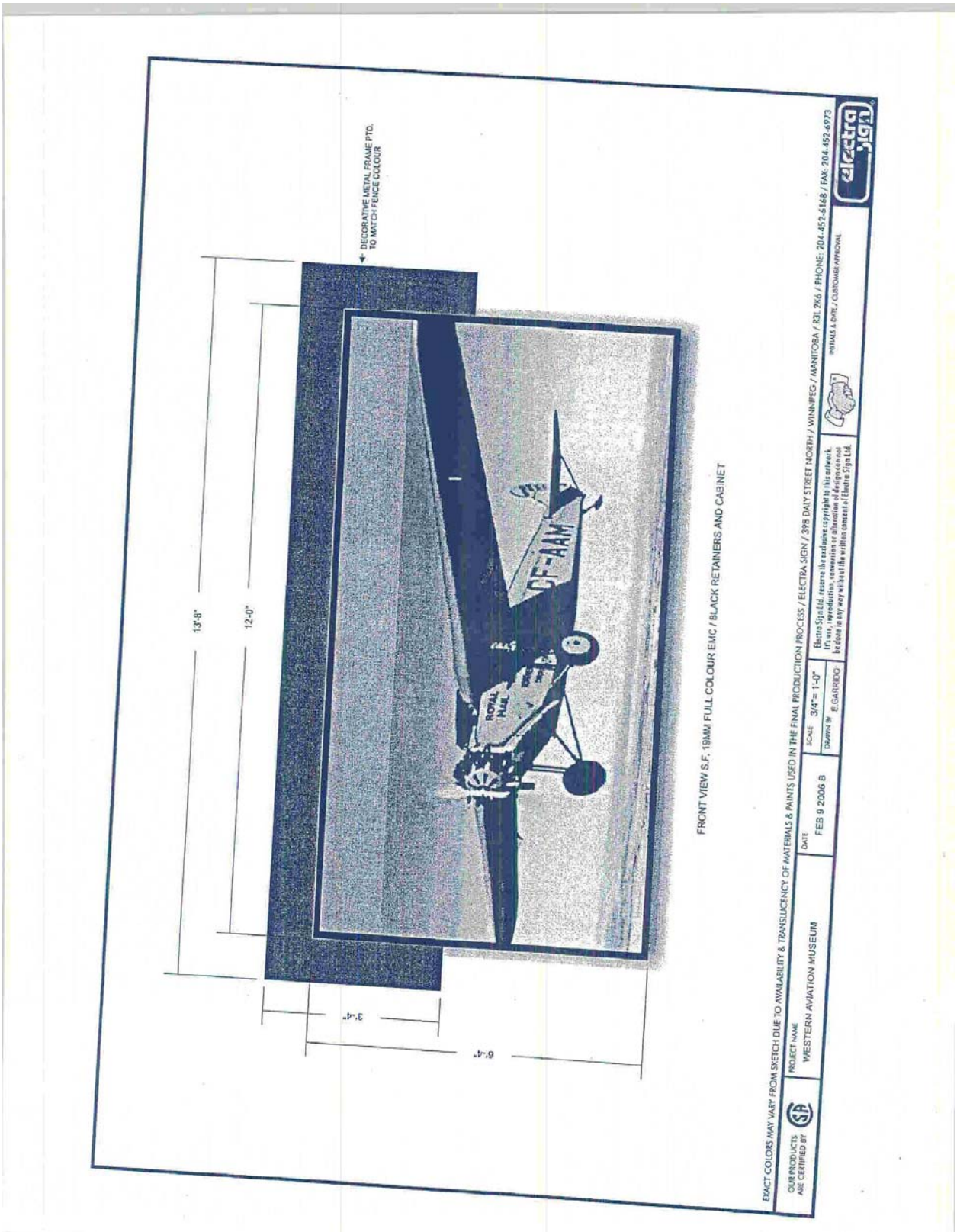
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Industries Ltd.
555 Ellesmere Road
Scarborough ON M1R 4E8
CANADA

Phone: 416-759-1111
Fax:

Quote Number: 17992

ESTIMATING QUOTE

Page1

Quote To:

Western Canada Aviation Museum
Hangar T2 - 958 Ferry Rd.
Winnipeg MB R3H 0Y8

Date: 2/22/2006
Expires: 5/23/2006
Reference: WCAM - Wpg
Sales Person: George Holubitsky
Estimator: Gord Maitland

Line	Part Number	Description	Drawing #
1	Message Center	SF Adaptive StreetSmart 48X80 RGB wireless	N/A

Supply only (1) one SF full colour message center display 5'-6" X 9'-2"
- Adaptive StreetSmart 35X 48X80 matrix RGB 125 degree viewability.
- Includes software, temperature probe and wireless controller kit.
- F.O.B. Winnipeg agent (crated), installation NOT included in this line.

Part Number:Message Center

	Quantity	Unit Price	Extended Price
Outright:	1.00	~~44,451.00~~ 40,000	~~44,451.00~~
Lease:	60 months	~~1,333.53~~ /mo 1200	~~1,333.53~~/mo
Elec. Maint.:		~~440.06~~/mo	~~440.06~~/mo

2	Installation	Installation of SF message center	N/A

Labour to install message center described in line #1... includes mounting display on existing structure (supply and install of all support structure is by others).

*** SALES PLEASE NOTE: Any additions, modifications, retro-fitting to steel support structure are NOT included in this price. The design of the mounting points must be co-ordinated so as to avoid any penetration of the message center cabinet... we suggest a horizontal angle rail / stringer system to hang the cabinet on customer's frame structure.*
SIGN PERMIT INC.
*** NOT including cost of variance (extra if req'd).*
*** Electrical / electronic supply & connect NOT included (by others).*

Part Number:Installation

	Quantity	Unit Price	Extended Price
Outright:	1.00	~~1,470.00~~ 1251.	~~1,470.00~~
Lease:	60 months	~~44.10/mo~~ 40.	~~44.10~~/mo
Elec. Maint.:		~~28.00~~/mo	~~28.00~~/mo

41,261.

SIGNS (1993) LTD.

MANUFACTURING SERVICE & MAINTENANCE FOR ALL TYPES OF SIGNS

1430 Church Avenue, Winnipeg, Manitoba R2X 1G4 • Phone (204) 697-9705 • Fax (204) 632-6895

March 1, 2006

Western Canada Aviation Museum
Hanger T2 958 Ferry Rd
Winnipeg MB

Attention: Shirley Render

Reference: New outdoor LED display

Dear Shirley

I am pleased to provide my quotation on your new LED display. The work covered and pricing are as follows:To supply and install one 5'x 10' colour single face Daktronics LED matrix display. Galaxy model AF-3400- 64X 144- 20- RGB- SF with description as follows:

Matrix: 64 pixels high by 144 pixels long
Pixel pitch: 20 mm
LED colour: Red, Green and Blue in 32,000 colour
Dimensions: 4'- 8" H x 9'- 11" W x 8" D (cabinet dimensions are approximate)

One (1) Venus 1500 software license is provided with this display. Software is compatible with windows 98, Me, 2000, or XP professional computer operating system. Also included is online operator training hosted by Daktronics.

Your cost would be **$35,950.00** *plus taxes*

Note: This display would carry a full warranty on parts and labour for one year with an additional four year warranty on parts only.

I trust that this is the information you require. Thank you for the opportunity to submit my quotation and I look forward to a positive response.

Best Regards

Ed Lennon

electra sign
398 DALY ST. N., WPG., MAN. R3L 2K6
PH: (204) 452-6168 • FAX: (204) 452-6973

Attn.: Shirley
Western Canada Aviation Museum

February 10, 2006
Page 2 of 2

A licensed electrical contractor must do the electrical connection. The sign requires 40 amps at peak with a 115-volt service. In terms of power consumption you could expect a cost of approximately $1.25. The sign comes with a complete (1) year warrantee and parts only for a further four years. Our experience so far (the last 4 years) with this product has been exceptional with very few and mostly minor problems. References from customers such as MB.Hydro, Misericordia Hospital, MTC, Vantis Credit Union, Deer Lodge Hospital and more are available if required.

Other options that you may want to consider:

1)	6'X12' full colour 35mm	Price: $45,874.00
2)	5'X10' full colour 19mm	Price: $53,600.00 ←
3)	5'X10' full colour 35mm	Price: $35,000.00
4)	5'X10'monocrome amber 35mm	Price: $25,330.00

All other conditions apply.

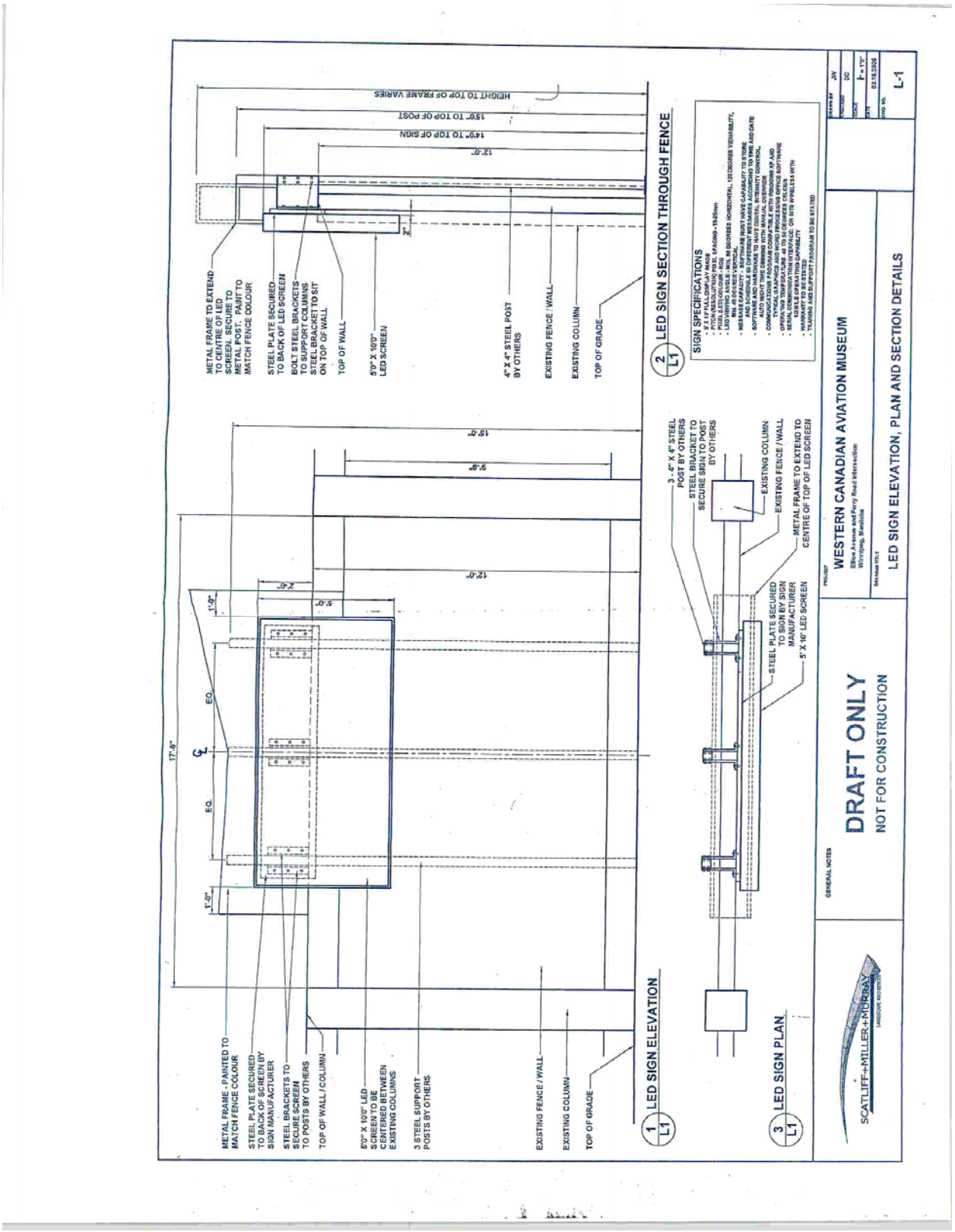
Price valid for thirty days, however, we have been advised by our steel and alloy suppliers to expect substantial increases in prices by way of a surcharge. Due to the above, we may find it necessary to adjust our quoted price accordingly.

Electra Sign manufactures its products in house to meet or exceed strict C.S.A. standards. Because of this commitment to quality, we offer the best warranty in the industry.

Thank you for the opportunity to quote and we anticipate your favorable reply.

Yours truly,
ELECTRA SIGN LTD.

Ken Devine
President



1 L1 LED SIGN ELEVATION
2 L1 LED SIGN SECTION THROUGH FENCE
3 L1 LED SIGN PLAN
METAL FRAME - PAINTED TO MATCH FENCE COLOUR
STEEL PLATE SECURED TO BACK OF SCREEN BY SIGN MANUFACTURER
STEEL BRACKETS TO SECURE SCREEN TO POSTS BY OTHERS
TOP OF WALL / COLUMN
5'0" X 10'0" LED SCREEN TO BE CENTERED BETWEEN EXISTING COLUMNS
3 STEEL SUPPORT POSTS BY OTHERS
EXISTING FENCE / WALL
EXISTING COLUMN
TOP OF GRADE
METAL FRAME TO EXTEND TO CENTRE OF LED SCREEN. SECURE TO METAL POST. PAINT TO MATCH FENCE COLOUR
STEEL PLATE SECURED TO BACK OF LED SCREEN
BOLT STEEL BRACKETS TO SUPPORT COLUMNS STEEL BRACKET TO SIT ON TOP OF WALL
TOP OF WALL
5'0" X 10'0" LED SCREEN
4" X 4" STEEL POST BY OTHERS
EXISTING FENCE / WALL
EXISTING COLUMN
TOP OF GRADE
HEIGHT TO TOP OF FRAME VARIES
15'0" TO TOP OF POST
14'0" TO TOP OF SIGN
12'-0"
17'-6"
15'-0"
9'-9"
12'-0"
2'-0"
5'-0"
1'-0"
EQ.
3 - 4" X 4" STEEL POST BY OTHERS
STEEL BRACKET TO SECURE SIGN TO POST BY OTHERS
EXISTING COLUMN
EXISTING FENCE / WALL
METAL FRAME TO EXTEND TO CENTRE OF TOP OF LED SCREEN
STEEL PLATE SECURED TO SIGN BY SIGN MANUFACTURER
5' X 10' LED SCREEN
SIGN SPECIFICATIONS
WESTERN CANADIAN AVIATION MUSEUM
Ellice Avenue and Ferry Road Intersection
Winnipeg, Manitoba
LED SIGN ELEVATION, PLAN AND SECTION DETAILS
DRAFT ONLY
NOT FOR CONSTRUCTION
GENERAL NOTES
SCATLIFF+MILLER+MURRAY
L-1