Agenda – Executive Policy Committee – June 2, 2010

REPORTS

Item No. 3 Additional Appropriation – Western Canada Aviation Museum Inc. (St. James-Brooklands Ward) File FE-1

COMMUNITY COMMITTEE RECOMMENDATION:

On May 18, 2010, the Assiniboia Community Committee recommended to the Executive Policy Committee that the Standing Policy Committee on Finance approve a one-time additional appropriation to the Western Canadian Aviation Museum to offset the cost of bringing the Lancaster aircraft to Winnipeg from July 29 to August 3, 2010.

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DECISION MAKING HISTORY:

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WESTERN CANADA AVIATION MUSEUM INC.

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April 22, 2010

Councilor Scott Fielding
c/o Destiny Watt
DWatt@winnipeg.ca

Hi Scott,

In August 2009 we broke all attendance records when the historic Avro Lancaster made a two-day stopover at our museum. Over 7,500 visitors joined us to step into a piece of Canadian aviation history. The impact of this event on our bottom line was incredible.

Canadian Warplane Heritage Museum (CWH) has now confirmed that the Lancaster will return to the Western Canada Aviation Museum. It will arrive on our tarmac on Thursday afternoon July 29th and depart Tuesday morning August 3rd.

Unfortunately the late decision to allow the Lanc to come here has meant that we have missed all deadlines to apply for any heritage grants to help us underwrite the costs of bringing in this aircraft. Also, the costs have increased dramatically. For example, the 'exhibits' fee itself has increased from $6,000 to $11,500. Because we are on an international airport we must provide security fencing and security guards. We must raise at least $30,000 to cover the main costs.

As our Councilor, I am writing to ask if you would be interested in donating to the Lancaster fund.

We anticipate at least 10,000 visitors this year. The PR for our sponsors and donors will be excellent. We will be acknowledging our main sponsors in the colour ad we place in the Winnipeg Free Press and we also acknowledged all sponsors and donors in a large Acknowledgement Board at the museum as well as in our magazine, our Annual Report and in other literature.

If you saw or heard any of the publicity in the newspapers or on TV and radio from last year you will remember how much the public loved the Lancaster. Our Museum was literally bursting at the seams. People came out in droves to watch it fly in and take off and to climb into it and talk to the crew.

To date our sponsors our The Winnipeg Free Press, the Four Points Sheraton Hotel, the Winnipeg Airports Authority, the Exchange Income Corp, Murray Chevrolet Hummer and Diageo Canada. To date our members have donated almost $9,000.

Scott, this will be great PR for you and I hope you are able to bring your family to see this historic aircraft. Remember you can climb through the Lanc and see what it is like to have been aircrew during WW II. You will have the opportunity of literally *stepping in history.* I look forward to hearing from you at your earliest convenience.

Sincerely,

Shirley Render
Executive Director
ExecDirector@wcam.mb.ca

PS For your information:

The Lancaster is 'open' for viewing and the crew is available to meet the public:

- Friday July 30 10:00 am – 8:00 pm
- Saturday July 31 10:00 am - 8:00 pm
- Sunday August 1 10:00 am - 7:00 pm
- Monday August 2 10:00 am - 6:00 pm

Museum Admission July 30-August 2:

- Members, Seniors & Children - $5
- Adults - $10
- Family - $30

Beat the crowds and come to the

Private Viewing & Reception

Thursday July 29 from 4:30 – 6:30
for the first 120 people to purchase
Special Tickets at $100/person*

***To assist with Lancaster expenses**