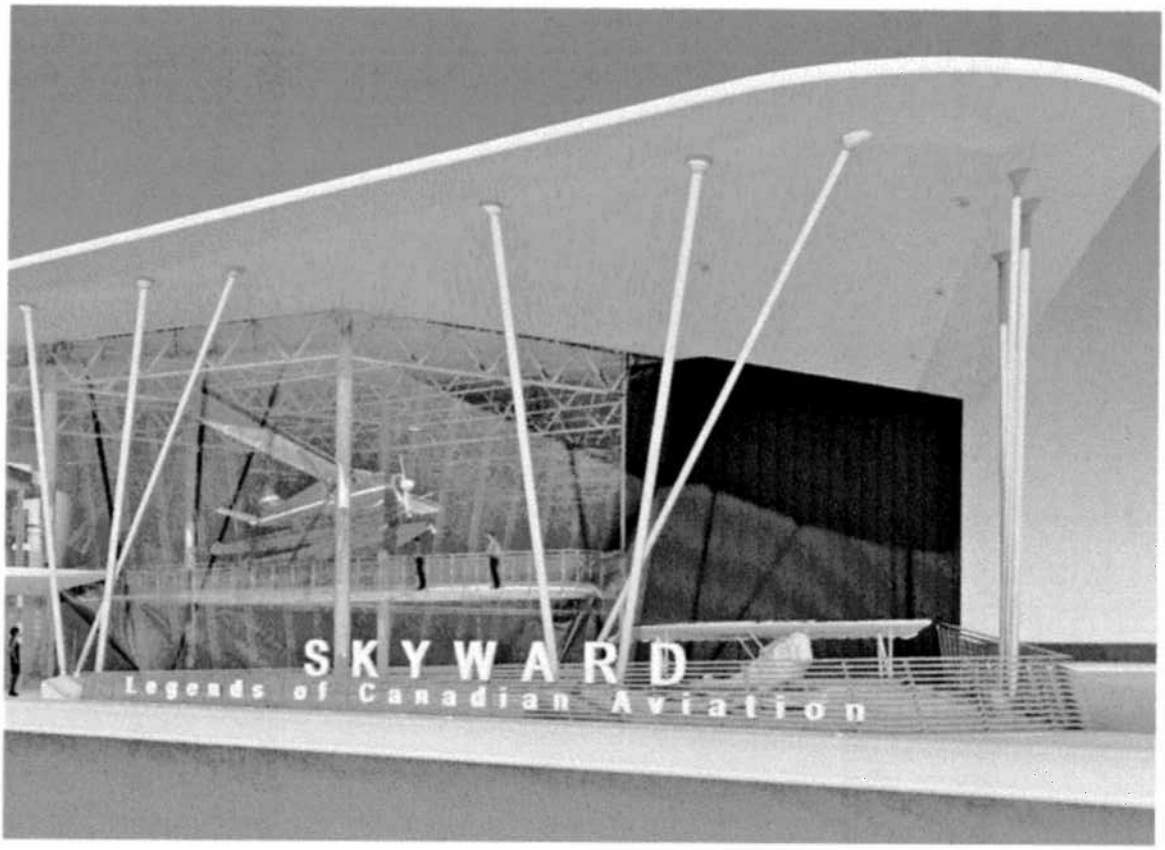
Western Canada Aviation Museum (Capital Campaign)
Presentation to EPC December 12, 2013 at 9:45AM at City Hall



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THANK YOU FOR THIS OPPORTUNITY TO PRESENT TO YOU.

The Museum must move out of its current location in 2017 as the lease would not be renewed by the Winnipeg Airports Authority.

We are working with the Business Community, led by our Honourary Campaign Co-Chairs **Hartley Richardson** and **Dr. Arthur Mauro** and our Active Cabinet Co-Chairs, **Ross Robinson** and **Doug Harvey**, along with the WAA.

We are planning to construct a new Aviation Heritage Centre on the site of the old Airport Terminal. We will rebrand to **Skyward – Legends of Canadian Aviation**.

We have raised **$15 M** from the private sector and the Province has identified **Skyward** as a **top priority project** and has committed **$10 M** as part of their community infrastructure funding program towards our total campaign target of **$35 M**

Our current facility was opened by **HRH Queen Elizabeth in 1984** and we have a **Royal Patron** on board for our new facility.

Why Should the City Financially Support Us?

1. **Winnipeg holds many Firsts in Canadian Aviation – We have Many Reasons to Celebrate**

   a) It was a James A. Richardson, a Winnipegger, who in Dec 1926, created and headquartered the **1st Canadian airline** founded on a solid business foundation. Western Canada Airways began operations at the foot of Brandon Ave. on the Red River. It was the **largest air base in Canada** at the time.

   b) Operating from its 2nd base at Stevenson Airport, Western Canada Airways operated **Canada's 1st prairie airmail service**. The company quickly expanded north to the Arctic and west to the Pacific Ocean and became the 2nd largest airline in the British Empire.

   c) It was this Winnipeg-created and based company that proved to government and business that flying had an important role to play in opening up the natural resources of North.

   d) In 1930 Winnipegger James A. Richardson, using Western Canada Airways as the nucleus, **created Canada's 1st national airline** – Canadian Airways Limited, **headquartered in Winnipeg** with bases from Nova Scotia to BC. **No other city can claim this**. It was a Winnipegger who had the foresight to see that Canada required a national airline to tie the country together socially and economically – and – to keep the Americans from controlling our skies.

Winnipeg has aviation heritage bragging rights that no other city can claim.

- These points alone make us a tourist/heritage/cultural attraction.
- The heart of the Canadian aviation and aerospace industry began in Winnipeg: it makes sense for this city to financially support us since we have the aircraft and artifacts to exhibit and tell this exciting and fascinating story.

2. **Tourism** is vital for the Winnipeg economy.

    - The Museum is a valuable tourism and business resource.
    - In July 2013 the Museum received a 4.5 Star Rating from ***Trip Advisor for Business***; we are in the top 10% worldwide for traveller feedback. We topped many other Winnipeg Museums (St B, Children's for example)

Our new facility will add to the growing cluster of cultural, historical & entertainment facilities here.

3. In addition, our **new site and building** will provide another step up in the ever-developing **positive image** of Winnipeg:

- The Museum's iconic new home will be on the footprint of the old terminal and will provide a **WOW first impression** to **everyone** coming/going from the airport.

- The new facility, situated only a few minutes' walk from the new airport terminal, will be a great asset and attraction for those arriving in Manitoba before they head North for business and pleasure as well as those coming to Winnipeg to explore other attractions or for business.

- The Four Points Sheraton Hotel & Grand Hotel plan to use our meeting rooms to host larger events & want the attraction of having an entertaining heritage facility handy for their guests.

4. We enrich the Winnipeg community:

- We are open every day/year except statutory holidays; our visitor demographic is mainly under the age of 40, with children being the largest age group.

- We connect to educators supporting science, geography, history and art with curriculum-based education programs. We work with Seven Oaks School Division on its Balanced Experiential Education Program (B.E.E.P.)

- Via a grant from Great West Life we offer free bussing & admission to Inner City Students for our Take Flight Program. Teachers have told us we open the eyes and minds of many students to careers they might not have thought about or ever aspired to achieve.

- We work with U of M, U of W, RRC providing student placements & research opportunities
- Education at the Museum also happens through the mentorship and multi-generational approach from our strong volunteer base

- We provide meaningful volunteer placements in our reception, gift shop, office, library, archives and restoration areas mainly to seniors. We have over 100 active volunteers who over the last 5 years have contributed over $2.4 Million of work time (118,530 volunteer hours at $20/hr).

To conclude, we are an **award-winning organization with a 40 year history of financial sustainability and service to the community**. Renowned in North America for having the most complete Collection of rare bush aircraft as well as many one-of-a kind a/c and one of the largest libraries and archival holdings in Canada.

SKYWARD will reinforce the Winnipeg position as a true transportation hub by presenting the past, present and future of aviation to visitors.

With the opening of CMHR we will add to the attractiveness of Winnipeg to potential visitors on a "museum-focused" visit.

We will provide another major themed attraction as part of the expanding tourism offerings of the City.

Our new Centre will appeal to people on many levels:

- It will have the **only public runway-viewing area for the airport**; it will be an outstanding attraction for children, families, seniors and aviation enthusiasts; a hands-on educational tool for teachers; and a unique meeting and event venue.

SKYWARD will tie in with the new Provincial Tourism initiative both in Winnipeg and as a connection to the history of the North. With its proximity to the airport terminal, **SKYWARD** can be positioned as a key tourism asset for travellers passing through the airport or those flying North for hunting and fishing.

We have the added advantage of being both close to the City Centre and on the airport.

Being on an international airport allows us to bring in special a/c such as the Lancaster and Boeing B-17 Flying Fortress which this summer brought close to 10,000 visitors.

We are very much a part of how the branding of Winnipeg can be further enhanced.

Construction of the new building and expanded operation will generate new jobs.

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The Museum's aircraft – many of them 'one-of-a-kind' in the world are part of Winnipeg's heritage. We have a jewel of a Collection and must ensure they are protected and our history is not sold to international collectors.

The bush flying story is one of adventure and innovation that inspires and captures visitors' hearts and minds. **SKYWARD – Legends of Canadian Aviation** will be a fitting tribute to the pioneers who opened our skies despite the hardships of weather and uncertainty of equipment.

Our city will be the loser if this museum closes its doors. Winnipeg will miss an opportunity to capitalize on something that no other city can claim.

All-in-all a strong argument to support significant funding from the City to help make this project a reality. We request that the City consider $5 Million financial support (perhaps over a 5-year period) for our new facility.

Thank you for your time.