

We are Aviation

Presentation to City of Winnipeg Executive Policy Committee, December 8, 2016

ROYAL AVIATION MUSEUM of WESTERN CANADA

Who We Are

Ross Robinson, Capital & Endowment Campaign Co-Chair
(Chairman/ CEO, B.A. Robinson Co. Ltd./Honorary Colonel 17 Wing Winnipeg)

Blain King, Capital & Endowment Campaign Co-Chair
(CEO WSL Sport & Leisure)

Helen Halliday, President and CEO, Royal Aviation Museum of Western Canada (Active Capital & Endowment Cabinet)

Extraordinary Leaders

Royal Patron
His Royal Highness Prince Edward
Earl of Wessex, KG GCVO ADC(P)

Honorary Co-Chairs
Hartley T. Richardson O.C.,O.M
Dr. Arthur V. Mauro O.C., O.M.,Q.C

Co-Chairs
Ross Robinson
Blain King

HONORARY CABINET
David T. Barnard
James W. Burns, O.C., O.M.
Charles S. Coffey, O.C.
Hon. Gary Filmon, P.C., O.C., O.M.
Ruth and Brian Hastings
Duncan M. Jessiman
Edward Kennedy
Fred Mannix, O.C.
Peter Mansbridge, O.C.
Greg McDougall
Raymond McFeetors
Bill Parrish Sr.
Julie Payette, O.C., C.Q.
Dr. Donald S. Reimer
Calin Rovinescu
Maxwell W. Ward, O.C., A.O.E.
Bill Wehrle (posthumous)

ACTIVE CABINET
Dean Alfonso
Richard Andison
Gary Bell
Barry Bembridge
Lynn Bishop
Don Boitson
David Filmon
Helen Halliday
David Johnston
Ron Jonkman
Hubert T. Kleysen
Barry Lapointe
James D. MacDonald
Andrew Paterson
Bill Pratt
Gary Timlick
Bob Williams
Rennie Zegalski

A Great History

- **42 years of successful operations** in Winnipeg
- Most complete collection of **bush aircraft and artifacts** in Canada
- Annual **volunteer contributions valued at $360k**
- **32% increase in visitors** over five years
- Youth Education – **nearly 200 school groups and 8,000 students annually**

A Compelling Future

"The new facility will be more than a building.

The Museum will represent repayment of a debt that this community owes pioneers of air travel and will represent our dedication to the future of aviation.

In short, it will enshrine our past and will be a window on the future"

Dr. Arthur V. Mauro, Honorary Co-Chair

A New Facility with a Greater Future

- **Profile** Winnipeg's global aerospace leadership
- **Showcase** our aviation culture and heritage
- **Enhance** Winnipeg's role as a central transportation hub
- **Educate** students to spark interest in aerospace careers
- **Explore** innovation AND adventure
- **Share** Indigenous stories and history
- **Garner** significant private and public sector support

A Jewel for Winnipeg

- **Complements Winnipeg's finest offerings** (CMHR, Assiniboine Park Conservancy, Inuit Art Gallery, James Armstrong Richardson Airport, Investors Group Field)
- **Major Contributor to Airport Campus Expansion**
- **A world-class first impression for visitors**
- **Museum Visibility** increases 100 fold
- **A Meeting Place/Centre** for the aerospace community

A Solid Plan

- Sustainable operating model
- An achievable business plan
- A compelling visitor experience
- Diversified Revenue Streams
- Lean Organizational Structure, leverage volunteer engagement
- A comprehensive marketing strategy

A Compelling Visitor Experience

TAKE A QUICK TOUR

Welcome and Orientation



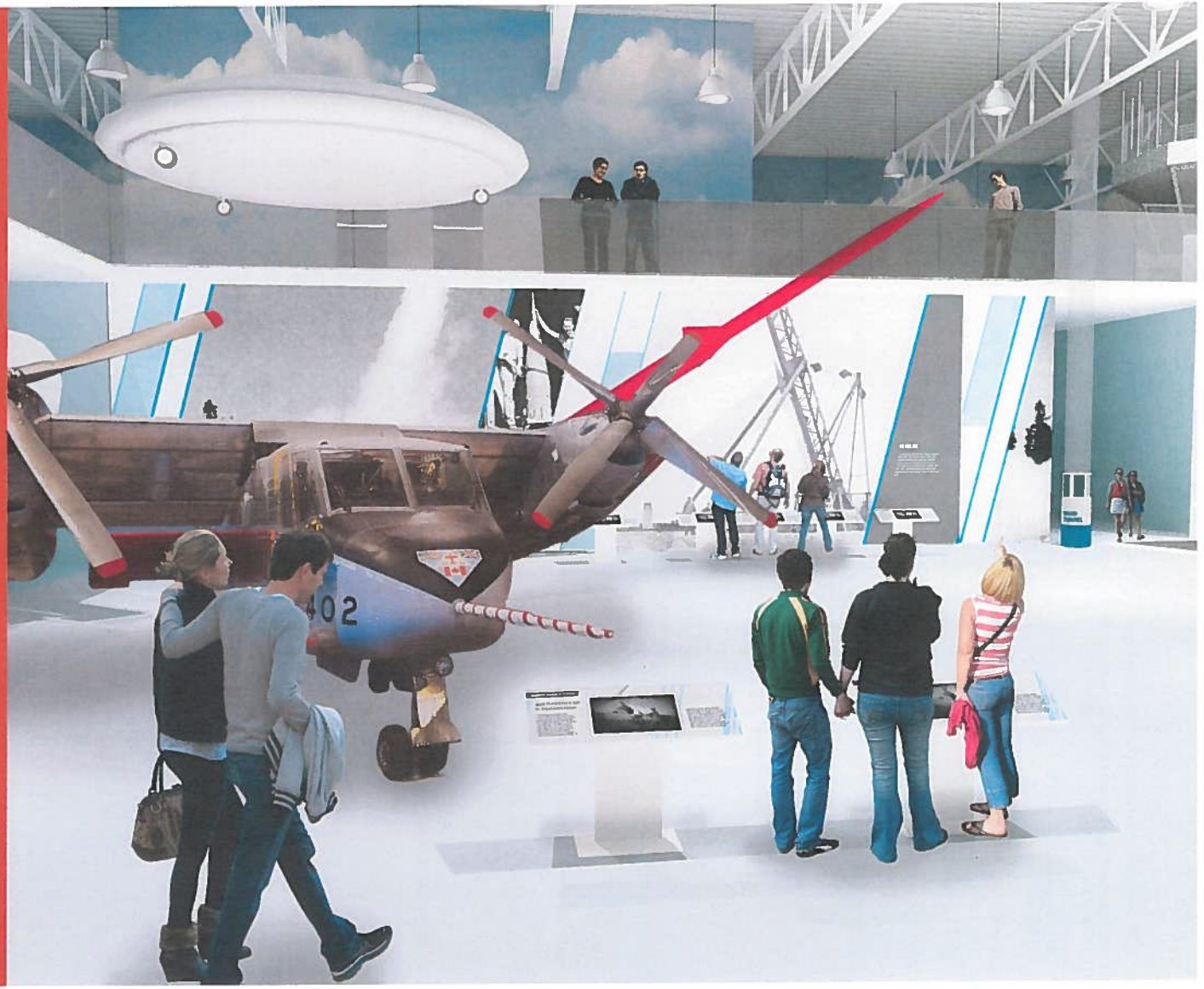
Workhorses of the North



Stevenson Field



Innovation



Youth Adventure



Why New? Why Now? Why City of Winnipeg?

- **Lease expires in 2017 –** planned redevelopment of current location
- **Royal Visit in June 2016 –** sets expectation for a new museum
- **Winnipeg opened up the North** – it's time for us to tell the story
- **Prime Airport Site available now**
- **Direct Access to international runway -** for visiting aircraft
- **Government support leverages** private support and vice-versa

A **Solid** Investment for Winnipeg

Construction will create significant economic impact:

- **Employment***
  - 230 person-years in total employment
  - $12.4 million in wages and benefits
- **Construction Tax Revenue***
  - $2.6 million in federal taxes
  - $2.3 million in provincial taxes
  - **$500,000 in MUNICIPAL taxes**

* Source: Estimates from Manitoba Bureau of Statistics Report, January 2016

Public & Private Sector Support

TOTAL CAMPAIGN GOAL	$50 MilliON
PRIVATE DONATIONS	$18.4 MILLION (AND COUNTING!)
CANADA CULTURAL SPACES GRANT (SECURED) INFRASTRUCTURE-CANADA BUILDS	 $1.2 MILLION (ANNOUNCED) 10.0 MILLION (REQUESTED)
MANITOBA - INFRASTRUCTURE	$10.0 MILLION (REQUESTED)
WINNIPEG	$2.0 MILLION (REQUESTED OVER 3-5 YEARS) $75 THOUSAND (THANK YOU!)

Thank YOU!

It's a Museum!

It's a Community Meeting Place!

It's a Learning Centre!

It's a focal point for aviation enthusiasts and and outstanding attraction for families!

It's an innovation incubator!

It's a tribute to pilots and engineers… and an inspiration to dreamers!



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