

CITY OF CALGARY
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2015 Civic Partner Annual Report

*(Aero Space Museum
of Calgary)*

I. 2015 Accomplishments

1. Building renovations were conducted throughout the year and have continued into 2016, with an estimated \$1.6M in expenditures.
2. Began a rebranding initiative, which will be finalized in early 2016.
3. The Father's Day Weekend brought in over 3400 people – our most successful Father's Day Weekend so far.
4. Created and implemented collections management, disaster and emergency response, volunteer and education policies and procedures.
5. Fostered or maintained partnerships with over 34 stakeholders, including the Calgary Board of Education, Calgary Airport Authority, the RCAF, and numerous aviation and heritage partners.

II. Selected key performance measures

How much did you do?

1. In spite of the economic downturn, attendance increased from 29,803 in 2014 to 36,870 in 2015.
2. Over 5000 students attended programs.
3. 118 volunteers provided 7147 hours of expertise to the Museum in 2015.

How well did you do it?

1. The increase in attendance illustrates that there is still a desire and need to learn about the past events and technological growth in preparation for the future. All areas of attendance have steadily increased over the past 3 years, which indicates marketing and outreach initiatives are impacting Calgarians.
2. Increased use of school programs reflects the addition of new programs, updating of old programs and attendance at the Teacher's Convention. We continue to work at finding innovative ways to reach Calgary's students.
3. We continue to have a stable, dedicated volunteer force; our recognition events are working.

How are Calgarians better off?

1. Steadily increasing numbers of Calgarians are aware of the role of aviation and flight in the history of the province and in their everyday lives.
2. Our work is supporting the Calgary economy long-term, and has a positive effect provincially and nationally.
3. There is a requirement for informal education to serve as a valuable component of our city and provincial education systems. ASMAC is a community resource and informal educational venue for our volunteers and those they reach through their dedication and passion for flight. Our volunteers are an important part of the Museum and volunteering provides opportunities for individual growth, work experience and social interaction.

III. Key strategic risks

1. Financial. The Museum relies on the municipal, provincial and federal funding for operating and project expenses, and capital improvements.
2. Talent management.
3. Economic conditions and uncertainty.
4. Preservation of Collections. The Board, management and staff are fully aware of their responsibilities to ensure the public trust surrounding the ongoing preservation of the collection. However, more municipal support is required in this area.

IV. Looking ahead- Upcoming strategies or initiatives

The Museum will focus on sustainability, increasing community connections and relevancy, and professionalism and standards through five strategic directions:

1. Improve Identity and Visibility in the Community
2. Develop our Exhibitions, Programs and Events
3. Strengthen our Community Connections
4. Formalize a Long Term Facility Strategy
5. Ensure sustainability