



1

SEP 1 7 2018

CITY CLERK'S DEPARTMENT

DISTRIBUTION



About our Work

Mission: To provide a rich understanding and appreciation of the evolution of flight by telling stories related to our collections that provide inspiration to current and future generations.

- 30,000 visitors and 6,037 individual learning experiences for Calgary and area students
- 104 dedicated volunteers provided 5,792 hours in collections, education, guest services, and restoration and maintenance
- Remembrance Day draws 1,300 in the NE

2018-09-0

Presentation

Calgary 🐯

Meeting the Needs of Calgarians

"Took my nine year old son and we had a great time. The volunteer was friendly and very informative. The displays were amazing."

"Thank you! My family ventured to the Hangar Flight Museum on a whim and will make it a regular stop! \$35 for the family, 3 amazing guides, who were so great with the kids!! Hands on exhibits, got to sit in the Sabre, see a Lancaster! Can't say enough good about our morning!!!"

When asked if would recommend school programming to others: "Amazing! Especially for high ELL learners."

"A hidden gem"

2018-09-05

Presentation



Alignment with Citizen Priorities & Council Directives

P2 - Travel and Tourism destination in the NE

N1, N2 – Safe, accessible, inclusive spaces

N3 – Cherishing and protecting heritage

N4 - Complete communities

H4 – Healthy lifestyles, community, participation

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5



Trends and Research

Orientation for Community Impact

Visitors and Calgarians expect dynamic organizations which deliver great experiences and add quality of life

Update the strategic plan to focus on:

- Community impact location in NE is an opportunity
- Long-term capital plan and staffing plan (fund development and collections/programs)

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6:



2019-2022 Strategic Direction - 1

Priority #1

Improved Visitor Experience

- · Accessibility of front entrance
- Improved collections care: Re-skinning the Tent Hangar
- Improved exhibitions: Welcoming the Hawker Hurricane 2019
- Responsible stewards of collection: Addressing CF-100 remediation

2018-09-05

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V00



2019-2022 Strategic Direction - 2

Priority #2

Connecting with Community

- Stakeholder relationships with NE and Schools
- · Partners and sponsors in Aviation

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V01:



2019-2022 Strategic Direction - 3

Priority #3

Strengthening financial and human resources

- Pursuing fund development, establishing tools and systems
- · Board training
- · Key staffing areas:
- · Fund development
- · Collections care

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9



Results and Measuring Performance

Key results:

- Improved community impact and visitor experience
- Stabilized operations
- · A clear plan for growth

Measures include:

- Growth in visitors, program participants, volunteers
- Increased financial support from donors and sponsors

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10



