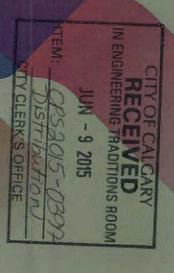
AERO SPACE MUSEUM OF CALGARY 2014 CIVIC PARTNER ANNUAL REPORT





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- To inspire dreams of flight
- To provide a rich understanding and stories related to our collections that provide appreciation of the evolution of flight by telling inspiration to current and future generations

VISION AND MISSION

- Over 112 volunteers, serving in various areas, including education, governance, admissions, collections, aircraft maintenance, and special
- Volunteers donated over 4,000 hours in 2014. This equates to 2 full-time staff positions
- With the addition of a part-time volunteer manager, new volunteers are being recruited and trained on a ongoing basis

- Thanks to the City of Calgary and the support, we are in the midst of repairing our historic WWII drill hall. This included, in 2014, the replacement of the roof, gutters and rainwater leaders Government of Alberta for their generous
- Increase of attendance by 10.4% over 29,000 **Visitors**
- Negotiated a 30 year lease with the Calgary Airport Authority, which included additional

- Developed a new 5 year Strategic Plan, based on the results from a facilitated strategic planning session held in early 2014
- Initiated an in-depth bylaw revision (completed in
- Hosted an immigration ceremony, RCAF Mess Dinner, Calgary Airport Authority AGM and other significant events
- Commenced a feasibility study to determine community support for a comprehensive fund development campaign
- Awarded federal funding to hire a collections manager

- Participated in the federal Cultural Access Program, which provides recent immigrants the country through free admission to various sites opportunity to learn more about their new
- Participated in the Calgary Public Library's and other sites free of charge. Calgarians with the opportunity to visit museums Culture Pass Program which assists low-income
- We provide opportunities for engagement, socia interaction and learning to seniors and disabled persons through our volunteer program.

- Complete repairs to the aging infrastructure, including upgrades to the HVAC system, new windows, front entrance and insulation
- Calgary and Region History Fair, Father's Day Weekend, Oktoberfest, Big Band Dinner and Dance and Remembrance Day Service
- First three months of 2015 show a steady increase in attendance and earned revenue streams over 2014
- Application for reaccreditation with the Alberta Museums
- Increased marketing, including the use of social media, radio and television
- Renewal of the Second World War exhibition
- Doug White, one of our dedicated education volunteers, won the Volunteer of the Year award at the 2015 White Hat Ceremonies

LOOKING FORWARD -

- Development of a comprehensive business plan
- Update operational and governance policies
- Development of concept drawings and the priceless aircraft, engines and other artifacts, which will include classrooms, theatre and architectural renderings for a new wing to house collections storage
- Rebranding to support our new vision and mission

LOOKING FORWARD - STRATEGIC