

AERO SPACE MUSEUM OF
CALGARY
2014 CIVIC PARTNER
ANNUAL REPORT



CITY OF CALGARY	
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THE CITY OF
CALGARY
COMMUNITY SERVICES &
PROTECTIVE SERVICES

- ▶ - To inspire dreams of flight
- ▶ - 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

VISION AND MISSION

- ▶ Over 112 volunteers, serving in various areas, including education, governance, admissions, collections, aircraft maintenance, and special events
- ▶ 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

YEAR IN REVIEW

- ▶ Thanks to the City of Calgary and the Government of Alberta for their generous 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
- ▶ Increase of attendance by 10.4% - over 29,000 visitors
- ▶ Negotiated a 30 year lease with the Calgary Airport Authority, which included additional land

YEAR IN REVIEW

- ▶ 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 2015)
- ▶ 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

YEAR IN REVIEW

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

YEAR IN REVIEW

- ▶ 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 Association
- ▶ 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 - OPERATIONS



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

LOOKING FORWARD - STRATEGIC

