



HANGAR
FLIGHT MUSEUM

STRATEGIC PLAN

2021-2025



STRATEGIC FRAMEWORK

Our Flight Path (Vision)

The Hangar Flight Museum will be a premier destination to explore, engage and experience the transformational power of flight.

Our Approach (Mission)

We are storytellers, stewarding and sharing the aviation history of Calgary and western Canada, and its impact on our community.

Our Compass

We are inspired by bold and adventurous stories.

We are passionate about bringing aviation history to life.

We work in service to our communities.

We are adaptable and agile, embracing quality, professionalism, and courage in our work.

Our Landing

Culture - Our world has been changed by flight.

Health - Our visitors, staff, and volunteers are safe and comfortable in our space.

Environment - We approach our work with a meaning and purpose and take care of the land and sky.

Financial - Intentional decisions contribute to a thriving organization.

Social - Sharing and exploring diverse stories and experiences contribute to an inclusive space.

STRATEGIC PILLARS



STRENGTHENING RESOURCES

- Fundraising and capital plan
- Building and land use



IMPROVING VISITOR EXPERIENCE

- Elevating experience
- Enhancing exhibits



CONNECTING WITH COMMUNITY

- Partnership outreach
- Media and marketing

STRATEGIC GOALS

GOALS 2021



Strengthening Resources

1. Completion of key infrastructure projects—trusses, tent, meeting room renovations.



Improving Visitor Experience

2. Implement a safe re-opening plan for visitors and staff.
3. Develop a plan for improving museum accessibility.



Connecting with Community

4. Create successful partnership plans with strategic community partners.
5. Increase public awareness and museum admissions through ongoing marketing and media coverage.

GOALS 2022



Strengthening Resources

1. Complete the feasibility study.
2. Implement recommendations from the sustainability review.



Improving Visitor Experience

3. Progress on the accessibility project.
4. Revitalize exhibits and maximize the potential for integrating CAHF exhibits.



Connecting with Community

5. Public awareness and media coverage.
6. Launch capital campaign.

GOALS 2023-2025



Strengthening Resources

1. Reach 60% of our capital campaign goal by 2024.
2. Increase staffing/reach future potential.



Improving Visitor Experience

3. Improve facility accessibility.
4. Engaging and rotating exhibits.



Connecting with Community

5. Establish new strategic partnerships.
6. Increase awareness through media relations.

