

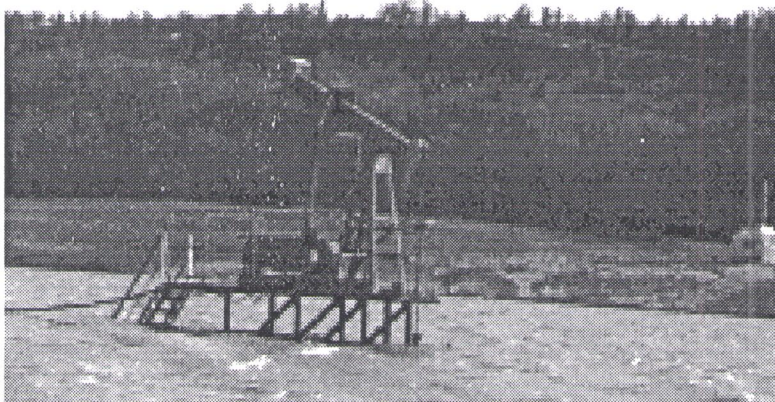
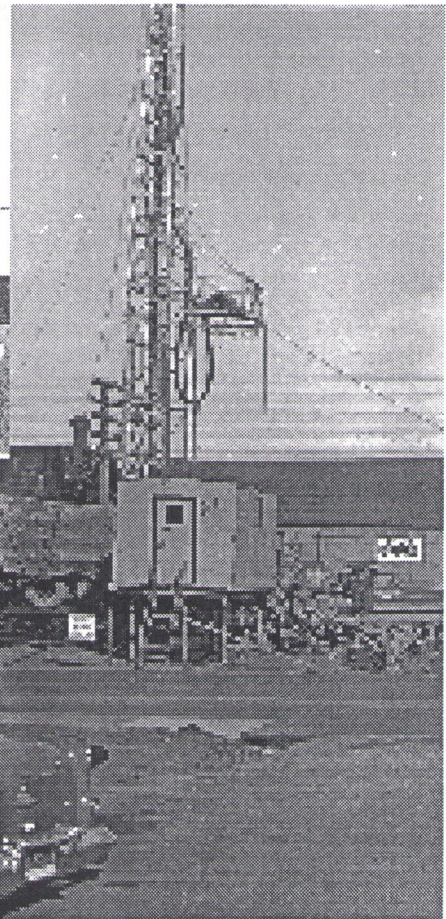
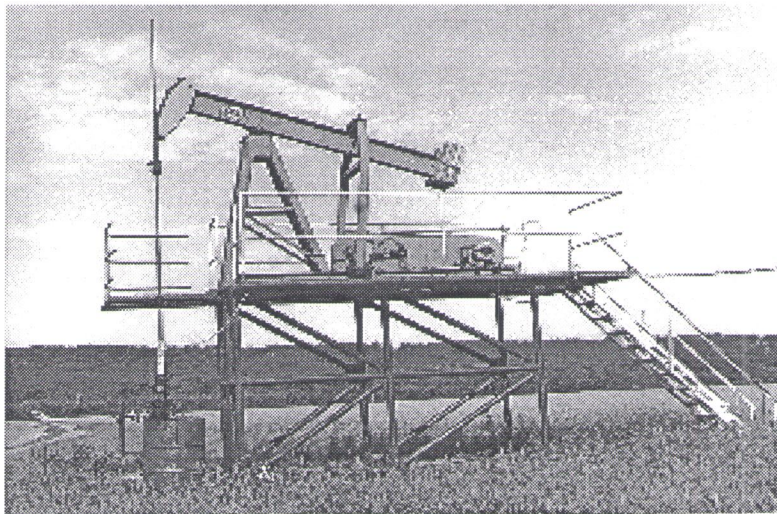


# Manitoba Oil Museum Inc. General Information and Request for Support

*Preserving the Heritage*

*Educating the Public*

*Promoting the Oil Industry*





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**The Manitoba Oil Museum Inc.**  
is a registered charitable organization.  
For information or to pledge support  
please contact:

**Manitoba Oil Museum Inc.**  
P.O. Box 2397  
Virden, MB. R0M 2C0

or

**Fund-raising Coordinator**  
Kurt Refvik  
965 Ingersoll St.  
Winnipeg, Manitoba  
R3E 2L8

(204) 783-9309



## Section 1

### INTRODUCTION

The Manitoba Oil Museum Inc. has recently kicked off its capital fundraising program. The goal is to secure pledges and support amounting to \$500,000 for the development of a museum complex in Virden Manitoba. The museum would like to purchase a building and land, perhaps as early as this fall, and open for limited operations in the spring/summer of 1996.

For more than forty years, oil has been an important resource in the western part of the province and the Manitoba Oil Museum Inc. is dedicated to preserving the petroleum heritage, educating the public and promoting the oil industry in a positive manner.

While many areas of potential support will be canvassed, including all three levels of government, local residents, foundations and organizations, the ultimate success of the project is dependent upon generous corporate sponsorship and active participation from within the petroleum industry and its suppliers.

This sponsorship proposal is a general overview of the Manitoba Oil Museum's goals, planned development and role within the regional community. It is provided so that potential donors can see the merits of the project and make an informed decision with regard to supporting the museum.

## Section 2

### MANITOBA'S OIL HERITAGE

For more than forty years, Manitoba has played host to a relatively small but active and growing petroleum production industry. The California Standard Daly well, located 14 kilometers west of the town of Virden, became Manitoba's first commercial oil well when it began production on February 1, 1951. This particular well also has the distinction of being the first producer in the now prolific Williston Basin. The Basin, which underlies all of Manitoba's oil fields also yields production in Saskatchewan, North and South Dakota and Montana.

Although the first charter to search for oil in Manitoba dates back to 1877, exploration activities were somewhat inconsistent prior to the end of the Second World War. Most early drilling activity in the province was in the search for water or in some cases salt. While exploratory drilling activity ranged from the Pembina Valley to the Dauphin area, no commercially exploitable petroleum sources were discovered with the exception of some gas wells in the Waskada-Melita region.

It was not until the late 1940's that a concentrated search for oil was begun in Manitoba. The Brandon Exploration Company, a subsidiary of the California Standard Company, was established in 1947 and carried out the province's first geophysical survey. By 1950, Imperial Oil and Shell Oil of Canada were also operating exploration crews in southwest Manitoba and eight wells were completed but plugged as dry holes. Activity in the area was further encouraged in 1950 by the construction of the Interprovincial crude oil pipeline from Edmonton to Superior, Wisconsin.

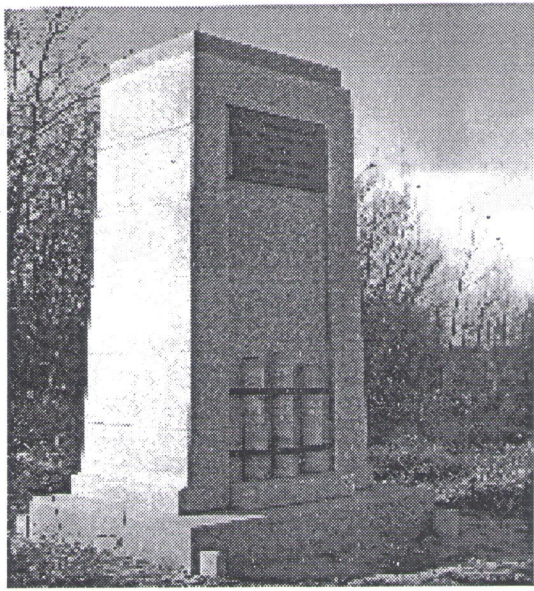
The Daly field discovery in early 1951 sparked off a flurry of drilling and exploration activity in the region. By the end of the year 6 of 18 wells were completed as potential producers and there was a rush to lease oil and gas rights in the area. Exploration confirmed three more fields (Tilston, Waskada and Lulu Lake) the following year and a further four fields were discovered between 1953 and 1955. During a lull in work for the Anglo Canadian Oil company, Hart and George McIvor of McIvor Drilling brought in the discovery well of the Virden Field in 1953 on their father's old homestead just northwest of the Virden townsite.

The discovery of the Virden field, which included 16 producing wells in town at one point, confirmed this predominantly agricultural community as the "Oil Capital of Manitoba."

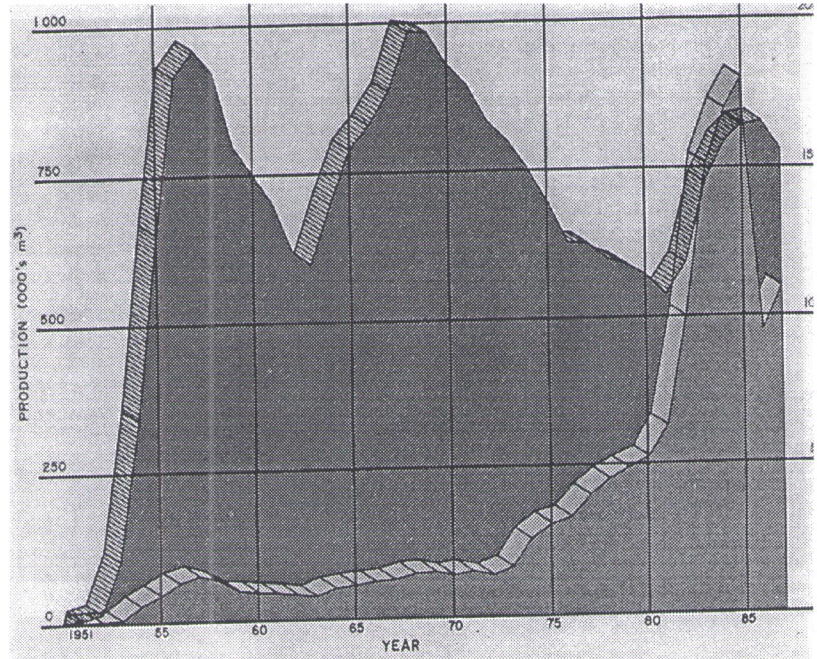
Long time residents recall the housing problems and temporary trailer village that resulted from this resource "boom." Even the schools had to restructure their class time into two "shifts" per day to accommodate the influx of oil field workers and families. However, after the initial boom, which peaked in the mid 1950's with some 125 companies involved, development and ex-



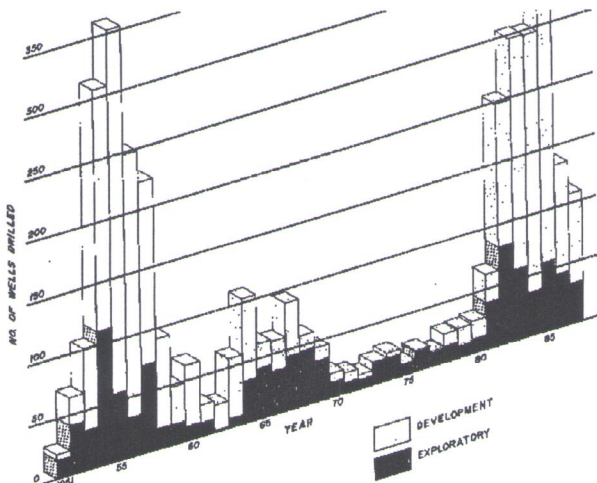




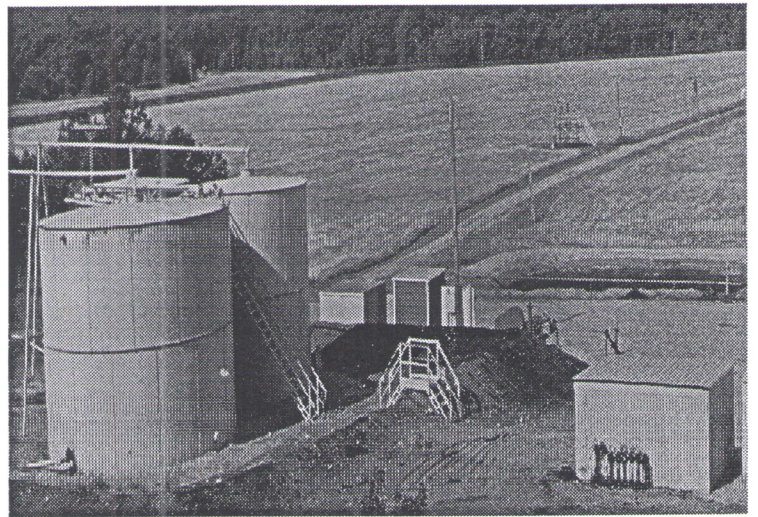
*Monument to Commemorate the Discovery Well in Manitoba's oil fields.*



*Figure 17  
Manitoba crude oil production and value of production; 1951-87.*

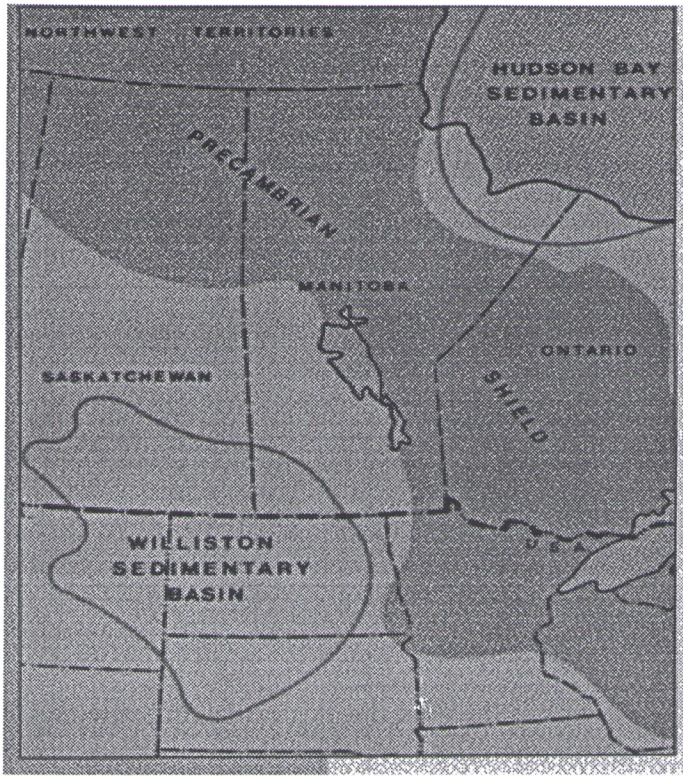


*Figure 16  
Exploratory and development wells drilled in Manitoba; 1951-87.*



*Battery and raised pump in the Assiniboine River Valley.*





Current and potential sources of Manitoba's Oil - the Williston and Hudson Bay Basins.

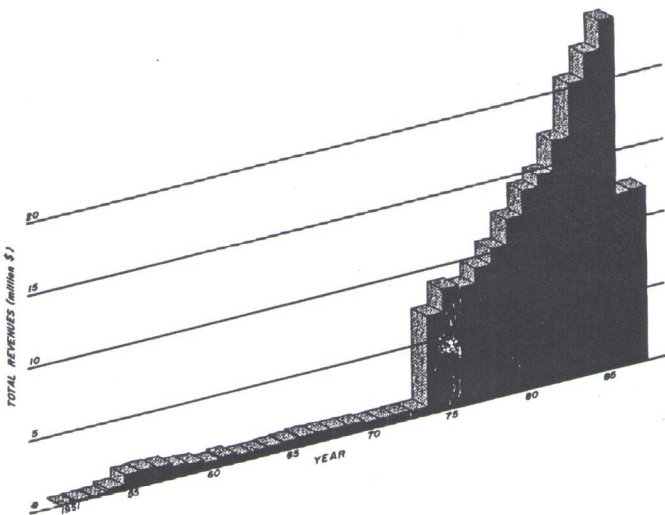
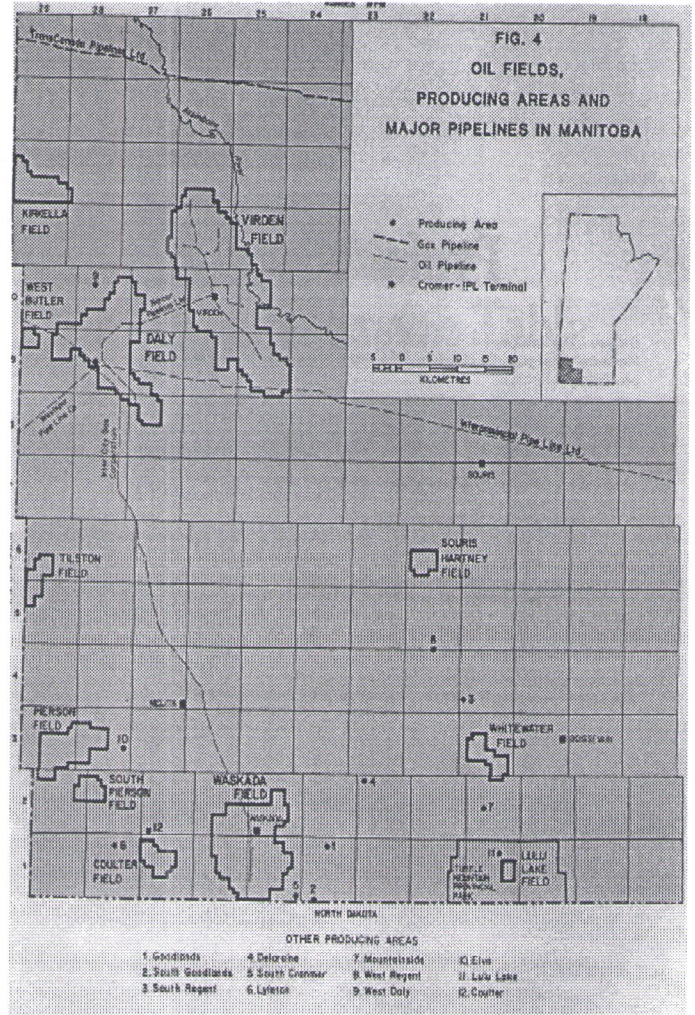


Figure 19 Provincial government revenues from oil production; 1951-87. Includes Crown oil royalties, freehold oil taxes, Crown lease sales and rentals.



Maps and graphs courtesy of the Manitoba Department of Energy and Mines - From the Oil Education Series.





ploration activity declined and the region became more stabilized in terms of population and growth. Nevertheless, the presence of a new and valuable resource base had significantly altered the social and economic order of western Manitoba.

For the better part of the next two decades, there was limited exploration and drilling activity in the province. Efforts were directed at more efficient production so waterflood pressure maintenance techniques were developed in the Virden field to increase yields. Although the Virden and Daly fields remained the principle producers, the groundwork for Manitoba's second oil boom was being prepared. International Hydrocarbons, later know as Omega Hydrocarbons, embarked on limited programs to develop the Waskada field which resulted in five or six wells being drilled as producers.

Much of the impetus for Manitoba's second oil boom was the result of increased oil prices in the wake of the OPEC embargo of the 1970's. New exploration techniques and the discovery of oil in largely untested formations in the Waskada field led to a flurry of drilling and the completion of 30 producing wells in the area by 1987. Omega was responsible for the province's first natural gas liquid recovery plant at Waskada (opened in 1984 at a cost of 3.5 million dollars) and partnered with Inter-City Gas and Manitoba Oil and Gas Corporation to build a 90 kilometer crude pipeline from the field to the Interprovincial pumping terminal at Cromer.

Unfortunately, a collapse in world crude oil prices proved disastrous to the industry on a global scale and cut short the development associated with Manitoba's second oil boom. Since peaking in 1986, Manitoba's total oil production and number of active and inactive producing wells have declined slightly (according to 1993 final figures). However, recent land sales figures released by the provincial government suggest a renewed interest in Manitoba's oil patch. As the third highest in oil patch history, the value of 1995 sale was double that for 1994 and exceeded all others since 1985. The development of new technologies, such as horizontal drilling an aggressive government marketing campaign with attractive drilling and exploration incentives has been credited with recent activity and interest.

Despite the seemingly unavoidable "boom and bust" nature of primary resource extraction, Manitoba's oil patch development has been a significant economic force in the western part of the province. The industry has provided much needed employment and a diversified income for a predominately agricultural region. A number of communities, most notably Virden and Waskada, have derived substantial benefits from petroleum exploration and production and associated servicing of the industry. Although the high level of drilling during the two "boom" periods brought in large numbers of workers, this employment was somewhat short lived. However, according to 1992 figures, it is estimated that on-going operational and maintenance account for about 90% of the 250 annual person years performed in Manitoba's oil patch. The remaining 10% is attributed to current levels of drilling and exploratory activity. Equally important is the indirect or "spin-off" effect of the petroleum industry in Manitoba. It is estimated that approximately 1 to 1.5 indirect jobs are created annually for every direct oil related person year. Consequently, some 250-375 additional people are employed as a result of Manitoba's oil industry.

### Section 3 PRESERVING THE HERITAGE

Established by a group of concerned citizens, many with some connection to the oil industry, the Manitoba Oil Museum Inc. was created to preserve and display the oil patch history in a suitable facility. The founding spirit of this organization is perhaps best summed up in one of its own Articles of Purpose:

"To foster interest and pride in the petroleum heritage of this province by promoting the benefits of the oil industry on the local, provincial and national standards of living."

From inception, the Manitoba Oil Museum Inc. has had oil heritage preservation, public education and industry promotion as the cornerstones of its program.

The organization was incorporated in March of 1992 with a complete constitution and bylaws and an executive elected from the membership. Executive members meet on a regular basis to discuss and undertake projects





and the general membership can attend an open annual meeting. In keeping with its nonprofit orientation, the Manitoba Oil Museum Inc. has been granted registered charitable status and is able to provide tax receipts to all donors.

Once established, the Manitoba Oil Museum board identified a number of short and long range goals that reflected their interest in preserving the oil industry heritage and presenting this information to the public. Included in short term plans were the purchase and renovation or construction of a suitable building, the collection and rudimentary display of artifacts and memorabilia and the generation of community awareness. The next stage of planned development involved refining and expanding displays, building a theme playground, creating a travelling exhibit and encouraging school and group tours.

In order to achieve their goals, the board recognized that an ambitious campaign directed at fund-raising, public relations and volunteer coordination would be necessary. Furthermore, it was decided that authorities in the fields of collections, conservation, museum management and educational curriculum development should be consulted for advice and direction.

For the past several years, the Manitoba Oil Museum board has been actively pursuing its stated goals. With respect to fund-raising, an initial pool of capital was generated through several raffles, including a grand prize draw for a boat. Corporate and private annual membership dues also contributed to the coffers and the Lions's Club of Virden held a community auction with proceeds of \$3500 going to the museum. The Virden Area Foundation also provided a one time grant for \$3000 to cover the costs of a preliminary feasibility study that was conducted in 1993. All monies raised to date are earmarked for research and promotional purposes and the building capital appeal drive is only now getting under way.

In addition to fund-raising, the museum board and individual members have met on a variety of occasions with David McInnes, Mark Stroski, Bruce Donaldson and Wally Fuchs (all of the Historic Resources Branch) and Mr. Barry Hillman of the Manitoba Museum of Man and Nature to discuss issues

such as government funding programs and the development of collections and conservation policies. The Manitoba Oil Museum has recently been granted membership in the Association of Manitoba Museums and has received much useful information on museum planning and management from this umbrella organization.

One of the most important functions to date has been the generation of public interest. The boat that was raffled off was displayed at a shopping mall and a number of regional fairs, rodeos and other events. The museum created an exhibit of oil field artifacts and photos which was also displayed at promotional events in several rural centers. This particular collection was loaned out for a teachers reunion in Virden in 1994. Accounts from these limited engagements suggest that there is considerable interest in the oil industry history and that an operational museum would be patronized by area residents.

Perhaps the most time consuming of all the Manitoba Oil Museum board's activities has been the planning of the physical museum facility, its layout and amenities and the search for a suitable location.

## Section 4 PROPOSED MUSEUM FACILITY

The Manitoba Oil Museum is intended to be a family oriented facility that is open year round and is readily accessible to local residents and tourists alike. The community of Virden, located only a few miles from Manitoba's first commercial oil strike, is the logical home for such a museum. The town site itself sits atop the Virden oil field and numerous producing wells have been drilled within the town limits. With a population of almost 3,000 people Virden is also the largest town in western Manitoba and has all the basic amenities of a progressive prairie centre (hospital, schools, police and fire department, camping facilities, lodgings, restaurants etc.). In this predominantly agrarian region, the local municipalities and smaller communities nearby add to the population base and enhance the town's stability and prosperity. While agriculture remains the primary activity in the area, the production of oil has helped to diversify the economy and lessen







*Fundraising Boat Raffle*

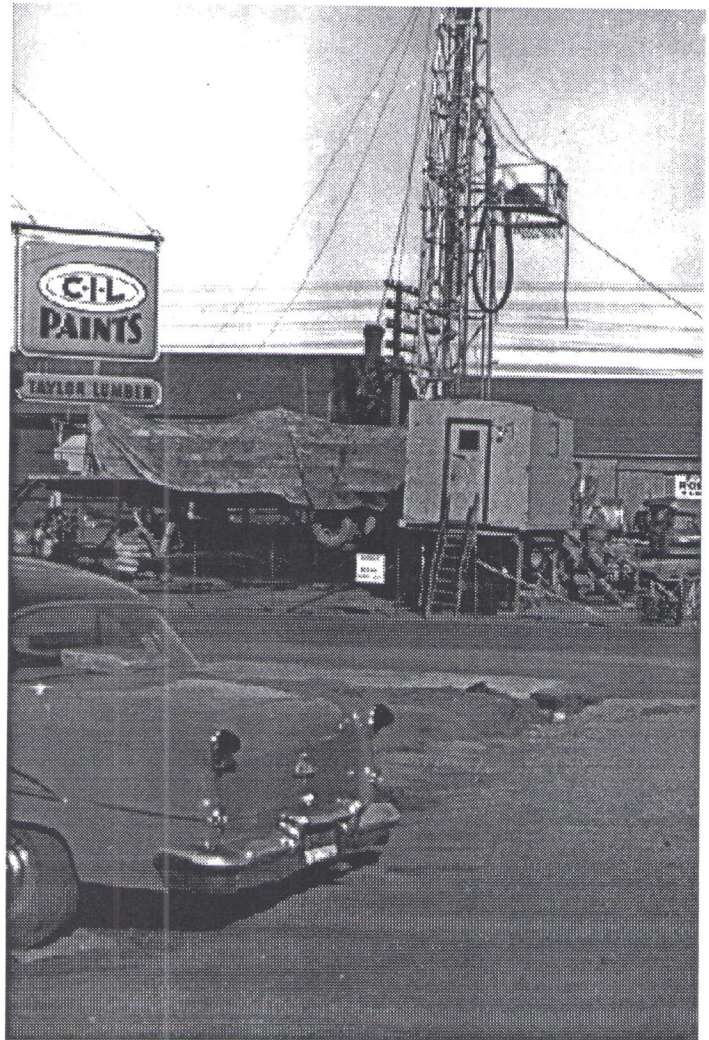


*Travelling Exhibit*

the dependence on one resource. In short, the community owes much of its development to the presence of petroleum and should be supportive of the Manitoba Oil Museum. As a regional heritage site, Virden also has the advantage of being located directly on the Trans Canada Highway at a point roughly mid way between Regina And Winnipeg. It is the intention of the museum board to buy or build an appropriate complex immediately adjacent to this major east-west Canadian route.

### Layout, Exhibits and Amenities

The proposed Manitoba Oil Museum facility will house all the basic amenities of a typical museum. It will be wheelchair accessible and will contain washrooms, staff office space, storage, work areas and a classroom/meet-



*Oil Well in downtown Virden.*

ing area with audiovisual capability. Landscaped grounds will provide sufficient parking space and an oil field theme playground and picnic area will be incorporated to reflect the museums's family and tourist orientation

**Exhibits** - While focusing on the development of Manitoba's oil patch, the museum will offer a broader view of Canada's petroleum industry, from exploration to retail consumption, in order to place the provincial heritage in a larger context. Interpretive exhibits will trace this development using photographs, original documents, memorabilia and artifacts to highlight aspects of the regions's oil history. "Hands on" and working model displays will be created to graphically illustrate the mechanics of the petroleum extraction process and to provide a visual and interactive experience specially geared towards younger visitors. Collections of





larger pieces of original oil field equipment will be displayed both inside the museum building and on the grounds.

## Section 5 EXISTING BUILDING

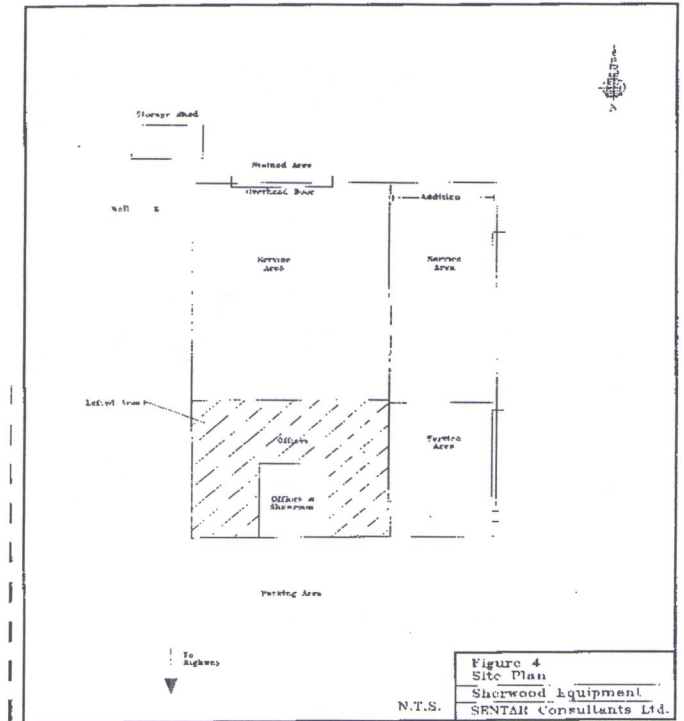
The current appeal for corporate support and the sense of determination underlying the Manitoba Oil Museum's 1995 fund-raising campaign has been fuelled by the existence of an ideal building and land complex that is currently for sale in Virden. Located on an access road immediately off the Trans Canada Highway there is an existing facility that would meet all of the museum's needs. If this building were secured, the museum would be in an extremely visible and easily accessible location only a short distance from several service stations, restaurants and hotels.

Formerly an implement dealership, the twenty year old structure (with a more recent addition) consists of approximately 10,000 square feet of floor space and a lofted office area. With little structural change, the museum could be laid out as follow:

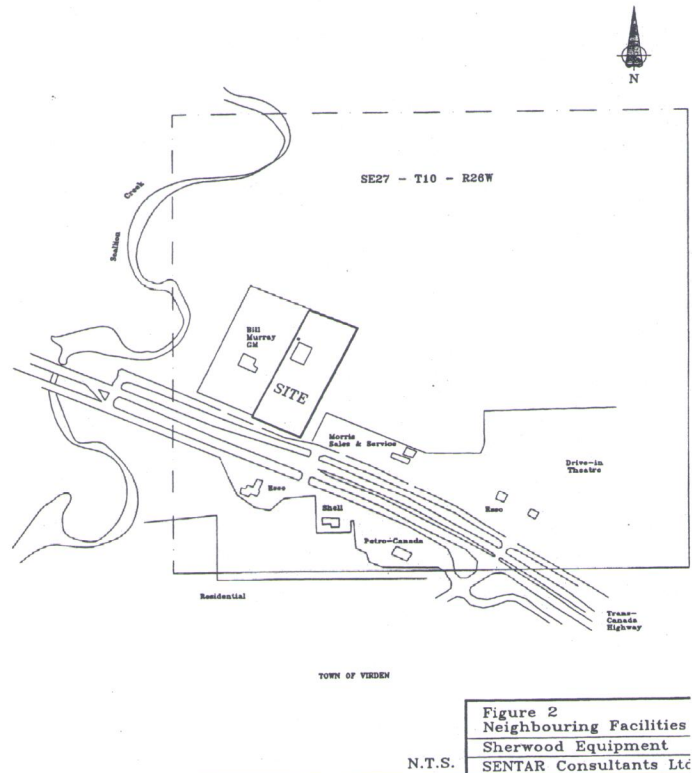
1. Lofted Area - remain as offices and work space
2. Showroom - main museum interpretive display area
3. Service area (Southwest corner) - working models and hands on displays
4. Service Area (Northeast corner) - Classroom/meeting room and storage
5. Service area (Northwest corner) - oil field equipment displays

The complex has a large fenced storage area to the rear of the building and a sufficiently deep frontage to the access road to allow for picnic area, the playground, parking and signage. The building was viewed by Barry Hillman of the Museum of Man and Nature and was deemed to be of adequate size and excellent location. An initial environmental assessment study was completed by Sentar Consultants Ltd. with the conclusion that there were no significant hazards resulting from previous land use.

The current owners of the complex are anxious to sell and the Manitoba Oil Museum board has determined that a more suitable location is not likely to be found.



*Floor plan of existing building. Current Configuration readily adapted for museum use.*



*Site of existing building being considered for purchase and conversion to Manitoba Oil Museum. Ideally located on Trans-Canada Highway in Virden Visible to travellers and close to tourist amenities.*



## Section 6

# EDUCATIONAL PROGRAMMING

Regardless of location, the Manitoba Oil Museum will act as a focal point for public education as part of its commitment to the petroleum industry and the community. Considering that there is no such facility between Calgary, Alberta and Petrolia, Ontario the museum in Virden is in a position to service the petroleum education needs for much of eastern Saskatchewan and all of Manitoba and northwest Ontario. Educational programming, which is already in the early stages of development will feature a number of approaches.

1. Mobile Exhibit - A travelling oil heritage exhibit will be created for use in schools and at fairs, trade shows and other events. A rudimentary display has already been used for this purpose and will be refined with time.
2. School/Group Tours - Preliminary surveys suggest that school officials and staff are interested in Manitoba's oil heritage and current petroleum issues so tours promise to be a useful educational tool. Service clubs, seniors groups and other organizations would also be encouraged to tour the museum and make use of the meeting/seminar room. In this capacity, the Manitoba Oil Museum would be the logical coordination point for actual field and operational facility tours.
3. Curriculum Development- The museum is already taking steps to encourage Manitoba educators to include a curriculum package in the province's schools and will assist with its development. The Virden area school division (Fort La Bosse) is currently using a locally produced information kit developed by teachers and the Border Library.
4. Research and Publication- The museum will actively encourage, sponsor and pursue research into the oral and documented history of Manitoba's oil exploration and development.

## Section 7

# REGIONAL TOURISM/HERITAGE DEVELOPMENT

The Manitoba Oil Museum Inc. is committed to creating a facility with a regional focus that provides benefits to the entire southwestern portion of the province bounded by Manitoba's oil patch. An effort is being made to include the participation of communities other than Virden in the project to produce programs and activities that will encourage tourism and promote all aspects of heritage throughout the area. In order to achieve this, the museum is investigating two specific approaches.

"Oil Patch Tourism Association" - It is the intention of the museum to spearhead the formation of an association consisting of local governments, businesses and other organizations for the purpose of encouraging tourism in the region. Although emphasizing an oil industry theme, the association would also be in a position to promote other heritage sites and visitor destinations within "the patch." Among the initiatives being considered is the establishment of a frequent day/overnight bus tour, either chartered independently or in conjunction with an existing tour company, to bring in visitors from outside the region. The proposed tour would include stopovers in several communities thus spreading around the tourist dollars spent on food, lodging and site admissions/donations. Similarly, a regional "oil patch" and southwest heritage driving tour is also being considered as part of the program to promote this area of the province.

Regional Museum Status - from the outset, the Manitoba Oil Museum will be working towards attaining the designation of a regional museum. Although the Department of Historic Resources is currently reorganizing this plan, it has been indicated by the Chief of the Department, Mr. David McInnes and the Minister of Culture, Heritage and Citizenship, the Hon. Harold Gilleshammer, that southwestern Manitoba does not yet have a suitable candidate for regional museum status. In this role, the Manitoba Oil Museum would work closely with other heritage sites to develop programming, conservation policies and heighten public awareness of the region's rich historical past.





## Section 8

### PARTNERSHIP WITH INDUSTRY

In something of a departure from traditional museum operations, the Manitoba Oil Museum is seeking an active role in the promotion of the petroleum industry. Central to this approach is the development of the educational/meeting room as part of the museum complex. Initially intended for tour group and school films and discussions, the facility is ideal for several industry purposes.

**1. Meeting/Seminars** - On a fee for service basis, or based on initial donation, the corporate community could make use of the museum for meetings and seminars with employees, other operating and supplier firms or the general public.

**2. Training Courses** - The museum facility would provide a focal point for safety, environment or new technology sessions. Courses could be sponsored by the companies themselves or outside agencies such as the Department of Energy and Mines and firms specializing in industry specific training.

**3. Commercial Information Center** - Contributing firms would be invited to display their product or service promotional information, brochures or specification sheets in a designated area that would be accessible to local service and operating companies. On an occasional basis product or equipment could also be displayed in a "mini" trade show with the exhibiting firm holding invitational information sessions to introduce new items or technology.

**4. Heritage and Environmental Issues** - Increasingly oil industry firms must consider their operations in light of the potential disruption of sensitive nature or man made historical sites. Although the details of a plan have yet to be worked out, it has been suggested by the Department of Energy and Mines that the Manitoba Oil Museum could assume the role of being a clearing house for information on sensitive areas and provide some guidance and research assistance to the industry.

## Section 9

### CURRENT ACTIVITIES

The Manitoba Oil Museum's commitment to public education and petroleum industry promotion, is also reflected in the current activities being undertaken in conjunction with the 1995 fund-raising drive. In order to inform the public and generate individual support from within the community, the museum has produced a new membership brochure for large scale distribution. The first edition of an informative quarterly newsletter has also been published. Intended for general readership, the purpose of the newsletter is to catch the attention of the public with interesting features on the oil industry and its heritage and keep people updated on the progress of museum development and fund-raising.

In order to bring the Manitoba Oil Museum's drive to the attention of a more targeted group, the petroleum industry itself, several events were planned. On June 14th and 15th, the museum was represented at a major oil and gas show in Weyburn, Saskatchewan. A large heritage pictorial and museum information collage poster has been designed by the graphics division of the Manitoba Department of Energy and Mines and included in the Petroleum Branch's exhibit at Weyburn. The Museum's fund-raising coordinator was attendance to promote the project and hand out materials.

Following the Weyburn show, the Manitoba Oil Museum heads into another significant public relations event that is aimed at the petroleum industry but promises to garner some media attention. An oil field tour, followed by a complimentary barbecue will be held on July 12 in Virden. The event is being co-sponsored by the Department of Energy and Mines, Petroleum Branch and the Virden-Wallace Economic Development Board and will be staged at the building and grounds being sought by the museum. The tour will comprise of a targeted group of individuals including the Deputy Premier and Minister of Industry, Trade and Tourism, The Hon. Jim Downey, the new Minister of Energy, Mines and Resources, The Hon. Darren Praznik and executives from the major oil companies active in Manitoba's oil fields as well as a select group of potential museum sponsors from related and non-related industries. Local representatives from the Town of Virden, Municipality of Wallace and other community councils within the



"oil patch" region will also be invited to attend. Following the field tour, the barbecue and speeches will be open to members of a larger invitational group of service and supply companies.

On a somewhat less public level, the Manitoba Oil Museum is getting started on an ambitious oil heritage research program that will assist in museum development and may lead to the publication of a history book. Under the Provincial Government's "Partners with Youth" program, two students have been hired for the summer to conduct primary document research and to identify and interview long time participants in the regional oil industry. In addition to preserving an aspect of the heritage that cannot be reclaimed once gone, the oral interviews project promises to spark a great deal of interest in the museum as people begin to reflect on the impact that the industry has had on their lives and the community.

## Section 10

### FUNDRAISING PROGRAM

In order to achieve the long sought after goal of opening a facility to preserve the heritage and present it to the public, the Manitoba Oil Museum has only just recently embarked on an ambitious and aggressive capital fundraising campaign. Although limited money raising activities, such as raffles, were conducted in the past, the current emphasis is on securing significant financial sponsorship in order to acquire and renovate the proposed museum building. Following a tendering process last fall, the museum board engaged a consultant for a period of 18 months to assist in the preparation of grant proposals and to seek funding from the corporate community. The immediate emphasis is on securing money from industry and business, both locally and abroad, since most public granting agencies, such as the Federal Museum Assistance Plan and Provincial Community Places require substantial funding to be in place prior to awarding matching and other grants.

A partial list of potential funding sources that will be canvassed over the next few months includes:

#### Non-Government

1. Local Residents - memberships and donations
2. Local Businesses
3. Petroleum Industry - local to national companies

4. Related Firms - suppliers to the petroleum industry
5. Prominent Manitoba Companies
6. Select National and International Firms
7. Professional Industry Organizations
8. Service Clubs
9. Charitable Foundations

#### Government Sources

1. Provincial - Non-Heritage (Industry, Trade and Tourism, Energy, Mines and Resources)
2. Federal - Non-Heritage
3. Federal - Museum Assistance Program (MAP)
4. Provincial - Historic Resources Branch, Partners with Youth and Community Places
5. Town, Village and Municipal Councils

In addition to soliciting funds from the above sources, the Manitoba Oil Museum will continue to pursue revenue producing activities such as raffles and auctions.

## Section 11

### SUPPORT IN PRINCIPLE

Prior to embarking on the current fundraising campaign, the board of the Manitoba Oil Museum sought to acquire a vote of confidence from elected public officials showing their support of the project. While not committing to any financial donations, eleven town, village and municipal councils responded by voicing their support in principle for the establishment of an oil industry museum in Virden. Recently, the Town of Virden (which donated an oil derrick for museum signage) and the R.M. of Wallace have participated in planning activities for the museum via their economic development office. The Department of Energy and Mines has also shown a keen interest in the museum's activities and a number of joint projects have been confirmed (oil show exhibit, barbecue and tour) and more are in the planning stages (local oil trade show, joint publications and educational programming). The department is also supplying work space for the summer historical research project.

Politicians, at both the Federal and Provincial level have also voiced their support for the creation of the Manitoba Oil Museum. The former Mayor of Virden and current Member of Parliament for the riding, the Hon.





Glen McKinnon has promised his support and encouragement. Similarly, the Hon. Jim Downey, Deputy Premier, Minister of Industry Trade and Tourism, and M.L.A. for Virden-Arthur constituency has committed to an active role in seeing the museum through to completion.

Local support in principle has also been voiced by several Virden service clubs, including the Kinsmen and the Lion's Club International. The Lions Club, in fact, provided direct financial support to the museum through a forty percent share of the proceeds from a community auction. The Lions, who operate the local tourist information booth, have also indicated an interest in relocating this service to the proposed museum site.

### Section 12

## MUSEUM DEVELOPMENT COSTS

The Manitoba Oil Museum has developed a detailed budget of fixed capital costs to bring the museum on line plus projected annual operating expenditures and revenue.

**Fixed Costs** - Land and Building, Renovations, Grounds Improvements, Signage

**Operating Expenses** - Personal, Utilities, Taxes, Collections, Advertising, Souvenirs (for re-sale), Insurance and Maintenance

**Revenue** - Souvenirs, Tax Rebate, Memberships, Donations, Admissions, Grants, Volunteer Wages, Donated Equipment Rental. Revenue does not include federal Museum Assistance Plan nor does it take into account the rental of the proposed meeting and board room.

<i>Total First Year Fixed and Operating Costs</i>	\$350,300
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<i>Subsequent Yearly Expenditures</i>	\$91,300
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In order to insure that the museum can meet the fixed capital and operating costs to open the facility to the public while allowing a margin of error for cost overruns and unforeseen expenses, the following goals have been set:

### CAPITAL FUNDRAISING TARGET TO OPEN COMPLETE FACILITY

\$500,000

### IMMEDIATE GOAL - BUILDING AND LAND PURCHASE FOR COLLECTION AND ARTIFACT STORAGE.

\$250,000

## Section 13

### REGIONAL AND COMMUNITY BENEFITS

In fulfilling its role of preserving the oil patch heritage, educating the public and promoting petroleum development, the Manitoba Oil Museum will be an asset to the region and a lasting tribute to an industry that has had a significant impact on western Manitoba. Presenting the oil history in a positive light can only serve to encourage the ongoing development of this valuable resource base and add to the quality of life in those communities affected.

Considering that the petro-chemical industry affects the lives of virtually everyone in North America, the Manitoba Oil Museum promises to be a popular tourist attraction. Given the ideal high visibility location of the building and land on the Trans Canada Highway and the donated oil derrick to be used for signage, passers-by will not help but notice the facility. The museum, which will act as an information source for family travellers and "kick-off" point for group-school tours will be in a position to direct people to explore other important oil patch sites and communities in the region.

As an addition to western Manitoba's list of family heritage destinations, the Manitoba Oil Museum will be contributing directly to the economic development of the region. Apart from the generation of tourism revenue, the museum will provide some much needed employment in this rural area. After initial renovations, personnel will be required on a long term basis





for maintenance, administration and curatorial duties. It is anticipated that summer staffing needs for museum hosts, researchers and possibly tour guides will provide seasonal employment and valuable work experience for high school and university students.

## Section 14

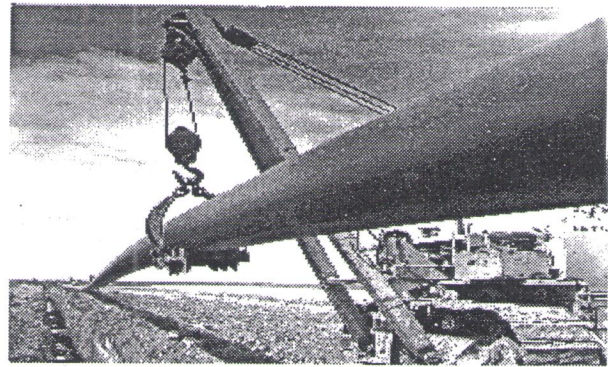
# REQUEST FOR CORPORATE SUPPORT

In order to achieve its goals of heritage preservation, public education and petroleum industry promotion, the Manitoba Oil Museum Inc. respectfully requests your generous corporate support for our 1995 capital fundraising program.

Corporate donors will be recognized in the museum's newsletters, media releases and other promotional and advertising materials that are generated. A permanent display identifying significant business supporters will be included in the museum facility. All donors will receive charitable tax receipts for the amount of their donation.

While the most important goal is to secure substantial cash pledges for the building and land purchase, renovations and collection development, offers of ongoing or annual support would be welcomed. The Manitoba Oil Museum would also entertain any creative approaches to corporate support including donations in kind (services or items for re-sale, fundraising ventures etc.) or the sponsorship of a specific aspect of the museum, such as the meeting room, heavy equipment display or children's oil field theme playground.

If you require any details or if you would like to discuss how your firm can participate in the worthwhile and ambitious project please contact the museum today.



*Laying a pipeline*



*Sun Oil company plane*

**Your Corporate Support is Vital!**

