

The Triumph of Flight[®]

Bringing an Icon to Dayton - The Birthplace of Aviation

Branding America's Only National Aviation Heritage Area
Symbolizing Ohio's Aerospace Leadership

May 2018
Volume 10
Issue 2

Soaring 270 feet above the intersection of I-70 & I-75 and seen by thousands of vehicles daily, this 144 foot wingspan monument to the Wright Flyer will symbolize Dayton, Ohio throughout the world.



© 2015 by Wright Image Group,

Acquiring More Land



By Byron
Kentner

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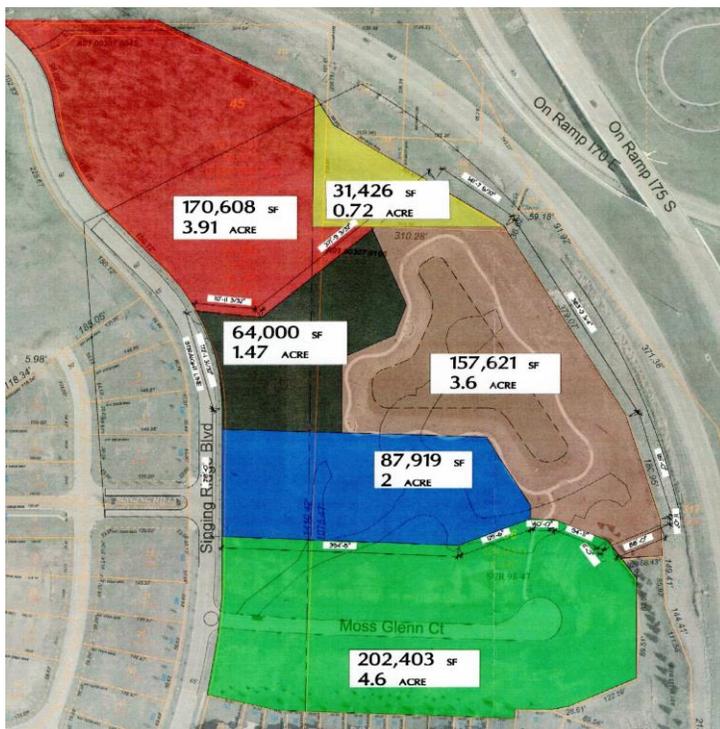
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We have made good progress recently on expanding the site for the Triumph of Flight and charting a course to secure title. Several years ago, our long-time supporter, Singer Properties, operated by Shayna and Alex Kolodesh, pledged 3.6 acres to the Wright Image Group as the location for the monument. That parcel (shown in brown on the map below) was a

portion of their approved Singing Ridge Planned Urban Development (PUD). Prompted by the expansion last year of our design to include the Evolution of Flight Park, the Visitor & STEM Learning Center, and ample room for visitor parking, we began discussions with them to acquire an additional 8.1 acres (the parcels shown in green, blue, and black). This land with another 0.7 acres (shown in yellow) pledged to us by Butler Township will bring the total acreage at the site to 12.4 acres. This will accommodate all our needs and is a welcome solution to some squeezing that we were feeling with the growth of the project.

Shayna and Alex have also worked with us in devising an option for the purchase of the property. The proposed option offers us a favorable means of locking in the terms of the property transfer while

giving us the time we need to raise funds for the construction of the Triumph of Flight. But, as is often the case with real estate, there are complications to address. In this case, the complications relate to the storm water runoff and retention at the site, which will be altered by the construction of the monument. The problem is not with the physical aspects of the changes, but with the changes that will have to occur to the property owners' association that funds and relies on the runoff and retention system. So, there are legal documents to revise and execute that will delay our receipt of an option on the property. We hope to wrap all of this up by the end of this summer, so that with the land secured we can direct our full attention to raising the funds that will make the Triumph of Flight America's newest national monument.



Singer Properties owns all the colored land in this Planned Urban Development.

From Our New PI Chair



By Bill Koop

As the new Public Information Committee chair, I recently shared with the Wright Image Group Board these near-term goals:

- **Define our message succinctly** (via words, pictures, videos, objects, charts ...)
- **Share our message effectively** (via social media, speeches, interviews, handouts ...)
- **Maintain our message consistency** (across all print and digital mediums)

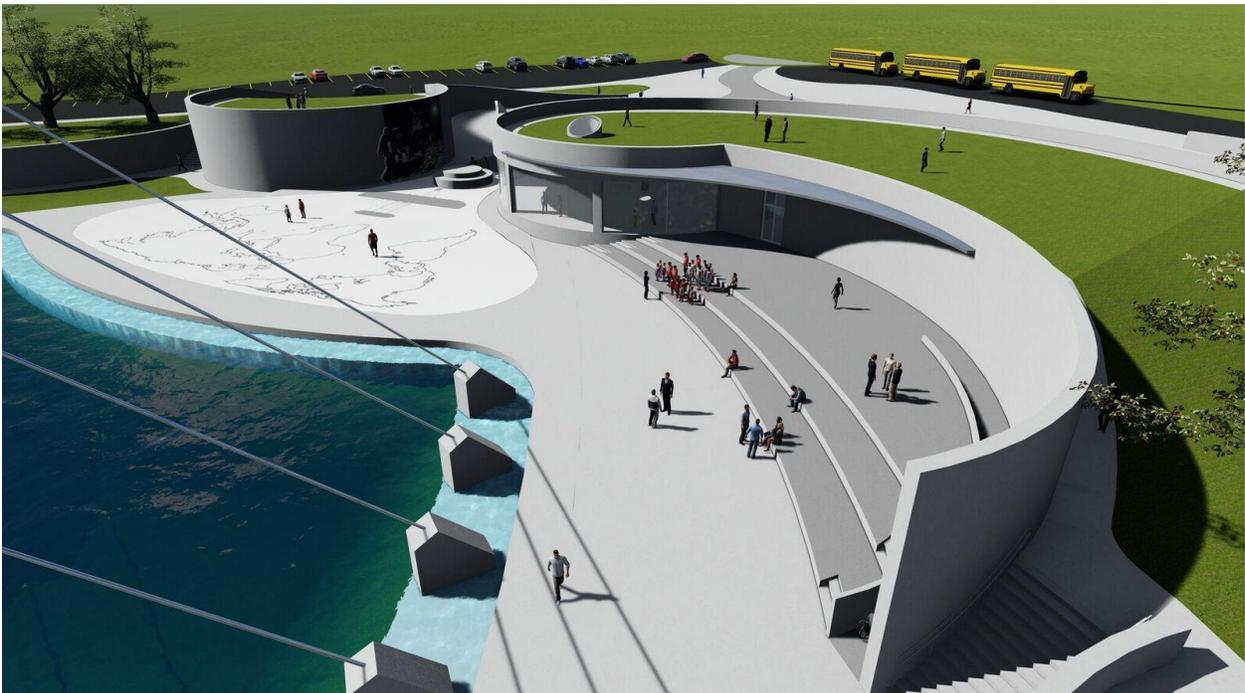
You can help! Cut and paste some of these phrases into your social media profiles: Triumph of Flight Monument; America's Newest National Monument; America's Monument to Flight; National Aviation Heritage Area; STEM Learning Center; Wright Image Group (WIG) 501(c)(3). Your personal endorsement greatly magnifies our message!

If you haven't seen it yet, check out our "birds-eye video" which gives you a great perspective of how the Triumph of Flight (ToF) Monument, the Evolution of Flight Park, and the STEM Learning Center all integrate into one magnificent experience. Click here and fasten your seatbelt:

<http://triumphofflight.org/join-us/campaign>

I trust the video will give you greater insight into the overall project and greater appreciation of the impact it will have on those who experience it in person when the project is complete. Please share the video link ... who knows, maybe it will excite your friends and neighbors enough to Join The Flight Team (JTFT) and help us all build America's Newest National Monument – **The Triumph of Flight.**

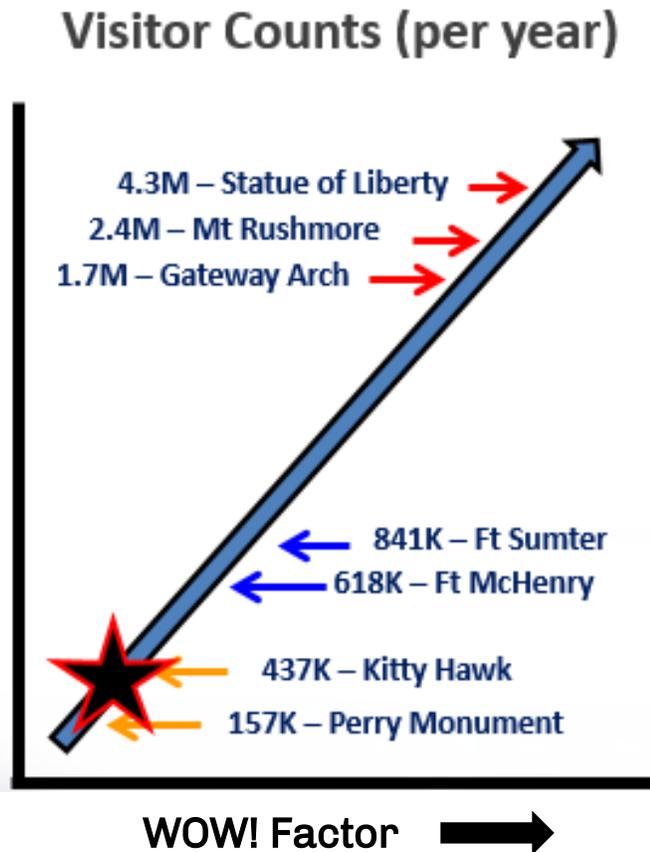
Since joining this all volunteer organization, I've been overwhelmed by the dedication and talent of every person I've met, and the incredible progress being made toward transforming our vision into an attraction that folks from all over the country will want to experience. I look forward to working for you as we embark on raising our "ToF Communication" to a whole new level.



The Grand Entrance and the Visitor and STEM Learning Center with its floor-to-ceiling windows.

The Impact on Tourism....

As our fund-raising team talks to potential major donors, one of the telling points we make is that the Triumph of Flight is not just a pretty icon. It's going to have a significant economic impact. In addition to attracting more aviation/aerospace business to Ohio, it will be a magnet for tourists – and not just aviation enthusiasts!



Tourism is already a major industry in Ohio. The total count of 212,000,000 visitors in 2016 resulted in \$43B in total sales and supported 427,000 jobs throughout the state! Each one of those visitors spent an average of \$202.

The Triumph of Flight will be a new attraction that we are certain will pull new visitors. If we knew how many, we could easily project the additional dollars flowing into the economy.

This is a controversial subject, but attendance counts at other national monuments can shed some light. The chart to the left shows several different monuments and the attendance counts at each. They are arrayed on the vertical scale from lowest to highest. On the horizontal scale is what we call the "WOW! Factor" – it's what makes people simply want to go and see it. The chart shows clearly that as the WOW! factor goes up, attendance goes up. We think that the WOW! factor for the Triumph of Flight is right up there with the Statue of Liberty and the Gateway Arch, but that's what is controversial. To avoid the controversy but still credibly illustrate what the economic impact of the Triumph could be,

we pick numbers much closer to the lower end of this scale. Using a range of estimates from 200,000 to 400,000 visitors (shown by the star on the chart) looks very conservative in terms of the WOW! factor – it places us in the range of the Perry Monument and the Wright Brothers Memorial at Kitty Hawk. Multiplying those numbers by \$202 per person yields a range of \$40M to \$80M dollars in total sales, 400 to 800 direct, indirect, and induced jobs, and \$3.6M to \$7.2M in state and local taxes. Most of that economic impact will accrue right here in the Dayton Region!

An additional benefit will accrue to our partners in the National Aviation Heritage Area. By providing information and directions to other heritage sites, as we intend to do, we expect to see their attendance numbers rise by 15% to 25%. This is another powerful incentive to support the Triumph of Flight!

“The Wright Brothers created the single greatest cultural force since the invention of writing. The airplane became the first World Wide Web, bringing, people, languages, ideas, and values together.”

**- Bill Gates
Founder of Microsoft**

To join, make a donation, or get information explaining the different contribution and recognition levels, write to us at:

Triumph of Flight®

1605 N. Main St
Dayton, OH 45405
or visit our website,

www.wrightmonument.org

Annual Membership Dues*

1 year - \$20

2 years - \$35

3 years - \$50

* Applicable to Individuals, Families or Businesses

Board Member Spotlight



Bill Koop

Bill was born in Covington KY in 1960 and moved to Kettering OH just six weeks later. He was raised in Kettering and attended Fairmont West High School. He holds a Bachelor's Degree in Aerospace Engineering from the University of Cincinnati and a Master's Degree in Mechanical Engineering from the University of Dayton. He served in the Air Force's Turbine Engine Division at WPAFB for 33 years, the last 10 as Division Chief. During those years he established a reputation for leading complex organizations to achieve long-range goals. His "rough consensus" management approach facilitated 20 years of Army, Navy, NASA, DARPA, FAA, and DOE technology planning. In 2001, he served in the US Department of Defense, Defense Research and Engineering, where he received a commendation for leading the Joint Strike Fighter (F-35) Technology Readiness Assessment Team.

Bill retired from federal service in 2013 and was employed by the Universal Technology Corporation in Dayton where he now serves as VP & COO. He is a graduate of the Defense Systems Management College and has leadership training from both MIT and Harvard. He is an active member of the Engineers Club of Dayton.

He and his wife Becky live in Washington Twp and have two adult children and two grandchildren.

The WIG is a proud partner of the National Aviation Heritage Alliance.

As such, we ask our donors to make checks out to the Aviation Heritage Foundation and mark them so that it is clear the donation is specifically intended for the Wright Image Group.

By flowing our donations through the foundation, the federal government will match a portion of them. This additional funding goes to support the aviation heritage of the entire region. (See instructions below)



**Make checks payable to:
Aviation Heritage Foundation, Inc.**

With the following comment
on the "For" line:

"Restricted for WIG"

and mail to:

**Triumph of Flight®
1605 N. Main St Dayton OH 45405**

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Newsletter Published by:

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