



Dambusters Museum at the Ederdam

We plan to set up a limited company, purchase an area, setup a new building for the museum erected and reopen a private museum near the Dam of the Lake Eder.

The museum to date (est. 2000) is run by Mr. Köhler. It is a association with charitable aims (non-profit association, tax deductible) The program is presenting the attacks of the Dambusters (Royal Air Force squadron 617) on the Eder Dam – about event, operation, planes, engineering, background, pilots, casualties – and about the remake of the movie from 1955 about the attack.

Future earnings will be settled from entrance fees, sub renting, renting out of parking spaces for visitors, merchandise/ souvenir shop and online-shop, photovoltaic on the roof. Some areas are ready to be acquired and ready to be built upon. The building will be an industrial hall, which can be realised in a cheap and quick way whilst at the same time being aesthetic and providing heat insulation. Concept drawings are available. A letter of intent by a would-be tenant providing food service is signed. The municipality – as well as the state of Hesse – have declared their support.

At the moment the museum is economically not successful. Being located at an unfavourable position only 7,000 visitors come to the museum per year. When it had been located at the dam – although with 180 steps to go to enter the museum and without any marketing support – up to 22,000 visitors came to the museum every year.

An independent study (run by the municipality, not the museum) as well as comparisons by us with other museums show the economical feasibility of the project at a favourable location. The study talks about "70,000 visitors or more". The museum will already be profitable with no more than 43.000 visitors.

This independent study does not include additional potential for visitors due to events like:

- the 100th anniversary of the dam in 2014 - including cooperations for marketing
- the remake of the movie "The Dam_Busters" of 1955 - by Peter Jackson. In December 2012 Peter Jackson emphasized again that the movie will be remade. A large amount of money has already been spent on the project (including rebuilding 10 replicas of Lancaster bombers by WETA Workshop, Jackson's special effects company). Website and e-mail-contact to WETA-Studios indicate production will begin. Cooperation for marketing is possible.

The museum will provide jobs for about 15 employees. 8-10 of them by the museum company itself. The project is important for the region in terms of regional marketing, jobs, customers, and supporting enterprises.

The sale of merchandise and souvenirs could generate a significant amount of money, especially once the movie will be remade by Peter Jackson. Additional earnings will be by renting out parking space. The municipal parking space at which all the busses and cars of visitors to the dam park is located directly opposite of the new area.

The municipality as well as the prime minister of Hesse have declared their support. We will apply for a deficiency guarantee at the guarantee bank of Hesse, and will subsequently apply for a credit with the GuW-support program of Hesse (Founding and Growth; similar to support program by the development bank of the Federal Republic of Germany, the KfW). A preliminary ruling of the guarantee bank on a possible guarantee was positive.

Different groups of visitors, which are clearly identified, will be targeted. Marketing is being boosted. A facebook fanpage was started in mid June of 2012 and is rapidly growing. (www.facebook.com/DamBustersMuseum). The website www.dambusters.de belongs to the e.V. and will be updated soon. Local cooperations with enterprises and institutions have been being. Contacts to travel agencies (nationally and internationally) have been established.

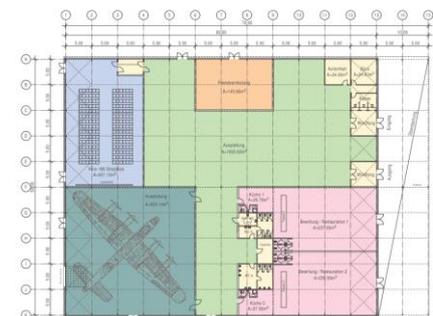
Currently the concept and the display of exhibits is outdated. Before reopening concept and exhibits will be revised (e.g. additional exhibits: a 1:1 Lancaster Bomber, a Bf-109 fighter, a 88-flak; multi language, new displays, a flight simulator, interactive layouts). Opening the museum at the new location is planned for 2014 – to make the most of the „anniversary“.

The founding team for the Limited company consists of Mr. Köhler, who has run the museum since the year 2000 and who is experienced with event management, Mr. Schmidt, who created the business and financial plan and offers business and administrative expertise, and Mr. Herold, who – as a lawyer – offers judicial knowledge as well as valuable connections.

Map of the area:



computer drawing of the new building:



Experience shows: It´s about location, location, location!

Break even will be achieved between the second year and the third year of operation (depending on best- vs. worst-case-scenario). We are looking for investors to provide equity – be it as partners in the Limited company, or via bonds. About 1.2 M € (equity and loans) is needed.

The current form of organization of the museum, the tax-deductible non-profit association, provides marketing opportunities for enterprises and financial institutions who support us.

With the organization of the commemoration ceremony on 17th of May 2013 for the 70th anniversary of the attack on the dams an important milestone has been reached. The ceremony (international guests, media reporting) gave proof to the importance of the topic: e.g <http://www.wlz-fz.de/Lokales/Waldeck/Wildunger-Zeitung/Geschichte-lebendig-halten>, or: http://www.hr-online.de/website/rubriken/kultur/index.jsp?rubrik=5676&key=standard_document_48478927&type=d&xtrc=4&xtrmc=edertal