



**WINGS**  
**OVER THE**  
**ROCKIES**  
AIR & SPACE MUSEUM

**2013 ANNUAL REPORT**

# WINGS OVER THE ROCKIES' MISSION IS TO EDUCATE AND INSPIRE PEOPLE OF ALL AGES ABOUT AVIATION AND SPACE ENDEAVORS OF THE PAST, PRESENT AND FUTURE.



## Dear Members and Friends of Wings Over the Rockies:

In December 1994, dedicated Wings volunteers undertook to establish a Museum in a historic Lowry hangar that would honor and sustain Colorado's proud aerospace heritage. As we celebrate our 20th anniversary in 2014, I am pleased to say that this heritage is alive and well.

Thanks to the determination of those volunteers and the leadership of our Board of Directors, Wings today is seeking to enter the ranks of topflight air and space museums. This annual report of 2013 highlights the spirit and substance of a growing mission "to educate and inspire people of all ages about aviation and space endeavors of the past, present and future." I hope you enjoy reviewing these highlights, which show that our mission is reaching more people with more exhibits and programs, and with more impact and quality, than ever before.

It is a privilege to be part of the Wings family whose purpose transcends generations. We honor people like Francis Lowry, Elrey Jeppesen and Scott Carpenter. Their legacies are lived out in thousands of others remembered in our exhibits and programs. Equally important, we inspire and educate present generations so that we may produce leaders who will shape the frontier of aviation and space, and all it means to our way of life.

A "Wings for Tomorrow" master plan has guided growth and progress with our historic Lowry facility, as well as a new education and technology center at Centennial Airport to be called Exploration of Flight. Actual site development is about to commence with phased construction that will eventually create a two-site institution—not unlike museums in Washington DC, Seattle and San Diego.

Our volunteers are the lifeblood of our mission, providing almost 34,000 hours of service to make the experience of our visitors and program participants meaningful and memorable. I am also proud of the dedicated work of our staff team, who bring scores of years of experience to our growing mission.

And as always—support from you, our members and friends, provides the fuel to our flight plan. In fact, it is more important than ever. As Wings Over the Rockies continues to embrace challenges and opportunities, let's make 2014 our best year ever.

See you soon,

**Greg Anderson**  
President & CEO





## Education Highlights

- Honored to certify 146 teachers as Wings Aerospace Science Program (W.A.S.P.) trainers and have 59 Colorado School Districts implement W.A.S.P. into classrooms.
- Engaged 8,810 people through our KidSpace Outreach program at 16 events throughout Colorado.
- Negotiated a grant from a foundation in Dallas, Texas to purchase and distribute our W.A.S.P. program, curriculum and kits among school districts there. This recognition of a superior program and its economic benefit to Wings of at least \$10,000, depending on ultimate distribution, are an affirmation of the quality of our education mission and initiatives.
- Received a \$250,000 grant from the Buehler Trust in Florida to underwrite 2013 and 2014 expansion of our Spreading Wings Teacher Flight Program as a signature outreach initiative of our Centennial operations.
- To date, 214 teachers have participated in the Teacher Flight program.



**EVENTS**

**TRIBUTE TO A  
FIGHTER PILOT**

**162**



Honoring the 100th anniversary of the Colorado Air National Guard. The Guard was honored both at our Hangar Dance and Tribute to a Fighter Pilot.

**STAR WARS  
AT THE HANGAR  
2,188**



**B-17 FLY-IN**

**950**

**SPREADING WINGS GALA**

**650**

Featured special guests, Neil deGrasse Tyson, astrophysicist and current host of The Cosmos series on Fox Network.

**CORPORATE AND PRIVATE EVENTS**

**124 Events  
37,640 Guests**



**HAUNTINGS  
AT THE HANGAR**

**900**



**AEROMODELING  
AT THE HANGAR**

**162**



**ROBOTICS  
AT THE HANGAR**

**1,098**



**HANGAR DANCE**

**375**





## 2013 Exhibit Highlights

- Full-scale Dream Chaser Prototype designated as the HL-20, donated by Sierra Nevada Corporation
- Wood and Canvas: The WWI Aviation Art of James Dietz, a collection of 53 extraordinary works, as well as artifacts from early aviation collector Willis Allen
- Math Midway, an interactive, 4,000-square-foot, traveling mathematics exhibit sponsored by Oppenheimer Funds for display during October, November and December
- CASIS: Science in Space for Life on Earth, which educates guests on how The Center for the Advancement of Science in Space (CASIS) works with the International Space Station to run scientific experiments in space, made possible by a \$95,000 grant from CASIS
- B61 Thermonuclear Bomb display, suspended by its parachute in the center of the hangar
- Aircraft acquired for restoration and display, including a Vietnam-era Cessna 02 reconnaissance aircraft and a Bede BD-5 in Navy Blue Angel Markings

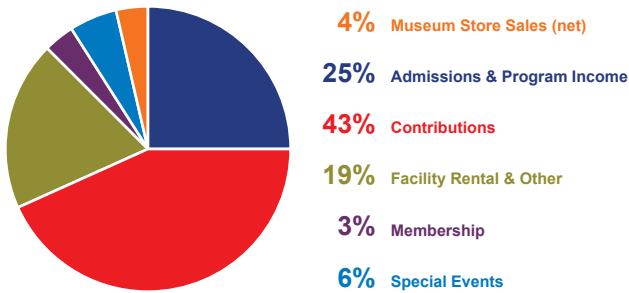


# 2013 Financial Results

This year continued to show improvement in Museum culture, staff, programs, exhibits and fundraising.



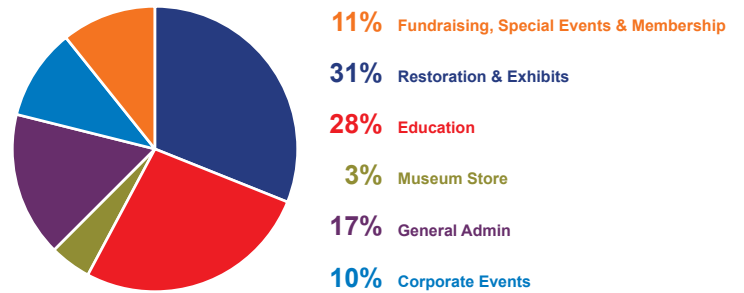
## 2013 Operating Revenues \$2,376,926



Enhanced operations resulted in a revenue increase of \$735,000 (44%) over 2012.

Five of seven revenue-producing activities: grants, special events, admissions, corporate events and museum store exceeded 2012 performance.

## 2013 Operating Expenditures \$2,675,235 (excluding depreciation)



Most operating expenses remained within budgeted parameters. Increases over 2012 were due to staffing requirements and expanding operational needs.

Our Historic Lowry Air Force Base Hangar No. 1 creates a compelling Museum destination and guest experience as we continue to invest in upgrading its dated infrastructure.

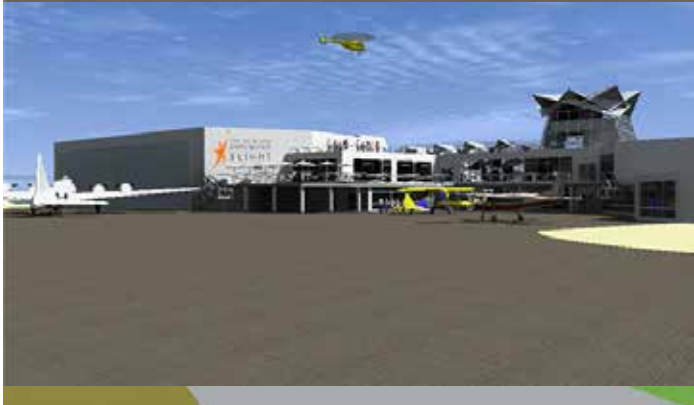
## Year-to-Year Comparison of Unrestricted Income

- A corps of 204 Wings volunteers who served a total of 33,877 hours, with a value of more than \$300,000 at Colorado's minimum wage.
- Wings received a Google grant that provides up to \$10,000 per month for Google AdWords to enhance organic search results that point users to opportunities at Wings Over the Rockies.

	2012	2013	Variance
Grants	\$367,665	\$544,977	\$177,312
Special Events	\$146,341	\$150,369	\$4,028
Admissions & Facility	\$900,298	\$1,108,973	\$208,675
Museum Store	\$60,634	\$80,229	\$19,595



COMING SOON ...



## Exploration of Flight

A flight-focused education and technology center at Centennial Airport will launch lives of purpose and promise, inspired and educated in the frontier of flight.

For more information, go to [ExplorationOfFlight.org](http://ExplorationOfFlight.org).



# BOARD OF DIRECTORS

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**MAJOR GENERAL MIKE EDWARDS** • Adjutant General • Colorado National Guard  
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# STAFF

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**MORGAN SEAG** • Camp and Volunteer Program Manager  
**GARTH WELLS** • Aviation Xtreme  
**RICH DOWNING** • Runway of Honor Coordinator

As of December 2013



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