Dear Members, Donors, Volunteers and Friends:

With your support in 2010, Wings Over the Rockies continued to advance its mission to “educate and inspire people of all ages through aviation and space endeavors of the past, present and future.”

That is a mouthful of words whose true meaning is reflected in the people of our growing Wings’ family and the growing number of people we serve.

Consider the veteran who walks among our exhibits, wistfully recalling younger years when these rare aircraft helped make him the man he would become. He might pause to reflect upon friends from his service years who made the ultimate sacrifice. Perhaps a grandchild toddles alongside, holding onto a finger, wondering what made Grandpa so quiet.

Consider the teacher who sees in the widened eyes of her visiting students a sense of wonder when they learn how astronauts from Colorado grew up just like they did, dreaming of a day they might fly in space. She sees in their eager faces how aviation and space can make them better human beings, perhaps an engineer or scientist to discover new worlds.

Consider the man and woman who faithfully drive to Wings for their weekly volunteer services. Perhaps in the library, welcome center or restoration area, they join others in a “home away from home” to enrich the experience of visitors to Wings Over the Rockies. Their work and wisdom is a generous gift across the generations.

These scenes were commonplace in 2010. Over 85,000 visitors and program participants were part of our expanding mission. Volunteers provided almost 43,000 hours of service, 8,000 more than in 2009; far outnumbering the hours of Wings’ dedicated professional staff.

2010 was a year that embraced a promising future for Colorado’s Official Air & Space Museum. Wings’ B-52 was raised in the first phase of construction for a new “Gateway to Flight” entrance complex. A film starring Harrison Ford opened in a new Welcome Theater to introduce visitors to the freedom and responsibility we cherish in flight. Hangar 2 began its successful transformation to an exciting asset for Lowry and all of Denver. We honored the last man on the moon and committed ourselves to developing young people who will follow in his footsteps. And, with Lowry’s future secure, we renewed planning attention for a second site at Centennial Airport.

The Board of Directors and Museum Staff dedicate our best efforts to the important mission we serve. As we honor the diminishing numbers of the “Greatest Generation,” we also welcome the generation of young people that will produce the first men and women to walk on Mars.

Thank you for your loyal service and support.

See you around Wings!

Greg Anderson
President & CEO
Elevating the massive B-52 standing as a sentinel to Wings’ entrance symbolized the exciting changes underway at Wings Over the Rockies in 2010. Several hundred gathered to watch one of the largest aircraft ever lifted assume takeoff position over a planned runway as part of a new Veterans Plaza. Behind the Stratofortress, construction began on a new “Gateway to Flight” entrance complex, generously made possible by the Gates Family Foundation and Gates Frontier Fund.

Inside the Museum, 2010 saw a number of exhibit and curatorial improvements. A new “Cockpit Alley” exhibit became Wings’ most popular, interactive exhibit, allowing visitors into several cockpits, from the Wright Flyer, to United Airlines Flight Training Center simulators, to an F-16. Aircraft were strategically suspended within the huge main gallery space to make floor space available for additional displays. Meanwhile, a temporary hangar at Centennial Airport took possession of a loaned Alexander Eaglerock and a donated 450 Stearman to increase Wings’ flight profile and educational outreach.

Special events underscore a Museum’s vitality and the breadth of its expanding collection and mission. Several movie nights, a Rocky Mountain Aeromodelling Expo, veteran presentations and holiday events marked a busy year. Invaluable restoration volunteers enhanced several significant aircraft artifacts, such as the F-86 Sabre. Significant improvements were made in collections-management procedures. A loyal group of volunteers also showcased the Museum’s unsung Research Library, with numerous contributions to published works by aviation and space writers.

Signs of Wings’ increasing reputation are notable in the number of institutional partnerships developing. In 2010, for example, Wings provided aerospace research, marketing and artifact support for wide-ranging organizations such as the Denver Center Theater Company, Denver Museum of Contemporary Arts, History Channel Canada and Front Range Airport.
In 2010, the Wings Education Department provided services to over 30,000 people, adding depth and quality to the Museum’s Spreading Wings educational outreach mission.

The Wings’ Aviation Science Program (WASP) is the Museum’s major outreach initiative. WASP provides a trunk of physics activities designed in accordance with Colorado Academic Content Standards. The multi-disciplinary kit focuses on Science, Technology, Engineering and Math (STEM) subjects, and can be adapted for use with 3rd through 8th grade students. Over 60 teachers from more than 50 school districts were trained in special WASP workshops in 2010 to optimize learning outcomes. Every 3rd grader in the Aurora Public School District uses WASP as part of their science curriculum. Based upon teachers trained, an estimated total of 16,500 students were reached since teacher workshops began in 2009.

Education staff and volunteers taught 9,485 museum visitors in 2010. Onsite programs include elementary and secondary students, adult tours, Scout troops and special-needs groups. In addition, 75 young people attended three weeks of Summer Camp in 2010, and 777 children attended our birthday party programs.

Wings also reached 4,908 adults and children with educational activities at airports and communities throughout Colorado. Centennial, Fort Collins, Boulder, Craig, Steamboat Springs, Akron, Longmont, Aurora, Thornton and Brighton were among those served. Recognizing Wings’ educational outreach programs, a major contributor to Wings’ outreach is the Division of Aeronautics of the Colorado Department of Transportation.

Beyond its major programs, Wings customized a number of activities to meet unique opportunities presented by its collection and major events. A Project Pilot program taught flight planning, navigation, instruments and weather in classroom and exhibit surroundings; a special program allowed students to evaluate Amelia Earhart’s fateful flight. “Captain Cernan’s Challenge” invited students to create a video based upon following the last man on the moon’s steps into space. Special “Wings of Wonder” events included holiday activities and educational programs associated with the annual EAA B-17 visit to Centennial Airport. A Guest Speaker Program customized presentations to community groups, bringing the Museum’s mission to hundreds throughout the Denver area.
The Museum’s 2010 Operating Revenues and Expenses are summarized in the charts below.

2010 Operating Revenues declined $294,000 from 2009, reflecting lower revenue from a record-setting Spreading Wings Gala honoring Harrison Ford in 2009, as well as a difficult economy for annual contributions. However, the Museum received nearly $3,800,000 in capital grants in 2010 and sale proceeds from the redevelopment of Hangar 2. These funds are being invested in improvements at Lowry. Earned Revenues from Admissions, Museum Programs, Store sales and Facility Rentals were up nearly 8% over 2009. Admissions and Program Revenue replaced Contributions as the largest source of Operating Revenue for the Museum in 2010.

2010 Operating Expenses decreased $111,000 from the 2009 Operating Expenses due primarily to fewer exhibits opened during 2010 compared to 2009, as well as delays experienced in staff hirings and related costs. Accompanying charts show functional operating expenses, including proportional staff time spent on the various Museum programs as well as facility operating costs.
Corporate Events

The Museum continues to provide extraordinary venue space for an extensive list of corporations and nonprofit organizations to hold dinners, educational expositions and fundraising events. When renting the museum, clients have an opportunity to completely experience Wings Over the Rockies. Museum volunteers provide support for inter-active exhibits and open cockpits for an exciting and educational experience. Repeat clients and new clients enjoy the unique and fun Wings Over the Rockies’ atmosphere.

2010 Event Highlights
- Mizel Museum Dinner
- Collectors Extravaganza Antique Show
- City of Aurora 15th Annual Veteran’s Salute Luncheon
- United Launch Alliance Year End Event
- CityWide Banks Annual Economic Forecast
- Denver Dumb Friends League Centennial Celebration
- U.S. Air Force Tops in Blue Concert

Membership and Funding

At the end of 2010, the Wings family included 1,750 memberships. That’s the most we have ever had! All of the members helped contribute to the growth and expansion of the Museum. With a membership to the Museum, members not only received unlimited admission, but they also enjoyed many fun events.

In 2010, Wings received nearly $3,800,000 for building improvements from the Gates Family Foundation, Gates Frontier Fund, Buehler Aviation Research Foundation, Anschutz Foundation and Hangar 2 proceeds from the Lowry Redevelopment Authority. The Scientific and Cultural Facilities District continued as a significant funding source for Wings with a 2010 grant of over $236,000.

The Spreading Wings Gala in November 2010 honored Captain Gene Cernan with the Spreading Wings Award. Cernan is known as “The Last Man on the Moon”. Captain Cernan’s incredible accomplishments and experiences have inspired and entertained many people. Nearly 700 were on hand for the 2010 Gala. While the gross revenues for the 2010 Gala were down significantly from the record 2009 Gala revenues, they were 20% higher than the 2008 Gala.

Wings Over the Rockies thanks its many members and donors in 2010!
In 2010, 213 Volunteers generously gave 42,967 hours of time to support Wings Over the Rockies Air & Space Museum. This is an increase of over 8,000 volunteer hours from 2009. Volunteers continue to be instrumental in making Wings Over the Rockies a very special and unique museum.

The popularity of Cockpit Alley is responsible for some of the increase in volunteer hours because this exhibit requires at least three dedicated volunteers on most days of the week. Monthly Cockpit Demo Days are always busy with 25 or more volunteers helping our visitors have a great experience. Although not official Wings volunteers, a Civil Air Patrol Squadron meets weekly at Wings, and cadets also assist young children with the Lowry Landing Pedal Port and during B-17 Week.

Among many activities, Research Library volunteers have been busy transferring fragile VHS tapes to DVD format for preservation purposes. Collections Department volunteers have been diligently cataloging collections of uniforms, artwork, photographs and more. Tedious and time-consuming tasks are no match for volunteers’ dedication to our aviation and space heritage.

These “behind the scenes” volunteers are complemented with colleagues serving the general public through the Museum’s Education Department, Welcome Center, Museum Store and Cockpit Alley teams. This sampling of activities suggests how much volunteers do for Wings Over the Rockies.

The Volunteer of the Year for 2009-2010, chosen by his peers, was Dave Beeler. For the calendar year of 2010, Dave recorded 2,142 hours of service. Dave is a great example of Wings’ exemplary volunteers.

Museum Store

The year 2010 was a healthy and challenging year for the Wings Over the Rockies Museum Store. Although the economic climate did not improve significantly, the Museum Store realized healthy increases in revenue. Summer saw a significant increase in sales revenue over 2009. Late in the year, the Museum Store was challenged by a move to a temporary location in support of the Gateway to Flight construction project, however, strong revenue was realized in the fourth quarter. The Museum Store continues to seek volunteer support to maintain growth and quality service.

- Strong third quarter boosted by sales anticipating temporary store closure
- Original Museum Store closes and tears down after 16 years
- Fourth Quarter, temporary store continues to produce strong revenue
- Challenges from significant and variable construction projects change the profile of existing Museum Store.

The year 2011 will bring excitement and challenges for the museum store as we move to a new permanent location.
MUSEUM MANAGEMENT

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Judith Bader, Executive Assistant & Campaign Administrator
Matthew Burchette, Curator
Rich Downing, Director of Museum Advancement
Liz Ann Fischer, Volunteer Coordinator
Jeff Franta, Facilities Manager
Debbie Gradishar, Director of Events
Jonna Green, Education Program Coordinator
Jeff Holwell, COO
Ed Massman, Controller
Nancy McCurdy, Museum Store Manager
Megan Quitter, Director of Education
Kevin Smith, Education Program Manager
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Alexandra Yampolsky, Membership & Marketing Coordinator

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