MISSION OF WINGS: WINGS OVER THE ROCKIES MISSION IS TO EDUCATE AND INSPIRE PEOPLE OF ALL AGES ABOUT AVIATION AND SPACE Endeavors IN THE PAST, PRESENT AND FUTURE.

Dear Members and Friends of Wings Over the Rockies:

This past year has been a dynamic time of fulfilling our mission to educate and inspire people of all ages about aviation and space endeavors in the past, present and future. Let’s explore together the great accomplishments of 2011.

Each year our goal is to educate Members, guests and students from near and far. We are delighted that our Wings Aerospace Science Program (W.A.S.P.) taught over 19,000 students about the science of flight. And, over 100,000 guests were informed about aviation and space through our many displays and exhibits including our new Phantom Rising diorama.

We continually look for new and interesting ways to bring aviation and space exploration to our guests. In 2011, we invited General Steve Ritchie to inspire us, tell his stories of accomplishment and honor him at our annual Tribute to a Fighter Pilot.

In the arena of space, there is none better than NASA. We had the privilege to collaborate with them on a moon rock exhibit, space station display and space expo for our guests.

Our annual Spreading Wings Gala was amazing as we honored the historic past of the Tuskegee Airmen. Guests were inspired by stories of their significant impact during World War II, shared by members of this remarkable squadron. The event also included a video message from President Obama, a video tribute narrated by Morgan Freeman and a special preview of the “Red Tails” movie trailer produced by Lucasfilm Ltd.

If it has been awhile since you visited the Museum, we invite you to come and take in all the improvements from the recently finished renovations and remodel of Hangar No. 1. Present Members and guests are greeted by an impressive exterior plaza and inviting admission and welcome center. Once inside you will experience enhanced display areas and new exhibits.

As we look to the future, we are excited to announce plans for our new facility, “Exploration of Flight” at the Centennial Airport. This 55,000 square foot Museum will include galleries for aviation and space, a theater, restaurant and meeting facilities. The impressive roofline and Tower of Flight will greet visitors arriving by auto or aircraft.

As we look forward, we say thank you to our Members and guests who make it possible for Wings to continue fulfilling our mission.

See you soon,

Gregory J. Anderson
President & CEO

WingsMuseum.org
2011

Wings had a busy year expanding our educational programs, events, exhibits and facilities. Highlights from 2011 include:

**Education**

- Educated 19,500 students through Wings Aerospace Science Program (W.A.S.P.), an 18% increase over 2010. Program was included in all Aurora Public Schools 3rd grade classrooms. There were 98 new teachers trained, which increased our total to 592 certified W.A.S.P. trainers.

- Reached 7,650 kids with our KidSpace program, a 65% increase over 2010 by participating in 15 Colorado air shows and other community events.

- Commenced the “Spreading Wings Teacher Flight Experience Program,” engaging teacher liaisons in the Aurora Public Schools, participating teachers received in classroom training and experienced flight in a unique non-commercial aircraft.

**Events**

- Hosted the annual B17 Fly-in, Hangar Dance and Tribute to a Fighter Pilot honoring General Steve Ritchie.

- Welcomed guests at the Spreading Wings Gala honoring The Tuskegee Airmen.

- Hosted 64 Corporate and Private events with 24,309 guests.

**Exhibits**

- Installed the “Gateway to Flight” model airplane exhibit in the tower rotunda.

- Co-hosted a Space Expo with NASA.

- Opened a Space Station display in partnership with NASA.

- Acquired a Tuskegee Airmen Display to educate guests of their significant role and involvement in WW II.

- Created the “Lowry, Then and Now” exhibit in cooperation with the Lowry Redevelopment Authority.

**Facilities**

- Completed a $3M+ renovation and remodel of Hangar No. 1, which includes enhanced display areas, an observation tower, refreshment center, exterior plaza, Museum store, and a customer friendly admission and welcome center.

- Opened the Veterans Plaza and Runway of Honor, receiving a Denver County Council Proclamation recognizing the project’s significance in the community.

**Other Highlights**

- Initiated the *Runway of Honor* Tribute Brick campaign to recognize people, events and activities significant to aviation and military service.

- Received 35,933 volunteer hours from 223 volunteers.

- Commenced Wingspan Capital Campaign to expand Wings' operations at Centennial Airport.
2011 Financial Results

The Museum’s 2011 Operating Revenues and Expenses are summarized in the charts below.

The 2011 Operating Revenues were 16% higher than 2010. Contributions and Support for Lowry programs and operations increased by 70% over 2010. Earned Revenues in 2011 increased 7% in spite of the Museum closure for renovations. Special Events revenue declined in 2011 as a result of the cancellation of an event at Centennial airport.

Contributed Support is the largest source of revenue for the Museum.

The 2011 Operating Expenses increased 13%. Salary and related costs rose as open staff positions were filled. Marketing and Communications expenditures increased over 2010 to raise awareness to the Museum’s progress, renovations and the new features of the revamped facility.

Wings Over the Rockies is Colorado’s official Air and Space Museum and remains the regional focal point for aviation and space education.