

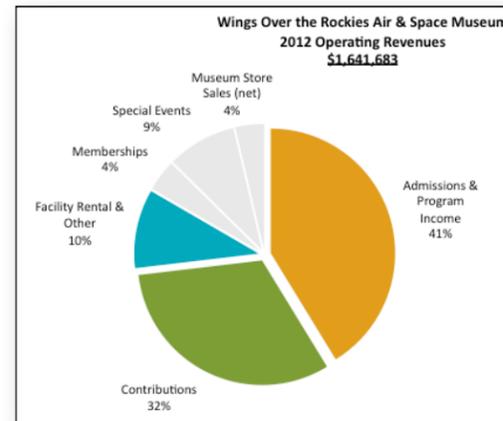
# 2012 Financial Results

The Museum's 2012 Operating Revenues and Expenses are summarized in the charts below.

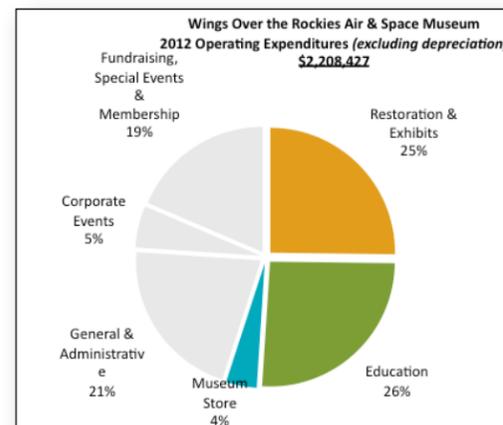
The strategic direction in 2012 included transition in Museum culture, staff, programs and fundraising. This transition positioned the Museum well for challenges in 2013.

The 2012 Operating Revenues were 8% lower than 2011. Contributed support for Lowry programs decreased in 2012 by 31% compared to 2011, but was offset by a 27% increase in admissions and program revenue. With the exception of Special Events (Gala, etc.), all revenue-producing activities outperformed 2011.

Special Event revenue declined in 2012 due to unfavorable economic conditions and timing issues.



The 2012 Operating Expenses increased 19% over 2011; the increase reflects an expanded budget to strategically embellish our capacity related to programming and staffing. In addition, marketing and communications expenditures were intentionally increased over 2011 to raise awareness of the Museum facility and programs, hangar events and exhibits.



Always Up to Something

## 2012 Annual Report

[WingsMuseum.org](http://WingsMuseum.org)



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:

This past year has been an encouraging season—one full of promise and of great opportunities to fulfill Wings' mission to educate and inspire people of all ages about aviation and space endeavors of the past, present and future.

Join me in recounting the significant accomplishments of 2012.

The opportunity to educate Members, guests and students is a privilege, and we are continually encouraged by the number of teachers and students who participate in our Wings Aerospace Science Program (W.A.S.P.). This past year, we were honored to certify 109 teachers as W.A.S.P. trainers and have 59 Colorado School Districts implement W.A.S.P. into classrooms.

Stories from those who have played a part in shaping aviation and space endeavors inspire us all. This past year, we were joined by aviation legend Bob Hoover at our annual Tribute to a Fighter Pilot. His mesmerizing stories of experimental flight captured everyone's imagination.

We celebrated America's aviation past when we honored the Women's Airforce Service Pilots at the Spreading Wings Gala. As the first women in history trained to fly American military aircraft, the Women's Airforce Service Pilots shattered traditional conceptions about women's roles. They became pioneers, heroes and role models for generations of women.

In recognition of Black History Month and the present state of youth in aviation, Wings hosted Barrington Irving—the youngest person and first black pilot to fly solo around the world. He presented his Mitsubishi Dream & Soar: *Youth in Aviation* program to 2,600 high school students from Denver and Aurora Public Schools and students from the Cherry Creek School District.

At Wings, our future is bright, and we look forward to Members, guests and students joining us for Math Midway—a 4,500-square-foot, carnival-themed exhibit from the Museum of Mathematics in New York City opening in October of 2013. This fun, interactive exhibit brings the excitement of mathematics to life with more than 20 hands-on math activities.

We are also excited to announce that Wings has received a generous donation from the Center for the Advancement of Science in Space (CASIS) to renovate our Core Module Integration Simulator (CMIS) Space Station. Plans have been made for an updated, more interactive exhibit that will provide a truly one-of-a-kind experience for our guests.

We could not accomplish our mission without our Members and guests; thank you for your continued support. We look forward to seeing you during your next visit to Historic Lowry Air Force Base Hanger No. 1, where we're always up to something.

See you soon,



**Gregory J. Anderson**  
President & CEO

[WingsMuseum.org](http://WingsMuseum.org)



## 2012

Here at Wings, we're **Always up to Something**, and here are some highlights from 2012:

Total 2012 attendance: 117,629

### Education

- Educated an estimated 17,700 students through our Wings Aerospace Science Program (W.A.S.P.) in 59 Colorado school districts. There were 109 new teachers trained, which increased our total to 590 certified W.A.S.P. trainers.
- Hosted 160 campers at our summer and fall Air & Space Camps.
- Inspired 2,294 students from 103 schools during their visit to the Museum.
- Engaged 9,542 people through our KidSpace Outreach program at 17 events throughout Colorado.

### Events

- Entertained 2,652 Star Wars fans for Star Wars at the Hangar.
- Hosted 334 guests at the annual B-17 Hangar Dance.
- Inspired nearly 200 at our annual Tribute to a Fighter Pilot honoring Bob Hoover.
- Welcomed 388 guests at Spreading Wings Gala honoring the Women Airforce Service Pilots.
- Introduced Salute to the Season, our new, annual holiday celebration.
- Hosted 77 Corporate and Private events with 56,000 guests.

### Exhibits

- Hosted a Vietnam exhibit, which included the Vietnam Helicopter Pilot's Association mobile museum, re-enactors and military vehicles.
- Hosted Flygirls of WWII, an exhibit dedicated to educating guests about the significant role the Women Airforce Service Pilots played as the first women in history trained to fly American military aircraft.

### Other Highlights

- Received 37,173 volunteer hours from 268 volunteers.
- Launched our new Wings Magazine publication.

[WingsMuseum.org](http://WingsMuseum.org)

