



2014 ANNUAL REPORT



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WINGS OVER THE ROCKIES AIR & SPACE MUSEUM

7711 East Academy Boulevard, Denver, CO 80230 | Historic Lowry Air Force Base, Hangar No. 1 | Near Quebec & Alameda



ALWAYS UP
TO SOMETHING

2014 ANNUAL REPORT

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**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:

On December 1st, 2014, Wings Over the Rockies closed a very busy year with two anniversary events that honored twenty years of dedication to our aerospace heritage and opened a new era for Colorado's Official Air & Space Museum.

We illuminated 52,000 LED lights on the venerable B-52 which stands as a proud sentinel to our Lowry site, climbing toward the Rockies as a symbol of our name and purpose. And we broke ground in a ceremony at Centennial Airport for a second site to be called Exploration of Flight.

2014 was a year of transition, reflecting and reaffirming a mission that we continue to celebrate throughout our 20th anniversary year in 2015. As a 20-year-old would put wings on his or her dreams and "leave the nest" to fly into adulthood, so too Wings Over the Rockies climbs into a future of great promise and potential.

We are pleased to share highlights of 2014 in this report. Each is a result of the dedication of our Board of Directors, professional staff team and legions of loyal volunteers. And each is fueled by the passion and resources provided by members, visitors and supporters.

As you walk among our exhibitions and programs, take a moment to notice our visitors. We are privileged to serve the grizzled World War II veteran reviving 70-year-old memories that shaped his life (and all of ours since)... a teacher or parent explaining an engineering concept... a spouse or wingman pausing over the Runway of Honor... or a young person wondering if he or she might ever follow in the footsteps of Denver's Jack Swigert. Wings' mission transcends generations.

Our Wings for Tomorrow master plan—with a heritage center at Lowry and an education and technology center at Centennial—follows the two-site institutional model of the Smithsonian's National Air & Space Museum in Washington DC. We are buoyed by Colorado's aerospace leadership, and by the little known fact that Colorado was an alternate site for NASM's facility at Dulles.

The 111-year history of flight is told in the stories of men and women overcoming challenges to reach new horizons. So, too, Wings Over the Rockies has overcome challenges in its 20 years. Our landmark Lowry facility likes to remind us of its historic nature, as with the heating system conversion we embraced in 2014. And our Wingspan Campaign for Exploration of Flight has flown through headwinds of recession and aerospace industry sequestrations.

Our confidence in the future is that Wings sustains a spirit that is alive and well in Colorado and America. We are always reaching—for big mountains, bigger skies and frontiers of achievement in flight and all walks of life.

Welcome aboard! It's going to be a great flight!

Warmest regards,


Greg Anderson

2014 HIGHLIGHTS

20TH ANNIVERSARY BEGINS

- Covered the B-52 with over 52 thousand Christmas lights
- Amelia Rose Earhart kicked off our 20th anniversary celebrations in December. Events included Yoga in the Hangar, Hangar Chats, Date Night with a viewing of The Glenn Miller Story, scavenger hunts and a holiday ornament-making party with Pilot Santa and Mrs. Claus.
- Created 2015-16 calendar in celebration of our 20th year. The calendar covered the history of the Lowry neighborhood and the museum.

Photo: Mitch Bowers



EXHIBITS AND RESTORATIONS

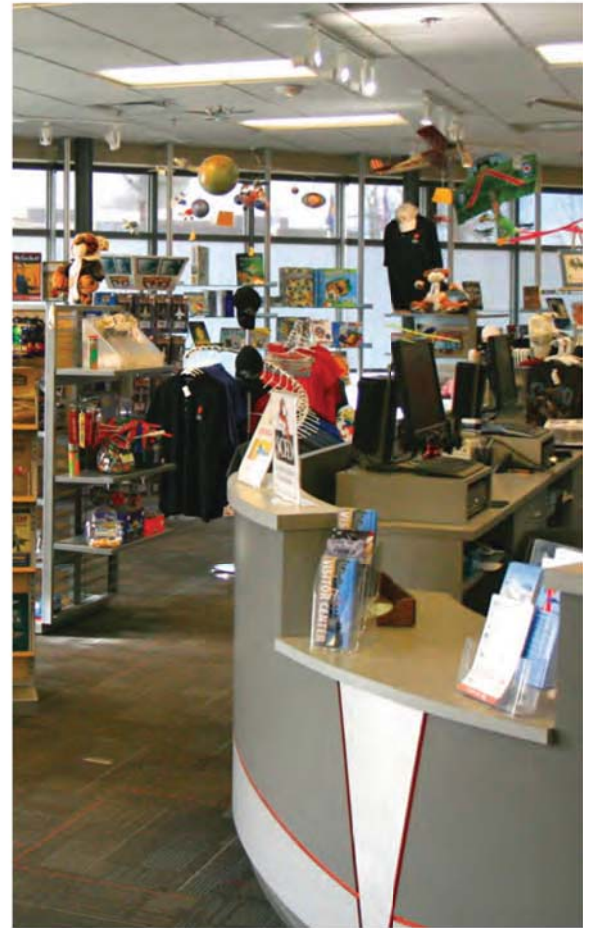
- Supplied the majority of our artifacts for a Denver International Airport exhibit on hometown airlines
- Highlighting new and existing exhibits by repositioning aircraft and suspending three new aircraft in our gallery spaces
- Created new exhibit “The Amelia Project” honoring Amelia Rose Earhart’s around-the-world flight in a single engine plane
- Showcased a traveling exhibit, called “Colorado Takes Off!”— which highlighted artifacts and information on Colorado’s contributions to aviation
- Featured Sean Tucker’s aerobatic biplane at Wings as part of our 2014 Spreading Wings Gala
- Began restoration work on the flight deck of the F-14 Tomcat



2014 HIGHLIGHTS

VISITOR SERVICES

- General admission (Visitors): 54,386
- Wings members: 1,249
- Offered new membership levels: Student and Military Family
- Wings joined the Association of Science-Technology Centers, which provides benefits to Wings Members through the ASTC Travel Passport Program. Wings Members can visit other organizations worldwide that are members of ASTC.
- Offered new membership cards that can be scanned by barcode and easily placed inside a wallet
- 26,743 volunteer hours from 200 active volunteers



EDUCATION

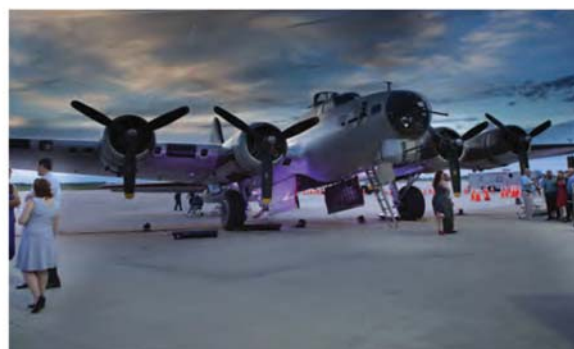
- Hosted a total of 6,108 visitors and 70 schools for our on-site tour program
- Trained 164 new teachers in our Wings Aerospace Science Program. 30,180 students, 59 school districts and 1,006 teachers are using the WASP curriculum.
- 1,250 kids were exposed to the wonders of flight through our KidSpace Outreach held at Boulder Airport, our B-17 event in Centennial and Challenge Air
- 111 new teachers took their first flight in our 1940s Stearman biplane and board member Jeff Puckett's Bell 407 helicopter
- Expanded number of summer camp sessions from four weeks to six weeks
- Added spring and fall break camp sessions that focused on constructing and flying radio-controlled airplanes
- A Teacher Flight Advisory Committee has been formed, consisting of 10 teachers from 6 different school districts around the Colorado Front Range. This is to assure educational assessment feedback for the program.
- 281 Teacher Envoys as of December 2014 with a reach of 33 school districts and 10 out of 17 counties along the Front Range



2014 HIGHLIGHTS

MUSEUM EVENTS

- Created new event, Hops in the Hangar, which featured local Colorado breweries and southern barbecue from Jim 'N Nick's
- Our 2014's Spreading Wings Gala Guest of Honor was Living Legend of Flight, Sean D. Tucker
- Our 2014's Spreading Wings Gala host and emcee was Amelia Rose Earhart, the youngest woman to fly around the world in a single engine plane
- Named one of the top fifteen meeting and convention centers by Denver Business Journal
- Corporate and private event attendees
 - Number of events: 188
 - Total number of attendees: 56,158
- Corporate events revenue: \$599,604



2014 WINGS EVENT ATTENDEES





FINANCIALS

2014 FINANCIAL RESULTS

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

REVENUES

- Increase in total revenues of \$2,100,970 over 2013
- Five of six revenue producing activities exceeded 2013 performance
 - Admissions and Programs
 - Contributions
 - Facility Rental
 - Memberships
 - Special Events

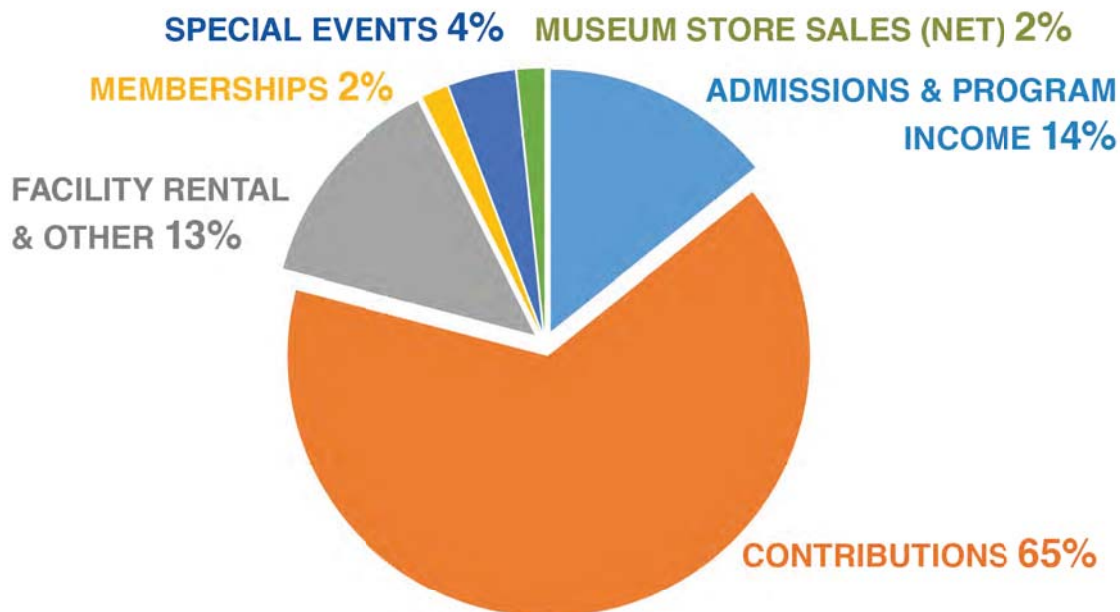
EXPENSES

- Expenses decreased from 2013 by \$216,252
- The largest savings were seen in Education and Administration

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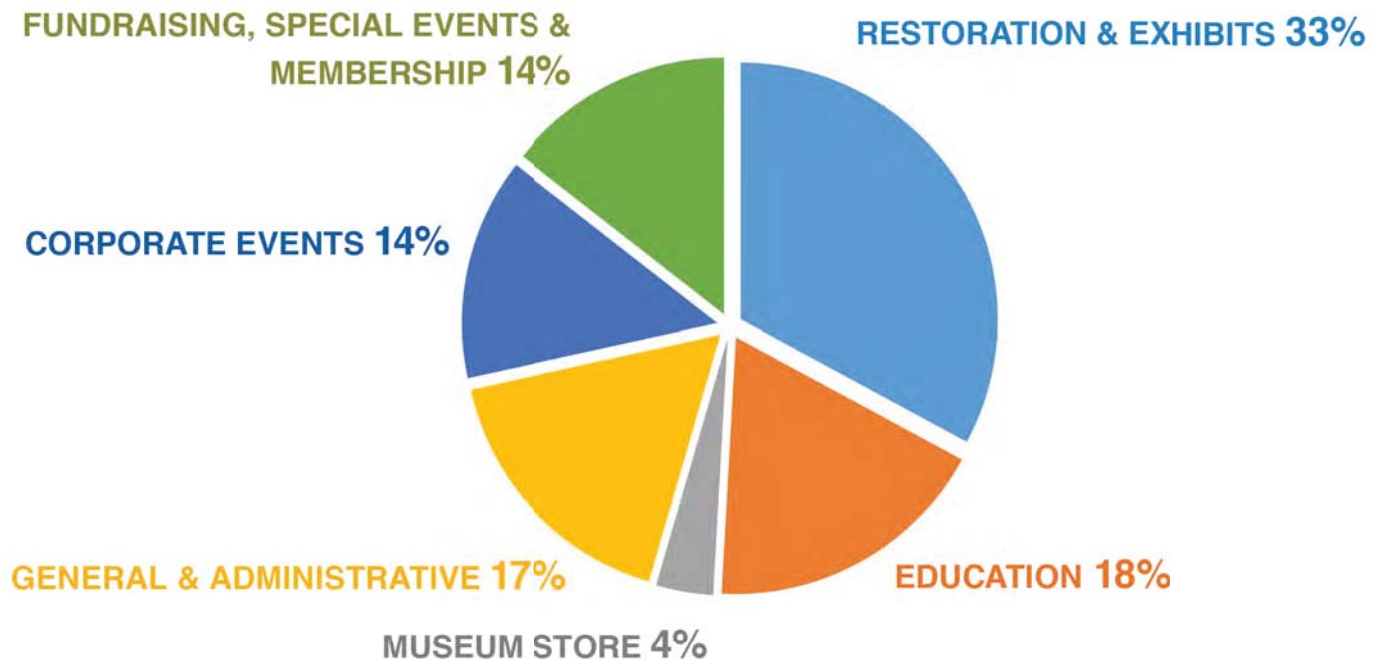
2014 OPERATING REVENUES

\$4,477,896





WINGS OVER THE ROCKIES AIR & SPACE MUSEUM
2014 OPERATING EXPENDITURES (EXCLUDING DEPRECIATION)
\$2,458,983



YEAR TO YEAR COMPARISON OF UNRESTRICTED INCOME

	2013	2014	Variance
Grants	\$544,977	\$698,219	\$153,242
Special Events	\$150,369	\$184,435	\$34,066
Admissions & Facility	\$1,108,973	\$1,307,539	\$198,566
Museum Store (net)	\$80,229	\$74,138	\$(6,091)



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BOARD OF DIRECTORS

GREG ANDERSON • President & CEO • Wings Over the Rockies
 EMANUEL ANTON • Managing Member • ALG Attorneys, PLLC
 JOHN BARRY • President & CEO • Boys & Girls Club of Metro Denver
 RICHARD CHARLES • District STEM Director • Cherry Creek Schools
 JACK CRONIN • Real Estate Developer • Cronin & Company
 WILLIE DANIELS • President & CEO • Shades of Blue
 DAVE DICKERSON • Principal • Grace Dickerson
 AMELIA ROSE EARHART • Pilot
 MAJOR GENERAL MIKE EDWARDS • Colorado Adjutant General • Department of Military Affairs
 CLARK GRIGGS • Founder & Principal • Griggs Wealth Management
 CHARLIE JOHNSON • President & CEO • Aero Electric Aircraft Corporation
 JOHN KNUDSEN • Attorney • Byrne, Kiely & White, LLP
 CHRIS LEEVERS • Vice President • Leever's Supermarkets, Inc.
 JAY LINDELL • Aerospace and Defense Industry Champion • Colorado Office of Economic Development and International Trade
 PETER LUCE • Retired, Founding Wings Board Member
 TOM MARSH • Retired, Executive Vice President • Lockheed Martin
 CONOR MCCALLIN • Vice President • Morgan Stanley
 JEFF PUCKETT • Owner • Jet Linx
 RONALD SMITH • Retired, Air Force & Defense Contractor
 TERRY STEVINSON • Retired, Stevinson Auto

STAFF

GREG ANDERSON • President & CEO
 MARK HYATT • Chief Operating Officer
 JOHN BOND • Volunteer Historian
 MILA BRUNET • Marketing & Communications Manager
 MATTHEW BURCHETTE • Curator
 HETTY CARLSON • Teacher Flight Program Coordinator
 MARILYN CHANG • Volunteer Librarian
 CHRISTA DRAKE • Assistant Controller
 CAROLINE FARMER • Marketing Assistant
 KYLE GRISSINGER • Manager of Visitor Services
 JESSICA KING • Controller
 HAAJIRA LANSANA • Events & Sponsorship Coordinator
 KEISHA MAKONESE • Director of Sales & Corporate Events
 COLLEEN MURRAY • Director of Advancement
 SCOTT SHINKLE • Facilities Manager
 ROB STANNARD • Director of Education
 PHIL STEFFES • On-site Program Coordinator
 WENDY VERNON-DZAMAN • Executive Assistant & Campaign Administrator, Centennial
 CHRISTOPHER WINK • Director of Visitor Services

As of July 1, 2015.

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