



Cavanaugh Flight Museum

2016 Grant Request

Cavanaugh Flight Museum

501(C) 3 Non-Profit Educational Organization - www.cavflight.org
Addison Airport, 4572 Claire Chennault, Addison, Texas 75001 (972) 380-8800



2015-2016 NONPROFIT ASSISTANCE APPLICATION

Name of organization: Cavanaugh Flight Museum Tax ID Number: 75-3088417

Executive Director Name: Doug Jeanes Email: djeanes@cavflight.org

Address: 4572 Claire Chennault City: Addison Zip: 75001

Telephone: 972-380-8800 Fax: _____

Web Site: cavflight.org

Grant Contact Name: Scott Slocum Title: Marketing Manager

Email: sslocum@cavflight.org Telephone: 972-380-8800

Program title: Annual Grant Program date(s): Year 2016

Grant request for 2015-2016: \$50,000.00

Previous grants requested: 2014-15: \$50,000.00 2013-14: \$ 50,000.00 2012-13: \$50,000.00

Previous grants/received: 2014-15: \$50,000.00 2013-14: \$ 50,000.00 2012-13: \$50,000.00

Number of paid staff: 14 Number of volunteers: 85

Tax Exempt: Yes No

ORGANIZATION DESCRIPTION: Provide a brief description of your organization, including a summary of mission statement and/or objectives.

The Cavanaugh Flight Museum is a non-profit 501(c)(3) educational organization devoted to promoting aviation studies and to perpetuating America's aviation heritage; the museum fulfills its mission by restoring, operating, maintaining and displaying historically-significant, vintage aircraft, and by collecting materials related to the history of aviation.

PROGRAM DESCRIPTION: Provide a brief description of the program you are requesting funds for.

Marketing funds for advertising museum events, executing flyovers, and the operation funds needed to fly multiple aircraft for the Kaboom Town Airshow.



2015-2016 NONPROFIT ASSISTANCE APPLICATION

	FISCAL YEAR 2015 Actual	FISCAL YEAR 2016 PROJECTED
Total Operating Revenues:	\$1,862,077.43	\$1,850,000
Total Operating Expenses:	\$1,873,252.20	\$1,850,000

What percentage of the organization's annual revenues does this grant request represent? 3%

Please quantify the number of residents your agency provided services for:

In the current year: See attached Next year: See Attached

Were the services that you provided in Addison successful? How can your efforts be evaluated?
See attached

Describe the impact of services if only partial funding is made available:
Impact on marketing, number of flyovers, and Kaboom Town participation

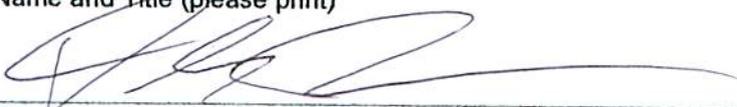
Has your organization received or is now receiving any support in the form of in-kind services (Event Support) from the Town of Addison? Yes No If yes, please explain:

If applicable, who is the City Council member that is assigned as a liaison to your organization? In what ways do you keep him/her of activities within your organization?
We work through Mary Rosenbleeth, Director of Public Communications

I certify that the above information is correct and true to the best of my knowledge.

Doug Jeanes Executive Director
Name and Title (please print)

January 14, 2015
Date


Signature

Completed applications must be received by Friday, April 24, 2015.



Cavanaugh Flight Museum is requesting \$50,000 to help with our marketing efforts for 2016. Attached is a summary of our 2015 expenses as well as the projected budget for 2016. Our main focus for 2016 will be continued growth in the following areas:

1. Out of area admission with organizations and groups
2. More warbird rides and training in Addison
3. Continued growth of museum events

Point 1

In 2015 we began working with the Boy Scouts of America, bringing in kids for an aviation merit badge program designed and organized by the Cavanaugh Flight Museum. This program has proved to be very successful with great feedback from BSA. Also, CFM has gotten involved with multiple local Radio Controlled aviation clubs who have visited the museum and taken advantage of our Drone Race track for two of our events. The RC market with its large database of aviation enthusiast is a huge opportunity for potential new visitors to the museum from around the country. The CFM Photo squadron continues to grow attracting the attention of photography clubs all around the metroplex. We have received inquiries from many other venues around the country to help them put on a similar event. The Cotton Bowl Classic has contracted with us to set up "Drone Wars" in both of the host hotels, this Dec.- Jan, to give the players a fun and challenging thing to do in their off time!

Point 2

2015 had real challenges for our ride programs due to weather issues the first half of the year. From January to June, of a possible 150 days to give rides and training, 92 of them were rained out! However, the museum did a great job of making up for the loss the second half of the year. We advertised heavily for our events with local media and newspapers. The result? We grew ride revenues by 34% over last year! Our renewed focus on local advertising to let the metroplex know about Addison Airport and the museum paid off huge! We look to continue this trend for 2016.

Point 3

2015 saw the museum start and establish two new events. With all of the negative and positive interest in drones exploding in the news, the museum made the decision to embrace the fact that drones will be a huge part of aviation in the future. After researching what is the proper way to operate drones legally and ethically, we came up with an indoor event called "Drone Wars" in hopes of attracting a new segment of aviation enthusiast, especially young ones, to the museum. This was the first time an event like this had been done so we had no idea how it would be received. The media overwhelmed us with 15 media segments including 10 TV interviews that reached an estimated 38 million people!

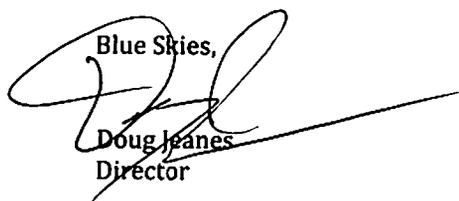
The half-day event attracted over 1,000 spectators to watch 20 drone pilots duke it out on our custom designed course! The best part? A 15-year-old student beat out our hobby shop pro to take the championship! Mission accomplished!

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In May of this year, 35 photographers and their families traveled to Addison from across the country to participate in a new event we called "Ultimate Access." The event is an aviation photography school held at the museum, in which photographers can learn tips from the pros and then photograph our warbirds in the air from another aircraft, an opportunity up until now was reserved for experts. The event was a great success with interest by many more to come back in 2016.

Our "Fall Fly Days and car show this year had a record number of cars and warbird rides for 2015. The new event on Sunday " The American classic car show" saw the event double the amount of cars from last year!

Blue Skies,

Doug Jeanes
Director

**Cavanaugh Flight Museum
Advertising/Marketing Expense
2015
Actual**

Local news papers	5,465
Local TV event advertising	9,700
Trade shows	8,900
Travel publication	4,300
Social Media advertising	400
Ride program-advertising	4,800
Creative	2,300
Trade show graphics	13,420
Warbird publications print and web	1,800
Local magazine	5,280
Sports advertising	18,000
Printing	3,085
Public Relations/marketing partners	43,307
Total Expenditures	\$ 120,757

**Cavanaugh Flight Museum
Advertising/Marketing Expense
2016
Projection**

Local news papers	12,000
European Publications	2,300
Local TV event advertising	9,700
Addison Event operations	8,900
Travel publication	4,300
Social Media advertising	400
Ride program-advertising	5,000
Creative	4,000
Trade show graphics	1,500
Direct mail	2,000
Warbird publications print and web	1,800
Local magazine	7,500
Sports advertising	18,000
Printing	3,800
Public Relations/marketing partners	50,000
Total Expenditures	\$ 131,200

Internal Revenue Service

Date: September 6, 2007

**CAVANAUGH AIR MUSEUMM
% JERRY L CRAWFORD
4572 CLAIRE CHENNAULT ST
ADDISON TX 75001-5321**

**Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201**

**Person to Contact:
Yvette Davis 17-57076
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
75-3088417**

Dear Sir or Madam:

This is in response to your request of September 6, 2007, regarding your organization's tax-exempt status.

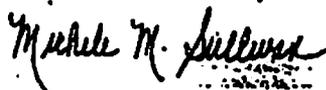
In February 2005 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under section 509(a)(2) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



**Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations 1**



**Cavanaugh Flight Museum
Board of Directors**

Doug Jeanes - Museum Director
Perry Smith
Jerry Crawford - President of Jani King Int
Jim Cavanaugh - Founder of Jani King Int
Steve DeWolf