



February 5, 2014

2013 was a banner year for the Cavanaugh Flight Museums 20th anniversary!

For 2013, our primary focus was to create new and unique reasons for the public and media to come to Addison and visit the museum.

The Museum created and executed 5 major events this year that included:

- o Red Tails traveling educational exhibit, designed to inspire kids to reach higher for success in life, on display this past March
- o A three-day aviation photography school attracting students from across the country to participate in hands on photography with the Museum Aircraft.
- o Warbirds Over Addison, featuring two very rare aircraft from the Texas Flying Legends museum in Houston, created a new two-day event attendance record of over 4,800 in May
- o Fall Fly days and car show (new for this year) attracted over 140 cars and brought a new single day attendance record of over 2,700.
- o Marketed and hosted the Texas Vietnam Heroes Traveling Exhibit, honoring and attracting attention to the Texas Vietnam Heroes Memorial being dedicated in March at the Texas State capital.

In addition to the success of these events, working with Shiroma Southwest brought to light another valuable asset the Museum brings to the Town of Addison...

Cavanaugh Flight Museum is a news generator!

The Museum has unique stories about our volunteer veterans, adventures in the skies that become realities, riding in historical aircraft, and now the in-house ability to create quality video and photography that the local media are seeking for quality content.

Between the new events listed above and Kaboom Town, CFM facilitated ten TV media spots and five radio media spots generating over 70 minutes of airtime, at an approximate value of \$150,000 yielding over 10,000,000 impressions! In addition, CFM purchased forty paid TV spots and advertised in seven different local web and print magazines, including the Addison North Dallas Guide.

The museum contributed \$9,500 for media rides and donated over \$28,000 for the 13 aircraft used in the Kaboom Town airshow, including flying the parachute jumpers hired for the show.

For 2013, sequestration halted military participation in fly-overs for sporting events. Local sport franchises turned to CFM for a solution that resulted in CFM coordinating and flying multiple game day flyovers including the Texas Rangers opening day celebration and the Fall NASCAR event. This partnership allowed us to trade for and gain discounted access to prime advertising space in the Texas Rangers program, generating 240,000 plus impressions for \$13,500 and the Texas Motor Speedway where we created a 30 second video commercial played each day creating 260,000 impressions.

This year, the museum instigated a new email-marketing program including 4 newsletters per year and email advertising for events, as well as continued growth in the interest of our social media campaigns, resulting in a 120% increase in response over 2012.

2013 saw CFM take advertising on the road with new graphics, that feature the Museum ride program at Addison Airport, on our airshow support RV. This year we traveled 4,800 highway miles and attended events locally and nationally with spectators numbering over 400,000!

2013 saw multiple double-digit gains in events, attendance and out of area participation (see addendum A for numbers)

Total spent on Marketing 2013 \$139,884 Total Budget projected \$140,600

Cavanaugh Flight Museum

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

Our main focus for 2014 will be continued growth in the following areas:

- Increase general attendance
- Increase event revenue both in facility rentals and the museums' events
- Increase utilization of museum aircraft for rides and more emphasis on flight training

1. In 2013 we increased attendance by 28% with a 95% increase in visitors coming to Addison from out of the Dallas area zip codes. We plan to continue this trend through advertising in the local travel guides, event websites and newspapers. In 2013 we experimented advertising with the Texas Rangers in their game programs as well as producing a 30 second video played each day on the jumbo trons for the Fall NASCAR event at the Texas Motor Speed Way. Both of these partnerships combined for a total of approximately 500,000 impressions for the museum and Addison! We look to build continued relations with all of the sport franchises in the area as the response received from our participation in these events show our demographics are aligned. The Texas Motor Speedway, AT&T Stadium and the Ballpark in Arlington, as well as the area minor league Hockey, Baseball and Arena Football leagues, we see as great sources for reaching people in the five state area. Our new in-house creative, video and photography solutions allow us to produce quality content for both media and advertising needs, in a timely manner, without the high cost of an advertising agency.
2. Our efforts to create unique events along with being a **flying** aviation museum enables us to offer the media great stories and reasons to cover our events. Partnering with Shiroma Southwest has created a synergy for bringing the museum's great content to the TV media that generated 10,000,000 impressions in 2013! We are finding TV coverage and TV advertising to be the greatest response tool along with social media and email campaigns.

A new event for 2013 was our Fly Days and Car Show hosted in September at the museum. This event hosted 148 vintage Pontiacs that came out to enjoy the museum aircraft flying while their cars were judged on location. The event has huge potential as the reviews from the owners and families of those who attended spoke to the unique activities the museum and town have to offer, in fact the event created a new single day attendance record in the 20-year history of the museum! For 2014, the museum looks to continue growing our in-house events and partnering with other metroplex events to bring new awareness to the museum and the Town of Addison. In February 2014, the Museum will be hosting the National Wabird Operators Conference attracting 400 attendees from across the country for a three-day event at the Marriott Quorum.

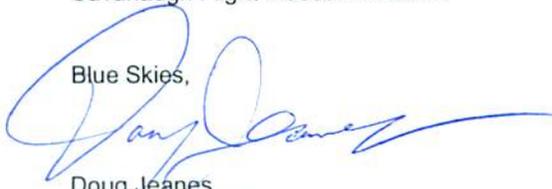
Growing the museum's facility rentals was another focus for 2013. We had an exceptional year as facility rentals were up by over 170% thanks to our marketing efforts and customer service solutions for event coordinators. The net result was a 137% increase in visitors who came out to the museum for weddings, birthday parties, corporate retreats, graduation parties...we are changing the way the public perceives the museum and ways to utilize what we have to offer. We look for continued growth in this area for 2014 by advertising in more of the wedding and family trade magazines as well as tradeshow that apply to the industry.

3. 2013 saw a slight decrease in sales of our local ride program. This was in a large part to the museum taking the time to thoroughly go through each of our ride aircraft for needed long-term maintenance and improvements. The restorations being completed, along with two new additions to the ride program has the museum poised for growth in 2014. In addition, more of our pilots are becoming instructors so we look to grow the unique offering the museum has for flight training in the warbirds we operate. Marketing will be focused on reaching out nation wide, in aviation and warbird magazines, to let pilots know about the training opportunities here at the museum.

Cavanaugh Flight Museum is requesting \$50,000 to help with our marketing efforts for 2014. Attached is a summary of our 2013 expenses as well as the projected budget for 2014.

Your support is crucial in our continued success as we look to make the largest **impression** ever for Addison and the Cavanaugh Flight Museum in 2014.

Blue Skies,



Doug Jeanes
Executive Director

**Cavanaugh Flight Museum
Advertising/Marketing Expense
2014
Projection**

Local news papers	\$ 5,100
European Publications	2,300
Local TV event advertising	9,700
DFW Airport display	8,900
Travel publication	4,300
Social Media advertising	400
Flight training program-advertising	10,000
Creative	4,000
Trade show graphics	1,500
Direct mail	6,000
Warbird publications print and web	1,800
Local magazine	7,500
Sports advertising	30,000
Printing	3,800
Public Relations/marketing partners	45,000
Total Expenditures	\$ 140,300

(Addendum A)

2013 Marketing results

2012 vs. 2013 revenues

Events - 89% increase
Airshows - no change
Flyovers - 600% increase
P-51 Tour - 4% increase
Admission - 28% increase
Museum store sales - 12% increase
Membership - 22% increase
Ride sale - 16% decrease

2012 vs. 2013 events

Event facility rentals - 176% increase to 67 events

2012 vs. 2013 attendance

Admission - 28% increase to 33,772 - a new 20-year record!
Out of Dallas Area attendance - 95% increase to 6,432
Event attendance - 137% increase to 7,342