



2014 was another successful year for the Cavanaugh Flight Museum

For 2014, our primary focus was to increase museum membership and grow our event attendance with continued emphasis in "out of area" attendance growth.

To accomplish this goal the museum focused on continued growth on our major events and membership drives that included:

- The museum turned out to be a great location for hosting the 2014 NWOC (National Warbird operators Conference). The 500 attendees stayed at the Marriot Quorum hotel with an evening mixer at the museum that included warbird rides. In addition, Addison airport had 9 aircraft visiting for the event that purchased fuel from the local FBO's
- "Warbirds Over Addison," featuring the famous P-38 Lightning, "Glacier Girl," donated for our show by the Lewis Air Legends. Glacier Girl arrived on the Thursday before the show with great media attention and so much fanfare, the museum was able to create a special event Friday evening featuring Bob Cardin. Bob was responsible for excavating the P-38 out of 245 feet of glacier ice and then finally supervising the restoration of this WWII time capsule. Over 200 guests enjoyed Bob's presentation that Friday evening including private tours of the aircraft. In addition, the Saturday morning before the show, 34 photographers showed up from the CFM Photo Club to photograph Glacier Girl out of the hangar in the morning light. The show was praised by many as our best one yet and is becoming a staple in the community as one of the best warbird presentations in the area.
- "Kaboom town" proved to be another successful show for the museum. We had a record number of museum members attend the show. The museum contributed 15 aircraft that participated in the airshow including sponsoring an air combat sequence with our P-40 Warhawk and a Japanese "Kate" torpedo bomber. In addition, the museum hosted the event "headquarters" for all of the performers and support staff.
- The largest airshow in the world, "Air Venture" at Oshkosh, WI asked us to coordinate and participate in a Vietnam flying presentation that included two of our aircraft. For this honor, the museum painted its Skyraider in the original colors this aircraft had during the Vietnam War. We debuted the aircraft at Oshkosh in front of over 450,000 fans that attended Oshkosh this year. It was quite a thrill to hear "...aircraft of the Cavanaugh Flight Museum from Addison, Texas..." over the loud speaker as we flew for the crowds.
- The museum had the great privilege of hosting the 73rd and last AVG "Flying Tigers" reunion. In cooperation with event coordinator, ret. Col. Jack Bonds, brother of original AVG pilot Charlie Bonds, CFM brought in three very rare P-40 "Flying Tiger" Aircraft for the event luncheon including a flyover that brought tears to many in attendance. Attendees of the reunion stayed at the Inter Continental Hotel.
- Our second annual Fall Fly Days and car show attracted over 200 cars this year, a 32% increase over last year! In addition we had 5 visiting aircraft that flew for a crowd of over 2,800 through the weekend.
- 2014 saw a new membership drive to attract the aviation enthusiast and amateur photographers to the museum. The CFM photo Club takes advantage of monthly special events to photograph the aircraft out of the hangars in sunset or sunrise lighting.

Cavanaugh Flight Museum

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

2014 report card

General attendance – 33,470
Event attendance – 102% increase
Event revenue – 15% increase
Out of local area attendance – 11% increase to 30,490
International attendance – 73% increase to 1,828
Membership – 22% increase
Opt-in email list - 67% increase
Social media response – 26% increase in organic “likes”

Marketing/advertising high points 2014 (see addendum A for 2014 expense)

12 TV spots - 11,000,000 impressions
Texas ranger opening day flyover – 33,000 impressions
Texas Rangers program advertising – 2,299,341 impressions
Texas motor speedway, 2 flyovers – 212,585 impressions
Air Venture Airshow ‘Oshkosh’ – 482,000 impressions
Dallas Cowboys program advertising – 704,345 impressions

2015 will focus on continued growth in the following areas:

- Increase attendance out of the local area
- Increase event revenue both in facility rentals and the museums’ events
- Increase utilization of museum aircraft for rides

Objective one

This is our largest potential for growth. There are still a lot of people that do not know we exist outside of the metroplex. We will continue advertising with the Texas Rangers and Dallas Cowboys programs for 2015, we will be reaching out to corporate event planners as a great destination for visitors to the metroplex. In addition, working more directly with hotel chains at a regional level to set up programs that guest can take advantage of as part of their stay. We plan to continue advertising in the local travel guides, event websites and newspapers.

Objective two

This will be a continued campaign to educate party, event and wedding planners that the museum is a great destination for a unique event. The museums efforts to create more in-house events continues to pay-off, getting more people to see what we have to offer. For example, events like or “Fly Days and Car Show” hosted in September of this year, exposed an estimated 1,200 people that would have otherwise not come to see the museum.

Changing the way the public perceives the museum and ways to utilize what we have to offer will continue by advertising in more wedding and family trade magazines as well as tradeshow that apply to the industry.

Objective three

Marketing will be focused on reaching out nation wide, in aviation and warbird magazines, to let pilots and enthusiasts know that we have the largest variety of warbird rides in the country. New for 2015 will be advertising in the aviation, radio controlled magazines. This industry is a huge, untapped resource for museums to capture dollars from the aviation enthusiast.

Cavanaugh Flight Museum is requesting \$50,000 to help with our marketing efforts for 2015. Attached is a summary of our 2014 expenses as well as the projected budget for 2015.

Your support is crucial in our continued success as we look to make an even larger **impression** for Addison and the Cavanaugh Flight Museum in 2015.

Blue Skies,


Doug Jeanes
Executive Director

Addendum A
Cavanaugh Flight Museum
Advertising/Marketing Expense
2014

Local news papers	\$ 849
European Publications	1,190
Local TV event advertising	11,300
DFW Airport display	3,962
Travel publication	4,300
Social Media advertising	400
Kaboom Town Support	31,600
Creative	1,827
Trade show graphics	747
DFW hotel brochures	5,708
Warbird publications print and web	1,278
Local magazine	11,922
Sports advertising	13,500
Printing	1,528
Public Relations/marketing partners	48,379
Total Expenditures	\$ 140,317

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

Local news papers	\$ 5,100
European Publications	2,300
Local TV event advertising	9,700
Trade shows	8,900
Travel publication	4,300
Social Media advertising	400
Ride 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