



ANNUAL REPORT

FY23 1 OCT 22 - 30 SEPT 23

PRESERVE | INSPIRE | EDUCATE

From the President



Museum Friends,

I want to thank you for your support that made the past Fiscal Year at the Museum of Aviation a resounding success! To start with, we have published the Museum 2030 Strategic Plan outlining the future. **Museum 2030**, this **Annual Report**, and our soon to be published **Donor Guide** will complete our strategic trilogy. These documents describe our goals, evaluation metrics, and how you can help.

A key factor in Museum 2030 is defining our value. Our value is defined by the experience of our visitors and program participants and is measured by visitation. Our visitors come to the Museum of Aviation for a variety of experiences, whether educational, patriotic, or a personal connection to an exhibit. This past year saw a 22% increase in visitation numbers. Our visitors are international as well as a steady stream of travelers off the I-20 and I-75 interstates. This is great news not only for us but the entire Middle Georgia area and the City of Warner Robins.

As the Annual Report shows, we have made significant strides in creating improvements in all three strategic priorities: **Preserve**, **Inspire** and **Educate**. These enhancements are focused on improving the visitor experience. The Museum experience is peer-recognized garnering the Macon Telegraph Best Museum and Best Family Attraction. Our reviews in TripAdvisor continually impress with 5-stars as well as other similar reviews from Google, Sawyer, and other feedback tools. We are making an impact on our visitors.

Our volunteers are critical to this impact. This incredible group donated 20,575 hours of their time completing restoration and archival projects, as well as serving as docents, tour guides and general support of the Museum. *Since opening in 1984, volunteers have provided over 1.2 million hours...* they are the heartbeat of the Museum.

As we enter the 40th year of the Museum's operation, we celebrate this incredible community support. We are grateful for the generous time, talent and treasures you provide so the Museum continues to shine. We are extremely grateful. It is my hope this Annual Report highlights the accomplishments made possible by your generous donations.



Jeffrey E. Brett

President / CEO
Museum of Aviation
Foundation

Respectfully,



Board of Directors



Marlan Nichols
Chairman, Board of Directors
Museum of Aviation Foundation, Inc.

MISSION

To inspire and educate by preserving the heritage of the United States Air Force and Georgia aviation through public engagement and a superior visitor experience.

VISION

To be the most visited aviation Museum in the Southeastern U.S.

PRIORITIES

Preserve

Inspire

Educate

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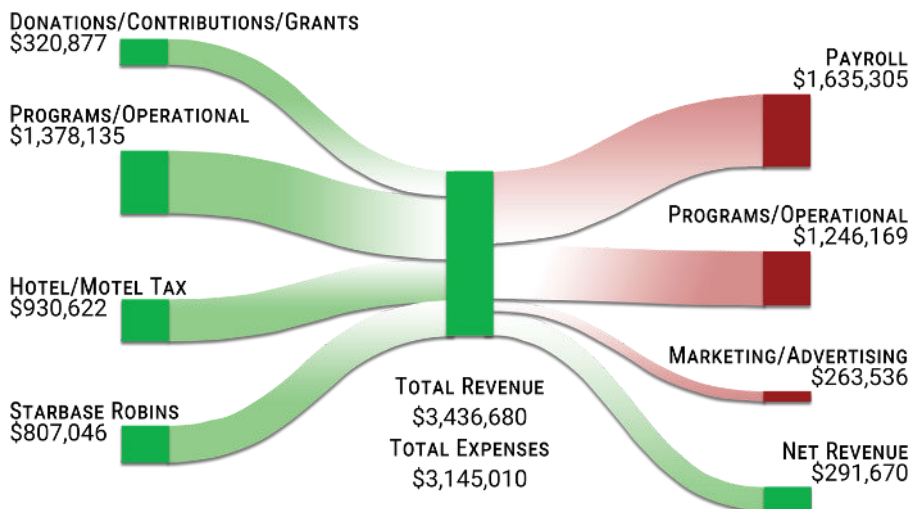
Mayor, City of Warner Robins

Metrics FY23

“We experienced a continuing rebound this year with our visitation.

Overall, we hosted 342,571 guests which represents a 22% growth from the previous year. Our education numbers also approached historical averages with 45,832 teachers and students attending one of the many education offerings. This 36% increase reflects the continuing demand of these excellent programs. The Foundation assumed responsibility for military events in January 2023 so our Q1 numbers are estimates; still approximately 40,904 people enjoyed one of the many events hosted by the Foundation. The yearly trend shows continued demand for this evolving program.

Financially, new budget controls allowed us to end the year on a positive note with revenues exceeding expenses. This masks the continued softness of donations and contributions as a reflection of the national economic outlook. The Museum community and fundraising events continue to be the largest source of community generated funds.

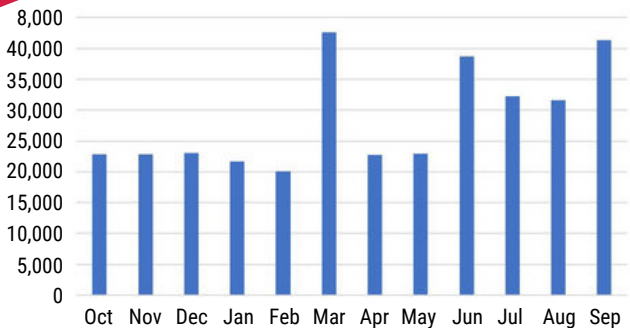


Metrics FY23



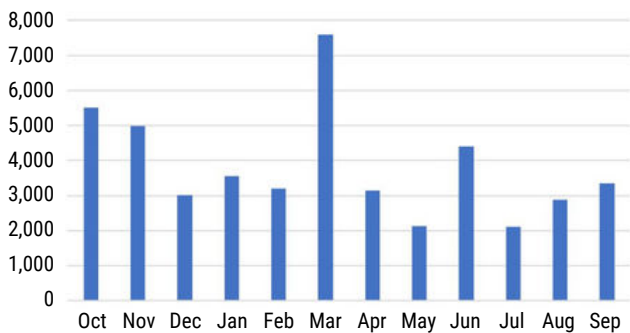
VISITATION
TOTAL
342,571

VISITATION



EDUCATION
TOTAL
45,832

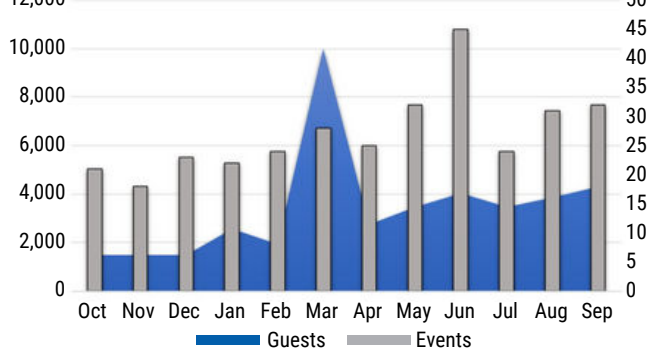
EDUCATION



EVENT GUEST
TOTAL
40,904

GUESTS

EVENTS



AIR MOBILITY COMMAND

PRESERVE

Identify, acquire, and
maintain historically
significant focal points of
Air Force and Georgia
aviation history.

This year, the Foundation supported several projects in support of the Preserve strategic priority, most notably, the acquisition of a F-117 Stealth Fighter. The arrival of this combat-veteran aircraft generated excitement and improved the quality of the Museum collection. After a restoration process, this aircraft will be a future focal point at the Museum. Several other notable additions included the only remaining E-8 JSTARS, a Nike Hercules missile that once provided air defense for Robins AFB, and a fully restored WWII era L-2 liaison aircraft.

A top to bottom artifact inventory was completed earlier this year of over 5,000 items. Also, a partnership with Middle Georgia State University was developed that will digitize the enormous 483rd Bomb Group collection while providing students hands-on experience preserving and cataloging photographs, documents, and other ephemera. This multi-year project is a great example of community support and collaboration.



INSPIRE

Inspire all visitors, military and civilian, through a historical, educational, and patriotic experience.

FAMILY AVIATION Day



Over 41,000 people attended one of the many free events at the Museum, ranging from change of commands and retirements to Family Aviation Day or a Heritage Series event. Our two Heritage Series events, Operation Homecoming and Remembering the B-17, focused on highlighting these historical events. Former POWs shared their experiences during their Homecoming 50 years ago and world-renowned author, Donald Miller, shared his thoughts about the B-17 and the men who flew it on missions 80 years prior.

Our guided Heritage Tours continued to impress. Over 9,000 people participated in our guided tours program and countless others utilized the self-guided options. Our Living History program brought to life the stories of D-Day, the Vietnam War, and other significant events.

Again, our volunteers provided an invaluable service in this endeavor. In the 40 years since opening, the Museum has welcomed nearly 16 million visitors.



HERITAGE SERIES Remembering Operation Homecoming



HERITAGE TOURS

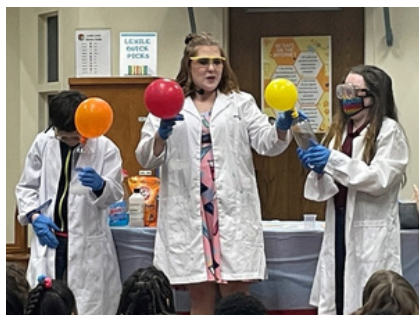
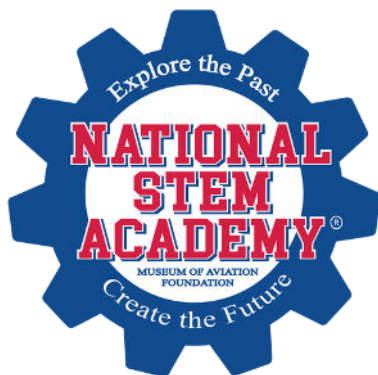


QUESTION
HYPOTHEZIZE
EXPERIMENT
RECORD,
ORGANIZE, &
ANALYZE DATA
MAKE
CONCLUSIONS
SERVE
Y

EDUCATE

Create an environment for
life-long learners while
providing a foundation for our
future leaders and workforce.

The National STEM Academy and STARBASE Robins continue to serve families, schools and educators with premiere educational opportunities held at the Museum, and through outreach at school sites and online. Nearly 46,000 students and teachers were collectively served through all the programs offered during FY23. The National STEM Academy served 31,275 students and teachers and STARBASE served 14,557 students. Within the National STEM Academy, which is funded by the Museum of Aviation Foundation, there were 7,479 students served in the Exploration Center's ACE Field Trip program, 1,567 students in the Mission Quest Flight Simulation program, and 2,876 teachers served through Professional Development workshops offered through the Innovation Center's teacher training program. In addition, 8,415 people attended special events supported by the education programs. In the 40 years since opening, the Museum has served over 1,470,000 students and teachers.



DONORS

The Museum of Aviation Foundation depends on the generosity of individuals, businesses and philanthropic foundations to achieve its mission of preserving, inspiring and educating its visitors near and far. We thank each and every one of the following who have made a donation to the Museum of Aviation Foundation during the Fiscal Year 2023, October 1, 2002 – September 30, 2023. We depend on and appreciate your investment in the Museum of Aviation. **A special thanks to the City of Warner Robins for their continued generous support of the Museum through the Hotel Motel Excise Tax.** *To all of these friends of the Museum thank you!*

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*Indicates an in-kind donation.

Disclaimer: If are errors in this list, we apologize in advance and ask that you contact Kate Zidek, Director of Engagement and Fund Development (478-926-2791) so that we may correct our records. Thank you for your understanding.



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