

NAVAL AIR STATION FORT LAUDERDALE

HISTORICAL
ASSOCIATION, INC
& MUSEUM

BUSINESS
PLAN - 2015



Mission Statement

Educating. Preserving. Honoring the Heroes

The Naval Air Station Fort Lauderdale Museum is the only Military Museum in Broward County, on the U.S National Register of Historic Places, and a 501(c) 3 non-profit organization. Its mission is to develop and maintain an internationally recognized naval aviation museum that educates young and old alike, to preserve history by honoring the memory of Naval Air Station Fort Lauderdale and the men & women who defended freedom during World War II.

**NAS Fort Lauderdale Museum
& NAS Fort Lauderdale Historical Association
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2nd Vice-President

NASFL Historical Association

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David Epstein (Public Relations)

Rudy Oetting (Public Relations)

Virginia Montalvo (Education / School Programs)

Gary Kilbride (Social Media)

Gary Adams (Tours and Groups)

John Casey (Exhibits & Restoration)

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Deborah Hamilton (General Manager)

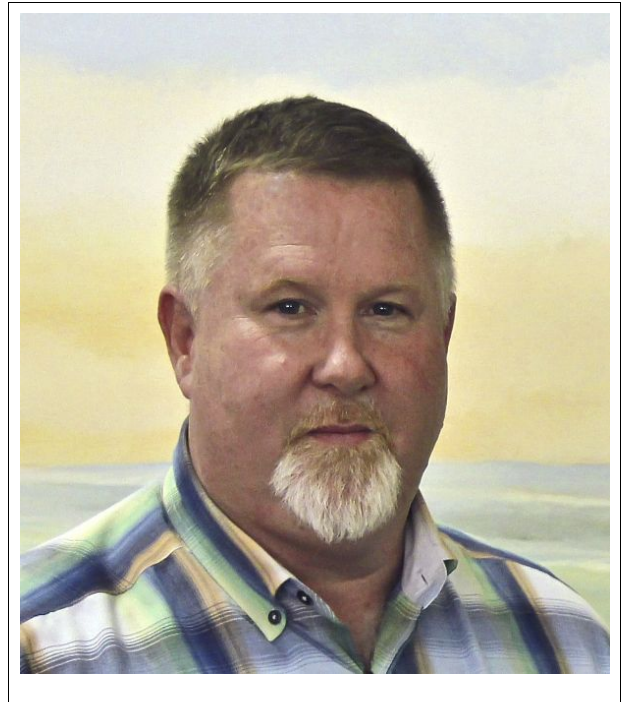
Minerva Bloom (Museum Coordinator / Website Mgr)

Internships

Matthew James Bloom (Curatorial, research, library).

It might have begun with an empty, shuttered building, a handful of volunteers, a \$200,000 and hand-me-down equipment, but in time, and layer upon layer, the Naval Air Station Fort Lauderdale Museum is shaping into an institution where history can be found, experienced and enjoyed.

Allan McElhiney, a former sailor aboard the USS Ahsheville operating out of Port Everglades during WWII, began his quest —over the course of 30 years— as a naval historian inspiring people to get to know the story of the NAS Fort Lauderdale. Thanks to his efforts, a Historical Association was formed and the Link Trainer Building #8 (our current Museum) was preserved and added to the National Register of Historic Places. For many years, this building has served solely as a private repository of thousands of historical pieces of paperwork and photography that McElhiney collected, as well as donations of WWII artifacts. Years have passed and the dream of opening to the public became stagnant. The challenges were many and supporters moved on, gave up, or forgot, but McElhiney remained faithful to his cause. Then, a fresh wave of inspiration



began taking place with a renewed interest in making this Museum accessible to the general public. These words describe our current goal: *Educate, Preserve, and Honor the Heroes.*

With rapidly changing technologies comes a new way of learning and growing, and the Museum is moving forward with replenished strength, a clearer vision, and more cohesive goals. These recent actions will help us move along:

- A new Board of Directors.
- A steadily growing membership.
- Updating regulations, permits & certificates.
- Volunteers on a regular basis.
- A Docents Program
- Outreach Programs in the community.
- Streamlined Exhibits.
- Grant Proposals.

Many more challenges remain on the horizon, but we are closer to the goal of having a modern Museum. We have a unique history, and if you haven't visited in awhile, this would be a good time to set aside a Saturday afternoon and drop by for a couple of hours. Volunteers are encouraged to contribute their time or ideas or organize an event. There is something for everyone. While you're enjoying the past, you'll get a glimpse at the future of this Museum too.

Sincerely,

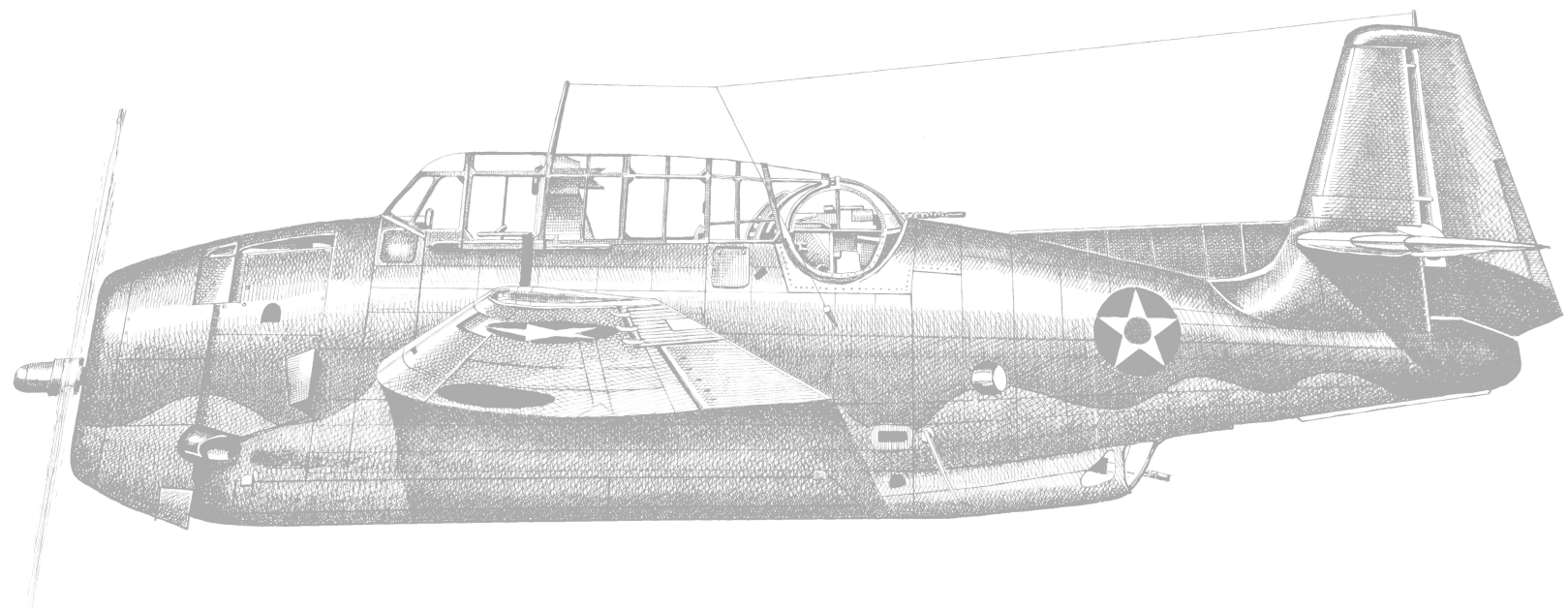
A handwritten signature in black ink, appearing to read "John D. Bloom, Jr." The signature is fluid and cursive.

John D. Bloom, Jr., M.D
NAS Fort Lauderdale Museum President

Background History

Naval Air Station Fort Lauderdale 1942 - 1946

The NAS Fort Lauderdale served as one among 257 naval air stations during World War II, and as one of a few specialty schools for training on the specialized TBM/TBF Avenger aircraft. The NASFL Museum stands as the only reminder from what it once was a naval complex of more than 200 buildings. This Museum has been instrumental in preserving the memory of Flight 19, one of the great aviation mysteries. Flight 19 flew out of NASFL on 5 December 1945, to vanish into the Bermuda Triangle. In addition, former U.S. President George H.W. Bush, lived at this base as an Ensign, to train as a torpedo/bomber pilot.



In The News

Throughout the years many newspaper articles, have been written about the long fight for preserving a part of the old Naval Air Station Fort Lauderdale. A chronology of events and the whole story can be found in the books *"Allan McElhiney: One Man's Vision"* and *"Naval Air Station Fort Lauderdale: A Catalyst for Growth"*. All proceeds from these books go to the Museum, a non-profit organization.

Every year, several authors, documentary writers and producers get together with the Museum, to research and do stories about the naval base during WWII, the Avenger aircraft torpedo bombers, Ensign George H.W. Bush, and especially the story of the Mystery of Flight 19, as the mystique and intrigue over what really happened to the airmen, has kept interest high about the men lost on that fateful day. The History Channel, Travel Channel, Discovery, the National Geographic, Sci-Fi Channel, NBC and the BBC, as well as people from other countries and local newspapers turn to the Museum, who has become a gatekeeper for facts surrounding these events.

On Exhibit

- Link Trainer Flight Simulator (Historic Engineering Landmark).
- 25x7 Aviation Mural, other original naval air paintings, illustrations, cartoons, limited edition lithographs, drawings, and a large assortment of naval air posters.
- Diorama: Recreated Soldier's Barracks *The George Bush Room*.
- The history of Flight 19 Exhibit.
- Vintage ship and aircraft models, flags, ship plaques, military artifacts and instruments, WWII memorabilia such as uniforms, flight gear, medals, insignias and decorations. Artifacts include a WWII Avenger crash parts, TBM/TBF Avenger and submarine torpedoes, an anti-aircraft gun, and a WWII British anti-submarine projector (hedgehog). Also flight gear from Korea and Vietnam and uniforms representing all branches of the military.
- John Payne Memorial Library available with 3,000+ volumes ranging from military encyclopedias, to aircraft, carrier, cruise-books, naval magazines, to historical and fiction works.
- A photograph collection with more than 10,000 images of aircraft, ships, people and historical events; combined with a collection of letters, manuscripts, transcripts, technical manuals, Aviator log books and diaries.
- “*Broward Goes to War*” Exhibit: economic, social & demographic changes in Broward during 1941–1945, and shortly thereafter.

Programs

All programs are run by volunteers.

Flight 19 Memorial Ceremony (Every Dec 5)

This program commemorates the disappearance in 1945 of Flight 19 in the Bermuda Triangle, one of the great aviation mysteries. This ceremony also commemorates the 95 service members who died while serving at NAS Fort Lauderdale during WWII.

Veterans History Project

Collects, preserves, and makes accessible the personal accounts of WWII veterans so that future generations may better understand the realities of war, with personal narratives, correspondence, and visual materials.

Online-Only Exhibits Program

These collections are not displayed at the Museum. Artifacts that have been donated/collected, are curated cataloged, archived, and safeguarded. The artifacts for each exhibit, are only displayed online.

Docent Program

Volunteer candidates are educated in the history of the Naval Air Station Fort Lauderdale, to be able to guide and present tours for visitors and groups.

Volunteer Program

Assisting with special events and projects, memberships, clerical work, general maintenance, landscaping and more.

Navy Heritage Program

To create public awareness of Navy's appreciation for its own heritage. Preservation by means of various restoration and organization projects.

Museum Publications

Creating, editing and publishing newsletters, postcards, invites, and book publications.

Memorial Brick Program

In the spirit of Naval Aviation, memorial bricks are engraved with a personalized message.

Social Media Program

Broadcasting the NASFL Museum through blogs, travel sites, reviews, social media apps, and the museum's official website.

Volunteers

Currently this Museum is run by an all volunteer staff. The *Board of Directors* comprises of 17 individuals. Also the Museum has currently 10 volunteers helping on a regular basis, with tours, office duties, projects, organization, curatorial, library, website & graphic design, maintenance, and landscaping. Several WWII, Korea & Vietnam vets volunteer for events, speaking engagements, and maintenance. U.S Navy: sailor groups from visiting ships at Port Everglades, are organized to volunteer at this Museum during *Fleet Week*. Also, we have 4 student volunteers who get service hours for their school. Other volunteers offer their time on a sporadic basis. *Volunteers are always welcome.*



The NASFL Museum strengths are:

- On the National Register of Historic Places.
- The only military Museum in Broward County.
- Flight 19 aviation mystery.
- Ensign George H.W. Bush.
- The Link trainer as an Engineering Mechanical landmark.
- Aviation mural, original naval art and a large collection of WWII artifacts.
- History of Broward County during WWII.
- Research library with over 3,000 volumes and 10,000 photograph collection.
- Non-profit organization.

FINANCIAL MODEL

Needed Immediate Funding: \$300,000 USD

- Staff the Museum with a Director/Curator, an Office Manager, and an office helper. Also 3 to 4 volunteer docents, to be open 6 days a week, from 10:00 to 5:00pm.

Intermediate Goals:

- Acquire exhibit cases, update TV equipment, update display cases.
- To have all Museum artifacts curated, digitalized, cataloged and archived.
- To have professional panels and interactive video displays, self-guided recorded tours relating events during the life of the NASFL.
- To host special activities, discussion forums, clinics, seminars, workshops, tours for schools, exhibits, re-enactments, business meetings, and parties.
- To offer a Donation Program with diverse options of giving: Matching Gifts (Company matching employee donations); Name Giving (sponsoring an exhibit); Corporate Alliance; Combined Federal

Campaign; Charter in-Memoriam; or Donating to Collections. Also a program for Planned Giving Opportunities such as: Bequests; Gifts of Cash; Charitable Remainder Unitrust; Annuity Trust; Gifts of Life Insurance or Real Estate; Gift of Retirement Funds; Gifts of Stocks; Life Income Agreements; and other variations of gift options.

- To create more NASFL museum publications/books.

Long Term Goals

To offer a unique, historical experience with comprehensive exhibit areas and with outside areas dedicated to showcase WWII machinery and perhaps even an Avenger airplane. The Museum lot can include a hangar for the growing collections, or other connecting rooms and outdoor picnic/green areas. Also, to designate an outdoor memorial landmark area for hosting the Flight 19 memorial. There are several foreseeable possibilities for growth.

ACTION PLAN – IMMEDIATE

- 1)- Carpeting of the hallways.
- 2)- Finishing all remodeling/restoration projects.
- 3)- Updating electronic/display equipment.

PROJECT PLAN – INTERMEDIATE

The Museum needs to raise a capital of at least \$300,000 USD for hiring 1-3 qualified personnel, minimal upgrading, equipment updates, maintenance of building and grounds. Also, purchase of signage, and the historical marker sign.

STRATEGIC PLAN – LONG TERM

We plan to apply for Museum grants. We plan to reach Schools and Universities, and create a plan for advertising, and donation programs.

Current Human Resources

Currently this Museum is run by an all volunteer staff. The Board of Directors comprises of 17 individuals. The Museum also has 10 volunteers helping on a regular basis. Others volunteers help on a sporadic basis.

Current Ways of Revenue

Our outreach consists of veteran groups; Navy Days; Navy League; community outreach programs; military and history shows; military ships visiting Port Everglades; including ship commissioning events. Outreach is also done through luncheons, ceremonies, brochures, newsletters, and website presence. This includes social media outlets such as twitter, facebook, youtube, wikipedia, google listings, travel directories, and travel websites. The Museum survives on its (steadily growing) roster of national and international members. Members help support the museum and its initiatives through membership dues and active involvement. Our most common membership is the Standard, and the Lifetime membership:

- Student Membership \$5
- Standard Membership: \$35
- Family Membership: \$60
- Corporate Membership: \$100
- Lifetime Membership: \$300
- Benefactor: \$1,000

Along with memberships, we profit from sales of NASFL related memorabilia, and raffles at our quarterly luncheons. We launched our website in August 2012, and we are receiving about 1,000 hits a day and steadily growing. We are constantly updating our website presence.

Future Outreach Plan:

- To advertise with brochures at rest areas of the Florida highway system, as well as in hotels, and other museums, and tourist venues.
- To develop a relationship with the South Florida Tourism Council and other national and international tourism councils, and chamber of commerce.
- To have a WWII exhibit at the Fort Lauderdale-Hollywood International Airport.
- To have a WWII exhibit at Port Everglades (as it relates to their history).
- To request a stop at this Museum from the Fort

Lauderdale Sun-Trolley system.

- Have Airport Shuttles drop-off passengers. A locked storage area can be available for luggage.
- To hold special events or exhibits to attract targeted audiences.
- To advertise with road signs around the Airport area.
- To develop an Education Program for schools.
- To participate at historic fairs, antique, or military events and shows.
- To advertise in newspapers and magazines.
- To join the Association of Museums and the Association for non-profits.
- To contact the FDOT for a sign displaying the name of the Museum.
- To develop grants and partnerships.

Our Projected Targeted Stakeholder

Corporate businesses, politicians, lawyers, doctors, historians, military personnel, veterans, philanthropists, aviation aficionados, collectors, and others. Also because of the Flight 19 mystique that continues to this day, our targeted stakeholders will include writers, producers and other media.

Revenue Forecasts

We project 50 to 60 visitors a day in the beginning and we would expand to include school groups and trolley stops. Admission will be \$7 for Adults, \$5 for Senior citizens and students, and a discount for Special Needs children.

In Summary

We believe that the Naval Air Station Fort Lauderdale Museum is uniquely qualified to succeed, as it already has a great head-start in the field of history, preservation and naval aviation. And as keepers of one of the great aviation mysteries, it is a one-of-a-kind place.

