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## INTRODUCTION

Under its current [Strategic Plan](#), the Anderson Abruzzo Albuquerque International Balloon has three major goals:

- **Develop the Collection:** Acquire, manage, preserve, and make accessible a multi-disciplinary collection about ballooning and other innovative forms of flight.
- **Engage, Educate, and Expand Diverse Audiences:** Support meeting the cultural and educational needs of students, teachers, families, researchers, and tourists.
- **Strengthen the Institution:** Ensure the Balloon Museum has the visibility, support, infrastructure, partners, and resources it needs to achieve its mission now and in the future.

Each year, the Balloon Museum Board of Trustees updates and adopts multiple objectives that serve each goal and help to advance the museum toward fulfilling its mission and vision. In the chart attached to this report, you will find each of these goals listed along with their respective objectives for FY 2019. Progress toward each objective thus far this fiscal year is also noted.

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## EXECUTIVE SUMMARY



Progress toward enhancing our volunteer program, which is a high-priority need, accelerated beginning in the second quarter of FY 2019. The museum's contract volunteer coordinator is carrying out extensive improvements to recruitment, placement, orientation, and training of volunteers, as well data management, enrichment, and appreciation.

Another high-priority need includes addressing collections management and the environmental conditions within which the collection is housed. To those ends, accessioning, re-housing, and reorganizing of the collection continued this year, along with organization of documentation of collection and accession records. Three new swamp coolers were installed to improve temperatures at the Annex, and ongoing repair and maintenance of the Annex continued with help of Balloon Museum maintenance personnel.



The museum also began working toward restoring onsite collection storage. Presentation of the Annex study was made to the Board of Trustees and the volunteer corps, and the study was submitted to the Foundation and Cultural Services Department leadership. Also, a General Obligation Bond submission was made to Mayor's Office but not adopted for 2019. Since then, a State Capital Outlay request has been completed for the upcoming 2019 Legislative Session.

The Balloon Museum has fully implemented changes to its [field trip program](#). This includes turning *Science in the Sky* into a monthly offering rather than short-term seasonal offering, and aligning all field trip opportunities with Next Generation Science Standards, and other standards, such as those related to social studies. [Learning activities](#) fall within two main topics – ballooning and weather – and integrate the content of the museum's exhibitions as part of the learning experience.



[Afterschool excursions](#) were added this year to reflect the Mayor's educational priorities and were supported with funding provided by the City through the FY 2019 budget process. Six afterschool excursions were offered during the fall semester. Planning commenced to expand these for winter/spring, as well as adding outreach activities at schools and/or community centers. Outreach activities were held during the fall for the Girl Scouts, Intel, and Sandia Labs.

Other youth-oriented programs were also offered. On Saturday, November 3, KUNM's *The Children's Hour* was live at the museum, and featured discussions about museum content and the Fractal Foundation's balloon *Infinitude*. And, the museum once again hosted the BFA's summer youth balloon camp.

New exhibitions opened this fiscal year include [Solar Ballooning: Rising with the Sun](#) and the newly-redesigned [International Ballooning Hall of Fame](#). Repairs were made to the Jeffries balloon and Chic-i-Boom, as well as DEII model, Space and Science reader rail, and *Artic Air's* ice camp interactive.



Signature [public programs and museum events](#) continued this year. These included *Stories in the Sky* and *Music in the Sky*, which are free, weekly programs for infants, toddlers, and pre-school students. *Darth & Yoda* and *BOO-lloon Mania* returned again in October.

From July through December, the Balloon Museum held monthly [drone racing](#) events as part of [Balloon Museum Pod Racing \(BMPR\)](#), New Mexico's only FPV drone racing series. The 2018 series attracted hundreds of spectators, as well as pilots from New Mexico, Arizona, Colorado, Texas, and Kansas. The series champion was Albuquerque's own Philip Arndt (pictured). During BMPR7 and 8, Sandia Labs used the events to field test new imaging platforms. They plan to return in the spring.

Total museum attendance in FY 2019 through December 31, 2018, reached 75,556 (-7% from last year), and admission revenues totaled approximately \$66,000 (+82% over last year). Museum visitors accounted for 40 percent of total visitation; of those, 48 percent came from outside New Mexico.

### Develop the Collection

Acquire, manage, preserve, and make accessible a multi-disciplinary collection about ballooning and other innovative forms of flight.

<b>FY19</b>		
<b>Tier 1</b>		
<i>Re-form Collections Committee and actively engage in, and report on, collections management actions. Update and submit for Board of Trustees approval new AAAIBM Collections Management Policy.</i>	BOT approved separating Collections and Exhibitions committees. Call made to request members of the Collections Committee.  Compiled information for updating Collections Management Policy.	
<i>Continue accessioning and cataloging of collection.</i>	Accessioning, re-housing, and reorganizing of the collection continued. Ongoing organization of documentation of collection and accession records.	
<i>Continue to rehouse and inventory collection. Identify and acquire needed storage materials and fixtures.</i>	Airship and toy collections unpacked and housed in closed-cabinet storage.  Requested quotes for additional closed-cabinet storage units.  Moved existing shelving unit, covered with protective polyethylene sheeting, staged pending acquisitions on unit.	
<i>Continue to digitize artifacts and images for TMS entry<sup>1</sup>; complete additional training on TMS system.</i>	Reorganized photography equipment and set up dedicated photography area in Annex.	
<i>Address Annex maintenance and repair issues in order to provide best possible storage environment.</i>	Three new swamp coolers were installed to improve temperatures at the Annex. Ongoing repair and maintenance of Annex continued with help of Balloon Museum maintenance personnel.	
<b>Tier 2</b>		
<i>Establish collections volunteer and intern needs.</i>	No progress to report.	
<i>Identify collections acquisitions priorities and align with development of interpretive master plan.</i>	No progress to report.	

### Engage, Educate, and Expand Diverse Audiences

Support meeting the cultural and educational needs of students, teachers, families, researchers, and tourists.

<b>FY19</b>		
<b>Tier 1</b>		
<i>Re-form Exhibitions Committee and Education Committees and actively</i>	Exhibitions Committee - In process of scheduling 2019 meetings and contacting subject matter experts.	

<sup>1</sup> Enables the collection to be accessible for research, exhibition development, and program development, as well as use online.

<i>engage in, and report on, committee actions. Update and submit for Board of Trustees approval new AAAIBM Exhibitions and Education Policies.</i>	Education Committee – Contacting subject matter experts and board members to schedule 2019 meetings.
<i>Develop and adopt interpretive master plan.</i>	Planning underway.
<i>Plan permanent exhibition refresh. Implement interim, priority repairs to permanent exhibition.</i>	Planning underway. New Hall of Fame exhibition opened in October, 2018. Repairs were made to Jeffries balloon and Chic-i-Boom, as well as DEII model and Space and Science reader rail.
<i>Plan, develop, and install redesigned Balloon School (“Buddy’s Ballooning Adventure”) exhibition.</i>	No progress to report.
<i>Plan redesign of special exhibition spaces and establish 3-year exhibitions calendar, including incoming travelling shows.</i>	Opened new special exhibition, <i>Solar Ballooning: Rising with the Sun</i> , in August 2018. Manager, Curator of Collections, and Curator of Exhibitions are meeting bi-weekly to work on these items. Group is also collating info on interpretative plans, potential incoming traveling exhibitions, exhibition planning templates, and related materials.
<i>Continue Stories in the Sky and Music in the Sky, and signature museum events Ballooning for All, Darth and Yoda Day, and BOO-Iloon Mania.<sup>2</sup> Implement Science in the Sky as a monthly field trip program during the school year. Continue Montgolfier Days and other field trip collaborations with Balloon Explorium.</i>	All programs continued.  This schedule began in fall 2018 and we saw 422 students and 59 adults. Spring 2019 topics include Weather Watchers, Solar Ballooning, and Balloons and Bubbles.  Hosted two Montgolfier days in November, 548 students and 66 adults.
<i>Fully implement new Field Trip format and public programs series.</i>	New field trip format and learning activities are fully implemented. Volunteers currently being trained on new content and roles. Public programs included a 40 <sup>th</sup> anniversary lecture on Double Eagle II, and hosting of KUNM’s Children’s Hour.
<i>Plan, develop, and pilot afterschool, extended learning, and/or outreach programs.</i>	Six afterschool excursions were offered during the fall semester. Planning commenced to expand these for winter/spring, as well as adding outreach activities at schools and/or community Centers. Outreach activities were held during the fall for the Girl Scouts, Intel, and Sandia Labs.
<i>Continue BMPR series and related programming, such as drone classes.</i>	BMPR3-BMPR8 were held. The series is now on winter hiatus. During BMPR7 and 8, Sandia Labs used the events to field test new imaging platforms. They plan to return in the spring.

<sup>2</sup> Discontinue *Holidays Take Flight* in favor of holiday-themed SITS and MITS. Update and revise *Rise & Try Week* programming to reflect extended learning priorities of the Administration.

	In addition, two beginner drone classes were held.
<i>Promote and enhance the Balloon Museum's community appeal and accessibility through the rental program, hosted events, extended hours, and/or free, discounted or subsidized participation and entry fees.</i>	<p><b>Adult Group Tours:</b> 78 Adult Group Tours = 2,958 people  <b>66 Rentals/7,144 Total Attendance</b> (Weddings: 11, Family (anniversaries, birthdays, pre-wedding events): 4, Non-Profit: 11, Corporate: 7)  <b>39 Public Events/26,680 Total Attendance</b> (Includes drone practices and events, concert band, Darth &amp; Yoda, Hall of Fame, Boo-loon Mania &amp; Turkey Trek) *does not include education, volunteer, BFA camp, fiesta, CDA meetings, foundation meetings  <b>Miscellaneous:</b> 26 No fee/reduced fee events (COA Meetings, Quad A, fee waivers) and 7 Foundation Events  <b>Rental Fee Revenue: \$60,380.28</b>  <b>Donation of Guest Passes and Free Admission:</b> 5 Organizations received guest passes totaling 55; offered free admission to guests attending Foundation Craft Fair, Boo-loon Mania, Foundation Fiesta Events, and Concert Band Series. Traded 200 Balloon Museum Admission passes for 100 Balloon Fiesta Admission passes.</p>
<i>Partner with local organizations to increase ability/capacity to serve diverse audiences. This includes organizations such as NM MESA, Big Brothers, Big Sisters, Scouts, etc.</i>	On-going with Balloon Explorium, Quad A, BFA, Be Greater Than, High Desert Jazz Band, Rio Grande Down Syndrome Network, High Desert Pipes and Drums, TCR Race Productions, Colibri Media, Southwest Pod Racing, Coding for Girls, 501 <sup>st</sup> , etc.
<i>Continue collaborative Program Planning Team meetings between Museum and Foundation</i>	Meetings continued, but shifting to bi-monthly format.
<b>Tier 2</b>	
<i>Develop new Theater content and upgrade Theater's technology.</i>	No progress to report.
<i>Plan, design, and develop exhibition carts.</i>	No progress to report.
<i>Conduct Visitor Experience study and make recommendations for improvements to resources.</i>	No progress to report.

**Strengthen the Institution**

Ensure the Balloon Museum has the visibility, support, infrastructure, partners, and resources it needs to achieve its mission now and in the future.

<b>FY19</b>	
<b>Tier 1</b>	
<i>Support planning, development, and implementation of capital campaign for restoring onsite collection storage facility.</i>	Presentation of the Annex study has been made to BOT and Volunteer Corps, and the report submitted to the Foundation and CSD leadership. Also, GO Bond submission was made to Mayor's Office but not adopted. Since then, a State Capital Outlay request has been completed for the 2019 upcoming Legislative Session. Disposition is TBD.
<i>Revitalize and reorganize volunteer recruitment, placement, training,</i>	<p><b>Volunteer Efforts:</b></p> <ul style="list-style-type: none"> <li>- <b>Recruitment:</b> <ul style="list-style-type: none"> <li>o Established account through Mayor's Office Volunteer</li> </ul> </li> </ul>

*evaluation, enrichment, and administrative procedures, including communication and scheduling. Sustain recognition and appreciation efforts.*

Recruitment Site: 8 leads received, 2 converted to volunteers so far (due to unresponsiveness of leads)

- Established recruitment account on Volunteer Match: 2 leads, 1 converted to a year-round volunteer (1 wants to attend the next Orientation)
- Revitalized account with RSVP, 3 leads received, 2 converted to Year-Round volunteer
- 4 Fiesta volunteers were recruited to start as year-round volunteers
- Established contact with APS Community Support Liaison about potentially offering students (aged 16+) at Volcano Vista High volunteer opportunities; 0 leads so far
- Established recruitment account with AARP, 0 leads so far

**Total new Year- Round volunteers recruited since Sept 10: 9**

**- Placement: Redefining the volunteer opportunities available and refreshed the application process**

- New volunteer application process: complete the application, complete the background check, attend New Volunteer Orientation
- Re-created the volunteer application
- Active year-round (YR) volunteers are eligible to volunteer at Museum Special Events, in the Museum Shoppe – 9 new volunteers gained status as Active YR volunteers
- 22 Active Volunteers (new and returning) registered to be trained for the new Field Trip Volunteer roles in January 2019
- Early Education Assistants – 1 new recruit for SITS since September
- RC Balloon Crew – 1 new recruit for RC crew since Sept (not including Fiesta RC volunteers)
- Docents – 3 active volunteers so far have expressed interest to be trained as docents in 2019

**- Training**

- 5 Fiesta Volunteer Orientations were offered
- 1 Hello Project Fiesta Orientation was offered
- Created the “New Volunteer Orientation For Year-Round Volunteers” Manual (based on the old handbook, heavily revised and removing docent training materials)
- Launched New Volunteer Orientation 2-hour session for any new or recently inactive and returning volunteers: 2 occurrences are complete and 1 is scheduled in Feb.
- Field Trip Volunteer Training is scheduled for January 2019 – 4 separate sessions
- Greeter training will be offered in March 2019 (including a manual)
- Docent training will be offered later in 2019 (including a new manual)

**- Evaluation**

- We redefined “Active YR Volunteer” to be those who have worked four 3-hours shifts in the last 12 months OR recently completed the application process and volunteer

	<p>orientation</p> <ul style="list-style-type: none"> <li>○ The full list of volunteers was scrubbed: <ul style="list-style-type: none"> <li>▪ those who have not volunteered or read our newsletters in over a year were archived</li> <li>▪ those who have not volunteered 12+ hours in the last 12 months were moved to “inactive” status and have been invited to re-activate by re-applying and attending the Orientation.</li> </ul> </li> <li>○ Moving forward, volunteer shifts/hours will be tracked and inactive volunteers will be moved out of active status and invited to reactivate.</li> <li>○ Moving forward in 2019, volunteers will be asked to record their hours AND their activity (previously, only hours were recorded)</li> </ul> <p>- <b>Enrichment</b></p> <ul style="list-style-type: none"> <li>○ A new volunteer enrichment program “Meet the Collections” has been established for 2019, and will only be offered to Active YR volunteers</li> <li>○ Quarterly potlucks will only be offered to those on the Active YR list</li> <li>○ Quarterly Potlucks were offered in August and November for approximately 50 volunteers</li> </ul> <p>- <b>Administrative Procedures</b></p> <ul style="list-style-type: none"> <li>○ Updated the volunteer log book to reflect only current volunteers, their hours and their activities</li> <li>○ Updated master volunteer list, now maintaining Active, Fiesta-Only, Inactive and Archive lists</li> <li>○ Fiesta volunteering at AAAIBM will be treated as separate from YR volunteering at AAAIBM – hours tracked separately, different benefits, and expectations will not overlap</li> <li>○ Volunteer Bulletins are sent at least monthly, include museum news &amp; updates, volunteer program news &amp; updates, upcoming volunteer opportunities, upcoming volunteer training, upcoming volunteer events</li> <li>○ Electronic bulletins are printed and displayed in the Info Booth &amp; Lounge</li> <li>○ Surveys are occasionally sent in the Bulletin to solicit Volunteer input or feedback</li> <li>○ Volunteers are encouraged to e-mail the volunteer coordinator to cancel or ask questions about a shift up to two days before the event, and otherwise to call the main-line to be transferred to someone who can help them.</li> <li>○ Balloon Museum &amp; Foundation staff have been provided Volunteer Request forms: for special events and for programs, to streamline the request and collect standard information</li> <li>○ Special events scheduling has continued to be done using signup.com.</li> </ul>
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	<ul style="list-style-type: none"> <li>- <b>Recognition &amp; Appreciation</b> <ul style="list-style-type: none"> <li>o The Volunteer Appreciation Brunch for 2019 has moved from Feb to April, and will only be offered to Active YR volunteers</li> <li>o The Foundation offered an Appreciation Breakfast, three hot meals, and refreshments during fiesta.</li> <li>o The new volunteer program organization will recognize volunteers as they join the team and complete new trainings.</li> <li>o Volunteers received Hooded Sweatshirts for working 4 or more shifts during Fiesta</li> <li>o All volunteers received 1 free Admission Ticket to attend the 2018 Balloon Fiesta</li> </ul> </li> <li><b><u>New Volunteers:</u></b> <ul style="list-style-type: none"> <li>- <b>9 new year-round volunteers</b> (since September – three aren't any obvious new volunteers between July-Sept, but I might not have that information available to me)</li> <li>- <b>4 additional new volunteers came just for Fiesta in 2018</b> (as far as I can tell looking at the registration responses). 4 of the new year-round volunteers came in as Fiesta volunteers, which means 7 total new Fiesta volunteers)</li> <li>- <b>Total Volunteers Logged in 2018:</b> <ul style="list-style-type: none"> <li>o 87 volunteered at AAAIBM during Fiesta 2018 – 1,523.5 hours (Fiesta Only)</li> <li>o 77 Volunteered at AAAIBM the rest of the year – 4,264 hours (Year-round excluding Fiesta)</li> <li>o 109 total volunteers – 5,787.5 total hours volunteered (Year-round including Fiesta)</li> </ul> </li> </ul> </li> </ul>
<i>Develop and support Foundation grant writing resources and priorities by providing program and project descriptions, outcomes and outputs, and tracking measures.</i>	Coordinated with Foundation grant writer on program grant opportunities and opportunities for collections management grants.
<i>Continue to conduct preventive maintenance and repairs<sup>3</sup>; upgrade rental spaces; address lack of storage, and better manage supplies/equipment</i>	Parking lot repaired. Gravel added adjacent to museum building façade. Annual inspections and preventative maintenance completed or on-going.
<i>Update and approve Foundation and City governance documents (lease and agreement).</i>	Negotiations underway.
<i>Update BOT Handbook and related policies.</i>	No progress to report.
<i>Complete disaster and emergency preparedness plan, and conduct initial training.</i>	Coordination with Security to update SOP's underway.
<i>Complete Core Documents for AAM</i>	Pending completion of disaster and emergency preparedness updates.

<sup>3</sup> Capital improvements will also occur and primarily focus on collections management needs.

<i>submission; update Museum Policies</i>	
<i>Present Issue Paper for permanent, full-time Registrar position.</i>	Awaiting FY20 budget process.
<b>Tier 2</b>	
<i>Ongoing marketing of programs and resources.</i>	The Balloon Museum page and Upcoming Events pages of the website continue to be the most popular pages of our website, which is updated several times each month. Other top pages include our rental/weddings pages and the Tim Anderson 4-D Theater page. As of December 31, 2018, total Facebook followers are 6,225. This is a 3.5% increase since July 1, 2018. <b>Boosted Facebook Post Campaigns:</b> We did 8 Boosted posts at a total cost of \$1,650. The total reach was 46,784; Impressions: 166,618; Clicks: 6,165; Page Engagement: 17,864; Post Engagement: 17,795 Media coverage during the first half of FY19 included stories on or in ABQ Journal, KRQE, KUNM, Weekly Alibi, KOB, Albuquerque Business First, and NM Motorsports Magazine.
<i>Study and recommend expanded onsite food and beverage service for visitors.</i>	No progress to report.
<i>Ongoing collaboration with FAI for content, programming, and collection management benefits.</i>	Hall of Fame exhibition updated; Induction Ceremony held in October, 2018.
<i>Establish contacts with other balloon/LTA museums and develop consortium.</i>	Collaboration with author of British Balloon and Airship Club (BBAC) – provided permanent collection images for article on Buddy Bombard in <u>Aerostat</u> journal.