

NAVAL AIR MUSEUM LEMOORE BUSINESS PLAN

Mission Statement: To preserve and experience Naval Air Station Lemoore's unique role in the defense of our nation

Purpose: Capitalize on Lemoore's status as the Navy's west coast Master Jet Base by promoting tourism, education and pride in our military.

I. Description of the Business

A. Current Status – Naval Air Museum Lemoore (NAML), a non-Profit Foundation with 501 (c) (3) tax status. Current Officers are: Jay Salyer, President; Harry Zinser, Treasurer; and Lynda Lahodny, Secretary. There is currently a group of approximately 25 community leaders and top-ranking Naval Air Station Lemoore personnel who form the NAML Task Force and are committed to moving forward with the longtime goal of developing such a museum in Lemoore.

B. Location – The NAML Task Force proposes to use available interior and exterior space in the East building of the Cinnamon Municipal Complex.

C. The Museum would be designed to simulate the areas found on an aircraft Carrier, with planes and other equipment as accessible as possible to safely provide for a hands-on, interactive, educational and entertaining experience.

D. Potential Museum Visitors

Local residents of Kings County and NAS Lemoore

Past Navy and Civilian personnel that have served at NAS Lemoore

Friends and family visiting NASL personnel

Visitors coming to Lemoore for regional competitions (ie. Soccer, NJROTC)

School classes

Individuals who have an interest in the military, Navy jets, aircraft carriers, POW's/MIA's, the important role that Lemoore Naval Air Station has played in military action around the world.

A venue for large military and non-military functions – reunions, Retirements, welcome home, weddings, etc.

A venue for NJROTC and Other Student Military groups (ie. Sea Cadets) Competitions

A unique venue for large corporate functions (ie. Boeing, Northrup Grumman, Leprino)

E. Description of Offerings in Addition to Normal Tours – (7 days a week 11 a.m. – 5 p.m.):

Headsets for tours for adults and children

Flight Simulators and other interactive exhibits

Banquet facilities that could accommodate 200 – 1000 people on the

Simulated flight deck. Movable wall/mural panels and planes

Catering kitchen – Tables & Chairs – Sound System – Stage

Classrooms with Science and Math curriculum developed by teachers to

Coordinate with state standards

Air Rifle Range for local student (NJROTC) military groups to host regional competitions as well as for individual use/target practice

“Carrier Camps” during school breaks
“Overnights in the “sleeping berths”
Ground School for High School students

F. Possible areas within the Museum and their uses:

Exterior: Façade and Signage

Parking / Fencing

Aircraft display

Drill Areas and Air-Rifle Range – NJROTC (local and regional
Competitions with 3-24 schools)

Picnic grounds / Memorial area

Interior: Entry

“Ship’s Store” Gift & Snack Concession

Offices (5-6)

“Ready Room” Conference/Class Room

Math and Science programs as required by State Standards
Ground School

Restrooms

“Flight Deck” – movable walls w/murals to simulate ocean with
daytime and nighttime lighting effects – planes

*Banquet facility to accommodate up to 1,000 guests

*Drill Area – and Air-Rifle Range for NJROTC Program
(local program and regional competitions)

*Flight simulators

“Ship’s Galley” – usable for catering kitchen

Radar Room

The Bridge

Sleeping Quarters

Captain’s Quarters

Map Room

After initial opening, future exhibits would be opened annual offering an
opportunity for a “Gala Exhibit Opening” for Museum members at each opening.

G. Marketing

a. Tourism

i. Website

ii. Motels

iii. Brochures in Racks throughout the Central Valley

iv. Community Guide

v. Magazines

vi. Distribution in Registration packets for competitions

vii. Mailing List of everyone who has ever served at NASL

viii. “Speaker’s Bureau”

b. Education

i. Work with schools to develop appropriate educational programs

ii. Encourage student military groups to volunteer in the development

iii. Work with NJROTC to attract regional and national competitions

iv. Develop summer programs (ie. Space camp)

v. Develop a ground school

- c. Events
 - i. Market as an event venue with military, corporate groups
 - ii. Host special Museum events
 - iii. Host traveling exhibits
 - iv. Host Member-Only Museum events

H. Financial

- a. Ongoing Income
 - i. Memberships – Solicit everyone who has ever served at NASL
 - ii. Endowments
 - iii. Donations
 - iv. Grants
 - v. Admissions
 - vi. Educational Programs
 - vii. Facility Rental
 - viii. Special Events/Fundraisers
 - ix. Sponsorships
 - x. Concessions – Food and Gifts
 - xi. Donations
- b. Expenses
 - i. Operations and Maintenance
 - ii. Capital Improvements
 - iii. Acquisition and Restoration of Exhibits

I. Development Plan for October, 2007-September, 2008

- a. Develop an agreement with Lemoore City Council for long term use of the west half of the Cinnamon Municipal Complex
- b. October, 2007-January, 2008
Sub-Committees of the Task Force to research & develop plans/budgets:
 - i. Funding
 - Determine funding cycles for grants
 - Seek out corporate sponsorships
 - Direct Mail Campaign
 - Membership Drive – Levels of membership/rewards
 - Kick-Off Campaign
 - ii. Interior and Exterior Layout and Design including proposed building modifications / AC & Heating
 - Recruit architect that is willing to donate services to Task force to do conceptual design work
 - iii. Acquisition and restoration of exhibits
 - Solicit the help of NAS personnel to create a “wish list” of exhibit aircraft, equipment, and memorabilia. Target sources for loans of exhibits. Determine best and least expensive methods of transporting.
 - iv. Educational programs
 - Work with curriculum specialists from local school districts to develop goals for providing educational opportunities

- v. Marketing Plan
Develop a marketing plan which utilizes all forms of media
For the Fundraising phase / and ongoing operational phase
- vi. Recruit and coordinate volunteers
Administrative / Bookkeeping
Archivists / Researchers / Record Keeping
Restoration and Maintenance
Exhibits
Docents
Museum Store

- c. February – March, 2008
Prepare and present phased plan to City Council including
facility modifications

- d. April, 2008 – September, 2008
All sub-committees begin putting plans into action

Target Opening Date: Veteran's Day, 2009