

2016 RECAP REPORT



Truckee Tahoe AirShow & Family Festival Recap Report August 24, 2016

Tim LoDolce, Air Show Chairman

*Margaret Skillicorn, Air Show & Family Festival,
Event Manager, Paragon PR*

Why our event is different...



What we focus on: Family, Fun and Education
All for Free!

- Inspiring youth – bringing the world of aviation to them
- Promoting the Airport as an exceptional community asset
- Giving back to the community and local youth
- Educating all ages (i.e. STEM Expo, Speaker Forums, Static Aircraft Displays and more!)
- Promoting Aviation(i.e. Young Eagles Program)
- AND....

Why our event is different...



**WE HAVE THE MOST AMAZING VOLUNTEERS
WHO MAKE THIS EVENT COME TO LIFE!**

A huge thanks to the:

- Truckee Optimist Club
- KidZone Museum
- Experimental Aircraft Association, local chapter 1073.

Event Highlights!



New for 2016 – STEM EXPO!

13 Exhibitors volunteered their time.



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So much fun for kids!



Our Grand Marshal and Featured Speaker was a HUGE HIT!



Our Event Boasts an Amazing Backdrop!



Our Volunteer ERT Keeps Us Safe!



Another successful year!



- Estimated attendance: 15,000 or more!
- Total amount earned for local youth in 2016:
- \$42,000
- **Total amount earned to date for local youth: (includes 2012 – 2016): \$227.181.20**
- **Show Cost: \$153,000 as of 8.18.2016(Budget \$160,250)**



Monetary Results



	2016	2015	2014
Sponsorship	\$27,000	\$22,500	\$20,850
Total Vendors	42	44	51
For Profit Vendors	24 Value: \$3,700	30	24
Non Profit Vendors	18	14	27

2016 Non-Profit Vendors- Free Vendor Booth Space



- Lake Tahoe School
- Sierra Wildlife Coalition
- Truckee Donner Historical Society
- Truckee Public Arts Commission
- Truckee Roundhouse
- Truckee Police Department
- Los Medicos Voladores
- Truckee Optimist Club
- Civil Air Patrol

2016 Non-Profit Vendors- Free Vendor Booth Space



- TFHD- Nutrition Coalition
- Embry-Riddle Aeronautical University
- Tahoe Truckee Future Without Drug Dependence
- Red Cross
- Truckee Open Art Studio Tour
- VA Health Care
- US Forest Service
- Truckee Police Department
- California Highway Patrol

Media Recap Report

The Highlights!



Editorial Coverage – not related to advertising

- **Broadcast:**
- Suddenlink and Charter – Local, Reno and South Lake
- Channel 4 in Reno – KRNV – Pre-event coverage hit Friday, July 8.
- **Print/Online :** (appeared in both print and/or online)
- Sierra Sun – 2 news articles
- Tahoe Daily Tribune-North Lake Tahoe Bonanza – Ran articles that Sierra Sun ran
- Moonshine Ink – News blurb
- The Weekly – News blurb
- Inflight USA Magazine – Ran two articles on the AirShow & FF
- Connected Truckee Tahoe Airport Newsletter – AirShow & FF Article ran
- Airport Pilot News – Featured an AirShow overview article

Media Recap Report



Editorial cont'd.

- Numerous local realtors ran our event info. on their sites.
- The Shire – Glenshire/Devonshire HOA Newsletter
- HOA Newsletters in Reno – Somerset Living
- MyActiveChild Northern Nevada website
- Plumas News-Feather River Publishing - ran press release
- **Total estimated value (what this space might have cost if we bought it): \$10,000 +**

Media Recap Report



- **Online Calendar Listings** – Included numerous local and regional publications:
 - Moonshine Ink, Lake Tahoe News, GoNorth.com, Sierra Heritage Magazine, Truckee Donner Chamber, EAA, Sacramento Bee, Marin Magazine.
- **Other** – Sponsors and local supporters promoted the AirShow in their eblast:
 - Tahoe Mountain Resorts Foundation; Mountain Area Preservation, Kelly Brothers, Mountain Home Center.

2016 Media Sponsors

We spent \$6,444.30.

We negotiated \$27,914 in-kind media.



2016 AirShow Media Partners	2016 Net Payments	2016 in-kind from Media Partner
Moonshine Ink	\$739.50	\$989
The Weekly	\$505	\$1,055
Sierra Sun	\$1,220	\$1,220
SuddenLinik		\$7,500
Cap Radio/NPR	\$1,000	\$4,100
Cumulus Radio	\$850	\$8,000
KTKE Radio	\$300	\$500
Charter Media - AKA Spectrum	\$850	\$1,100
Squaw Valley Times	\$300	\$1,000
Plumas News/Feather Publishing	\$349.80	\$300
In Flight USA Magazine	\$330	\$500
Tahoe Legacy		\$1,650
	\$6,444.30	\$27,914

What we've heard about this year's event.



- “Although it was a bit windy, the great venue and cool temperatures made your air show much more enjoyable than the larger air show held in Sacramento. Your air show had just the perfect amount of displays and aerobatic performances to make our day very enjoyable.”
- “We enjoyed the fact that your show was raising funds for the youth programs in the Truckee area.”
- “Thank you for adding the STEM Expo. My kids loved it, and the exhibits were great!”

**We have a stupendous 2017
committee lined up! All volunteers!**



Tim LoDolce (EAA)

David Love (EAA)

Paul "Speedy" Fast

Mike Able (EAA)

Norm Justesen (Truckee Optimist Club)

Norm Nichols (Truckee Optimist Club)

John Manocchio (Truckee Optimist Club)

Bard Wilmar

Victor Hernandez

Amanda Smith (KidZone Museum)



THANK YOU AIRPORT BOARD FOR
ANOTHER FREE AIRSHOW
& FAMILY FESTIVAL –

A GIFT TO OUR COMMUNITY

WE LOOK FORWARD TO 2017...our 6th year.