

2019 RECAP REPORT



Truckee Tahoe Air Show & Family Festival Recap Report August 28, 2019

Tim LoDolce, Air Show, Executive Director

*Margaret Skillicorn, Air Show & Family Festival,
Publicity/Event Management, Paragon PR*



**An Ongoing Commitment to
“Building the Future of Aviation”**

Tim LoDolce, Air Show, Executive Director

***Margaret Skillicorn, Air Show & Family Festival,
Publicity/Event Management, Paragon PR***

We focus on...



**Family, Fun, Education and
raising money for local youth!**

In addition to:

- 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 Forum, Static Aircraft Displays and more!)
- Promoting Aviation(i.e. Young Eagles Program)
- Producing one of the best air shows!

Inspiring Local Youth!



New for 2019! Safe Launch for Healthy Futures / Flights Above Addiction



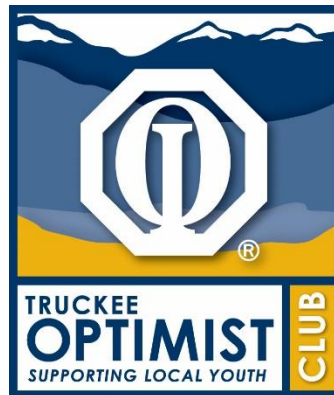
Volunteers make it happen!



- Truckee Optimist Club
- KidZone Museum
- Experimental Aircraft Association, local chapter 1073
- Big Brothers Big Sisters of Nevada County
- Truckee High School Wrestling Team
- Emergency Response Team/Victor Hernandez



100s of volunteers from 3 nonprofit organizations spend 100s of hours during the year to make the Air Show & Family Festival happen!



Another successful year!



- **Total amount earned for local youth in 2019:**
\$124,634.
- \$36,000 from sponsorship efforts
- \$22,634 from vendor booth sales, Optimist Club BBQ, VIP Hospitality Tent Ticket Sales, raffle ticket sales, sale of water, Family Festival items, and miscellaneous items.
- \$66,000 is given from the Airport District to the 3 nonprofit organizations who produce the event.

Outstanding media partners!



- **Total amount spent on advertising: \$8,300**
- **Total value of in-kind media placements garnered: \$18,400**
- **Media partners include:** Sierra Sun, Squaw Valley Times, The Tahoe Weekly, KTKR Radio, Cumulus Radio, Spectrum/Charter, Capital Public Radio/NPR

The ramp was full of vendors!



- \$3,650 made from vendor booth sales.
- 17 vendor booth spaces were given to local nonprofit organizations.

The STEM Expo – Huge Success!



Family Festival – Awesome Again!



EAA Flies Kids for Free – Big Hit!



Col. "Bud" Anderson – Full House!



VIP Hospitality Tent – Sold Out!

Sponsored by Mt. Hardware & Sports





markeloper
AVIATION PHOTOGRAPHY



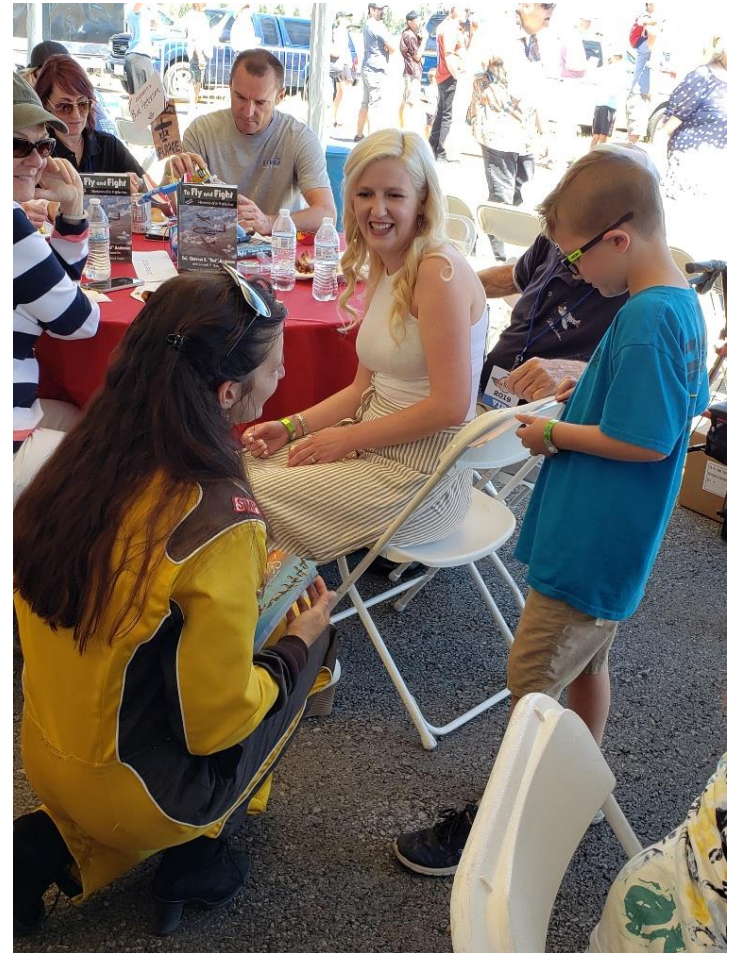


CLARK COOK PHOTOGRAPHY

CLARK COOK PHOTOGRAPHY



The Mountain Belles / Anna Serbinenko



A Special “Thank You” to Our Emergency Response Team



A big thanks to our 2019 volunteer committee!



Tim LoDolce (EAA)

David Love (EAA)

Paul "Speedy" Fast (EAA)

Bard Wilmar (EAA)

Mike Abel (EAA)

Norm Justesen (Truckee Optimist Club)

Norm Nicholls (Truckee Optimist Club)

John Manocchio (Truckee Optimist Club)

Amanda Smith (KidZone Museum)

Joan Zappetini (KidZone Museum)

Victor Hernandez (Emergency Response Team)

A HUGE THANK YOU also to:



The Truckee Tahoe Airport District Board!

And, the entire Truckee Tahoe Airport Staff!

Airport Staff who participate in the Air Show & Family Festival Committee planning meetings throughout the year include:

Kevin Smith

Stacey Justesen

David Hoffman

Mark Covey

Michelle Nicholas

Let's hear it for another safe and successful event!





WE LOOK FORWARD TO 2020...

our 9th year!

Show Date:

Saturday, July 11