

# 2018 RECAP REPORT



## Truckee Tahoe Air Show & Family Festival Recap Report August 22, 2018

*Tim LoDolce, Air Show, Executive Director*

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



## A Salute to First Responders!



**Our first responders are the best in the industry!  
A few spoke at the Air Show's Speaker Forum.**



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

New for 2018!



# 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!**



- **2018 Budget: \$160,000 – We spent the full allocation.**
- **Estimated attendance: 18,000 +**



# Another successful year!



- **Total amount earned for local youth in 2018:**  
\$131,090.
- \$42,000 from sponsorship efforts
- \$23,090 from vendor booth sales, Optimist Club BBQ, VIP Hospitality Tent Ticket Sales, raffle ticket sales, sale of water 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: \$8,000**
- **Total value of in-kind media placements garnered: \$37,500**
- **Media partners include:** Sierra Sun, Squaw Valley Times, Suddenlink/Altice, The Tahoe Weekly, KTKE Radio, Cumulus Radio, Spectrum/Charter, Capital Public Radio/NPR



## Wonderful Sponsorship Support!

- **Suddenlink/Altice** – Sponsored STEAM Expo – Cash contribution of \$7,500 + TV spot development and placement. Volunteers for the Expo.
- **Mt. Hardware & Sport** – Sponsored the VIP Hospitality Tent – Cash contribution of \$1500 + \$3,000 in-kind for decorations. Volunteers for the VIP Tent to decorate.

# The ramp was full of vendors!

Photo Credits: Mark Loper, Air Show Event Photographer; MarkLoper.com



- \$3,640 made from vendor booth sales.
- 16 vendor booth spaces were given to local nonprofit organizations.

# The ramp was full of action...



**...and full of interaction!**









# Performers took to the sky!





# Kirby Chambliss and the Red Bull Wing Suit Team “Wowed” the crowd!





# Mountain Hardware & Sport-Sponsored VIP Hospitality Tent sold out.



# Free Speaker Forum Featured First Responders!



# Suddenlink/Altice-Sponsored STEAM Expo had numerous exhibitors.



# Lots of hands-on activities for kids in the STEAM Expo!





**On Sunday, July 15 The EAA Young Eagles Program flew 51 kids with 8 Pilot Volunteers.**



**The EAA Young Eagles Program also had 12 ground control volunteers and 4 Civil Air Patrol Cadets working on Sunday, July 15.**



# The Family Festival was full of fun! It's always a HUGE hit!



# A big thanks to our 2018 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)

# Let's hear it for another safe and successful Air Show!





**WE LOOK FORWARD TO 2019...**

**our 8<sup>th</sup> year!**

**Show Date:**

**Saturday, July 13**