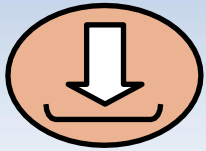


Mobile Pass Performance

Downloads

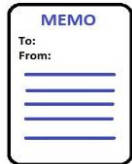


2,205 downloads

5,486 "in party"

11,000 attendees estimated from approx. 50% Mobile Pass usage

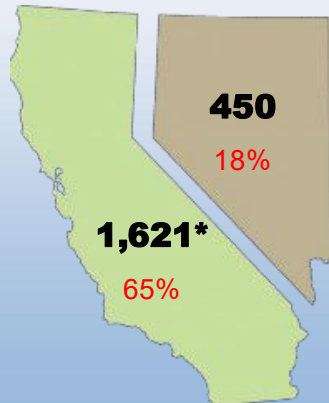
Communications



447 New emails from 'Opt-In' for airport communications

31% Increase to airport's email distro list

Demographics

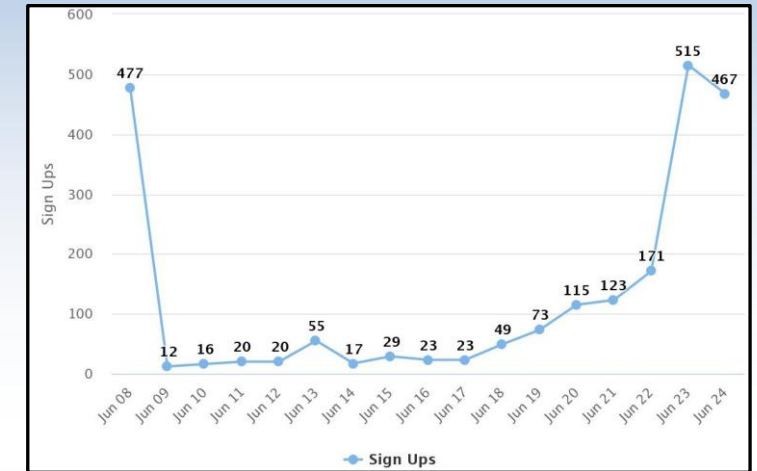


51% reported living within the TTAD

Top Cities:

1. Truckee, CA 38%
2. Reno, NV 11%
3. Sparks, NV 3%
4. Incline Village, NV 3%
5. Alpine Meadows, CA 2%

Signups by Day



Prizes



295 prizes redeemed

143 users redeemed prizes

6 Grand Prize Raffle winners

Alternate Transportation*



45 TART

54 TART Connect

76 Bicycle

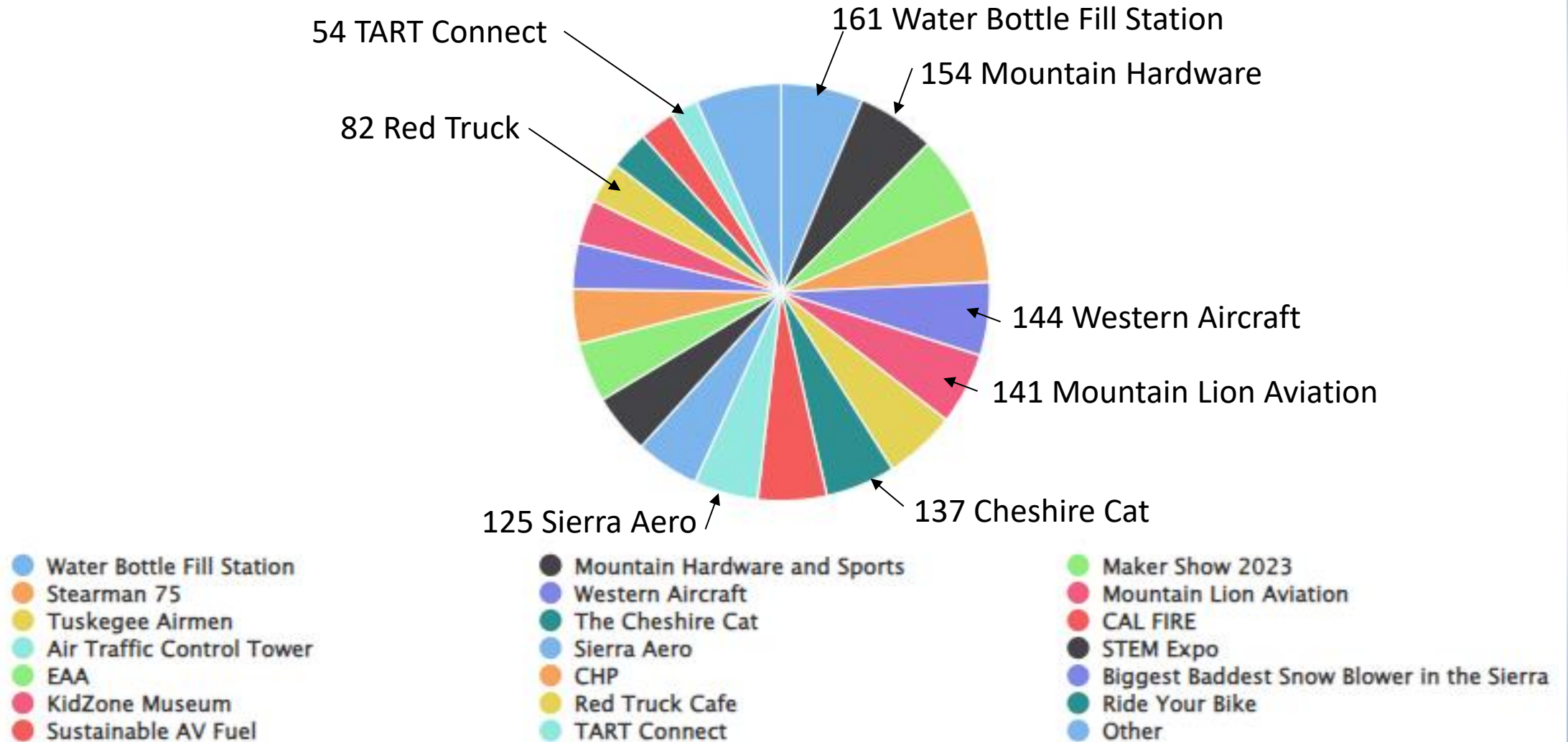
*Counts taken from "check-in" stations

Bikes



Bike 'Check-ins' were 76; actual bikes parked was much higher

Mobile Pass Check-ins



"Fantastic event, family friendly! Bike corral is a great idea!"

"It was awesome and a great free Truckee event. I hope it continues every year. Many people commented on how wonderful it was."

"Absolutely fabulous day, interesting, fun, family oriented, well organized."

2023 AIRSHOW SURVEY RESULTS



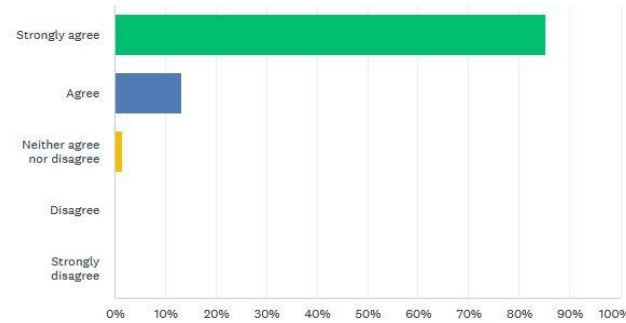
"Such a great family event with kids-thank you!!"

"A great event! Well organized! Never disappointed in all the years I've been attending. Thank you!"

"Overall, an amazing experience... some of the check-in points I couldn't find, but it was fun going around to find them. Great booths and vendors and the air show was amazing!!"

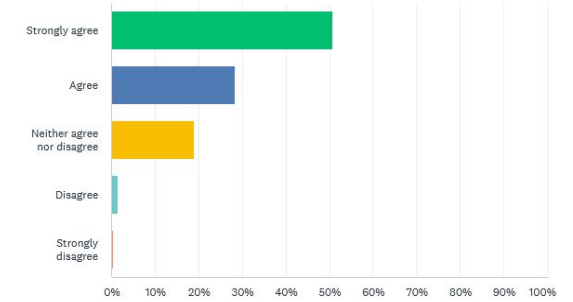
I place great value on the airshow experience.

Answered: 205 Skipped: 0



I valued the Science Technology Engineering Math (STEM) aspect of the airshow.

Answered: 201 Skipped: 4



2023 AIRSHOW & FAMILY FESTIVAL SURVEY RESULTS

205 - Survey Respondents

147 - Written Responses

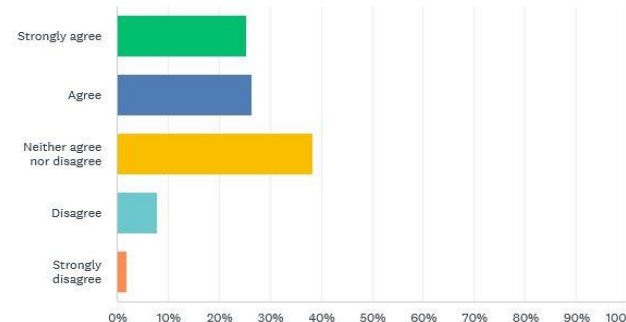
AirShow and Family Festival survey and written responses regarding the event were overwhelmingly positive, with some common ancillary suggestions and comments including:

- Provide additional seating scattered around the public areas
- More shaded seating is needed
- Additional food options would be appreciated, lines where long at the few vendors available
- Put more trash receptacles around the ramp
- Mobile Pass required too many key entries
- Had trouble accessing the app
- Speaker system was too loud, especially next to the VIP tent
- More water refill stations and free sunscreen would be great



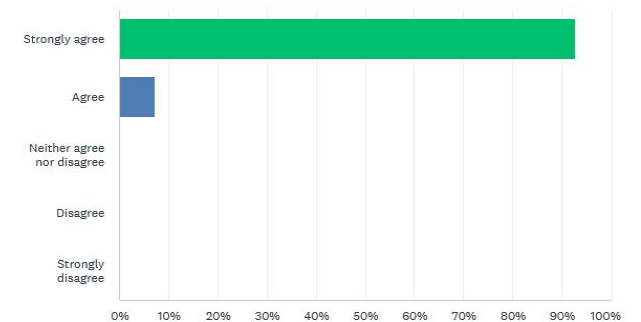
I enjoyed the "Gamification" of the AirShow Mobile Pass.

Answered: 201 Skipped: 4



I would come to the airshow again.

Answered: 204 Skipped: 1



M. Lamb 7.17. 2023