

Air Fair Debrief

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Chairman



Success Criteria

- **Attract crowds to the airport**
 - Planned for 6,000 people
 - Attendance well over 10,000 people
(over 6,000 vehicles counted more likely 12,000)
- **Have a great aviation related event**
 - With additional focus of a family festival
- **Raise money for local charities**
 - \$25,000 cash (still counting), \$20,000 trade donations
 - Raffle, food, dinner, logo gear, attending non-profits

Some questions

- So how did we do ?
- Do it again next year ?
 - Air fair vs. Air Show
 - Single-day vs. 2 day
 - Estimate an Air Show adds perhaps \$20-\$30k to cost
 - Temporary tower, acts (1 jet team 1 other)
 - ICAS Attendee's (Tim and 1 & Protégé Kevin S) Dec 9 - 13
 - Timing, weekend after 4th July or on July 4th?
 - Busy weekend (in town and at airport)
 - Continued TTAD funding for an AirFair a must!

- Highlight
 - Tuskegee Airmen was a major hit!
 - Friday night dinner to kick things off was outstanding!
 - Drove identification of desired aircraft... B25/P51
- Media/Public Relations
 - Margaret did a super job getting placement in media
 - AAA Via, SacBee, Radio, TV, Local papers, regional event calendars
 - Editorials (with pictures) vs. paid adverts...she got both!
 - Light on N & W Shore coverage

Review (cont.)

- Budget
 - Within budget, but used some contingency
 - District basically gave us an unconstrained budget to get it right
 - Learned about costs involved with putting on an air fair/air show
 - Many one-time, reusable, purchases
 - Radios, signage/banners, design elements, EMT supplies, (logo)
 - Cash Only sales – credit cards may have increased revenue
 - Need for Temporary ATM's on site
- Sponsorships
 - They didn't know what to expect but now do
 - We had ambitious targets
 - Maintained discipline in Sponsor package
 - Lowered entry level

Review (cont.)

- Event Logistics

- Airport staff were an immense help
 - Seemed to be some internal communication gaps during planning
- Robust emergency plan from Victor Hernandez
 - Used some budget to enhance his team's equipment
- Placer Co. sheriff on-site 9-4
- Needed on-site all-night coverage before event (Phred)
- 10/28 availability didn't resolve 'til close to event
But hanger 1 availability gave a central location
- Impossible to generate a detailed venue map
 - allow flexibility in attending aviation assets and vendors
- No Recycling bins (Tahoe Sierra Disposal does this later)
- Needed more toilets close to food court
Less further down the hanger rows

Review (cont.)

- Airside Assets
 - Announcer, Steve Stravakakis took pressure off Tim
 - Lots of aviation activity (GA and airfair)
 - Especially in the morning
 - Lots of rides sold for Man-O-War (27) and Helicopter (18)
 - Careflight called out only once
 - Young Eagles kept going until pilots tired out (122 kids flown)
 - Most military cancelled less than a week before event
 - UHF Radio with xmit needed for Beale & Fallon aircraft support
 - Getting a 'huffer' was a problem (start cart for static Fallon a/c)
 - Desire for aviators to display their aircraft went well

Review (cont.)

- Landside Program
 - Friday Dinner
 - Not really a big money maker (estimate \$5,000)
 - More for sponsor, exhibitor, Board, team recognition
 - Stage
 - We were given the old one and it had problems. Newer one should have been sent and set up earlier
 - The sound system was excellent and covered the whole event area relieving the stage area and spreading the crowd
 - Was a professional band an asset? We think so.
 - Kids' activities
 - Area assigned was a little tight
 - Current rock and weed areas east of Hangar One should be turned to grass/lawn and trees added for shade areas. Would greatly relieve shade tents on food court

Review (cont.)

- Vendors
 - Accelerated towards event
 - Marketed as an 'inaugural' event
 - Charge for spots? If so keep the price low
 - Plenty of space for more vendors
- Food Court
 - Some vendors sold out, all vendors went away happy
 - Larger shaded area, with ground cover to keep cooler
 - Bigger choice of beer
 - Food vendors must adhere to time of set up. Late arrivals put too many vehicles on the ramp/food court area during event.

Areas needing Improvement

- Volunteer Base
 - Drew from multiple sources which helped greatly. More hands would with specific work areas will help in the future.
 - Ramp Rats need more specific work areas with the ability to flow as needed during the event.
 - Sponsorships should pick up at future events
- Need firmer deadlines
 - Sponsors, Vendors, Dinner, (but not Media) ...
- Bike Parking didn't work.

Bottom Line

12,000 happy attendees!

Over \$25,000 raised for our kids!

Airport/TTAD got a shiny gold star from the
community!

It can only get better in the future!