

2021 Edmonton Airshow

the runway for regional
economic recovery



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Background

- **NOT your average Airshow!**
 - Relaunch in 2015
 - 2nd largest Airshow attendance in Canada (2017)
 - Steady audiences, positioned for massive growth
 - Accolades, budget, record setting!
- First-class service & location attracts national and international partners
 - Reno Air Races
 - AirVenture (Oshkosh, Wisconsin)
 - Airshow London (Ontario, “Sky Drive” concept)
 - US Air Force, Navy and Marine Corps (USAF/USN/USMC), Royal Air Force



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Foundation

Alberta International Airshow (AIA)

- **GOAL**
 - Provide new opportunities for Visitor Economy, Investment Attraction, Economic Diversification and Job Creation in Alberta and the Edmonton Metro Region
- **OBJECTIVES**
 - Highlight the Villeneuve Airport as a premium destination for Aviation, Aerospace and Advanced Manufacturing industry investment
 - Promote the Edmonton Metro Region and Alberta as leading centres for innovation and tech investment
 - Increase Visitor Economy and Tourism opportunities/spending in Alberta and the Edmonton Metro Region (Hotel Stays, Amenity Spending, etc.)
 - Encourage and elevate Aviation, Aerospace and related industry careers

New & UNIQUE Showcase

- Opportunity for a new, focused Aerospace and Technology Investment Forum
- Showcase Alberta's investment opportunities and advantages to international clients and prospects
- Build and brand an investment event and experience around the unique attributes of the City of Edmonton, AIA, The Canadian Derby, and Jasper National Park
- Grow event into a globally recognized, Alberta-hosted, Aviation and Aerospace Industry showcase
- Drive Innovation and Technology Partnerships and Development
- Drive interest from prospective employers
- Public and private sector support are critical for the future success of the AIA



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Local Spend Creating Global Impact

WE ARE LOCAL!!!

- Production Crew
 - All ALBERTA staff
 - We live and spend here
 - Investing in an Albertan team to help Alberta diversify
 - We are personally invested
 - Edmonton Not-for-Profit Corporation
 - CEO is Edmonton born. Lives in Genesee
- We source local
 - 3 performers from Alberta
 - Investment spend is in EDMH/Regional hotels
 - Catering is local
 - Marketing done by Alberta/Edmonton companies
 - Supplier hierarchy
 - Local/EMRB
 - Alberta
 - Western Canada
 - Canada
 - Foreign

A unique, large-scale business attraction event

- We do NOT interfere with municipal or corporate efforts
 - We provide an exclusive venue for business deals
- Villeneuve Airport (ZVL) is a protected and unique space
 - Cannot do this as well anywhere else in Canada
- Aligns to
 - Alberta's Recovery Plan
 - Edmonton Metro Region and VLN Partner Investment Attraction & Diversification
 - Indigenous Partnerships & Economic Diversification
 - Jobs! Jobs! Jobs!
 - A2A/G7G/Pan Pacific Trade, regional role as a major transportation hub/gathering place
 - Arctic Security, Sovereignty, & Access
 - Visitor Economy Growth
 - Potential Partnership with Fringe Festival, Heritage Days and other key events to package August as OUR month for tourism
- Invested partners get full access to metrics and financials



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ROI/Benefit Targets

Comparable Programs & Events

(economic impact, scope, and budget)

Location	Ec. Impact	Audience	Latency	Attendance (patrons only)	
Reno , NV	\$94M USD y/y	~70% external	5.5 days	125,000 + 200 Business Jets	Partner < 5-year program ~\$5-6M USD budget
AirVenture Oshkosk, WI	\$124M USD y/y	>80% external	3.3 days	600,000 + 10,000 fly in Oshkosh similar size to St Albert (~65,000 people)	Partner < 5-year program
Farnborough , UK	\$190B USD sales	>80% external	5 days	80,000 + Int'l Trade Delegates	Aspirational / goal > 10-year program
Edmonton	\$3.2M USD	Goal 70% ext.	3 days	40,000, can scale to 100,000	



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Summary Budget

Expenses			
	2021 planned	2021 actual	Variance
Performer Fees	\$65,300.00		
Staff & Logistics	\$350,500.00		
Hotel	\$78,870.00		
Rental Cars	\$14,989.25		
Smoke Oil	\$8,000.00		
Fuel	\$20,000.00		
Motor Oil	\$5,000.00		
Insurance	\$20,000.00		
Plus/	\$42,000.00		
VIP/Premium	\$57,000.00		
Media/Mktg	\$55,000.00		
EIA Charges	\$51,000.00		
Hangar (EIA)			
Hangar (CZVL)			
Totals	\$767,659.25		
+/- 20%	\$921,191.10	\$614,127.40	
EXTRAS			
Family Fun	\$15,000.00	Mikes Amusements - Edmont	
Food Trucks	\$5,000.00	Various - Edmonton	
Monster Truck	\$5,000.00	Calgary, AB	
Motorcycle Show	\$1,000.00	TBD	
AB Aerobatics Club??			
GA - Show and Shine?			
	\$26,000.00		

Edmonton Spend		
	Marketing	\$50,000.00
	Hotels	\$78,870.00
	Car rentals	\$14,989.25
	Staffing	\$104,000.00
	Tents	\$25,000.00
	Catering	\$70,000.00
	Power	\$25,000.00
	Golf Carts	\$15,000.00
	Lubricants & Fuel	\$33,000.00
	Fencing	\$7,500.00
	Security	\$30,000.00
	Entry Truss	\$4,000.00
	EIA Value Park	\$30,000.00
	Event Planning	\$60,000.00
	EIA costs	\$51,000.00
Sub Total		\$598,359.25
Provincial Spend		
	Sol. Gen., AHS, Fire	\$50,000.00
	Alberta Transportat	\$5,000.00
	Alberta Performers	\$16,550.00
	Calahoo Waste	\$10,000.00
Sub Total		\$81,550.00
External Spend		
	Insurance	\$20,000.00
	Performers	\$48,750.00
	Sound	\$9,000.00
Sub Total		\$77,750.00
Total Budget		\$767,659.25
CoE spend		77.95%
Provincial Spend		10.62%
External Spend		10.13%



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Strategic Partnership to Drive Investment

Partner	Targeted Ask
Government of Alberta	\$200,000
Government of Canada (WD)	\$100,000
Sturgeon County	\$100,000
Regional Municipalities, VLN Partners, Destination Marketers	TBD
Corporate Partners (Aviation, Aerospace, Innovation, Transportation & Logistics)	TBD
Minimum for GO Decision	\$500,000

Post-COVID Re-Launch Strategy

- 2021
 - Execute an “Airshow-only” event to regain momentum
- 2022
 - Airshow “Plus”
 - Launch of trade fair and career fair
 - Launch Air Racing event (pending approvals)
 - Large-scale fly-in (external tourism draw)
- 2023
 - Launch & Formalize Airshow Investor Forum
 - Potential to accelerate (dependant on market conditions & support)



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