

# 2021 Edmonton Airshow

the runway for regional  
economic recovery



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# Background

- **NOT your average Airshow!**
  - Relaunch in 2015
  - 2<sup>nd</sup> 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

# 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)   |   |
|---|------------------|---------------|----------|---|---|
| <a href="#">Reno</a> , NV                 | \$94M USD y/y    | ~70% external | 5.5 days | 125,000 + 200 Business Jets   | Partner<br>< 5-year program<br>~\$5-6M USD budget |
| <a href="#">AirVenture</a><br>Oshkosk, WI | \$124M USD y/y   | >80% external | 3.3 days | 600,000 + 10,000 fly in<br>Oshkosh similar size to St Albert (~65,000 people) | Partner<br>< 5-year program                       |
| <a href="#">Farnborough</a> , UK          | \$190B USD sales | >80% external | 5 days   | 80,000 + Int'l Trade Delegates  | Aspirational / goal<br>> 10-year program          |
| <a href="#">Edmonton</a>                  | \$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)        |                     |                           |          |
| <b>Totals</b>        | <b>\$767,659.25</b> |                           |          |
| +/-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         |
| <b>Sub Total</b>    |                      | <b>\$598,359.25</b> |
| Provincial Spend    |                      |                     |
|                     | Sol. Gen., AHS, Fire | \$50,000.00         |
|                     | Alberta Transportat  | \$5,000.00          |
|                     | Alberta Performers   | \$16,550.00         |
|                     | Calahoo Waste        | \$10,000.00         |
| <b>Sub Total</b>    |                      | <b>\$81,550.00</b>  |
| External Spend      |                      |                     |
|                     | Insurance            | \$20,000.00         |
|                     | Performers           | \$48,750.00         |
|                     | Sound                | \$9,000.00          |
| <b>Sub Total</b>    |                      | <b>\$77,750.00</b>  |
| <b>Total Budget</b> |                      | <b>\$767,659.25</b> |
| 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              |
| <b>Minimum for GO Decision</b>   | <b>\$500,000</b> |

# 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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