

LAUDERDALE AIR SHOW 2013



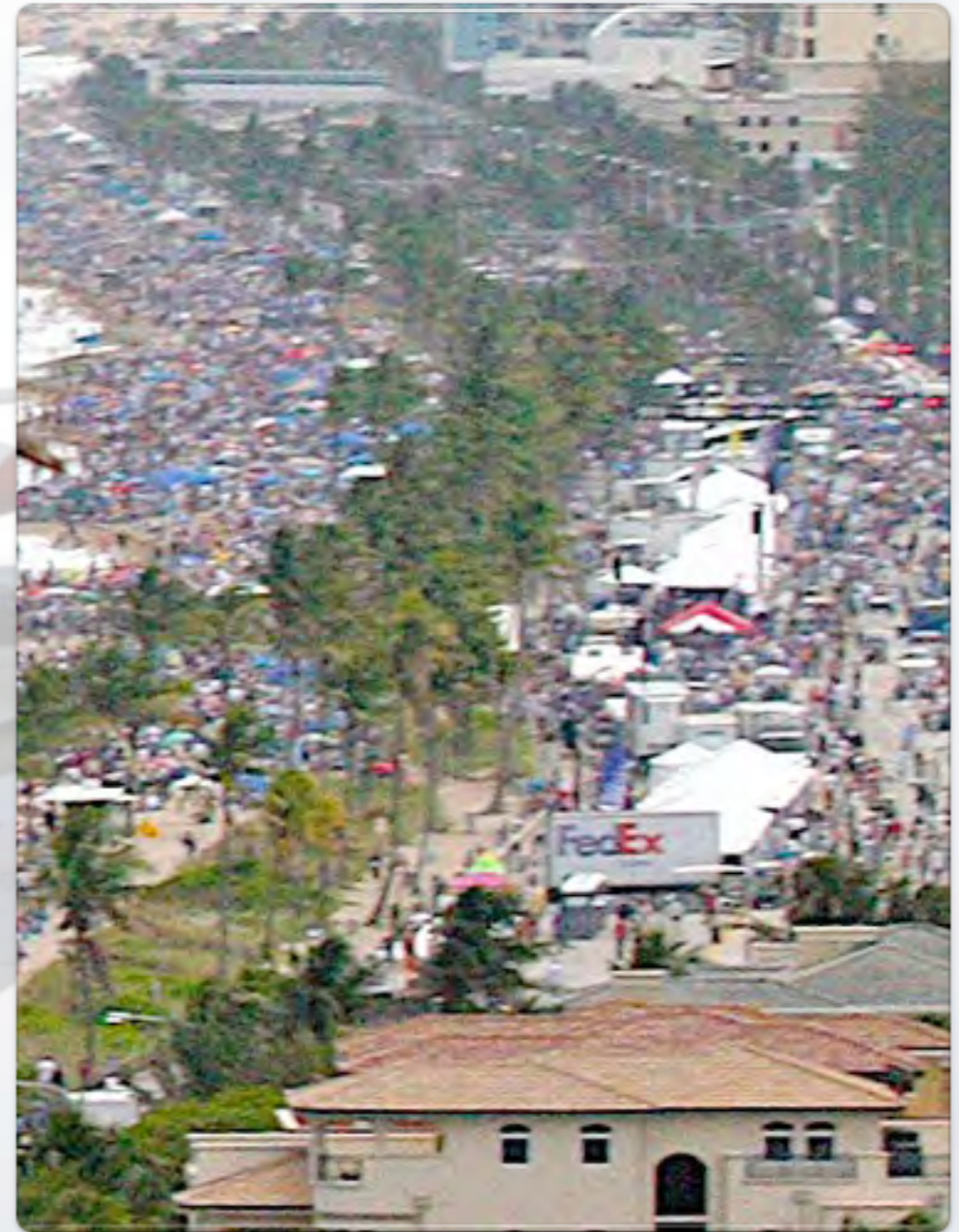
APRIL 20-21, 2013 • FORT LAUDERDALE BEACH, FLORIDA

EXHIBIT 1
CAY 13-211
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LAUDERDALE AIR SHOW 2012

The Jets Returned So Did the Crowds

Nearly half a million people lined Fort Lauderdale Beach and watched from hotel balconies, condo towers and rooftops on April 28, 2012 to see the return of South Florida's largest and most popular spectator event. The Lauderdale Air Show lit up the gray skies over Fort Lauderdale Beach and provided a spectacle of flight, sight and sound. America's Air Show has returned and with it the mass crowds, economic impact and patriotic salute to the United States military.









LAUDERDALE AIR SHOW 2012

2012 Geographic and Visitor Info

from LauderdaleAirShow.com - June 21, 2011 to May 4, 2012

-  234,967 total visits
-  163,182 unique visitors
-  30,749 **where-to-stay** page visits
-  8,099 visits from outside the USA
-  37,835 visits from outside Florida
-  189,033 visits from inside Florida

189,033 Florida visits came from:

-  141,531 from Fort Lauderdale/Miami
-  23,664 from Palm Beach.Ft. Pierce
-  16,584 from Orlando/Central FL
-  3,860 from Tampa Bay area
-  1,878 from Ft. Myers/Naples
-  1,516 from elsewhere in Florida

*Fort Lauderdale Miami skewed by majority of 105,000 visits on air show weekend from Apr 26-29

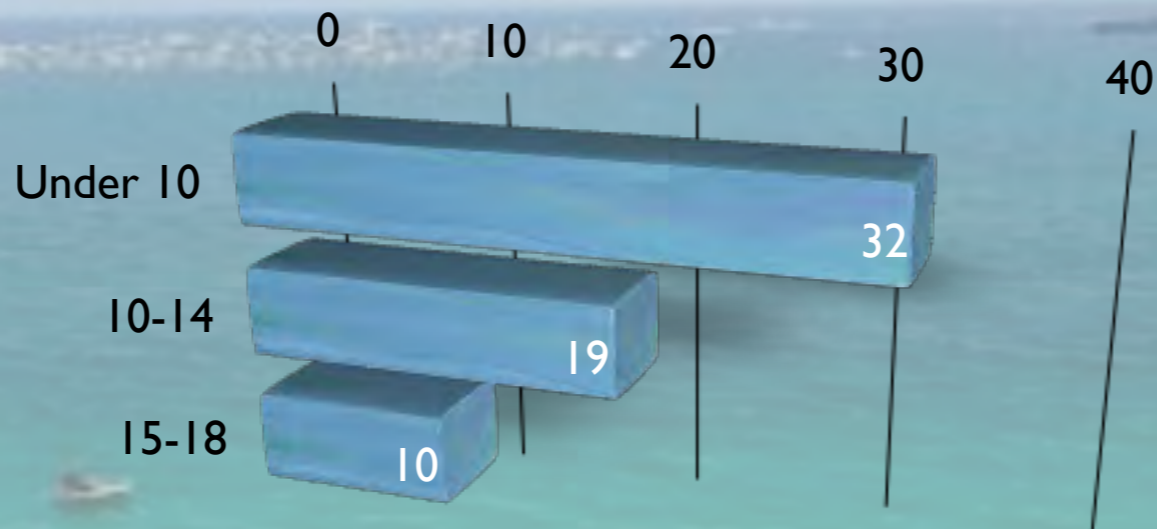
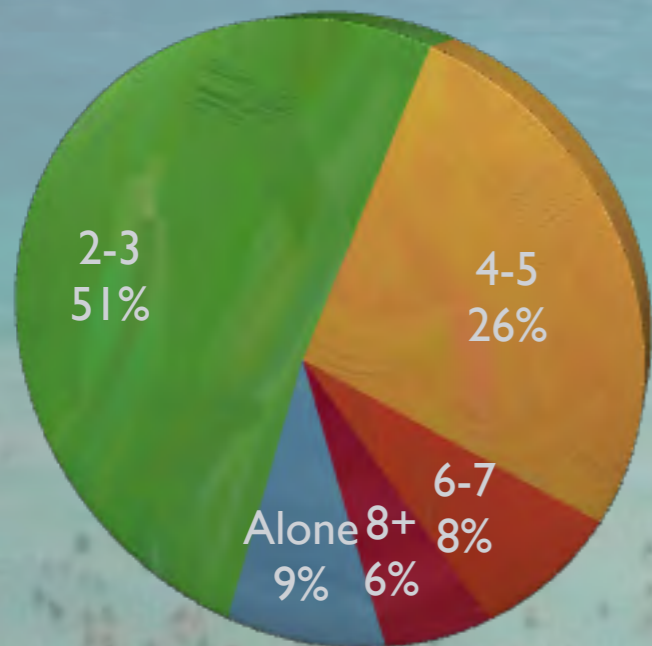
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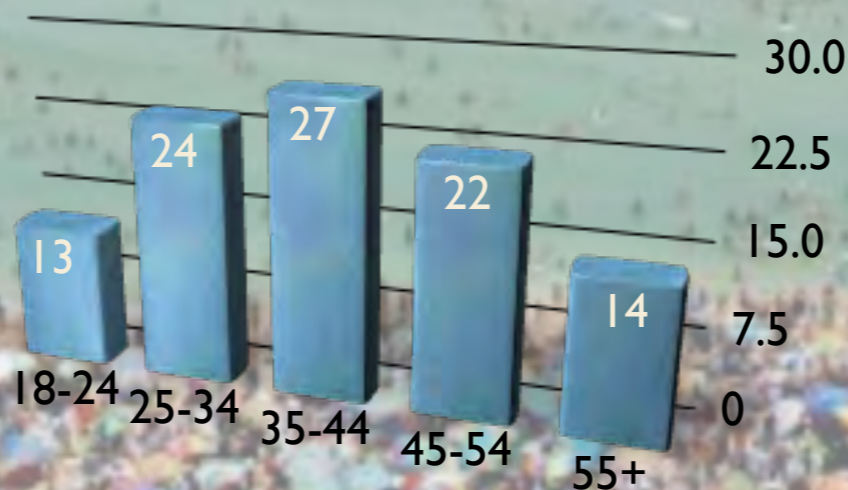
Spectator Demographics

source: ICAS & Lauderdale Air Show Facebook page with 9,272 fans

in Party

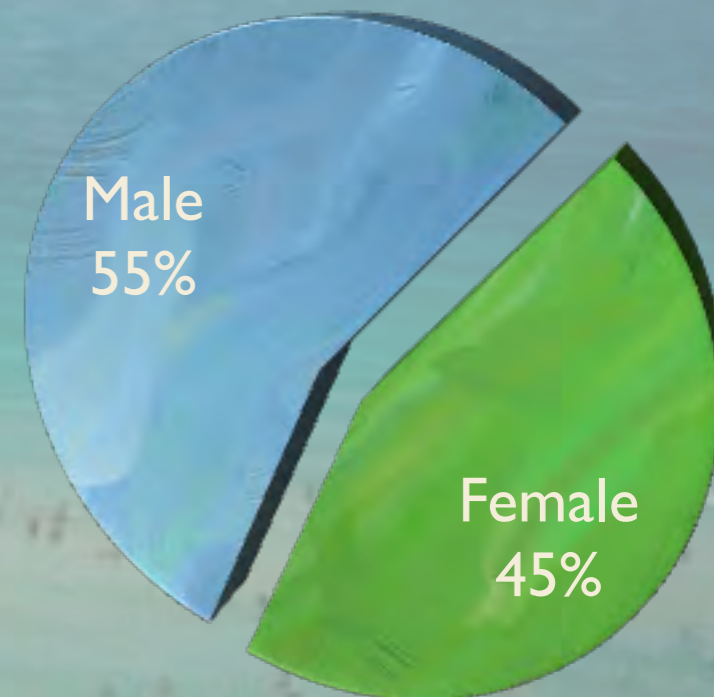


% With Kids/Age



Age

Gender



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2012 AIR SHOW PERFORMERS

F-18 Demo Team

Red Bull Air Force

GEICO Skytypers

101st Airborne Screaming Eagles

Black Diamond Jet Team

B-1 Bomber

Red Bull Helicopter

USCG SAR Demo

US Navy Seals Leap Frogs

F-5 Sundowners

USAF Thunderbirds

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LAUDERDALE AIR SHOW 2013

Aerobatic Box



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LAUDERDALE AIR SHOW 2013

Air Show Budget

Show Center Operations: \$319,000

Tent rentals, portable lavatories and sanitation, food & beverage, Birch Park fees, Bonnett House fees, shuttles, parking attendants, barricades and traffic signs, install and dismantle labor, equipment rentals, fencing, power generation, private security, directional signage

Flight Operations \$236,000

Performer fees, performer support costs, smoke oil, fuel, performer rental cars, music licensing, audio system, audio production, air boss, narrator, flight operations personnel, aerobatic box buoys, divers, coral habitat mitigation

City Support Costs: \$473,000

Reimbursement costs for Police, fire and safety, Parks and Recreation and Parking

Advertising & Promotion: \$141,000

Advertising, printing, design, creative production, website, social media, public relations fees, public relations support

Event Management: \$138,000

Staff wages, sub-contractor fees, insurance, licenses, permits, accounting, legal, postage, administrative, travel

Total Budget to produce the 2013 Lauderdale Air Show \$1,307,000

LAUDERDALE AIR SHOW 2013

Our Request for Support from BID & CRA



\$75,000 each to assist with the cost of reimbursement for city support

Estimated \$473,000 in total support costs for 2013 based upon 2012 actual costs



Two year commitment for 2013 and 2014 shows

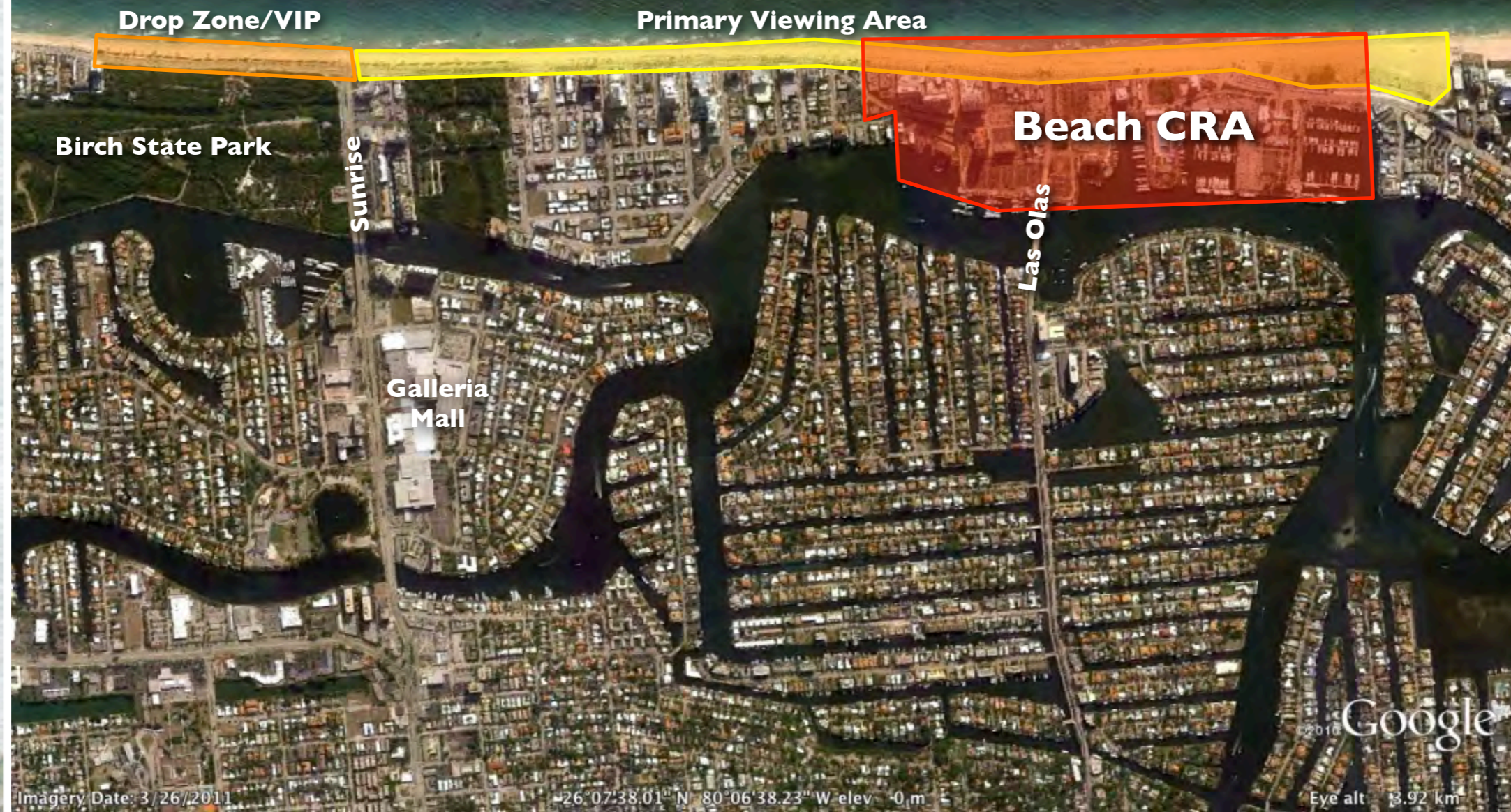
This will allow the USAF Thunderbirds to be invited for 2013 and the USN Blue Angels/CAF Snowbirds for 2014

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Aerobatic Box



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LAUDERDALE AIR SHOW 2013

Manned Intersections for traffic support for the Beach CRA



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LAUDERDALE AIR SHOW 2013

Over \$5,000,000 in impact in the Beach CRA!



843 rooms occupied with minimum 3 night stays

Over 2,500 room nights at a conservative rate of \$300 per night is over \$750,000 in hotel gross revenue



Weekend visitors have an incremental spend of \$100

Food, beverage, retail spending for 843 hotel rooms at average of 3 people per room is over \$250,000



Spectators viewing the show will have dramatic impact

Over 200,000 will watch the show from the beach in the CRA with an average spend of \$20 - \$4 million



Impact from city-wide weekend visitors for the air show

All weekend long the businesses in the CRA will be impacted by weekend visitors staying city-wide

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