

# LAUDERDALE AIR SHOW

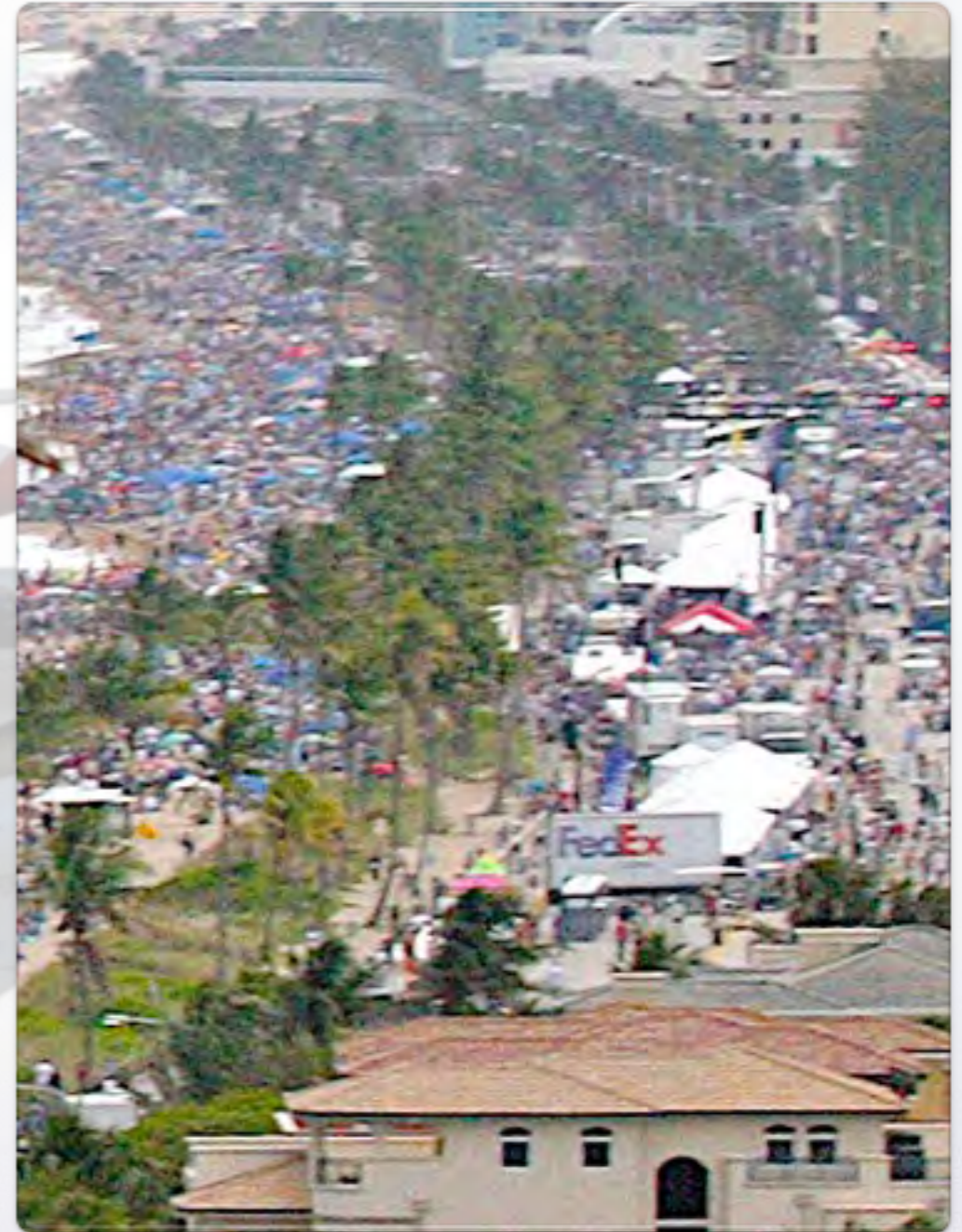


**FORT LAUDERDALE BEACH, FLORIDA**

# 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 returned and with it the mass crowds, economic impact and patriotic salute to the United States military.



**APRIL 28-29, 2012 • FORT LAUDERDALE BEACH, FLORIDA**

# LAUDERDALE AIR SHOW

## 2012 Geographic and Visitor Info

from LauderdaleAirShow.com - Dec 1, 2011 to April 30, 2012

- ✈ 225,941 total visits
- ✈ 158,144 unique visitors
- ✈ 31,590 where-to-stay page visits
- ✈ 7,291 visits from outside the USA
- ✈ 35,627 visits from outside Florida
- ✈ 183,023 visits from inside Florida

### 183,023 Florida visits came from:

- ✈ 137,729 from Fort Lauderdale/Miami
- ✈ 22,910 from Palm Beach.Ft. Pierce
- ✈ 15,513 from Orlando/Central FL
- ✈ 3,643 from Tampa Bay area
- ✈ 1,784 from Ft. Myers/Naples
- ✈ 1,444 from elsewhere in Florida

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

# FORT LAUDERDALE BEACH, FLORIDA

# LAUDERDALE AIR SHOW

## From Then to Now

- ✈ 2013: Military withdraws from all air shows one month before event
- ✈ 2013: Lauderdale Air Show takes place with all-civilian line up
- ✈ 2014: Military restores support to air shows
- ✈ 2014: Air Show cannot take place due to runway closures at FLL
- ✈ 2015: Air Show cannot take place due to FDOT AIA construction

**That brings us to 2016...**

**FORT LAUDERDALE BEACH, FLORIDA**

# LAUDERDALE AIR SHOW

## Returning the Show in 2016 and sustaining it annually after that



### Leave the Sunrise Blvd and State Road A1A intersection open

Limit road closures to State Road A1A from the Sunrise Blvd intersection north to NE 14th Court  
Dramatically reduce the impact on the city, it's residents and visitors



### Reduce event site to mitigate impact and reduce support cost

Reduce the Drop Zone ticketed viewing area with the entry gate moved North near the park tunnel  
This allows the large density of free viewing Air Show spectators to be North of Sunrise Blvd on A1A



### Air Show only responsible for support cost of air show attendees

Air Show to reimburse city for costs of support personnel inside event impact area/site  
City support costs for supplemental beachgoers funded by support from BID, BRAB or City



### Air Show only responsible for the impact area for the event site

Air Show to reimburse city for costs of clean up inside event site/impact area.  
Costs for clean up for beachgoers outside of event site/impact area to be covered by the City

**FORT LAUDERDALE BEACH, FLORIDA**

# LAUDERDALE AIR SHOW

## Revised Event Site Diagram



**FORT LAUDERDALE BEACH, FLORIDA**

# LAUDERDALE AIR SHOW

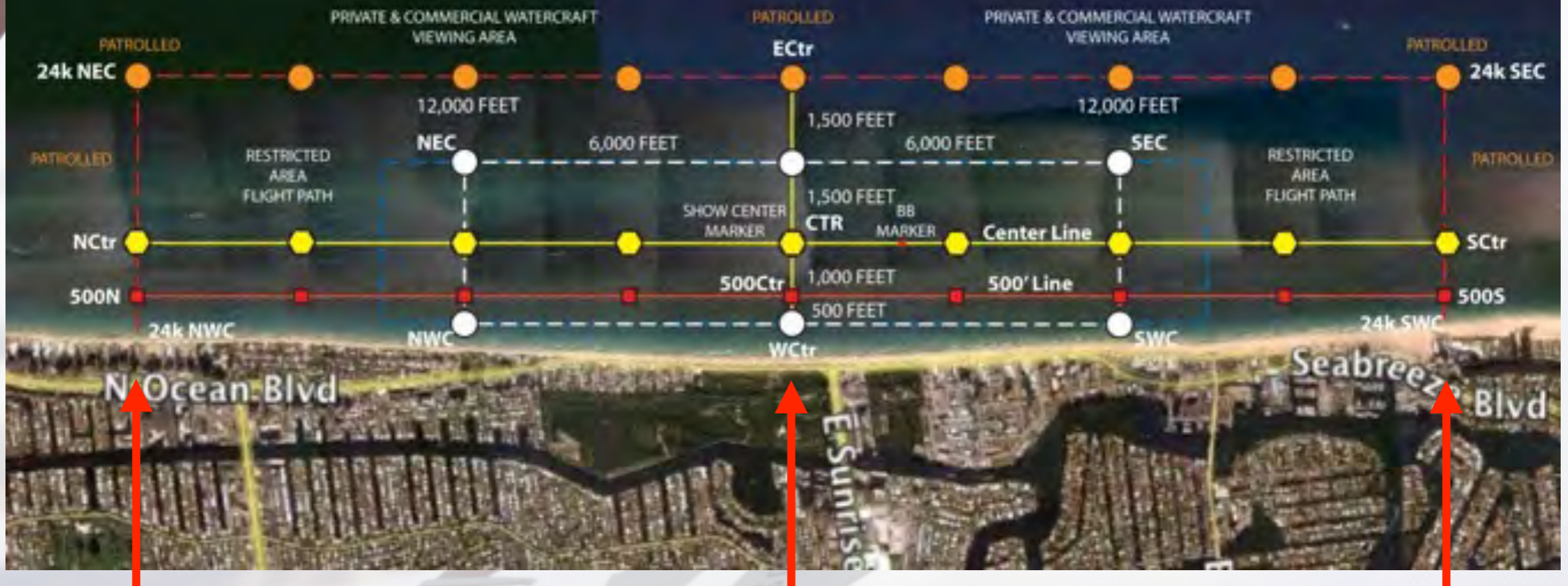
Air Show Viewing Area is unchanged!



FORT LAUDERDALE BEACH, FLORIDA

# LAUDERDALE AIR SHOW

## Air Show Aerial Football Field



Aerial North End Zone

Aerial 50 Yard Line

Aerial South End Zone

**FORT LAUDERDALE BEACH, FLORIDA**



# LAUDERDALE AIR SHOW

## Proposed Updates to Agreement

-  **Redefine the Event Impact Area**  
Define the area as State Road AIA from the Sunrise Blvd intersection to NE 14th Court  
Include a diagram of the Event Impact Area in the agreement
-  **Define the responsibilities of city support costs**  
City support costs for supplemental beachgoers funded by support from BID, BRAB or City  
Air Show will cover costs of city support inside the redefined Event Impact Area
-  **Term of agreement language to support continued continuity of show**  
Three year initial term of agreement with successive one-year extensions after each show  
Military jet teams are now on two-year advance scheduling process - forms due August 1, 2015 for 2017

**FORT LAUDERDALE BEACH, FLORIDA**

# LAUDERDALE AIR SHOW



**Thank You for Your Time Today!**

**FORT LAUDERDALE BEACH, FLORIDA**