

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026 (October 1, 2025 – September 30, 2026)

SECTION 1: PROFILE

To ensure your event is considered for funding, please complete all sections of the application. Missing details may delay the review process. We encourage you to include additional supporting documents, such as marketing plans, budget, performance data, etc.

1. Event Name:

2. Registered Business Name:

3. Fictitious name, if applicable:

4. Indicate business structure of the company:

Sole Proprietorship

Partnership

C-Corporation

S-Corporation

Limited Liability Corporation LLC

Other, please specify:

5. State of Incorporation/Organization:

SECTION 2: CONTACT INFORMATION

6. Primary Contact Information:

a. Name:

b. Title:

c. Office Number:

d. Mobile Number:

e. Email Address:

7. Company Organization:

a. Name of Organization:

b. Street Address:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

- c. City:
- d. State:
- e. Zip Code:
- f. Country:

SECTION 3: ABOUT YOUR ORGANIZATION

- 8. Organization Overview:** Describe the organization, including how many years it has been in business, experience producing similar events, and other events produced in South Florida.

The Show previously ran in 2012–2013 but was canceled in 2014 due to runway construction at Fort Lauderdale–Hollywood International Airport and in 2015 due to A1A repairs following Hurricane Sandy.

SECTION 4: EVENT INFORMATION

9. Event Details:

- a. Name of Event:
- b. Event Date(s):
- c. Event Venue(s):

- 10. Event Description:** Describe the event, and explain how it will attract tourists, and its target audience. Include how it aligns with local and regional tourism strategies to position Fort Lauderdale Beach as a world-class destination.

11. Event Location:

- a. Specify the event location and address:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

b. REQUIRED DOCUMENT: Site map and site plan.

12. Event Schedule:

- a. Set-Up Dates and Hours:
- b. Event Dates and Hours:
- c. Tear-Down Dates and Hours:
- d. REQUIRED DOCUMENT: Detailed schedule, if available.

13. Event History:

- a. Is this the first year for the event? If "No," list prior event dates and attendance figures.
 Yes No
- b. Is this the first year on Fort Lauderdale Beach? If "No," list prior event dates and attendance figures.
 Yes No

14. Project Attendance:

- a. Total Projected Attendance:
- b. Percentage of attendees expected to stay overnight:
- c. Percentage of attendees from outside Broward/Palm Beach/Miami-Dade counties:

SECTION 5: FUNDING REQUEST

15. What is the amount requested from BBID?:

16. Is this event receiving funding from Visit Lauderdale?

- Yes No If Yes, specify the amount:

17. Is this event receiving funding from other sources?

- Yes No
- If Yes, specify the sources and amounts:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

SECTION 6: ECONOMIC IMPACT

18. Economic Impact:

- a. Describe in detail the positive economic impact on the BBID and its businesses. Include how the event aligns with [Ordinance C-06-34](#) by increasing tourism to BBID.

- b. Define the measurable outcomes you will use to evaluate the event's success (e.g., attendance, hotel stays, media impressions, revenue)

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

- c. If the BBID has funded this event in previous years, provide specific measurable outcomes achieved during that time.

SECTION 7: ADVERTISING, MARKETING, AND PROMOTION

19. REQUIRED DOCUMENT: Marketing plan and timeline.

20. REQUIRED DOCUMENT: Attach measurable results from your previous marketing efforts to show the effectiveness of your strategies and the event's impact. Examples include:

- i. Post-Event Reports: Metrics, key takeaways, and audience insights.
- ii. Economic Impact: Room nights generated, attendee spending, or revenue estimates.
- iii. Promotional Examples: Ads, social media posts, or other marketing materials.
- iv. Advertising Metrics: Reports from paid campaigns or broadcast reach.
- v. Digital Metrics: Impressions, reach, and engagement.
- vi. Event recap of previous year's event.
- vii. *Accepted formats: PDF, Word document, or Excel file.*

21. Sponsorship Levels:

- a. Indicate the sponsorship level aligned with this request:

- b. **REQUIRED DOCUMENT:** Sponsorship proposal.

22. BBID Sponsorship Integration:

- a. Describe how BBID sponsorship will be showcased across event marketing channels to drive tourism growth. Include details on integration with the BBID website, social media, email campaigns, and other promotional efforts.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

BBID Sponsorship Terms

23. Applicant shall mark the boxes below to acknowledge agreement with the following terms:

- I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide the logo and manage its usage.
- Map and Site Plan are attached.
- Detailed Event Schedule is attached (if available).
- Marketing Plan, Timeline, and Measurable Results from Previous Event Marketing Efforts are attached as one PDF.
- Sponsorship Proposal is attached.
- Prior Year's Financial Statements are attached.
- Profit and Loss Statement for Prior Year's Event is attached.
- Legal name and place of business match the records on Sunbiz.org.
- I am the authorized representative to sign the BBID application and City Agreement.
- I am not authorized to sign the BBID application or City Agreement.

Note: Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the applicant must provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company with the City of Fort Lauderdale. **Provide the name and title of the individual authorized to execute a Grant Participation Agreement with the City.** If the person signing the agreement on behalf of the company is not listed as an authorized signer, a Corporate Resolution will be required to execute the agreement.

Applicant Authorization

- Name and Title of Authorized Representative:
- Company Name:
- Signature:
- Date Signed:

Contact information for inquiries:

City of Fort Lauderdale
Judy Erickson, Program Manager
Phone: 954.828.4599
Email: JERickson@fortlauderdale.gov



Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

BUDGET WORKSHEET

24. Complete the event budget:

Applicant Organization:		
Name of Event:		
BBID Funding Request		
Budget does not have to balance. It can show a profit or a loss		
Revenue		Projected \$ Amount
Ticket Sales		
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		
Concession/Vendor Revenue		
Other (specify):		
Total Revenue		
Percent of Revenue Covered by BBID		
Expenses		Projected \$ Amount
Venue		
Entertainment/Performers/Presenters		
Permits & Licenses		
Staff		
Security		
Catering		
City Services (Public Safety, Parking, City Staffing etc)		
Advertising/Promotions		
Photography/Videography		
Displays, Décor, Supplies & Swag		
Cleaning & Sanitation		
Equipment Rental		
Taxes & Fees		
Ticketing/Access		
Signage		
Office Expenses		
Other (specify):		
Other (specify):		
Total Expenditures		
Percent of Expenses Covered by BBID		
Net Profit/Loss		



BID Package Options

	General \$75,000	Major General \$100,000
Signature Deliverables		
Logo on top menu bar of all website pages (desktop only)		√
Logo on street pole banners		√
Promotional banner on Host Hotel Page	Bottom	Top
Destination recognition at other AirDotShow Tour event destinations	√	√
Promotional Deliverables		
Logo included on in all broadcast emails (to ticket holders & subscribers)	√	√
:15 promo spots daily on PA System (custom script copy provided by sponsor)	2	3
Banners displayed within the event site	4	6
Program guide advertisement	Full Page	Inside Cover
Logo on program guide cover		√
Logo on website home page	√	√
Logo on sponsor recognition page of website and program guide	√	√
Right to use all event marks	√	√

FTL Air Show, Air Dot Show, & Headlining Performer Social Account Metrics

Account	# of Followers	Average # of Posts	Impression made Jan-Feb 2025
FTL Air Show Facebook	47,200	2-3	629,900
FTL Air Show Instagram	16,300	2-3	56,300
Air Dot Show Tour Facebook	25,200	1-2	9,400
Air Dot Show Tour Instagram	10,300	1-2	7,300
Air Dot Show Tour Youtube	14,800	1-2	166,100
Air Dot Show Tour Ticktok	3,100	1	6,100
Blue Angles Facebook	1,800,000	.5	N/A
Blue Angels Instagram	1,200,200	.5	N/A
F-22 Facebook	308,400	.5	N/A
F-22 Instagram	494,000	.5	N/A

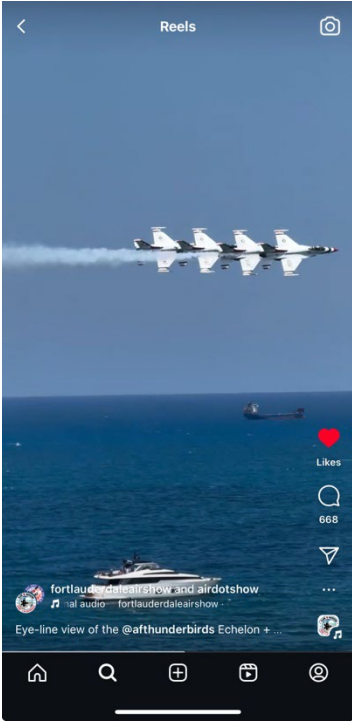
Social Media Campaign Spending

The screenshot displays the Facebook Ads Manager interface for account 'FLAS (325169211461750)'. The search filter is set to 'Campaign name contains FL24'. The table below summarizes the data shown in the interface.

Off / On	Campaign	Budget	Reach	Impressions	Frequency	Clicks (all)	CPC (all)	Amount spent
<input type="checkbox"/>	FL24 - Conversion Campaign (Keywords)	\$9,600.00 Lifetime	348,321	1,197,995	3.44	53,336	\$0.18	\$9,600.00
<input type="checkbox"/>	FL24 - Conversion Campaign (Lists/Visitors)	\$7,000.00 Lifetime	30,395	364,119	11.98	14,579	\$0.48	\$6,999.85
<input type="checkbox"/>	FL24- Pre On Sale Traffic Campaign	\$500.00 Lifetime	46,314	58,528	1.26	3,499	\$0.04	\$156.24
Results from 3 campaigns			396,400	1,620,642	4.09	71,414	\$0.23	\$16,756.09
			Accounts Center acc...	Total Per Accounts Center ...		Total	Per Click	Total spent

Examples of Social Posts

FTL Air Show Post Examples



1.6 Million Views




397,000 Views

FTL FB Post Examples

Fort Lauderdale Air Show Sponsored · 🌐

🇺🇸 AF Thunderbirds on May 11-12 on Fort Lauderdale Beach! 🇺🇸 **SAVE 50%** during our 2024 Intro Sale thru **WEDNESDAY!**



fortlauderdaleairshow.c...
Intro Sale Ends WEDNESDAY Buy **Get offer**

👍❤️😄 Dan Trou... 76 comments 78 shares

👍 Like 💬 Comment ➦ Share

Fort Lauderdale Air Show Sponsored · 🌐

🇺🇸 **Pre-Event Sale Price Ends TONIGHT for Tomorrow's Show!** 🇺🇸 AF Thunderbirds, A-10 Warthog, Navy F-18 Super Hornet, Ghost Squadron, Red Bull Air Force, KC-135, Coast Guard, +more **THIS WEEKEND** on Fort Lauderdale Beach! ✅ **SAVE 25% Now!**



fortlauderdaleairshow.c...
Pre Event Sale Ends Tonight! Buy Now to **Get offer**

👍❤️😄 Cindy De... 85 comments 56 shares

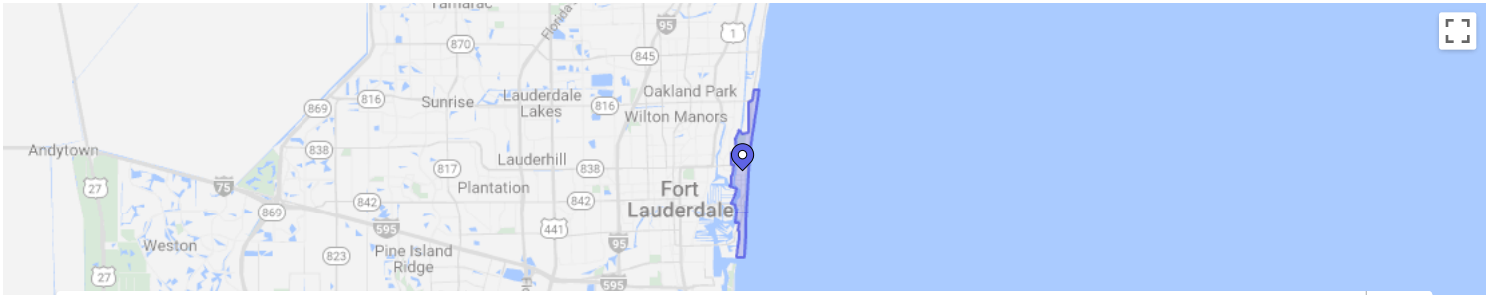
👍 Like 💬 Comment ➦ Share

Blue Angels Social Post Example Featuring Fort Lauderdale



F-22 Social Post Example Featuring Fort Lauderdale





Air Dot Show Fort Lauderdale Crowd Area

N Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33304

Apr 28 - Apr 30, 2023

All Visit Durations



Metrics ?

Property:
Air Dot Show Fort Lauderdale ...

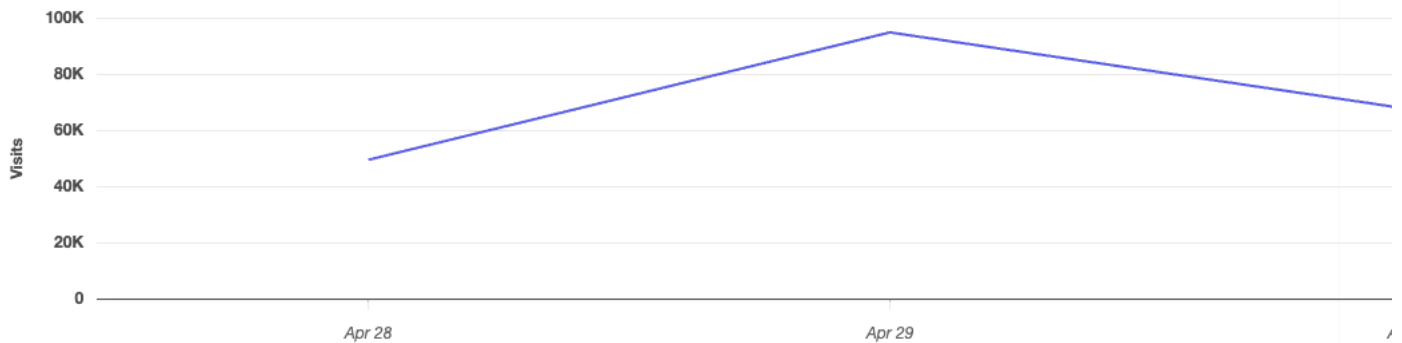


Visits	212K	Avg. Dwell Time	96 min
Visits / sq ft	< 0.01	Panel Visits	2.6K
Size - sq ft	52.9M	Visits YoY	+37.4%
Visitors	169.7K	Visits Yo2Y	+68.8%
Visit Frequency	1.25	Visits Yo3Y	+754.3%

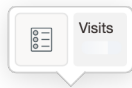
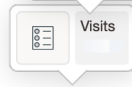
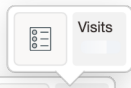
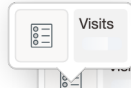
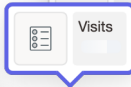
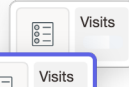
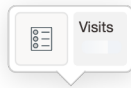
Visits Trend ?

Air Dot Show Fort La...
N Fort Lauderdale Beach Blv...

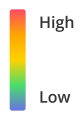
Metric: **Visits** Aggregation: **Daily** Annual Summary: Outlier Indicators:



Market Landscape ?



Trade Area
Heatmap



Custom filters and dates are ignored. Showing data for 2023. [Dismiss](#)

3 km

© Mapbox © OpenStreetMap © Maxar

Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

Audience Overview ?

Air Dot Show Fort La...
N Fort Lauderdale Beach Blv...

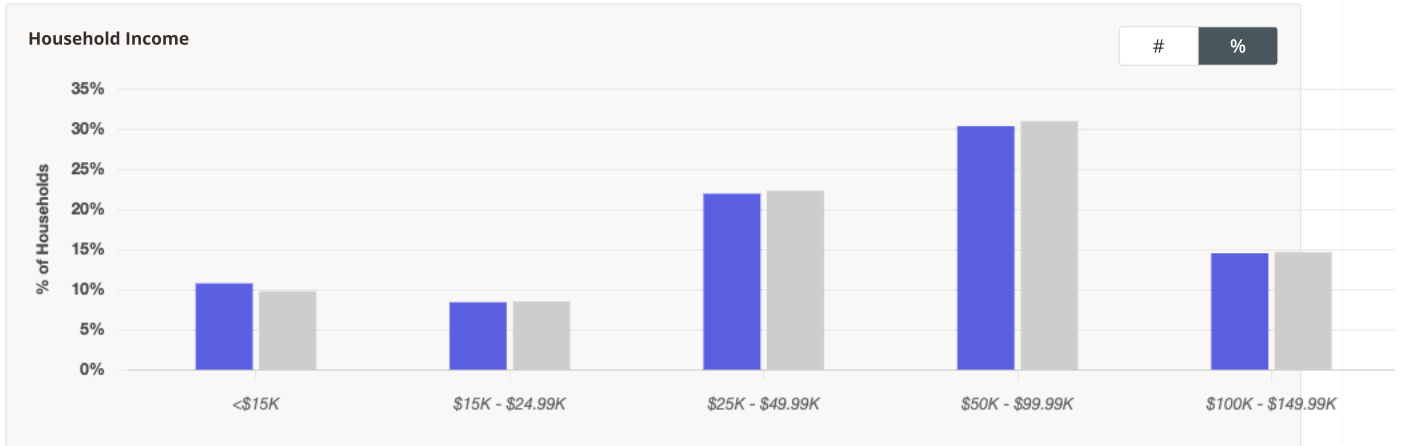
Dataset:
Census 2021

View:
Potential Market

Compare to:
Florida ▾



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Air Dot Show Fort... N Fort Lauderdale Bea...	\$61.4K	34.9%	38.9	Hispanic or Latino (38.4%)	2.61
Florida	\$61.8K	31.5%	41.9	White (52.6%)	2.62



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview ?

Air Dot Show Fort La...
N Fort Lauderdale Beach Blv...

Benchmark:
Category: Other

Metric:
Visits

Nationwide

2* / 1,852

[View List](#) ⓘ

Florida

1* / 100

[View List](#) ⓘ

Local: 15mi

1* / 11

[View List](#) ⓘ

* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Apr 1st, 2023 - Apr 30th, 2023

Favorite Places ?

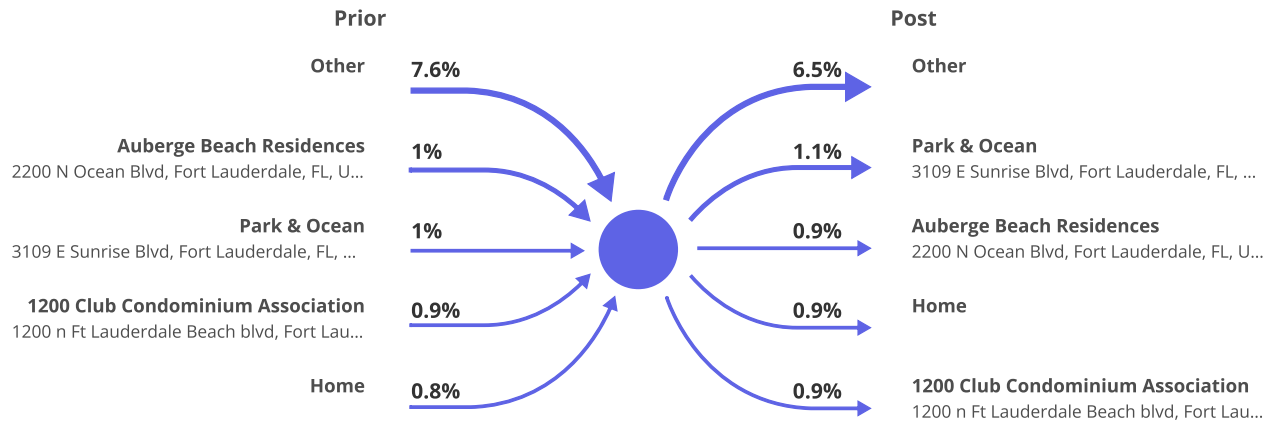
Category:
 Categories (41) v
 Min. Visits:
 1

Air Dot Show Fort Lauderdale Crowd Area / N Fort Lauderdale Beach Blvd, Fort Lauderdale, FL

Rank	Name	Distance	Visitors
1	Fort Lauderdale International Airport / 50 Terminal Dr, Fort Lauderdale, FL 33315	5 mi	25.7K (15.1%)
2	Fort Lauderdale Marriott Harbor Beach Resort & Spa / 3030 Holiday Dr, Fort Lauderdale, FL 33316	2 mi	13K (7.6%)
3	Sonesta Fort Lauderdale Beach / 999 N Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33304	0.2 mi	12.6K (7.4%)
4	The Gallery at Beach Place / 17 S Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33316	0.8 mi	10.1K (5.9%)
5	The Galleria at Fort Lauderdale / 2414 E Sunrise Blvd, Fort Lauderdale, FL 33304	0.6 mi	9.8K (5.8%)

Visitor Journey ?

Property: **Air Dot Show Fort Lauderdale ...**
 Show by: **Location** | Category | Category Group
 Show Home/Work: On



Visitor Journey - Routes ?

Property:

Air Dot Show Fort Lauderdale ...

Journey Direction:

To Property From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

[Learn more](#)

Dismiss

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

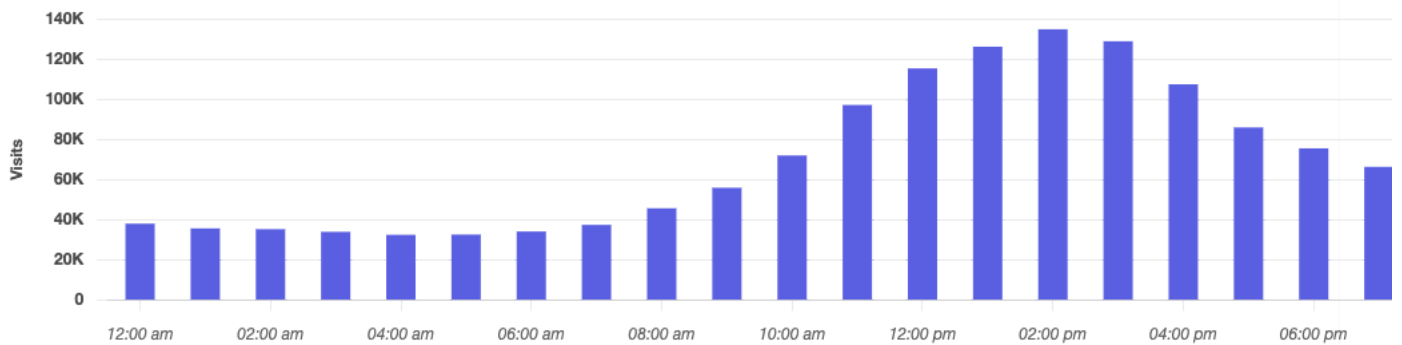
Hourly Visits ?

Air Dot Show Fort La...

N Fort Lauderdale Beach Blv...

Metric:

Visits



Daily Visits ?

Air Dot Show Fort La...
N Fort Lauderdale Beach Blv...

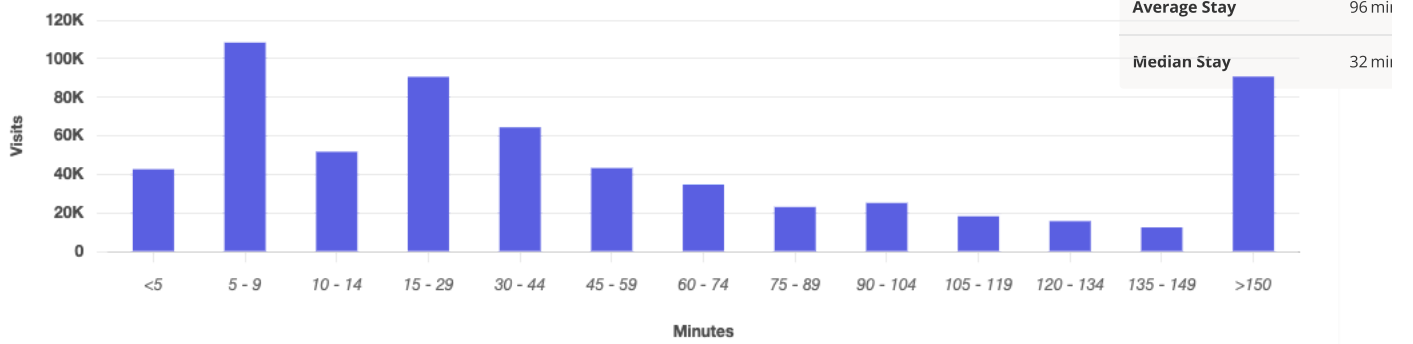
Metric:
Visits



Visit Duration ?

Air Dot Show Fort La...
N Fort Lauderdale Beach Blv...

Metric:
Visits





Attendee Intercept Report

April 29-30, 2023

Your One-Stop-Shop for Insights



Overview

Overview

The 2023 Fort Lauderdale Air Show was held in Ft. Lauderdale April 29-30, 2023. As such, the Fort Lauderdale Air Show management was interested in understanding the ROI of the Air Show. Specifically, where are attendees coming from, how much they spend, what else do they do while attending the Air Show, are they local to the area, have they attended in the past, etc.

Methodology

Interviewers were positioned in three locations:

- In front of hotels
- By the beach
- Parking lots.

320 responses were collected in April 2023.

Target Audience

Those attending the event as a General Admission Spectator, Flight Club VIP Spectator, Sand Box Spectator, or Other were included in the interviews.

Summary

The Fort Lauderdale Air Show continues to draw attendees to the Ft. Lauderdale area.

More than 8 in 10 came to Ft. Lauderdale due to the Air Show. And looking ahead, 51% plan to come back and encourage a friend.

Half of the attendees reported that this was their first time to the Ft. Lauderdale Air Show.

While most reported that they were aware of the Air Show because they attended before, around 2 in 10 learned about the event through word of mouth and social media.

Among those who attended, Sunday drew a little larger crowd as slightly more than 5 in 10 attended on Sunday.

Close to 6 in 10 of the attendees were local to Ft. Lauderdale with fewer being out of state attendees. But among those out of state, NY was cited most. And fewer of those out of state reported paying for lodging during their visit.

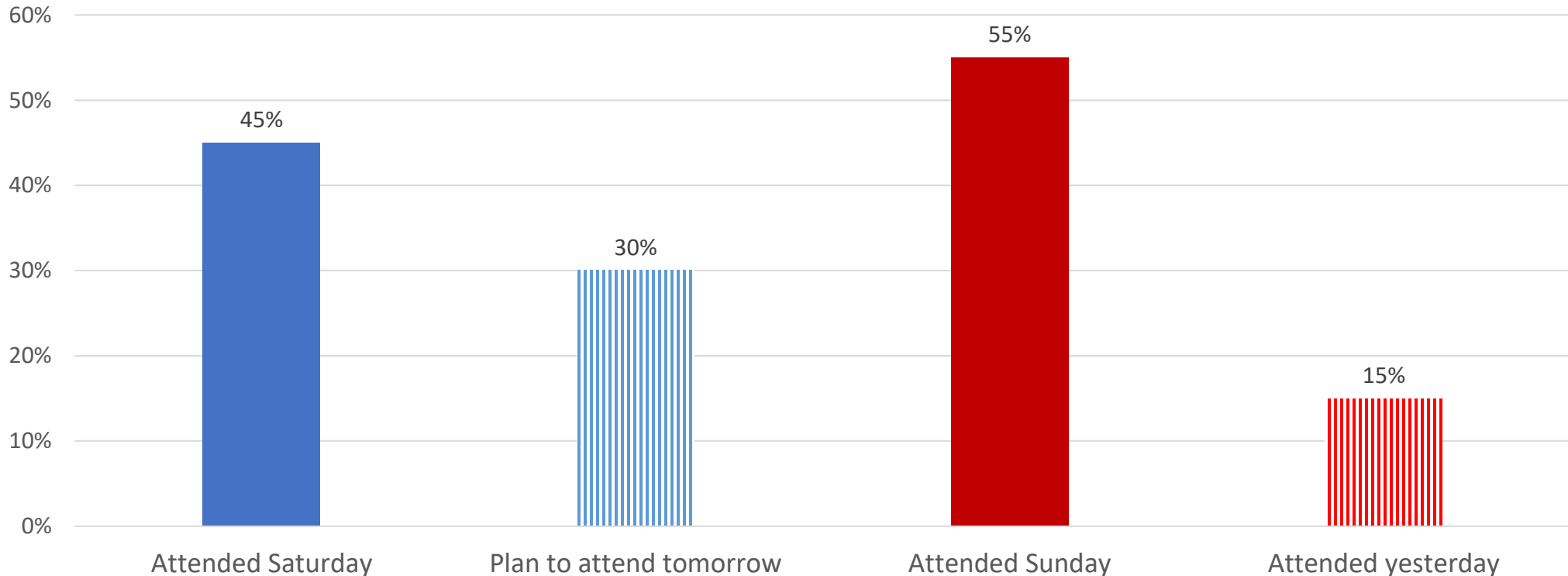
Those who did pay for lodging reported Air B&B most.

Money spent on lodging comprised the bulk of the spend, with less being spent on food/drink.

More than 8 in 10 of the attendees knew that the Blue Angels would be headlining the show.

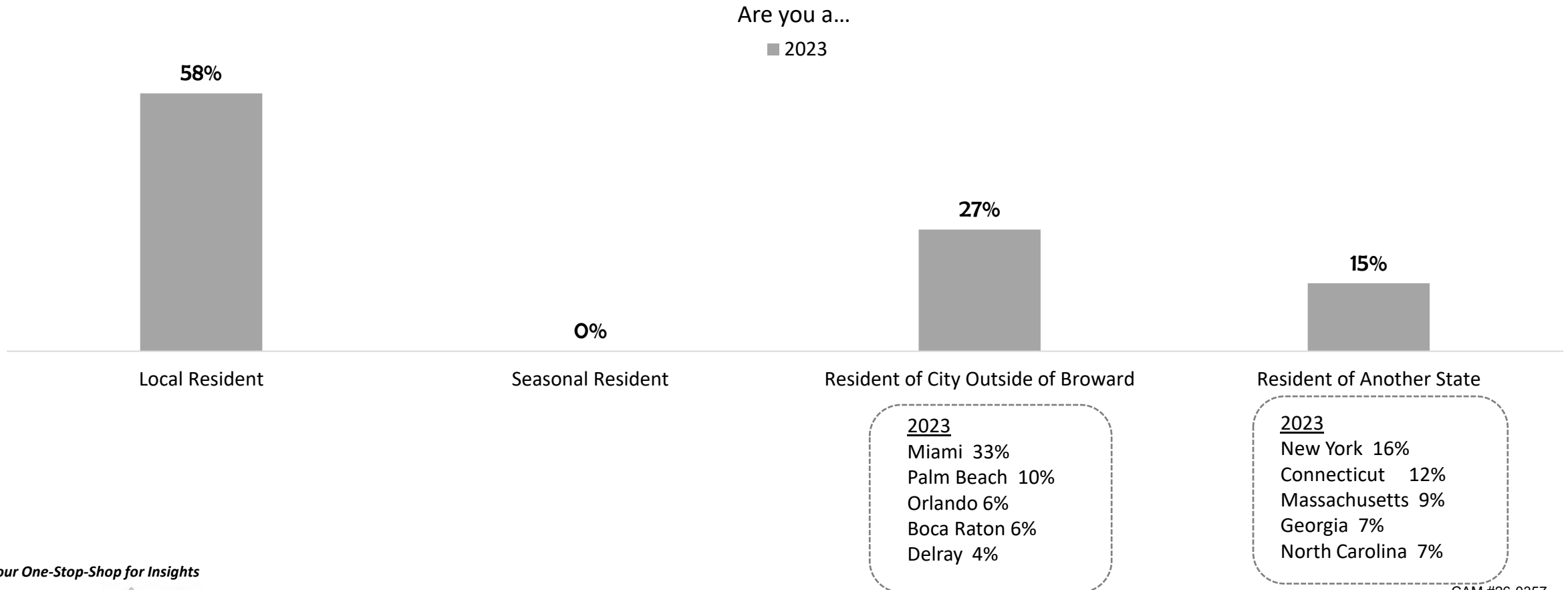
Day of Attendance

Sunday was the favored day as slightly more attended the Air Show on Sunday.



Type of Attendee

More than half of the attendees were local residents, but more than one-quarter were residents from another city.



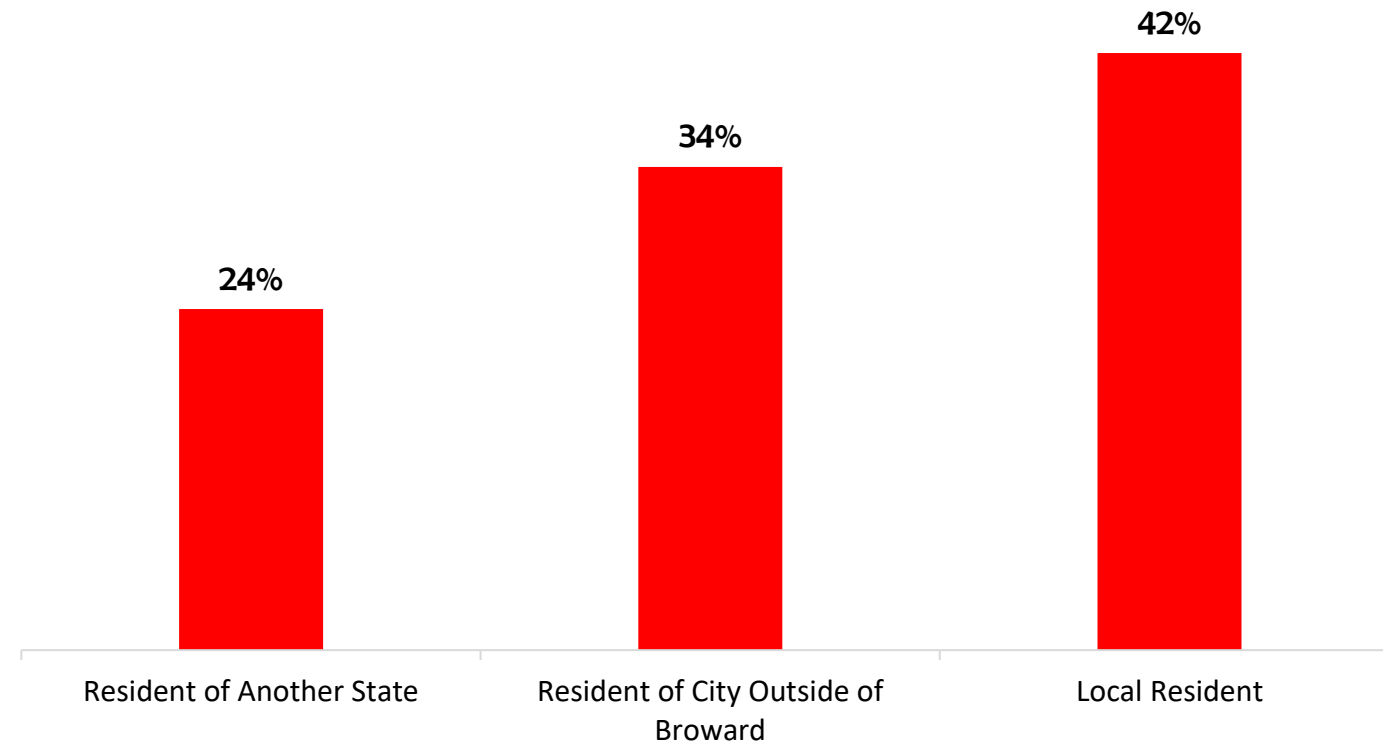
First Time Attended vs. Type of Attendee

Overall half of those who attended did so for the first time. And among those that did attend, it was pretty even among the type of attendee.

Was this your first time attending the Ft. Lauderdale Air Show?
■ 2023

50%

Was this your first time attending the Ft. Lauderdale Air Show?
Are you a...
■ 2023

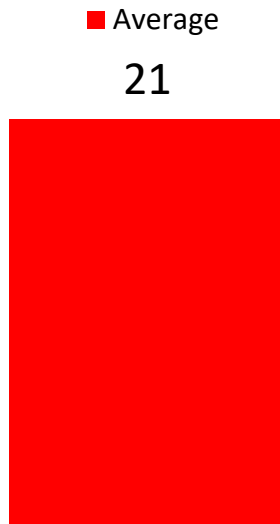


Visits & Travel Party

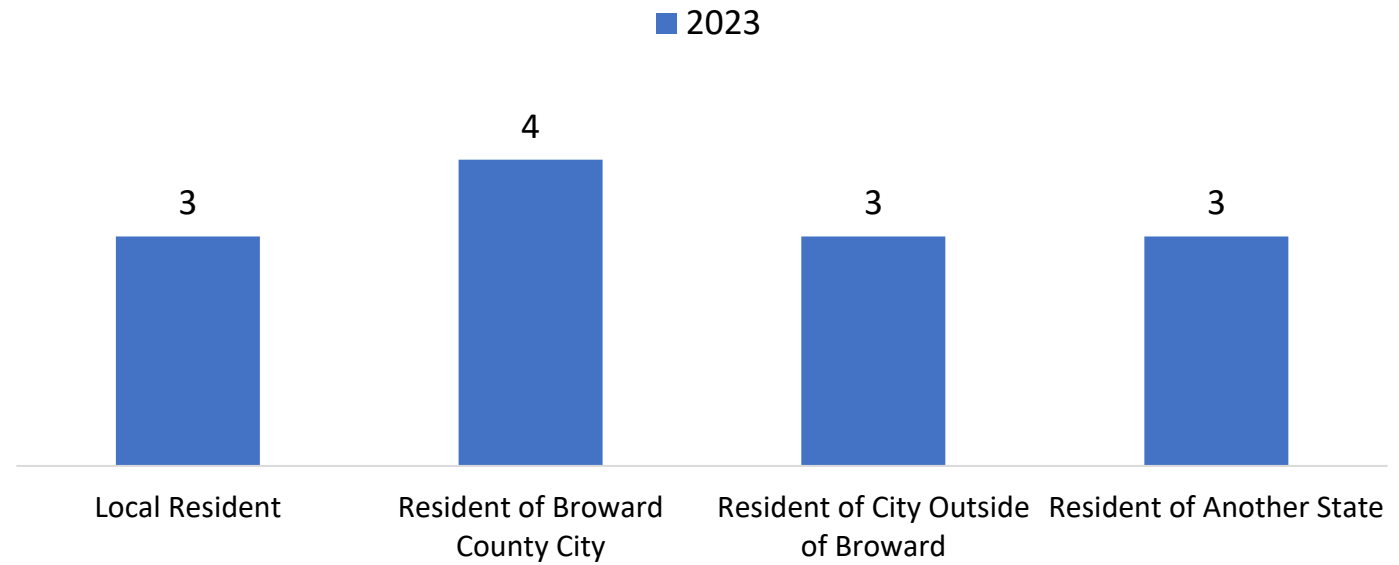
The average number of visits to Ft. Lauderdale in the past 2 years is 21.

Attendee party size remains relatively consistent with around 3 or 4 in the group.

How many times in the past 2 years have you visited Ft. Lauderdale? (Average #)

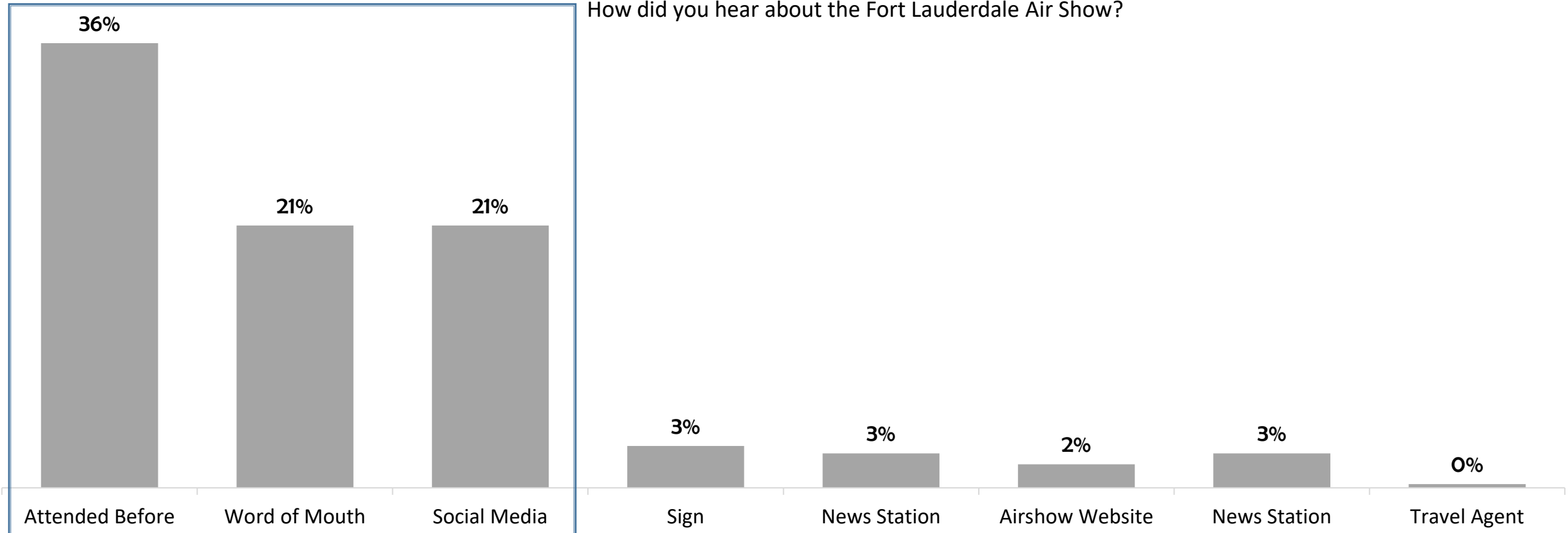


How many people are in your travel party? Reminder, we are defining a travel party as a group for which expenditures are combined.



Awareness

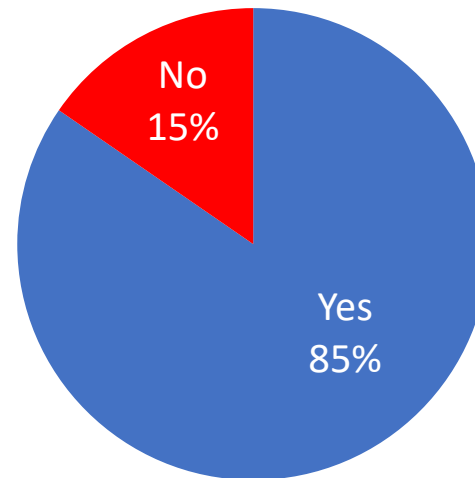
Prior attendance, word of mouth and social media are the main ways attendees learned about the Ft. Lauderdale Air Show.



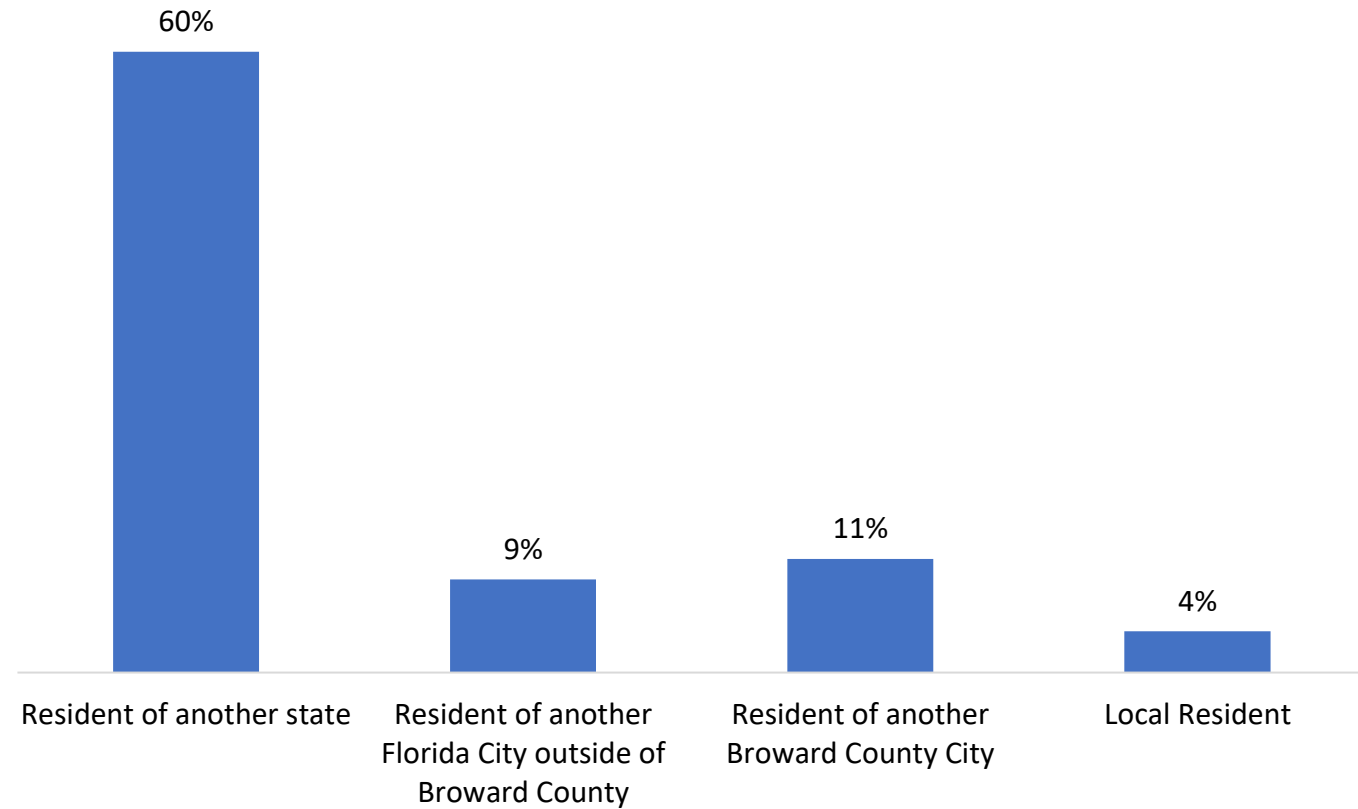
Reason For Visit

Among the attendees, the Air Show drove more than 8 in 10 visits to Ft. Lauderdale.

Was the Fort Lauderdale Air Show the primary reason for your visit to Ft. Lauderdale?



Did you pay for lodging during this visit? %Yes



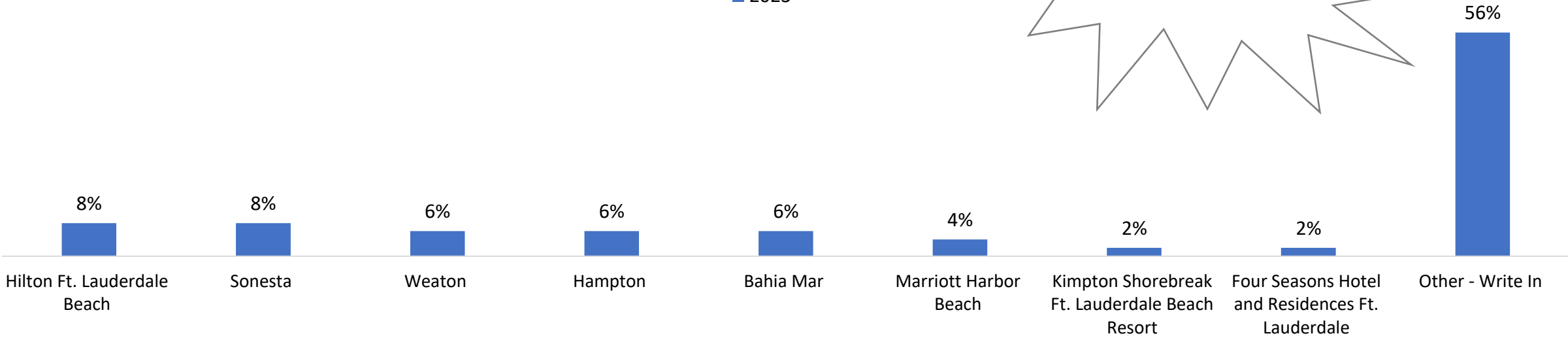
Overall, an average of 15% of attendees paid for lodging. Not surprising that out of state residents were most likely to pay for lodging.

Hotels

Air B&B has surfaced in Other most (10% overall) as the hotel of choice.

Which hotel are you staying at?
 Answered: 48
 ■ 2023

On average, visitors paid for 5 nights.

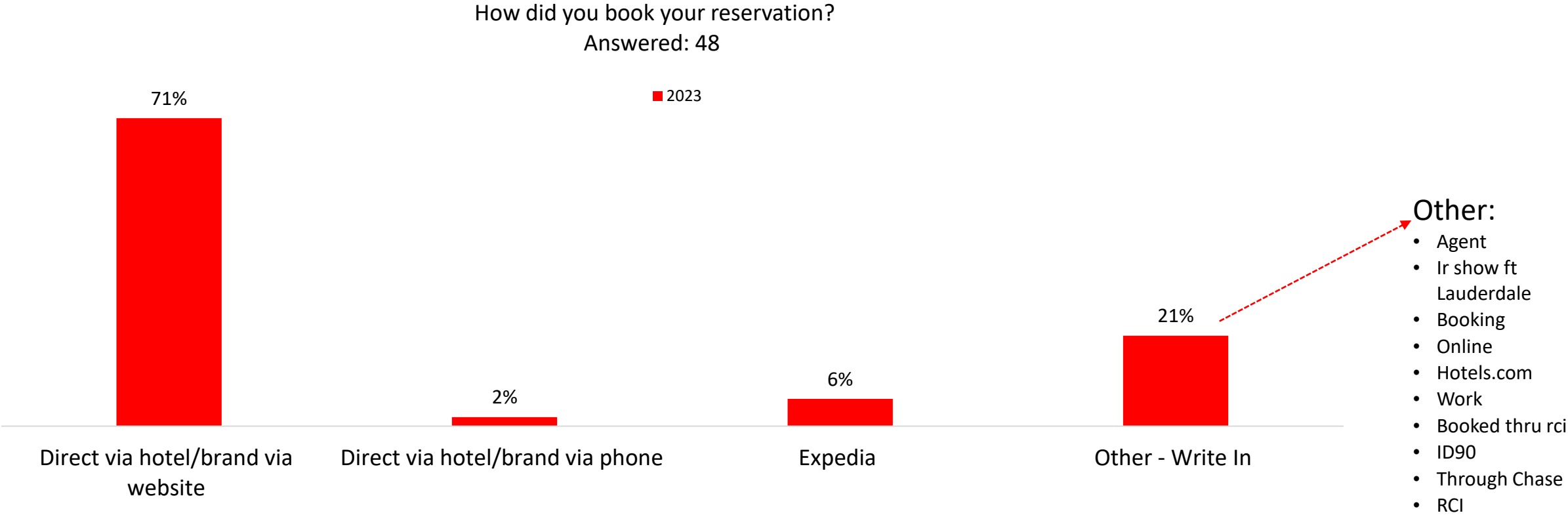


Other (comprises 56% of responses)

- Air B&B
- Beach place towers
- Hilton
- Sun tower
- Drift Hotel
- AC Marriott
- Marriot Vacation Club
- Drift Hotel
- Cape coral house rental
- Four points Sheraton
- Riverside
- Hilton Aventura
- North beach
- Embassy suites
- Galleria one Hilton
- Coconut bay resort
- Wyndham
- Royal palm
- Villa Venezia
- Coconut Bay resort
- Wyndham Deerfield and Disney

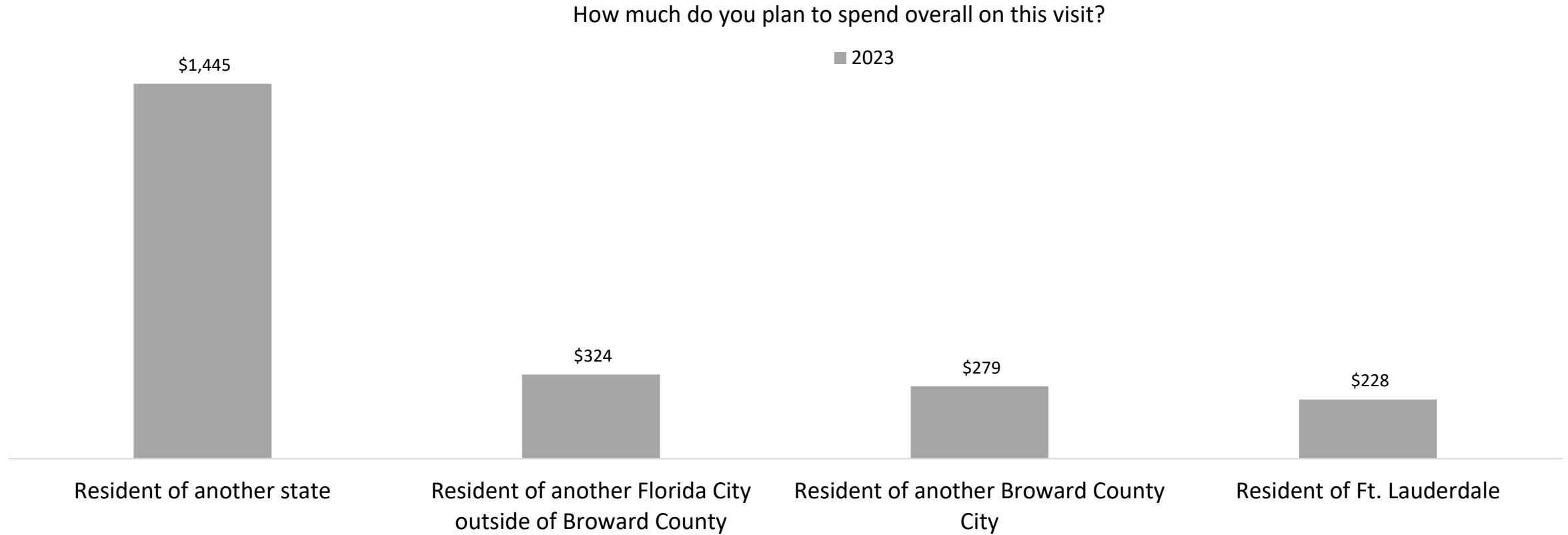
Reservations

Direct via the hotel website was cited more than other methods of booking reservations.



Spend

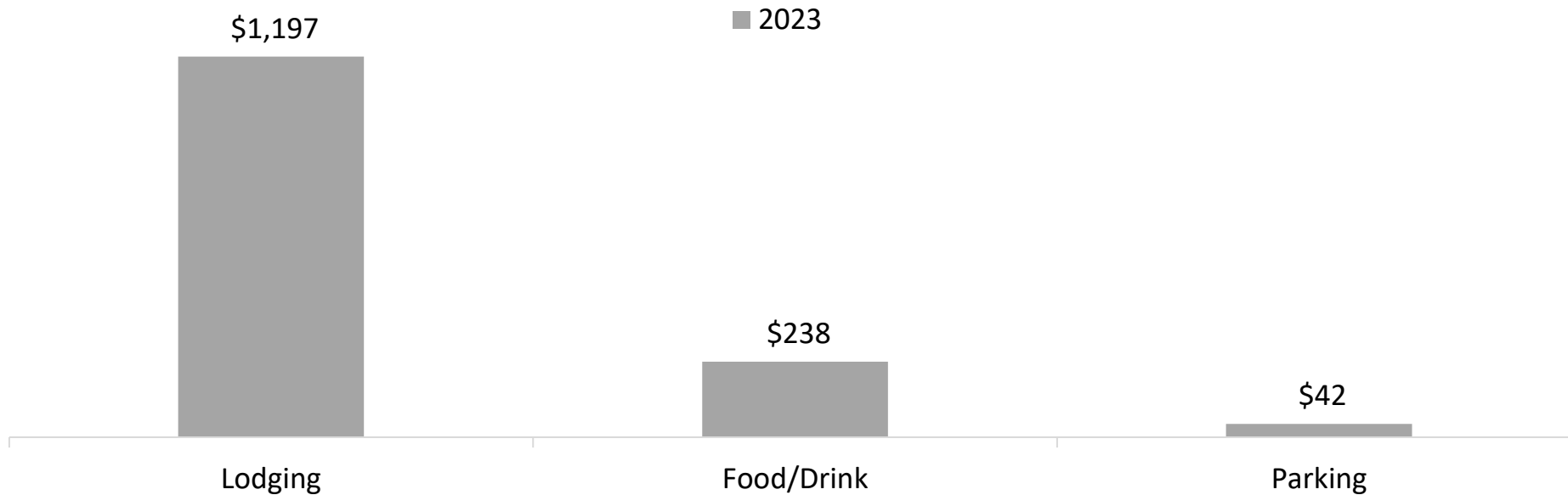
Average spend for this visit was \$477, with residents of another state planning to spend the most.



Spend on Lodging, Parking, Food

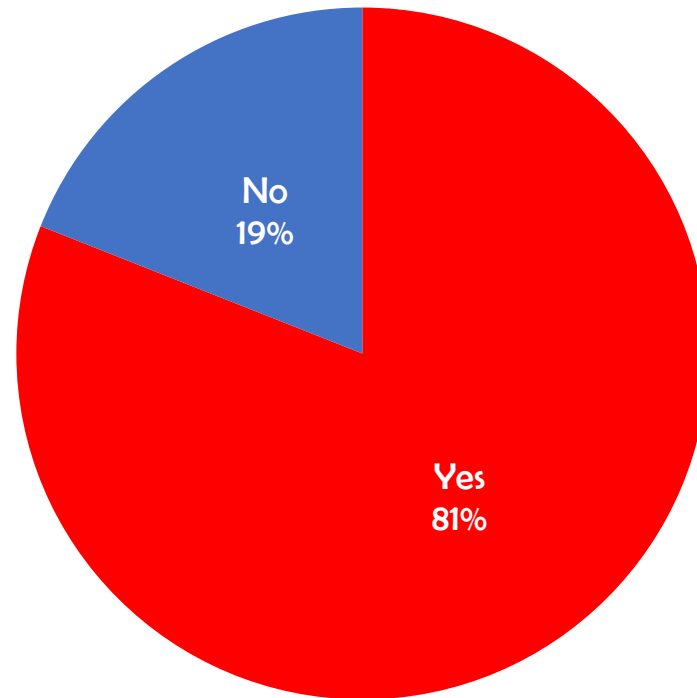
Lodging comprised the majority of the spend

Can you tell me the approximate amount of money that you and your party plan to spend in each of the following categories?



More than 8 in 10 were aware the U.S. Navy Blue Angels would be a headliner.

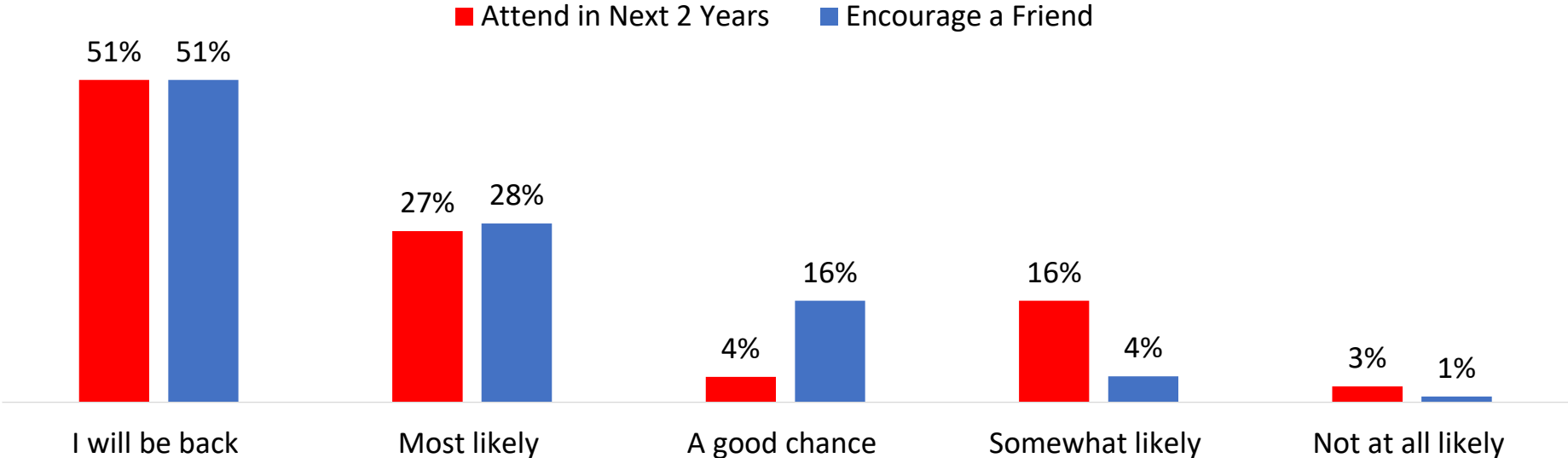
Did you know the U.S. Navy Blue Angels will be headlining the 2023 Fort Lauderdale Air Show?



Future Intent

Positively, around half are coming back and likely to bring a friend in the next two years, and very few are not likely at all.

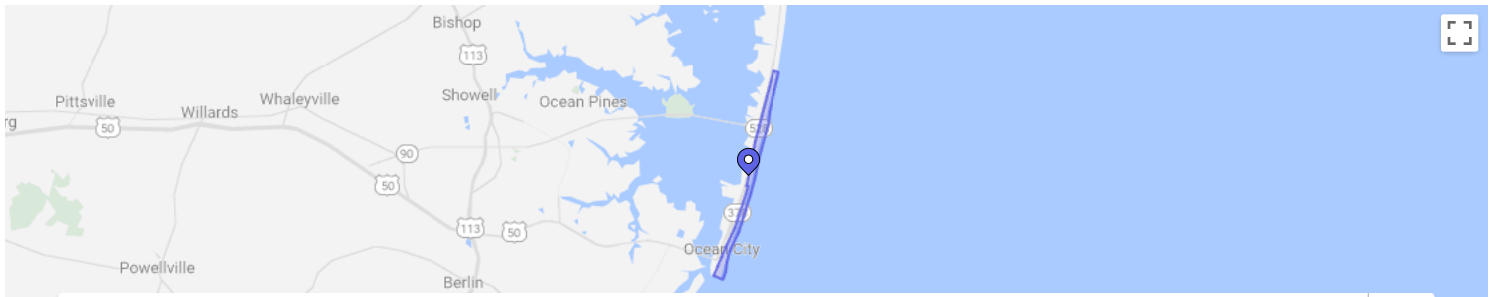
What is the likelihood that you will attend the Fort Lauderdale Air Show again in the next 2 years?
What is the likelihood that you will encourage a friend to attend the Fort Lauderdale Air Show again in the next 2 years?



**2023 Beachfront Air Shows
Ranking by Device ID Tracking**

Show	2023 Dates	City	Total Spectators	Unique Spectators	Visit Freq	Average Dwell Time
Air Dot Show Ocean City	June 9-11	Ocean City, MD	423,400	265,600	1.59	100 mins
Air Dot Show Fort Lauderdale	April 28-30	Fort Lauderdale, FL	212,000	169,700	1.25	124 mins
Atlantic City Air Show	August 15-16	Atlantic City, NJ	190,500	151,800	1.25	96 mins
Pacific Air Show	Sep 29 - Oct 1	Huntington Beach, CA	175,200	160,100	1.09	158 mins
Air Dot Show Cocoa Beach	April 14-16	Cocoa Beach, FL	137,100	105,800	1.30	103 mins
Miami Beach Air Show	May 26-28	Miami Beach, FL	134,100	108,300	1.24	105 mins
Jones Beach Air Show	May 26-28	Wantagh, NY	122,600	118,300	1.04	54 mins
Pensacola Beach Air Show	July 7-8	Pensacola Beach, FL	95,200	76,800	1.24	114 mins

Data provided by Placer.AI - Jan 15, 2025
Boardwalks and oceanfront hotels included in geofenced area



Air Dot Show Ocean City Air Show Crowd Area

200 South Boardwalk (Talbot St and the Boardwalk), Ocean City, MD 21842

Jun 09 - Jun 11, 2023

All Visit Durations



Metrics ?

Property:

[Air Dot Show Ocean City Air S...](#)



Visits	423.4K	Avg. Dwell Time	100 min
Visits / sq ft	0.01	Panel Visits	5.2K
Size - sq ft	30.6M	Visits YoY	+31.4%
Visitors	265.6K	Visits Yo2Y	+57.3%
Visit Frequency	1.59	Visits Yo3Y	+69.3%

Visits Trend ?

Air Dot Show Ocean ...

200 South Boardwalk (Talbot ...

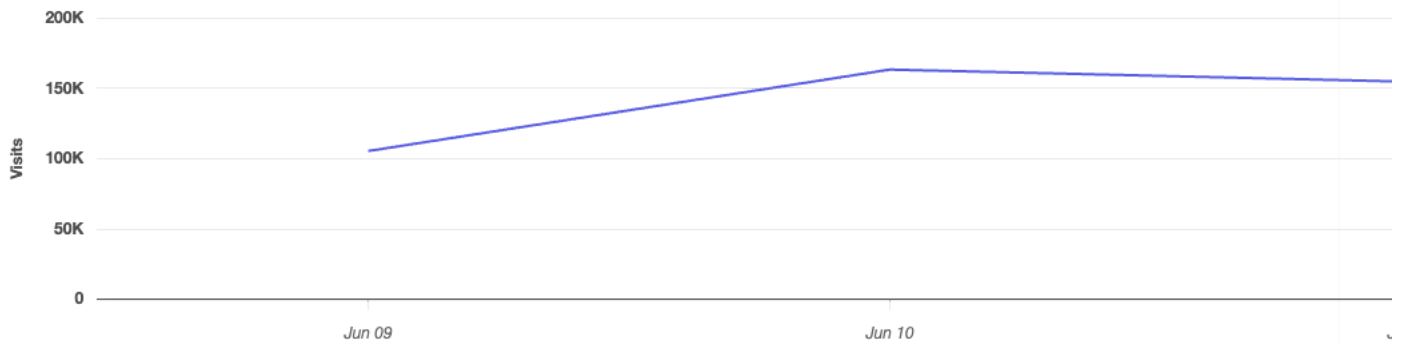


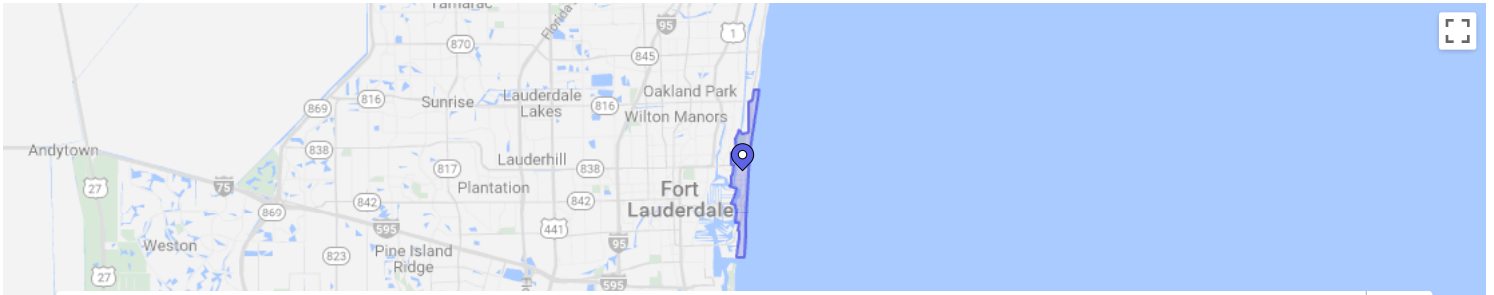
Metric: Visits

Aggregation: Daily

Annual Summary:

Outlier Indicators:





Air Dot Show Fort Lauderdale Crowd Area

N Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33304

Apr 28 - Apr 30, 2023

All Visit Durations



Metrics

Property:

Air Dot Show Fort Lauderdale ...



Visits	212K	Avg. Dwell Time	96 min
Visits / sq ft	< 0.01	Panel Visits	2.6K
Size - sq ft	52.9M	Visits YoY	+37.4%
Visitors	169.7K	Visits Yo2Y	+68.8%
Visit Frequency	1.25	Visits Yo3Y	+754.3%

Visits Trend

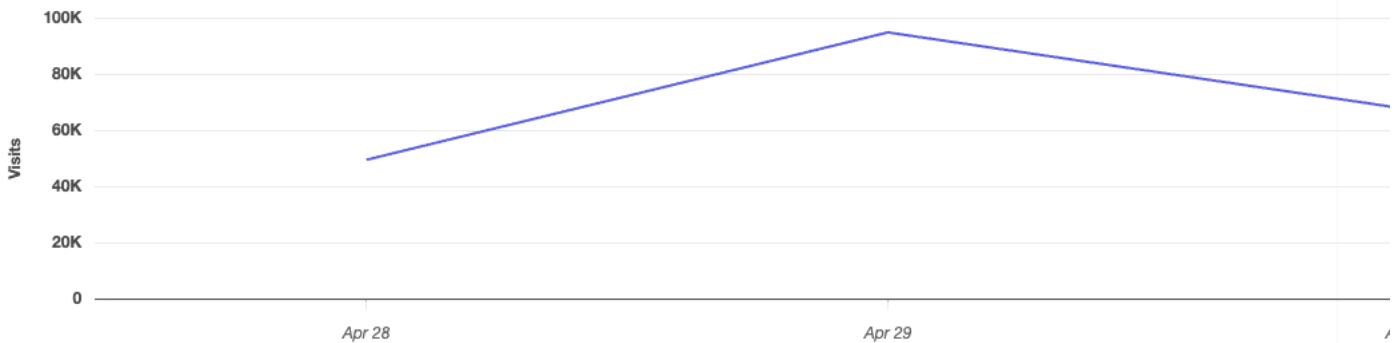
Air Dot Show Fort La...
N Fort Lauderdale Beach Blv...

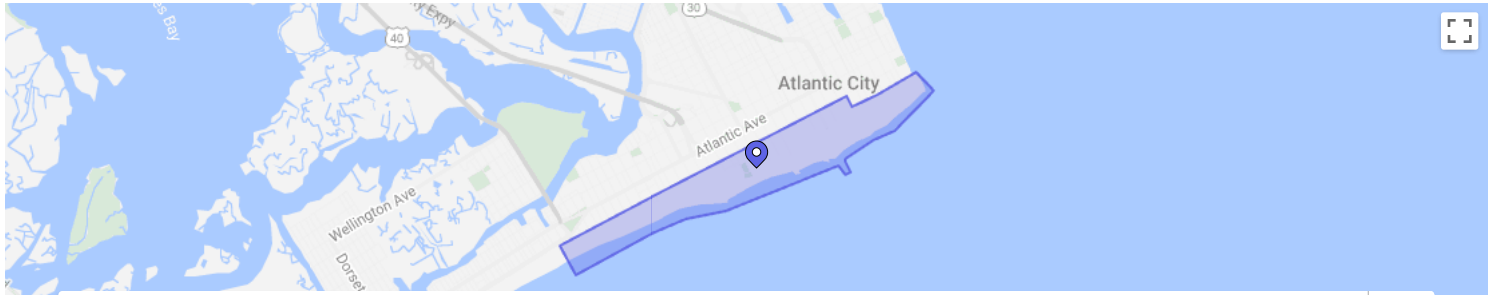
Metric: Visits

Aggregation: Daily

Annual Summary:

Outlier Indicators:





Atlantic City Air Show Crowd Area

2100 Pacific Ave, Atlantic City, NJ 8401

Aug 15 - Aug 16, 2023

All Visit Durations



Metrics ?

Property:

Atlantic City Air Show Crowd ...



Visits	190.5K	Avg. Dwell Time	96 min
Visits / sq ft	< 0.01	Panel Visits	1.8K
Size - sq ft	22.3M	Visits YoY	+40.2%
Visitors	151.8K	Visits Yo2Y	+37.2%
Visit Frequency	1.25	Visits Yo3Y	+46%

Visits Trend ?

Atlantic City Air Sho...

2100 Pacific Ave, Atlantic City,...

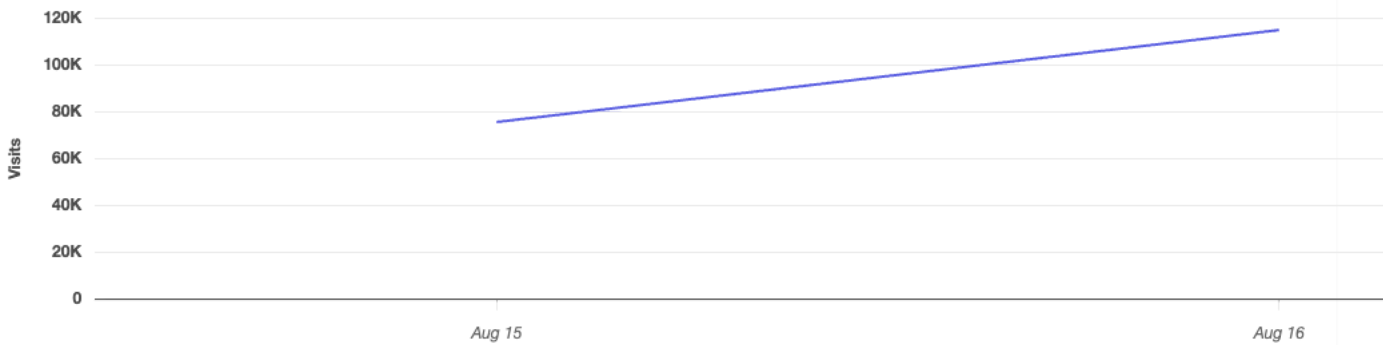


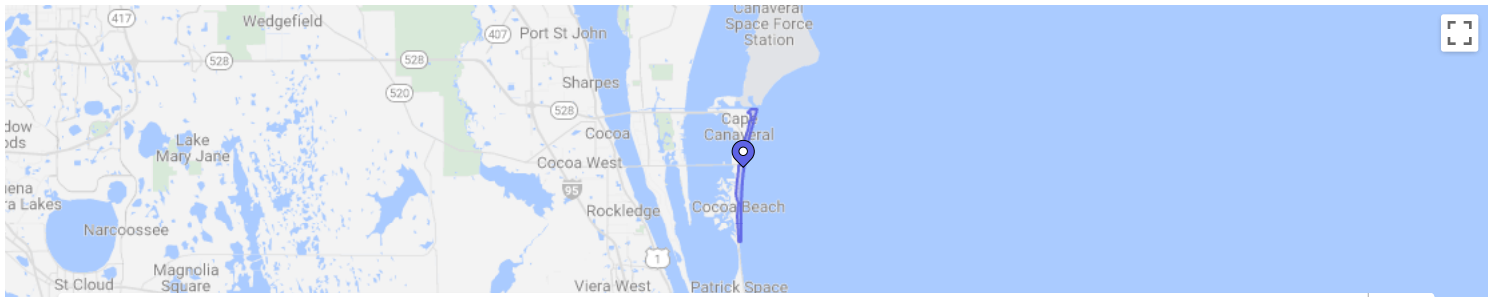
Metric: Visits

Aggregation: Daily

Annual Summary:

Outlier Indicators:





Cocoa Beach Air Show Crowd Area

1445 S Atlantic Ave, Cocoa Beach, FL 32931

Apr 14 - Apr 16, 2023

All Visit Durations



Metrics ?

Property:

Cocoa Beach Air Show Crowd...



Visits	137.1K	Avg. Dwell Time	103 min
Visits / sq ft	< 0.01	Panel Visits	2.7K
Size - sq ft	56.2M	Visits YoY	+0.9%
Visitors	105.8K	Visits Yo2Y	+58.2%
Visit Frequency	1.3	Visits Yo3Y	+1.5K%

Visits Trend ?

Cocoa Beach Air Sho...

1445 S Atlantic Ave, Cocoa Be...

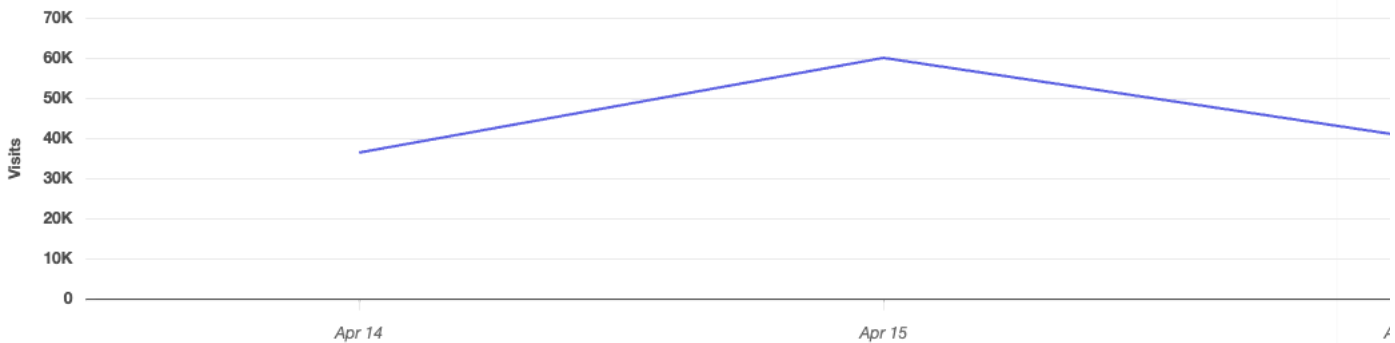


Metric: Visits

Aggregation: Daily

Annual Summary:

Outlier Indicators:





Pacific Air Show Crowd Area

103 Pacific Coast Hwy, Huntington Beach, CA 92648



Sep 29 - Oct 01, 2023

All Visit Durations



Metrics ?

Property:

Pacific Air Show Crowd Area / ...



Visits	175.2K	Avg. Dwell Time	47 min
Visits / sq ft	< 0.01	Panel Visits	2.8K
Size - sq ft	31.9M	Visits YoY	+32.8%
Visitors	160.1K	Visits Yo2Y	+165.5%
Visit Frequency	1.09	Visits Yo3Y	+248.4%

Visits Trend ?

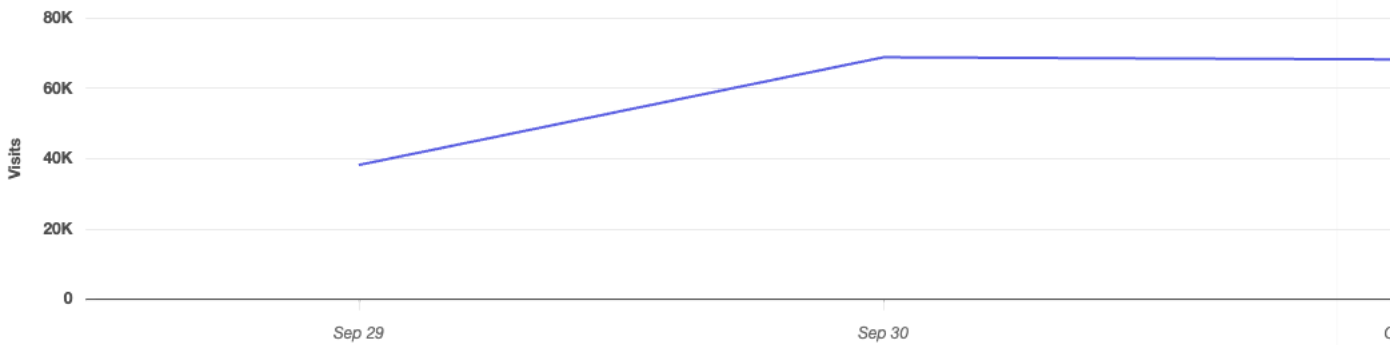
Pacific Air Show Cro...
103 Pacific Coast Hwy, Hunti...

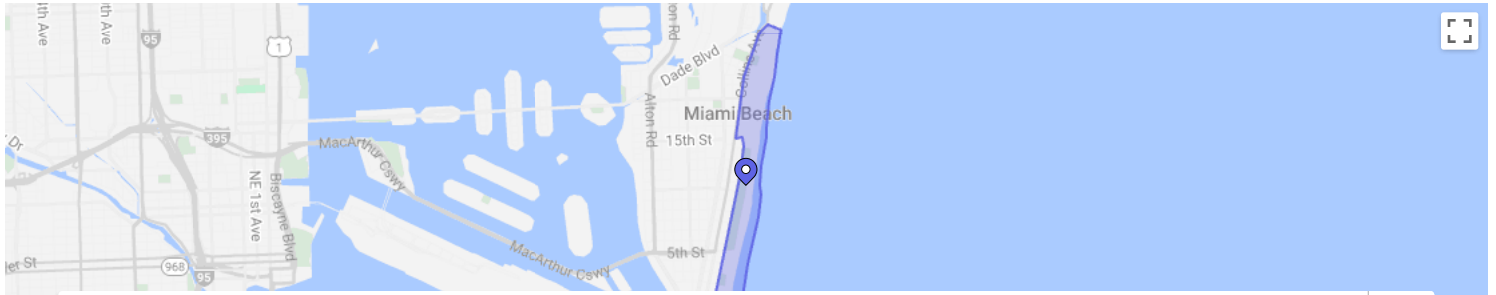
Metric: Visits

Aggregation: Daily

Annual Summary:

Outlier Indicators:





Miami Beach Air Show Crowd Area

1001 Ocean Dr, Miami Beach, FL 33139



May 26 - May 28, 2023

Over 10 Min



Metrics ?

Property: Miami Beach Air Show Crowd...

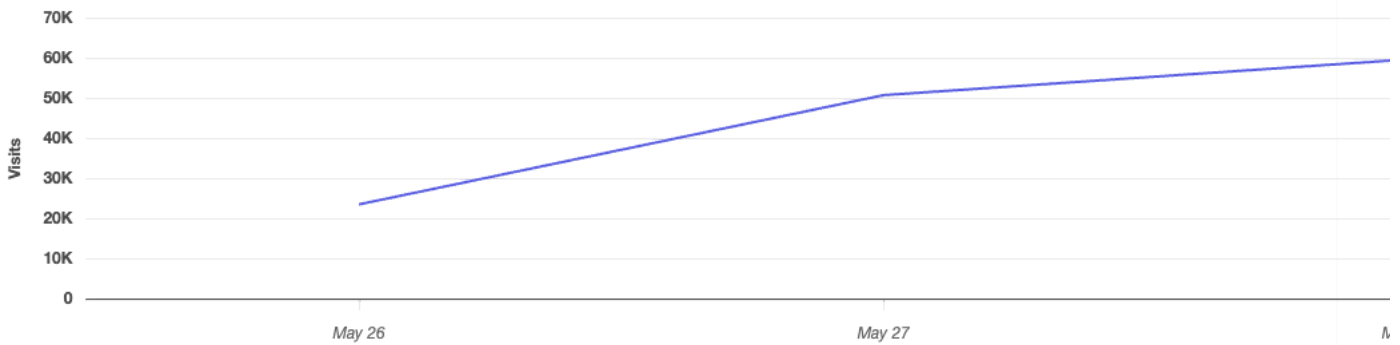


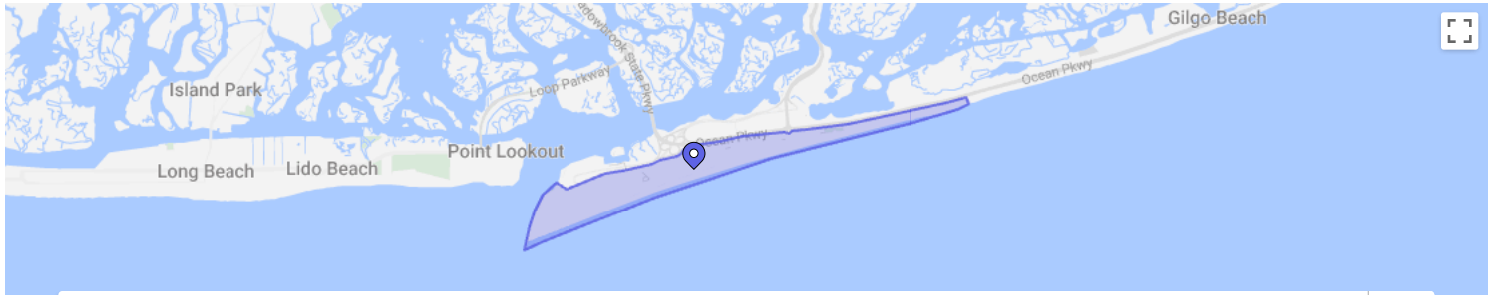
Visits	134.1K	Avg. Dwell Time	105 min
Visits / sq ft	< 0.01	Panel Visits	1.6K
Size - sq ft	14.7M	Visits YoY	+37.7%
Visitors	108.3K	Visits Yo2Y	+39.9%
Visit Frequency	1.24	Visits Yo3Y	+1.2K%

Visits Trend ?

Miami Beach Air Sho...
1001 Ocean Dr, Miami Beach,...

Metric: **Visits** Aggregation: **Daily** Annual Summary: Outlier Indicators:





Jones Beach Air Show Crowd Area

1000 Ocean Pkwy, Wantagh, NY 11793

May 26 - May 28, 2023

All Visit Durations

Metrics ?

Property:

Jones Beach Air Show Crowd ...



Visits	122.6K	Avg. Dwell Time	54 min
Visits / sq ft	< 0.01	Panel Visits	6.1K
Size - sq ft	63.5M	Visits YoY	+343.1%
Visitors	118.3K	Visits Yo2Y	+322.4%
Visit Frequency	1.04	Visits Yo3Y	+610.1%

Visits Trend ?

Jones Beach Air Sho...
1000 Ocean Pkwy, Wantagh, ...

Metric: Visits

Aggregation: Daily

Annual Summary:

Outlier Indicators:

