



Issue Summary Report

11.13. REQUEST FOR FUNDING - 4 WING 2016 AIR SHOW

#20150916002

Meeting : Council - Regular Meeting

Meeting Date : 2015/10/13 18:00

Meeting Type : COUNCIL - REGULAR MEETING

Executive Summary

At Council's September 8, 2015 regular meeting of Council Colonel Kenny sought a partnership with the City of Cold Lake to conduct a two (2) day air show July 16-17, 2016 and that the City of Cold Lake be the "Performer Sponsor" for \$75,000.00 (for civilian performer contract fees), appoint a coordinator to the Air Show Committee, provide free bus transportation from determined pickup/drop-off points in Cold Lake North/South/Medley, and provide traffic control support through the RCMP

Background

Colonel Kenny presented Council with a power point presentation with respect to the proposal for a Cold Lake Air Show in 2016 highlighting the following:

- 4 Wing is seeking a partnership with the City of Cold Lake to conduct a safe and professional two (2) day air show being July 16-17, 2016.
- A two (2) year air show cycle would enable 4 Wing to leverage access to military performer aircraft and military personnel while building their subject matter expertise in the delivery of what could become one of north east Alberta's premiere tourist events.
- Air shows attract money from outside the immediate area into the local economy.
- A two (2) day air show encourages spectators to linger and enjoy the many amenities the City has to offer which trickles down to hotels, restaurants, gas stations, retail stores, golf courses, camping sites, beaches and parks, etc.
- There will be a new Cold Lake Air Show (CLAS) logo.
- The estimated budgeted expenses total \$218,325.00.
- The estimated budgeted revenues total \$320,857.00.

Colonel Kenny advised that based on the 2014 air show, the following four (4) key areas for improvements would be as follows:

- traffic (#1 complaint),
- parking,
- concessions,
- portable toilets.

with new items being as follows:

- new VIP area concept,
- beer garden,
- online ticket sales platform: pricing for Saturday and Sunday show.

Prices would be as follows:

Advance Tickets

- General Admission \$15
- 13-17 Years/Seniors \$10
- 12 & Under Free

At the Gate Tickets

- General Admission \$20
- 13-17 Years/Seniors \$15
- 12 & Under Free

4 Wing would offer the following ideas for entertainment/community engagement:

- Friday, July 15, 2016: opportunity for residents/visitors of/to Cold Lake to meet military and civilian performers
 - Option A: City to organize a street party on main street,
 - Option B: Sass Jordan in coordination with the Benevolent Artist National Charity (BANC) to perform at the Energy Centre.
- Saturday, July 16, 2016: potential movie at the beach (Top Gun, etc.) with a CF-18 fly-past just prior to show start/finish.

Colonel Kenny advised that 4 Wing is requesting the following support from the City:

- City of Cold Lake to be the "Performer Sponsor" for \$75,000.00
 - \$75,000 will be for civilian performer contract fees
 - Appoint a coordinator to the Air Show Committee
 - Provide free bus transportation from determined pickup/drop-off points in Cold Lake North/South/Medley
 - Provide traffic control support through the RCMP

It needs to be pointed out that the traffic concerns (which was the top issue) were unavoidable based on the parking methodology. The concerns are linked directly each other and must be logistically synchronized. Administration doesn't not recommend that bus transportation and the method of traffic control be outlined in the Council motion for sponsoring the event. The City of Cold Lake should be included the planning of the event to further discuss the scope of the initiative which may require budget considerations.

Alternatives

Council may consider the following options:

- That Council provide support to the 2016 Cold Lake Air Show; or
- That Council defeat a motion to provide support to the 2016 Cold Lake Air Show

Recommendation

That Council authorize the City of Cold Lake to be the "Performer Sponsor" for \$75,000.00 (\$78,750 inclusive of GST) for the civilian performer contract fees, for the 2016 Cold Lake Air Show.

Additional Information

Budget Implications (Yes or No) :

Yes

Respectfully Submitted by :

Kevin Nagoya, CAO

2016 Cold Lake Air Show Proposal



COLD LAKE SPECTACLE
AIR SHOW AERIEENNE

Aim

4 Wing is seeking a partnership with the City of Cold Lake to conduct a safe and professional Air Show that will reflect well upon the City of Cold Lake and the Royal Canadian Air Force, while creating a positive economic spin-off to both the local economy and CFB Cold Lake Base Fund.

A two year Air Show cycle would enable us to leverage access to military performer aircraft and military personnel while building our subject matter expertise in the delivery of what could become one of north-east Alberta's premiere tourist events.



COLD LAKE SPECTACLE
AIR SHOW AÉRIENNE

Air Show Industry Analysis

- Average # of Air Shows/year in U.S. and Canada:
325 - 350
- Total US/Canada Air Show attendance:
 - 11-13 Million/year, ranging from 2,000 – 200,000 visitors/show
- Average direct* economic impact of an air show in the community it is held: \$1 – \$1.1 Million/show
- Average direct & indirect** economic impact of air shows in communities in which they are held:
\$2.5 - \$2.7 Million/show



Air Show Industry Analysis

- **DIRECT ECONOMIC IMPACT = \$41 CDN per person**
- **INDIRECT ECONOMIC IMPACT = \$104 CDN per person**
- **International Council of Air Shows (ICAS) statistical formula shows that 2014 Cold Lake Air Show (based on 14,000 visitors) generated an approximate direct economic impact of \$574,000***
- *Direct Impact – the impact generated in businesses that provide goods and services directly to travelers, i.e. restaurants, hotels, gas stations, etc
- **Indirect Impact – the impact resulting from the expansion of demand from businesses that directly provide goods and services to travelers to other businesses or sectors, i.e. food suppliers, fuel suppliers



<https://www.facebook.com/notes/aviation-enthusiasts/air-show-industry-fact-sheet/539565669416620>

Economic Impact to Cold Lake

- Air Shows attract money from outside the immediate area into the local economy
- A 2-day Air Show encourages spectators to “linger” and enjoy the many amenities the City has to offer. This trickles-down to:
 - Hotels
 - Restaurants
 - Gas Stations
 - Retail Stores
 - Golf Courses
 - Camping Sites
 - Beaches and Parks, etc.



Beyond Economic Impact

- **Municipal Impact** – economic development, downtown renewal, media exposure,
- **Socio Cultural Impact** – job creation, civic pride, volunteer and leadership development, partnership development
- **Tourism Impact** – promotion of the City of Cold Lake through partnership with Travel Alberta and other Air Show marketing tools utilized (CBC Edmonton TV Commercials, Local/Regional Print & Radio Media, Air Show Website, showcase community attractions)



Source: Assessing economic impact of your special event by Aileen Murray – Mellor Murray consulting
<http://www.slideshare.net/mellormurray/assessing-economic-impact-of-your-special-event-20157533>

Cold Lake Air Show

2014 vs 2016

- **2-day show, 16-17 July 2016**
 - Edmonton just ran their first show in years, planning annually
 - Lethbridge has not committed yet on 2016
 - Calgary/Rocky Mountain House next show is 2017 (2-years)
- **4 Wing main effort – no simultaneous events**
 - Leave restricted, change of command's, etc.
- **Marketing/Branding: new Cold Lake Air Show (CLAS) Logo**



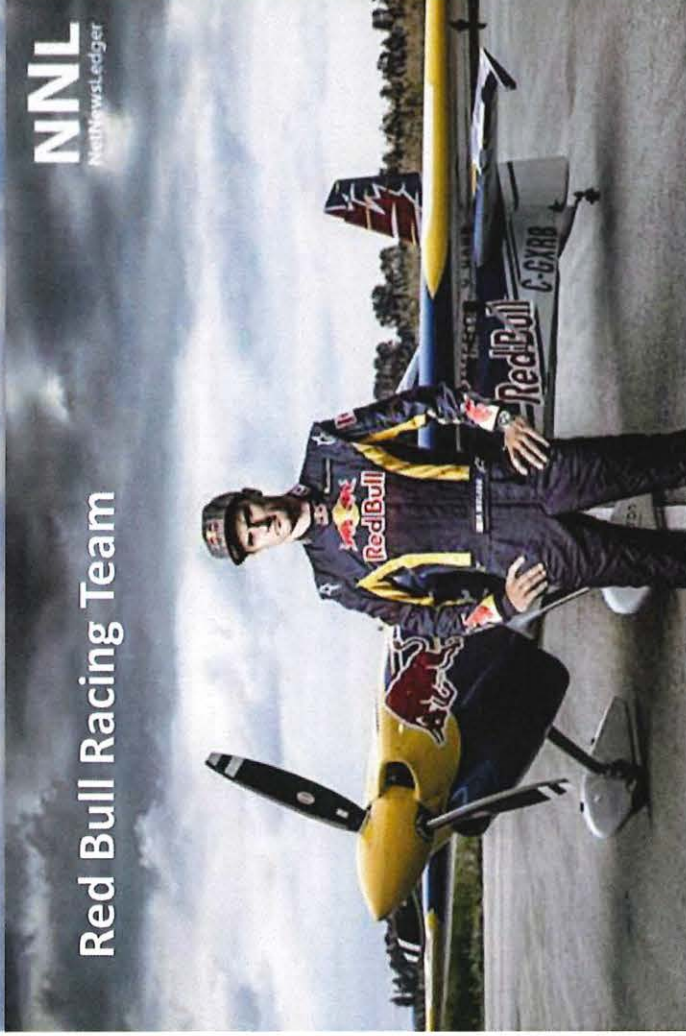
2016 Potential Performers

Air Display	
Organization	Performer
RCAF	CF-18 Demo Team
RCAF	Snowbirds
Canadian Army	SkyHawks
Vintage Wings Canada	Chris Hadfield + Demo Pilot
Heritage Fly Pass	CF-18 Demo & F86 Demo
Red Bull	Pete McLeod
Ace Maker Airshows	Greg Coyer
FireFly Aviation	Bruce Evans & Todd Lemieux
Kent Pietsch Airshows	Kent Pietsch
Yellow Thunder	Dave & Drew Watson
Shockwave Jet Truck	Shockwave
Ric Peterson Airshow Announcer	Ric Peterson
AV8FX Pyrotechnic	April Zalesky
Mach One Production	Dan McLaren



First Class Air Show

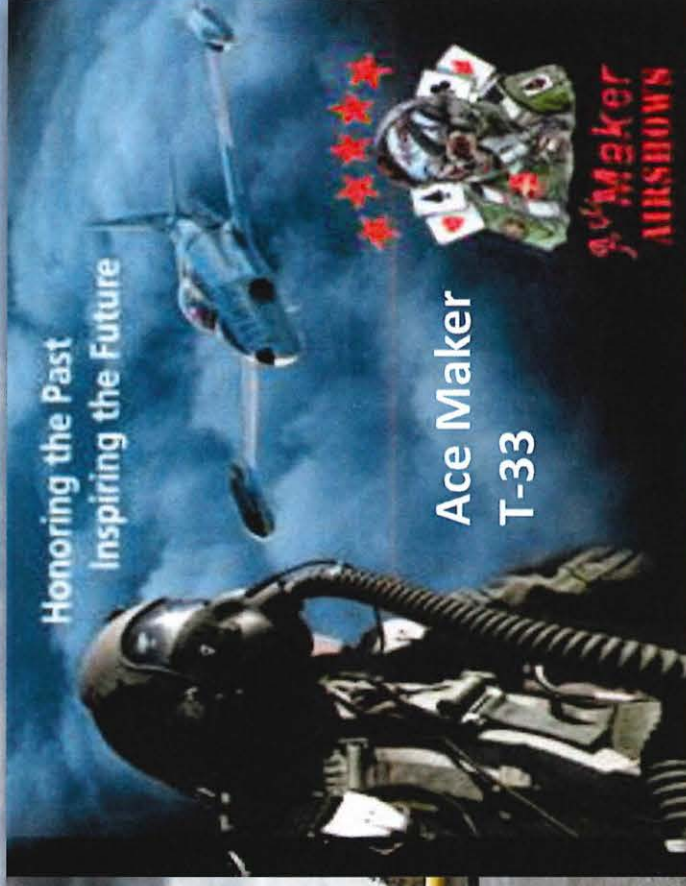
Red Bull Racing Team



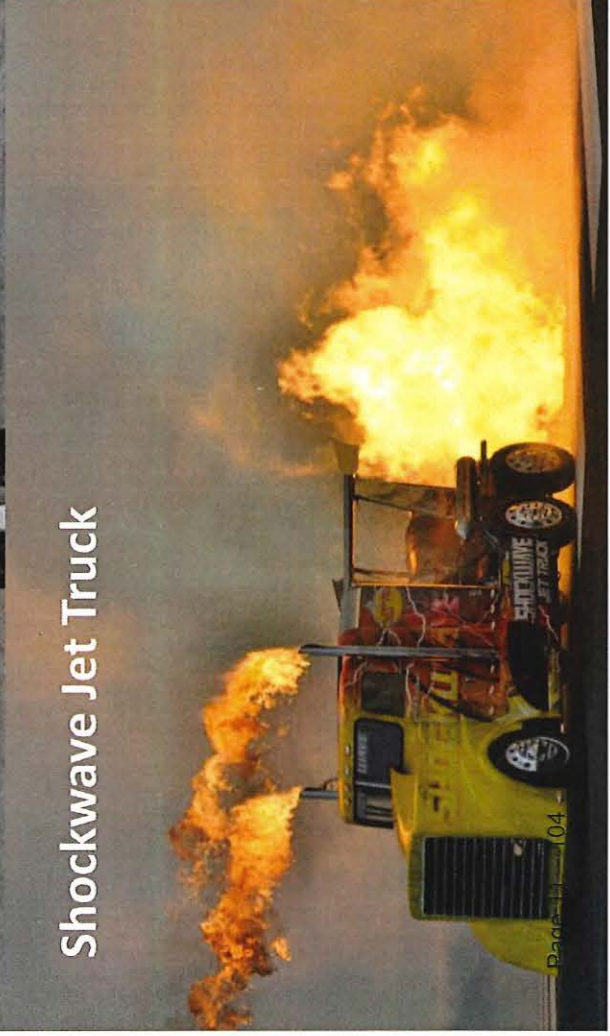
NNL
NetNewsLedger

Honoring the Past
Inspiring the Future

Ace Maker
T-33



Shockwave Jet Truck



Yellow Thunder



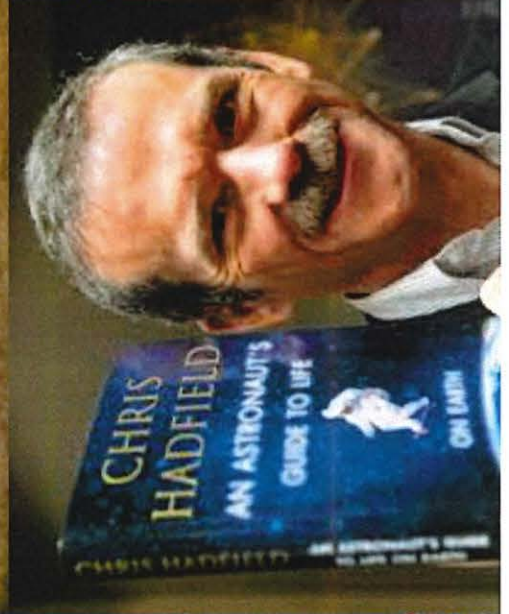
Awesome Air Show Experience!



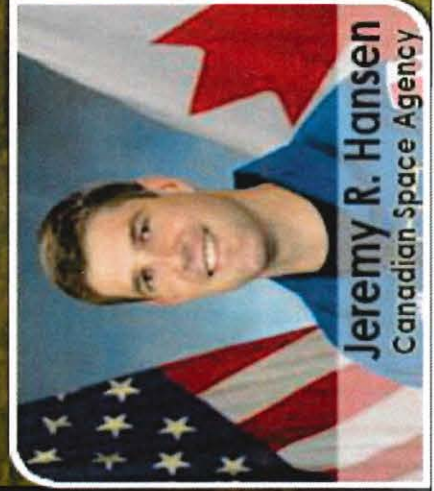
Ric Petersen - MC



Chris Hadfield



Jeremy Hansen



Mach1 Sound



2016 Static Display

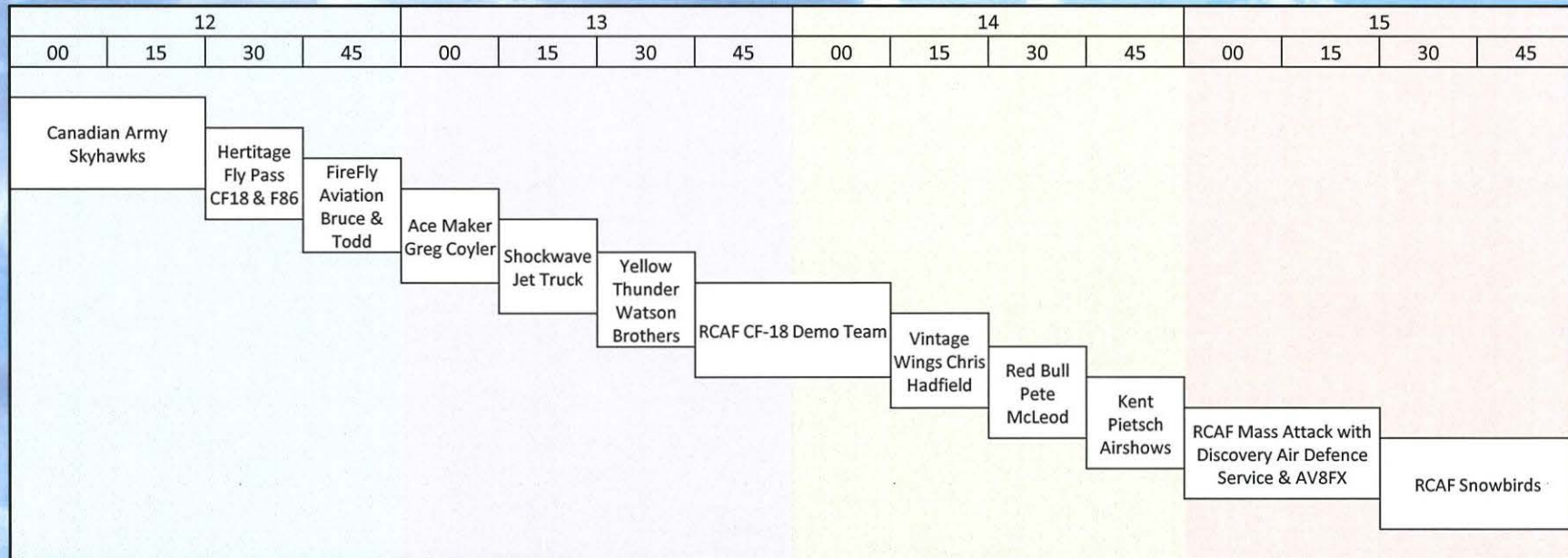
Static Display	
Organization	Performer
RCAF	C-177 Globemaster
RCAF	C-130 J Hercules
RCAF	CP-140 Aurora
RCAF	CC-138 Twin Otter
RCAF	CC-115 Buffalo
RCAF	CT-142 Dash 8
RCAF	CH-124 Sea King
RCAF	CH-146 Griffon
RCAF	CH-149 Cormorant
RCAF	CH-147 Chinook
RCAF	CH-148 Cyclone
RCAF	CT-155 Hawk
RCAF	CT-156 Harvard II
RCAF	Grob 120 A

USAF assets requested: To be confirmed



Example of a Proposed Schedule

(New: Chris Hadfield and Red Bull Racing Team)



Cold Lake Air Show

2014 vs 2016

- An Air Show is a major logistical undertaking. Based on 2014 Air Show, improvements need to be made, and perceived to be made, in four key areas:
 - Traffic (#1 Complaint),
 - Parking,
 - Concessions,
 - Portable Toilets

New for the 2016 CLAS

- New VIP Area Concept
- Beer Garden
- Online Ticket Sales Platform: Pricing for Saturday and Sunday Show



Advance Tickets	Price	At the gate tickets	Price
General Admission	\$15	General Admission	\$20
Seniors/ 13 yrs -17 yrs	\$10	Seniors/ 13 yrs -17 yrs	\$15
Children 12 & under	FREE	Children 12 & under	FREE

2016 CLAS Budgeted Expenses

Major Expenses

• Port A Potties:	\$20,000
• CIP Insurance:	\$18,000
• Hospitality:	\$20,000
• Accommodations:	\$10,000
• Sponsorship:	\$10,000
• Volunteer (Food, Safety, etc.):	\$10,000
• Fuel/Aviation Gas:	\$10,000
• Marketing:	\$20,000
• Service Contracts:	\$75,000
• Miscellaneous:	\$25,325

Total Expenses: \$218,325

Note that 4 Wing incurred an additional \$50,000 in Public expenses for the 2014 Air Show in addition to Non-Public expenses.



COLD LAKE SPECTACLE
AIR SHOW AÉRIENNE

2016 CLAS Budgeted Revenues

• Sponsorship:	\$160,000
• Gate Fee:	\$142,857
• Program Guide:	\$ 9,000
• RV Camping:	\$ 4,000
• Souvenir Sales:	\$ 5,000

Total Revenues: \$320,857



Partnership Proposal

4 Wing offers the following ideas for entertainment/community engagement:

- **Fri, 15th July 2016: Opportunity for residents/visitors of Cold Lake to meet Military and Civilian Performers**
 - **Option A: City to organize a street party on Main Street.**
 - **Option B: Energy Center: Sass Jordan in coordination with Benevolent Artists National Charity (BANC);**
- **Sat, 16th July 2016:**
 - **Potential movie at the beach (Top Gun etc.)**
 - **CF-18 fly-past just prior to show start/finish?**



Partnership Proposal Con't

- **4 Wing is requesting the following support from the City:**
 - **City of Cold Lake as Performer Sponsor ~ \$75K**
 - **\$75K will pay for Civilian Performer Contract Fees**
 - **Appoint a coordinator for the Air Show Committee**
 - **Provide free bus transportation from determined pick up/drop off points in Cold Lake North/South/Medley**
 - **Provide Traffic Control support through RCMP**



Questions?



Issue Summary

Issue ID:
20150916002
Meeting Type:
COUNCIL - REGULAR MEETING
Meeting:
2015/10/13 06:00 PM
Section:
NEW BUSINESS
Owner:
Kevin Nagoya
Presenter :
Nagoya
Issue Status:
Closed

History

Submitted By : Cindy Reimer
Date : 2015/09/16
Modified By : Kevin Nagoya
Date : 2015/10/08

REQUEST FOR FUNDING - 4 WING 2016 AIR SHOW

Minutes

Resolution No. CM20151013.1021

Moved by Councillor MacDonald that Council authorize the City of Cold Lake to be the "Performer Sponsor" in the amount of \$75,000.00 (\$78,750 inclusive of GST) for the civilian performer contract fees, for the 2016 Cold Lake Air Show.

Carried Unanimously