

# PRESENTATION TO

### WASHOE COUNTY



### **ICONIC EVENTS**

# Paris Hir Show



# Daytona 500



# ICONIC EVENTS

### Indianapolis 500



#### **NCAR Reno Air Races**



# 2021 HIGHLIGHTS



#### Safety-

No incidents or accidents

#### Military Performers

• Thunderbirds, F-35, Osprey

#### Attendance Update

- GA/Reserved on budget
- Premium Seating Areas surpassed budget

#### Social Media Influencer Program

- Potential growth within a younger audience
- ICAS Platinum Award

#### Education-

- UNR Internship Program
- STEM Discovery Zone

#### Merchandise Sales

Increase in sales

#### Microsoft Flight Simulator

Reno Air Race Expansion

# 2021 MARKETING & PR

#### **Public Relations**

- Reach: 208 Million
- Publicity Value: \$8 Million
- W/Microsoft Reach: 1.58 Billion
- W/Microsoft Value: \$113 Million

#### Social Media

- Impressions 8,118,239
- Engagements 460,668
- 98% increase

#### Livestream Data

Total Reach - 575,404



### 2022 PREVIEW

#### **OPPORTUNITIES/NEW INITIATIVES**

- Rewind video series
- Year 2 of social media influencer program
- New ticketing provider
- Scholarship program

#### **CHALLENGES**

- Higher Costs
- Supply chain issues
- Insurance















# 2022 LINEUP

#### **PYLON CLASSES**

- Unlimited
- Jet
- Sport
- T-6
- Formula 1
- Biplane



### **2022 LINEUP**

#### **PERFORMERS**

- F-22 Raptor Demo
- USAF Heritage Flight
- F-18 Super Hornet
  Demo
- Navy Legacy Flight
- Jim Peitz
- GBI Gamebird



# STEM EDUCATION

- GRADD / NVBAA STEM Education Discovery Zone
- Over 8,500 Students Tour Annually
- Drone Flying Zone
- Flight Simulators
- 3D Printing Zone
- Hydraulic Robotic Arm
- STEM Arcade
- Free Admission to Participants

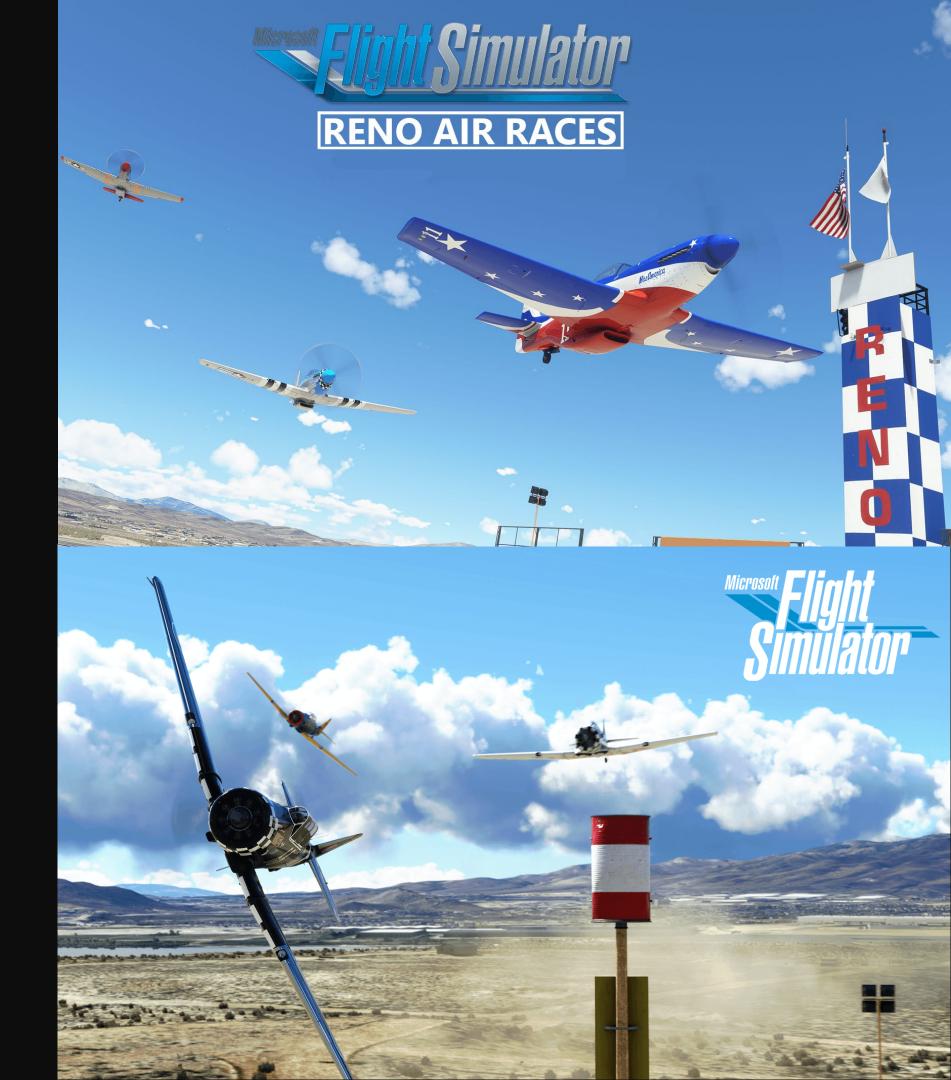






### **MICROSOFT**

- Flight Simulator now includes over 40 authentically detailed Reno Air Race aircraft
- Fly against the computer or head-to-head against global competitors
- Introduces an entire generation to Air Racing through a very popular medium





# SCHOLARSHIPS

- 10 scholarships were awarded in 2022
- First phase is ground school and solo flight \$5k
- Second phase is to complete the Private Pilot's License (PPL) – up to another \$5k
- Mentors are active in supporting the needs of scholarship students during their journey
- Adding Airframe and Powerplant in 2023







Bostrom, Koree



Burleson, Jonathon



**Dewitt, Clinton** 



**Drost, Hunter** 



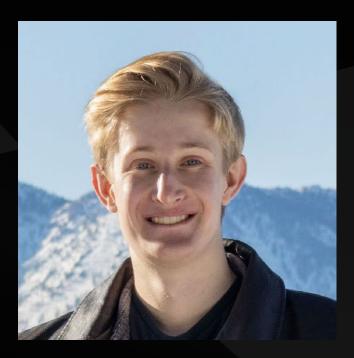
Frederickson, Patrick



Frock, Xavier



Hornback, Annaliese



LeMay, Kurtis



Pedersen, Justin



Vann, Thomas



## SCHOLARSHIPS





- Supply Chain Delays
- Fuel Costs up 50%
- Tent and Barricade Costs Up 40%
- Insurance Cost Up 40%
- Pandemic impact

2012	2013	2014	2015	2016	2017	2018	2019	2021	2022
\$2.103	000 \$1,331,800	\$955.500	\$790.000	\$700.000	\$655,000	\$652,000	\$830.000	\$870.000	\$1,330,000

# Support and Win

WIN:

\$100 Million Economic Impact to Region World Wide Recognition

Pandemic impact plus
Unexpected Insurance expenses

Support:

Would you consider a CARES Grant for up to \$100,000

# THANK YOU!



