



PRESENTATION TO
WASHOE COUNTY

2022



ICONIC EVENTS

Paris Air 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

Livestream Data

- Total Reach - 575,404

Social Media

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



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

RACING

FOR THE

FUTURE





2022 LINEUP

PYLON CLASSES

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



2022 PREVIEW



STOL DRAG RETURNS

The newest class at Reno is STOL Drag, where two back-country tailwheel aircraft take off on a 2000-foot straight line course, precision land on a spot, turn around, take off again and race to the finish line



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

**RACING
FOR THE
FUTURE**



RACING FOR THE FUTURE

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





**RACING
FOR THE
FUTURE**

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

**RACING
FOR THE
FUTURE**





Bostrom, Koree



Burleson, Jonathon



Dewitt, Clinton



Drost, Hunter



Frederickson, Patrick



Frock, Xavier



**Hornback,
Annaliese**



LeMay, Kurtis



Pedersen, Justin



Vann, Thomas

SCHOLARSHIPS



2022 CHALLENGES



- 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!

