



Presentation to WASHOE COUNTY

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Reno Air Racing Association

Our Guest

- Attendance is approaching more than 120,000 each year
- Average length of stay: 3.7 days
- 65.1% of non-locals visited the area only because of NCAR
- 69.2% of non-local attendees plan to attend NCAR at least six weeks in advance
- Hotel lodging accounted for 73.7% of all non-local lodging
- 29.8% of non-locals traveled to the Air Races via air
- Economic Impact: **Average total spending for all respondents is \$2,224.43**

Demographics of Non-Local Attendees

- 84.6% are between ages 25 and 64
- 54.3% have a household income of \$100,000 or more
- 95.9% have completed education above the high school level

Total Economic Impact

- In 2016, The National Championship Air Races had a total economic impact of **\$91.7 million**
- In 2014, NCAR had a total economic impact of **\$66.4 million**
- **\$25.3 million** increase from 2014
- 2018 Winner - **Best of Reno Top Five**
- **2018 Top Ten Air Show In Nation** - USA Today Poll

2016 Economic Impact

Total dollars spent by type for non-locals who visited only because of NCAR

2016 Economic Impact	
Lodging	\$11.9M
Gaming	\$7.7M
Food & Drink	\$13.4M
Shopping	\$6.9M
Entertainment	\$14.6M
Transportation	\$24.3M

Job Creation

- Direct spending supports 708 full-time jobs for a year
- Secondary spending supports 292 full-time jobs for a year
- Total employment impact: 1,000 full-time jobs for a year
 - Direct Impact 708.3
 - Indirect Impact 158.1
 - Induced Impact 133.7
 - Total Impact 1,001.2

Our Extended Family (2000 Strong)

- ❖ Optimist Club
- ❖ Knights of Columbus
- ❖ Elks Club
- ❖ Washoe County Employees Association
- ❖ Washoe County Sheriff
- ❖ Fraternal Order of Eagles
- ❖ Boy Scouts
- ❖ Alpha Tau
- ❖ Nevada Air National Guard
- ❖ Nevada Army National Guard
- ❖ Stead Citizens Advisory Board
- ❖ High Sierra Boosters
- ❖ Reno HS Band Parents Association
- ❖ Silver Lake Elementary
- ❖ North Valley High School ROTC
- ❖ Washoe Jeep Club
- ❖ UNR Winter Sports Club
- ❖ Washoe County Amateur Radio Emergency Services (ARES)
- ❖ AASF Employee Association
- ❖ Reno Ski & Recreation Club
- ❖ Pyramid Lake Search & Rescue



NBC SPORTS



- Partners
 - STIHL
 - RSCVA
 - NCOT
- One hour shows
- Social Media Results

	Posts	Impressions	Post Engagements
Facebook	11	342,151	12,441
Twitter	43	41,794	996
Instagram	4	N/A	481

Applications of STEM Education Discovery Zone

- ❖ Year 4
- ❖ 6000 Students
 - ❖ Washoe County Students
 - ❖ Teachers
 - ❖ Boy/Girl Scouts
 - ❖ Northern Nevada Residents
- ❖ 20 Flight Simulators
- ❖ Interactive Roving Robots
- ❖ Wearable Arm Computers
- ❖ 3D Printers

“To empower the next generation of Nevada’s STEM workforce and to educate Nevada’s youth through applications of modern technology and teach critical thinking and problem solving skills through collaborative hands-on projects, and workforce training initiatives.”

Thank you

