



# 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

