

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaska Air Show Association****Federal Tax ID: 920172094****Project Title:****Project Type: Other**

Alaska Air Show Association - 2012 Arctic Thunder Air Show

State Funding Requested: \$80,000
One-Time Need**House District: Anchorage Areawide (16-32)****Brief Project Description:**

Support Arctic Thunder Air Show and its efforts to provide civilian performers and a variety of WWII-era aircraft in celebration of the 70th Anniversary of the Battle of the Aleutians.
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Funding Plan:

Total Project Cost:	\$450,000
Funding Already Secured:	(\$35,000)
FY2013 State Funding Request:	(\$80,000)
Project Deficit:	\$335,000

Funding Details:

The US Air Force is the federal agency funding the project; no additional federal funding will be sought. Funding breakdown for the air show includes:

Returning Sponsors, including private individuals and corporations: \$100,000

New individual and corporate sponsors: \$100,000

Municipal Grants \$ 10,000

Military Partners, including in-kind donation of uniformed personnel (approx 150) \$160,000

Detailed Project Description and Justification:

The Alaska Air Show Association was formed over 20 years ago as a registered non-profit corporation, as well as a 501c(3) charitable institution with no paid staff. The Association has a threefold purpose:

1. To enhance community relations by thanking the community for their support of the Air Force in Alaska by offering a free world-class air show, as well as provide the opportunity for community team-building through direct involvement in the Air Show.
2. To educate Alaskans about military and civilian aviation as well as the mission of the US Air Force in Alaska while promoting a positive image of both to the public, community leaders and decision makers.
3. To support military recruiting efforts.

For 2012, the Association has contracted for three civilian performers, and is gathering commitments for a variety of World War II-era aircraft from around the country for a once-in-a-lifetime gathering of warbirds in commemoration of the 70th

Anniversary of the Battle of the Aleutians, a significant battle turning back the enemy from occupying Alaskan territory during World War II. These aircraft potentially include such illustrious bombers as the B-25 Mitchell, the Navy's PV-2 Harpoon; fighter aircraft such P-51 Mustangs and the Japanese Zero, and trainer, observation, and transport aircraft. All these aircraft are now quite rare and the fuel costs of operating or bringing them to Alaska are significant. The Association is also going to provide pyrotechnic displays to add realism during the presentation of the WWII-era aircraft.

In 2010, the air show cost in excess of \$350,000. The Association raised funds to offset costs through a State Grant, and from other corporate, private, municipal and military partners. The Association is committed to raising the necessary funding from our legacy sponsors as well as through an aggressive marketing outreach effort to raise additional sponsorship dollars for the 2012 Arctic Thunder Air Show.

The 2010 Arctic Thunder Air Show saw crowds nearing 200,000 people for the two-day event, and we anticipate a similar, if not greater, turnout for the 2012 show. This is an amazing feat for Anchorage, given its population size. Arctic Thunder is by far the largest two-day event in Alaska. Our research shows that we have visitors from around the world and Arctic Thunder is a "must see" event on their itinerary.

Air shows in the lower 48 typically spend around 5% of their total budgets on transportation costs. Historically, the Association spends nearly a quarter of our budget on transportation, reflecting the reality that our performers travel a great distance to put on the wonderful performances enjoyed by all Alaskans. These grants offset the costs for the deposits and additional fuel performers incur in traveling up to Alaska, and for the additional costs for other required vendors who travel from the lower 48. Since the initiation of the War on Terror, military transport is not available to assist performers and vendors in defraying travel costs.

Project Timeline:

The Air show is scheduled for July 28 and 29, 2012. Project expenditures began in December of 2011 for civilian performer contracts, and is anticipated to continue through August of 2012, with the acquisition of WWII-era aircraft, other support services, and final payment of performers and expenses.

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

N/A

Grant Recipient Contact Information:

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Has this project been through a public review process at the local level and is it a community priority? Yes No