

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 - 2014 Arctic Thunder Air Show

State Funding Requested: \$82,500**House District:** Anchorage Areawide (11-27)

Future Funding May Be Requested

Brief Project Description:

Support Arctic Thunder Air Show and its efforts to provide aerobatic performers and a variety of historic civilian and WWII-era aircraft in celebration of Anchorage's Centennial.

Funding Plan:

Total Project Cost:	\$325,000
Funding Already Secured:	(\$98,000)
FY2015 State Funding Request:	<u>(\$82,500)</u>
Project Deficit:	\$144,500

Funding Details:

2012: \$273,000 received. 2010: \$185,100 received. 2008: \$229,459 received. Funding sources included multiple private sector donations, non-profit granting organizations, municipal grants, state grant, and in-kind donations.

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 2014, the Association has already contracted two aerobatic performers, and is gathering commitments for a variety of additional historic civilian and World War II-era aircraft from around the state and the nation in commemoration of the Anchorage's 100th Anniversary. These include such illustrious aircraft as the recently restored Pilgrim; bombers as the B-25 Mitchell; fighter aircraft such P-51 Mustang and the Japanese Zero; and trainer, observation, and transport aircraft. All these aircraft are now quite rare and the fuel costs for coming to Alaska and show time operations are significant. The Association is also providing the sound system for the show, as well as pyrotechnic displays to add realism during the presentation of the WWII-era aircraft.

In 2012, the air show cost in excess of \$300,000. The Association raised funds to offset costs from corporate, private,

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municipal and military partners, along with a state grant. The Association is now laying the ground work for the 2014 Arctic Thunder air show, and we are committed to raising the necessary funding from our legacy sponsors as well as through an aggressive marketing outreach effort to raise additional sponsorship dollars, by such marketing activities as having Arctic Thunder recognized as an official Centennial Event for Anchorage's 100th Anniversary.

The 2012 Arctic Thunder Air Show saw crowds exceeding 200,000 people for the two-day event, and the Association and base leadership anticipates similar if not greater turnout for the 2014 show as part of the City's centennial activities. This is an amazing feat for Anchorage, given the size of its population. Arctic Thunder is by far the largest free, family-oriented two-day event in Alaska. Our research shows that we have visitors not only from all parts of the State, but from around the world, and that Arctic Thunder has become a "must see" event on tourist itineraries.

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 its budget on transportation, reflecting the reality that our performers travel a great distance to put on their wonderful performances. The grant offsets the fuel and operations arising from lengthy travel from the lower 48. Since the initiation of the War on Terror over a decade ago, military transport is no longer available to defray travel costs.

Project Timeline:

The Air show is scheduled for July 26 and 27, 2014. Project expenditures began in December of 2013 for aerobatic performer contracts, and are anticipated to continue through August of 2014, with the acquisition of historic civilian and WWII-era aircraft, other support services, and final payment of performers and expenses.

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

Alaska Air Show Association

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