



Air Show Proposal Overview

Wings Over Dalton GA Air Show

May 9-10, 2020

Dalton Municipal Airport (KDNN)

Dalton, Georgia

Version Date - 07292019

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JLC Produced Air Shows



JLC AirShow Management Presents

WORLD CLASS AIR SHOW EVENTS

<https://www.youtube.com/watch?v=9FTriHRbyHk&feature=youtu.be>



International Council of Air Shows



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Wings Over Dalton GA

- ✓ Projected to become North Georgia's #1 Spring Family Event
- ✓ 50,000+ Projected Attendance
- ✓ *2012-2018 Fall Events @ WONG Produced \$3.6M Average Yearly Economic Impact for Rome, Floyd County & North Georgia (*including 2 rain years)
- ✓ **2020 Inaugural Spring Economic Impact Projections @ \$3M+**
 - *Attendee & Show Support Examples: Hotels, Rental Cars, Support Services, Non-Profit Groups, Restaurants, Retail Establishments, Vehicle Gas & Aircraft Fuel Purchases, etc.*
- ✓ 2-Day Weekend Featuring World-Class Air Show, General Aviation Fly-In, & *AirShow Racing Series (*Pending FAA certification & Series Sponsorship)
- ✓ FAA & DOD Approved Aerial Event
- ✓ International Council Air Show Recognized Event



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Wings Over Dalton GA

**80 Mile
Population Ring
8M Plus Population**



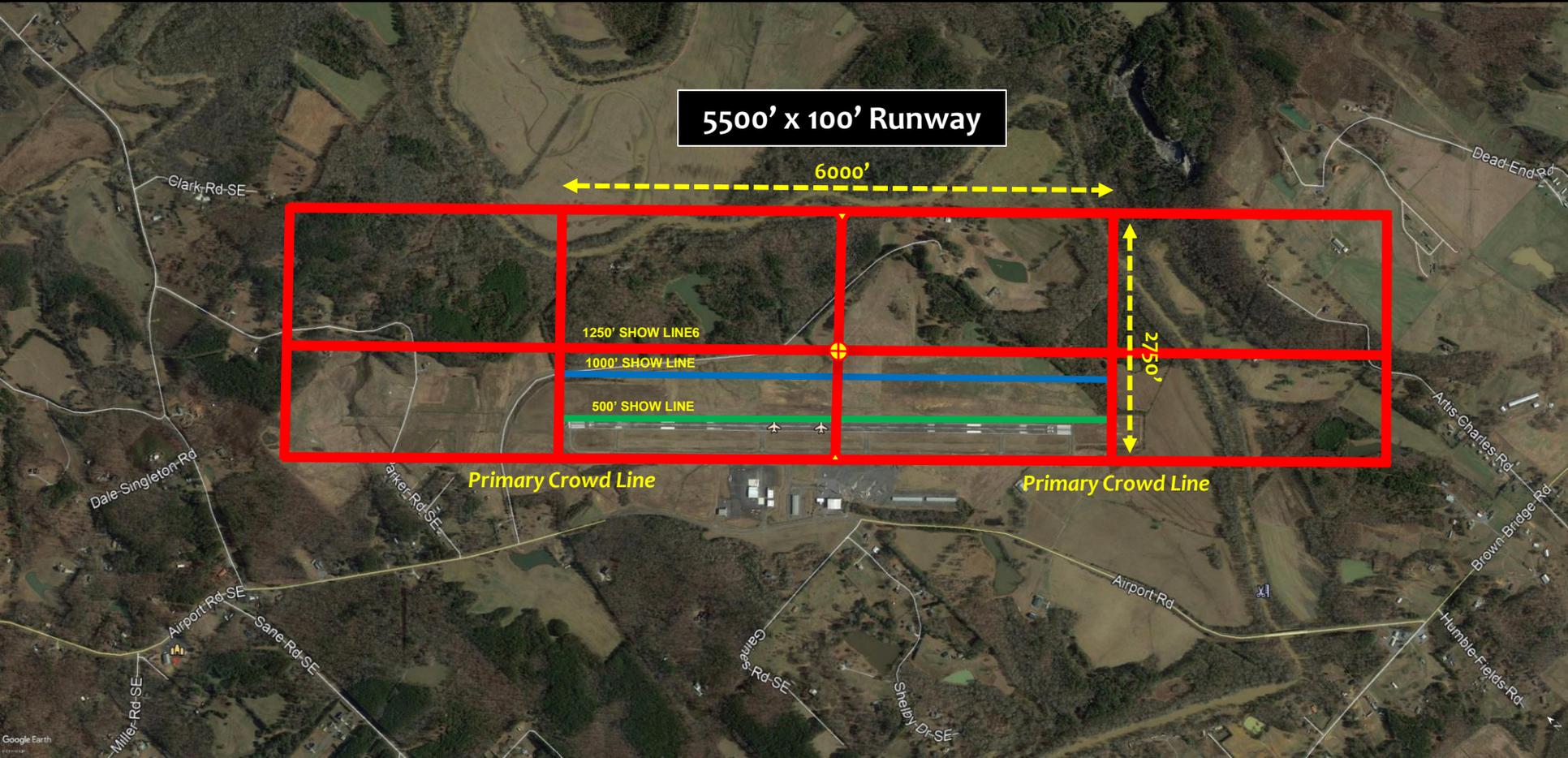
- **ANNUAL SPRING DESTINATION EVENT**
 - ***Attendee Projections**
 - ✓ **45% Metro-Atlanta**
 - ✓ **40% Chattanooga & TN**
 - ✓ **10% Whitfield County**
 - ✓ **5% Out of State**
- *Based on JLC Historical Data



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Dalton Municipal Airport (KDNN)



5500' x 100' Runway

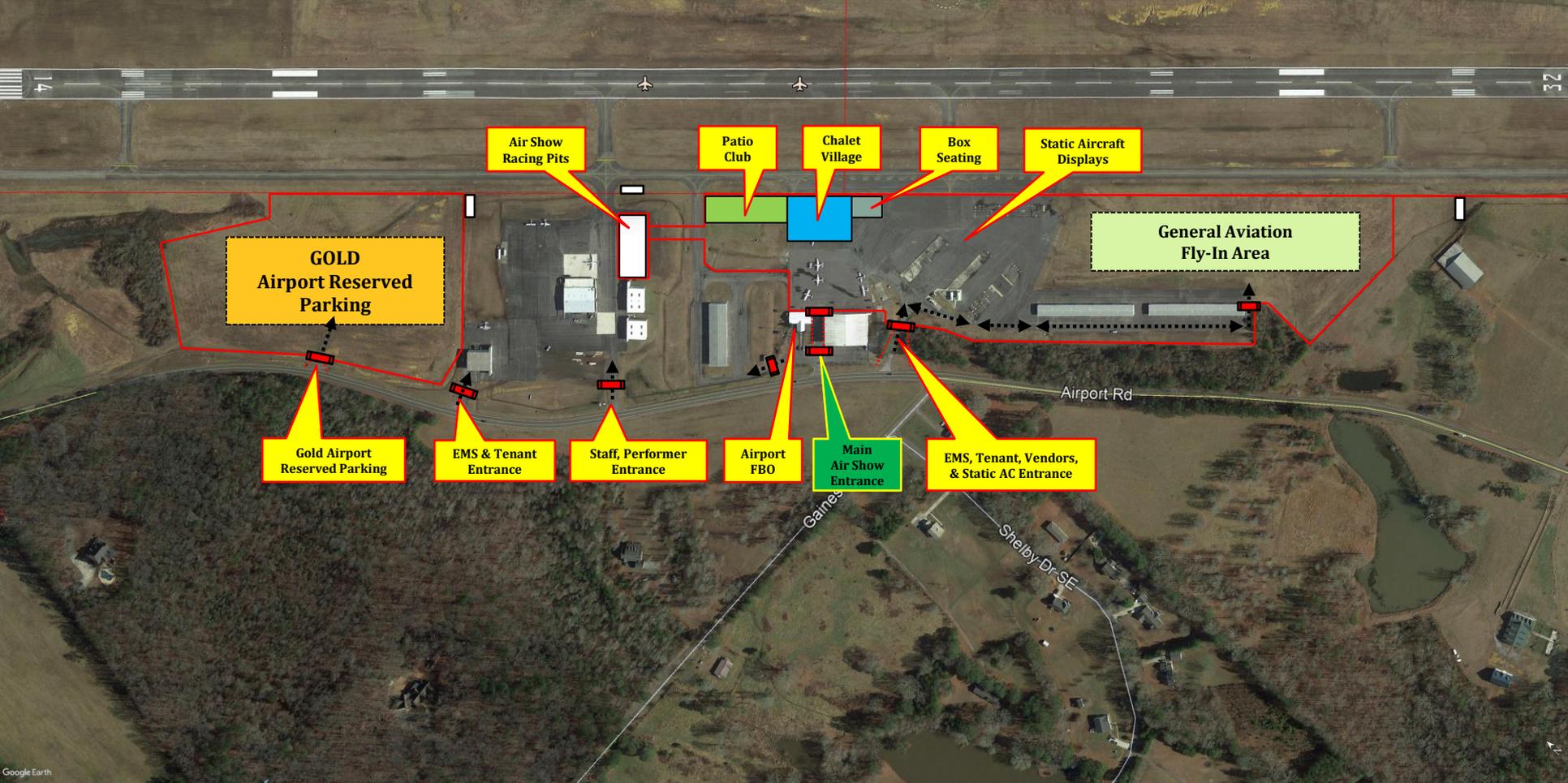
6000'



Primary Crowd Line

Primary Crowd Line

Wings Over Dalton GA



USAF DEMO TEAM OPTIONS



Pending DOD Approvals



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U.S. NAVY OPTION

F/A-18 Super Hornet TAC Demo Team



Pending DOD Approvals



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US-SOCOM PARA-COMMANDOS Parachute Demo Team



Pending DOD Approvals

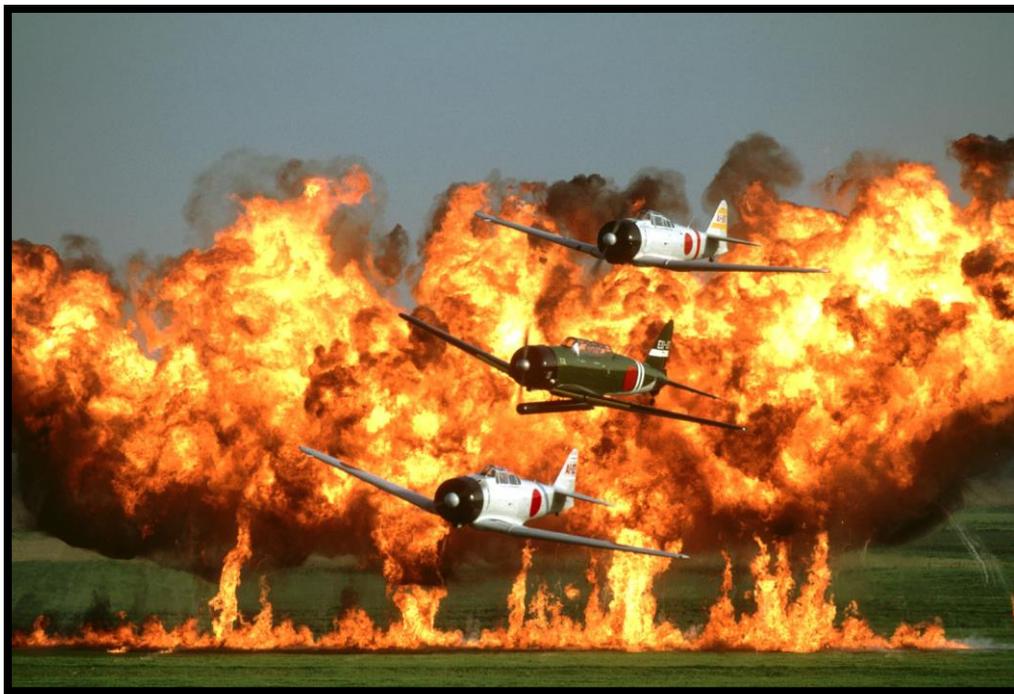


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Tora-Tora-Tora

Flight Demo Team



Scheduled



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Scott Farnsworth

DASH Aero Sports Team



Scheduled



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Michael Goulian

Aero Sports



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Patty Wagstaff

Air Shows



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Buck Roetman

Wild Horse Aviation



Scheduled



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“Class of 45”

Jim Tobul

*“Korean War Hero”
F4U-4 Corsair*

Scott Yoak

*“Quick Silver”
P-51D Mustang*



Scheduled

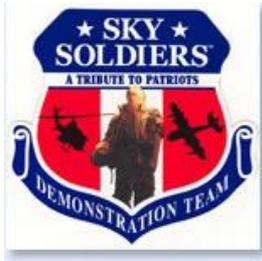


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Sky Soldiers

Cobra - Huey Team



On Request



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Hayden Proffitt II

Smoke-n-Thunder Jet Truck Show

Twin Fire Breathing Jet Engines



Scheduled



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Bob Carlton

Jet Sail Plane

Vertigo Air Shows



On Request



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REDLINE

Air Shows



Scheduled



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Wild Blue Air Shows



©Ken Mist
Aviation Photos
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Scheduled



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Inaugural *AirShow Racing Series

A NEW AIR SHOW RACING ATTRACTION
LIKE NO OTHER



**Pending FAA Final Certification & Sponsorship*



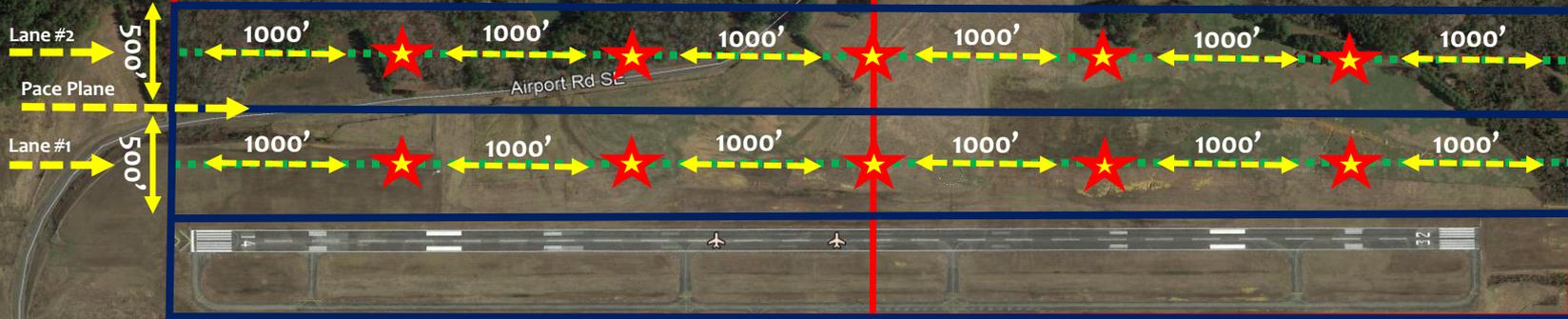
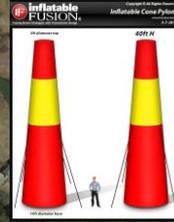
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Wings Over Dalton GA



2 Racing Lanes -- 500' x 6000'
10 Course 40' Inflatable Pylon Markers



Military Veterans “Parade of Honor”



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Static Aircraft Displays



Vintage & Warbird “Aircraft Rides”



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KIDS ZONE



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General Aviation “Fly-In”



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AIR SHOW PLANNING TIMELINE

➤ July 2019

- ✓ Initial Site Survey & Exploration Meeting
- ✓ DRAFT Air Show Proposal Submitted
- ✓ DOD Paperwork Submitted and Approved

➤ August 2019

- ✓ Mayor & Council Meeting
- ✓ **GO/NO-GO Approval -- September 1, 2019**
- ✓ Air Show City Approval & Agreement Finalized
- ✓ Execute Agreement w/Seed Money Payment

➤ September – October – November 2019

- ✓ WingsOverDaltonGA, LLC (Established)
- ✓ Work with Airport Leadership on Show Plans
- ✓ Marketing Plan & Support Tools Created
- ✓ Secure Sponsors, Vendors & Exhibitors
- ✓ Volunteer Coordinator (Designated)
- ✓ Secure Performers (Deposits)
- ✓ Secure Hotel & Rental Car Requirements
- ✓ Secure Service Vendor Requirement

➤ December 2019

- ✓ Attend ICAS Convention (Las Vegas)
- ✓ Announce WODG Air Show
- ✓ Launch WODG Web Site & Social Media Platforms
- ✓ Open Ticket Sales
- ✓ PR Campaign

➤ January 2020

- ✓ Planning & Marketing WODG Air Show
- ✓ PR Campaign

➤ February 2020

- ✓ Initial EMA Meeting
- ✓ Planning & Marketing WODG Air Show
- ✓ PR Campaign
- ✓ FAA Air Show & Air Race Waiver Submitted

➤ March 2020

- ✓ EMA Meeting
- ✓ Planning & Marketing WODG Air Show
- ✓ Primary Marketing & PR Campaign

➤ April 2020

- ✓ EMA Meeting
- ✓ Planning & Marketing WODG Air Show
- ✓ Primary Marketing & PR Campaign Continues

➤ May 2020

- ✓ Air Show Equipment Pre-Positioned
- ✓ Air Show Week Stand-Up
- ✓ Team Arrivals
- ✓ Vender & Exhibitor Arrivals
- ✓ Friday Air Show Rehearsal & Practice
- ✓ SAT-SUN Air Show

Air Show Command & Control Plan

❖ Dalton Municipal Airport

➤ **Unified Mobile Command Center**

- ✓ Dalton City Emergency Mgt. Director (Incident Commander)
- ✓ ARFF Senior Rep (Fire) x 2 Firetruck Units
- ✓ Emergency Medical Services Senior Rep (Medical) x 2 EMS Units
 - Plus -- Dedicated Air Show First Aid Center (Fri-Sun)
- ✓ Law Enforcement Senior Rep (Police) x TBD with LE Leadership
 - Traffic Control (DOT, City & County Leadership)
 - Venue Security (Typical Wed - Mon)
 - Aircraft Security (Typically Thu - Mon)
 - Gate Security (Typically Fri - Sun)

➤ **Mobile ATC Tower Operations**

- ✓ Air Boss & Controllers (Typically Thu - Sun)
- ✓ Air Show Announcer
- ✓ ARFF - Fire Department Rep (Typically Fri - Sun)

WEATHER

- Normally, air shows will continue due to weather by either adjusting EVENT start times and/or performers may adjust to a flat or medium show performance profile.
- There are no cancellation dates rescheduled within the air show industry, therefore no refunds are available due to weather and/or an air show incident.
- In the event of a cancellation, tickets may remain valid for the next scheduled show, based on the circumstances.



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Air Show Seed Money

➤ Seed Money & Reimbursement:

- WODG shall provide DALTON with an air show seed money reimbursement and air show commission based on Event gross revenue monies per show year (Gross revenue is defined as total air show receipts, sponsorships, commissions, vendors, exhibitors, etc.) generated from the schedule below and certified by the JLC AirShow Management CPA agency of record. Gross revenue monies do not include the DALTON Title Sponsorship or Seed Money, In-Kind Sponsorship and/or Sponsorship Brokerage Commission fees paid by either WODG or DALTON.
 - ✓ WODG per EVENT year gross revenues monies generated from zero (\$0) dollars up to four-hundred thousand (\$400,000) dollars provides DALTON a ten (10) percentage commission.
 - ✓ WODG per EVENT year gross revenues monies generated from four hundred thousand and one (\$400,001) dollars up to eight-hundred thousand (\$800,000) dollars provides DALTON a fifteen percent (15%) commission on gross revenue monies received.
 - ✓ WODG per EVENT year gross revenues monies generated from eight-hundred thousand and one (\$800,001) dollars and up provides DALTON a seven and a half percent (7.5%) commission on gross revenue monies received.
- Both the WODG fuel sales commission, DALTON seed money and commission reimbursement schedule will remain at the same rates throughout the three-year air show agreement (2020-2022).

DALTON Seed Money & Commission Reimbursement

WODG Gross Revenue: *defined as total air show receipts, sponsorships, commissions, vendors, exhibitors, etc.*

DALTON Fuel Sales: *DALTON retains 100% aircraft fuel sales revenue (\$25k - \$85k range).*

➤ **EXAMPLE: Projections @ 25,000 Total Attendance (Non-US Jet Team Show)**

• Advance Tickets (80%)	\$400,000
• Advance Parking (2000 x 2 Days)	\$60,000
• Day of Show Tickets (20%)	\$100,000
• Private Chalets (2)	\$12,000
• Cash Sponsorships (?)	\$25,000
• <u>Food & Beverage/Vendors/Exhibitors</u>	<u>\$85,000</u>
	WODG Gross Revenue \$682,000

➤ **DALTON Commission Projections @ 25k Attendance**

❖ **Agreement Program**

✓ 10% Commission (\$0 - 400,00)	\$400,000 x 10%	\$40,000
✓ 15% Commission (\$400,001 - 800,000)	\$282,000 x 15%	\$42,300
✓ <u>7.5% Commission (\$800,001 - Up)</u>	<u>\$0 x 7.5%</u>	<u>\$0</u>
	DALTON Commission	\$82,300

DALTON Seed Money & Commission Reimbursement

WODG Gross Revenue: *defined as total air show receipts, sponsorships, commissions, vendors, exhibitors, etc.*

DALTON Fuel Sales: *DALTON retains 100% aircraft fuel sales revenue (\$25k - \$85k range).*

➤ **EXAMPLE: Projections @ 40,000 Total Attendance (US Jet Team Show)**

• Advance Tickets (80%)	\$640,000
• Advance Parking (3000 x 2 Days)	\$90,000
• Day of Show Tickets (20%)	\$160,000
• Private Chalets (3)	\$18,000
• Cash Sponsorships (?)	\$40,000
• <u>Food & Beverage/Vendors/Exhibitors</u>	<u>\$100,000</u>
	WODG Gross Revenue \$1,048,000

➤ **DALTON Commission Projections @ 40k Attendance**

❖ **Agreement Program**

✓ 10% Commission (\$0 - 400,00)	\$400,000 x 10%	\$40,000
✓ 15% Commission (\$400,01 - 800,000)	\$282,000 x 15%	\$60,000
✓ 7.5% Commission (\$800,001 - Up)	\$248,000 x 7.5%	<u>\$18,600</u>
	DALTON Commission	\$118,600

Two Action Packed Days

- **Teams & Performers**
 - ✓ Military - War Birds - Civilian
- **Static Displays & Aircraft Rides**
 - ✓ Military - War Birds - Civilian
- **Concessions & Kids Zone**
 - ✓ International Foods - Beverages - Fun
- **Merchant Exhibits & Displays**
 - ✓ Vendors - Exhibitors - Sponsors



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Contact Information

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