



ADDITION TO AGENDA ITEM #1

PROJECT: Delegation – Nancy McClure, President, Rocky Air Show Association		
PRESENTATION DATE: October 10, 2017		
DEPARTMENT: Delegation	WRITTEN BY: Jerry Pratt/ Ted Hickey	REVIEWED BY: Ron Leaf, CAO
BUDGET IMPLICATION: <input type="checkbox"/> N/A <input checked="" type="checkbox"/> Funded by Dept. <input type="checkbox"/> Reallocation		
LEGISLATIVE DIRECTION: <input checked="" type="checkbox"/> None <input type="checkbox"/> Provincial Legislation (cite) <input type="checkbox"/> County Bylaw or Policy (cite)		
STRATEGIC PLAN THEME: 3. Community Well-Being	PRIORITY AREA: Objective 3.1 Sustain the recreation, cultural and quality of life needs of the community.	STRATEGIES: 3.1.6 Continue to rely on volunteers, profit and not-for-profit organizations for the provision of recreation, culture or leisure programs not organized or offered by the local Recreation Boards.
ATTACHMENT(S): PowerPoint Presentation ‘Rocky Air Show 2018’		
RECOMMENDATION: 1. That Council receives information from the Rocky Air Show Association delegation as presented.		

BACKGROUND:

The Rocky Mountain Airshow began in 1996 and has seen continued growth in:

- support, (approximately 200 community volunteers and many community groups)
- event attendance, (from 2000 to 10,000)
- and diversity of attractions (Canadian Forces Snowbirds, F-18 Demo Jet and other Military Aircraft, the Skyhawks, Civilian Aerobatics, provided living examples of the aircraft history/evolution and the connection/impact to the region, province and country.)

In 2015 Rocky Mountain Airshow was voted as one of the top 5 airshows in Canada and despite being one of the smaller venues and is often affectionately known as the BIGGEST little airshow in Canada.

Ms. Nancy McClure, President of the Rocky Air Show Association has been in contact with the Administration to engage in initial discussions surrounding the current and future challenges facing the Rocky Air Show Association. The Association has requested time with Council to present information regarding the Rocky Mountain Airshow and is seeking possible grant funding solutions that may be available to support and to assist future events.

Options for Council’s Consideration:

1. That Council accept as information the Presentation from the Rocky Air Show Association.

ROCKY AIR SHOW 2018

Presentation to Clearwater County Council-
October 10th, 2017



ROCKY AIR SHOW IS 'AWE' SOME



The Rocky Airshow is seeking a partnership with Clearwater County to conduct a safe and professional Air Show that will reflect well on Clearwater County while creating a positive economic spin off to the local economy.

Our two year cycle allows us to leverage access to military aircraft while building our subject matter expertise in delivering one of Central Alberta's premiere tourist events.





Air Show Industry Analysis

- Average # of Air Shows in Canada/US per year 325 – 350
- Total Canada/US Air Show attendance:
11-13 million/year averaging from 2,000 – 200,000/show
- Average direct economic impact of an Air Show held in a community:
\$1 - \$1,000,000/show *
- Average direct/indirect economic impact of an Air Show held in a community:
\$2.5 – 2.7 million/show*



Beyond Economic Impact

- **Municipal Impact** - economic development, media exposure
- **Socio Cultural Impact** - job creation, civic pride, volunteer and leadership development, partnership development
- **Tourism Impact** – Promotion of Clearwater County through a partnership with David Thompson Country, Town of Rocky Mountain House, Travel Alberta and Rocky Air Show by utilizing other Air Show marketing tools (television profiles, newspaper and print articles and advertising, regional radio, Air Show website, etc.)



2018 Potential Performers (budget contingent)

- Canadian Forces Snowbirds
- Canadian Forces CF 18 Demo Jet
- Canadian Forces Skyhawks
- Team Rocket
- Jerzy Strzyz
- Go EZ
- Yellow Thunder Harvard Team
- Pyro Display
- Jet Cars
- Precision Exotics

Requested Static Displays

- RCAF C-130 Hercules
- RCAF CP-140 Aurora
- RCAF CC-138 Twin Otter
- RCAF CC-115 Buffalo
- RCAF CT-142 Dash 8
- RCAF CH-124 Sea Lion
- RCAF CH-146 Griffon
- RCAF CH-149 Cormorant
- RCAF CH-147 Chinook
- RCAF CF-18 Hornet
- RCAF CH-148 Cyclone
- RCAF CT-155 Hawk
- RCAF CT-156 Harvard II
- RCAF Grob 120 A





WHAT ARE THE BENEFITS TO CLEARWATER COUNTY?



COMMUNITY RELATIONS

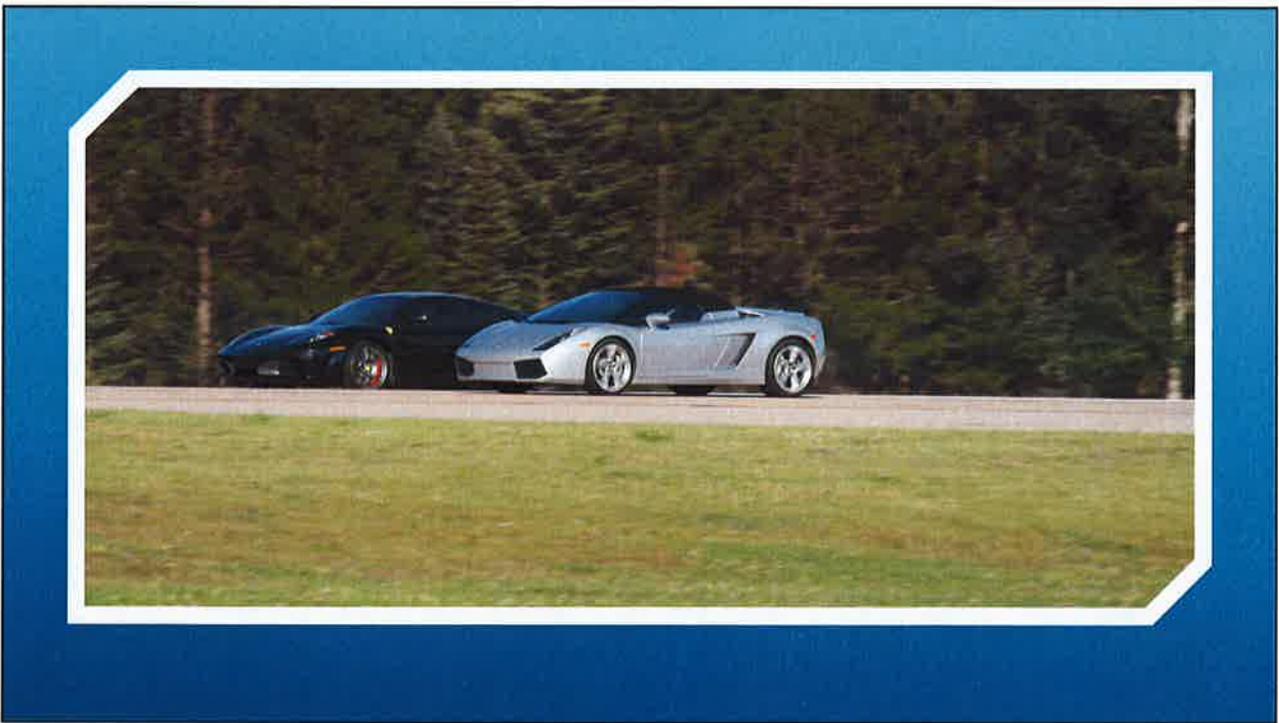


INCREASED TOURISM
NUMBERS



COMMUNITY PROFILE







Partnership Proposal

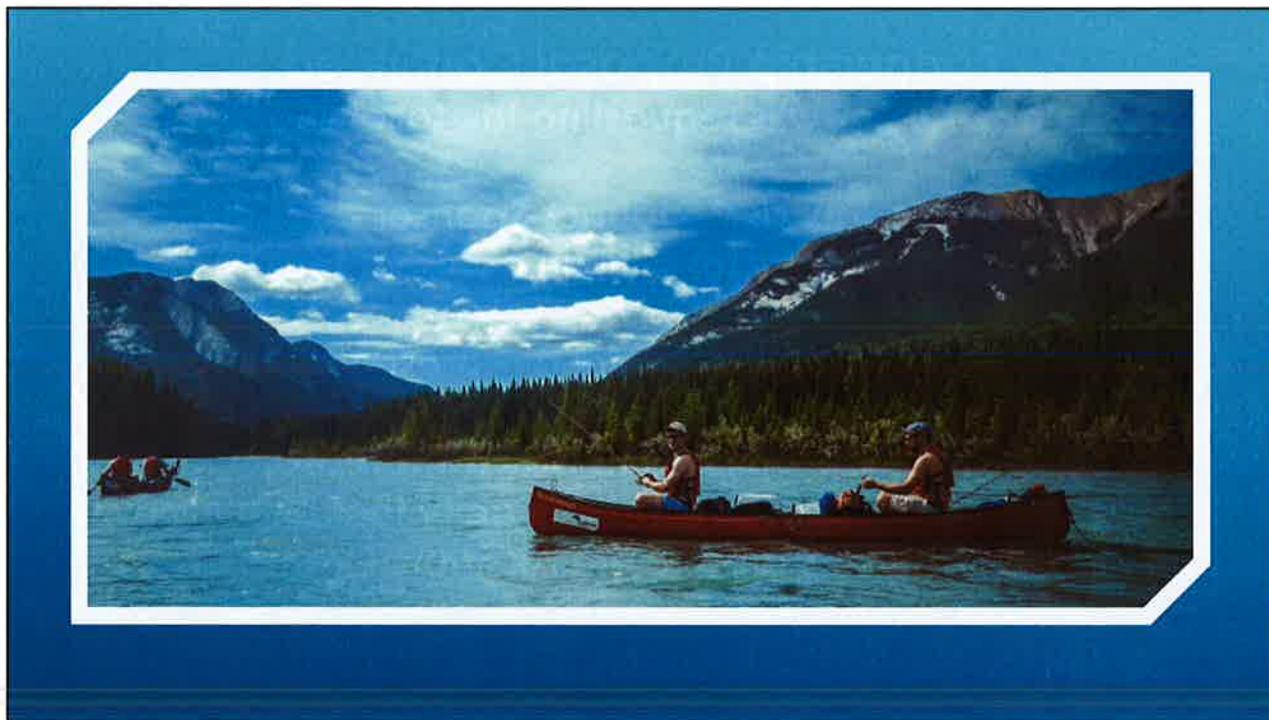
- The Rocky Air Show has the largest attendance of any event in the area
- The Rocky Air Show dispenses almost 5000 free tickets to area school children under the age of 12. Generally about 2000 of these tickets are used
- The Rocky Air Show has consistently been ranked as one of the best Air Shows in Canada
- The Rocky Air Show has consistently been a favoured location for 1 Canadian Air Division for the exemplary hospitality provided by the Air Show team.

Partnership Proposal Continued

- All other Air Shows in Alberta receive support from their Municipal Governments
- Because of our airports recognition and practice of being Canada's main aerobatic airport more of the money from the Rocky Air Show remains in the community

Partnership Proposal Continued

- The Rocky Air Show is requesting the following:
- Clearwater County as Performer Sponsor - \$25,000
 - \$25,000 will pay for civilian contract fees
- Clearwater County will appoint a representative to work with the Rocky Air Show & Travel Alberta as well as Town of Rocky Mountain House and David Thompson Country to develop strategies to build capacity that best create tourist opportunities around the Air Show event.
- Continued support for parking.



What's In It For You?

- Tourism opportunities created by working as a partnership with Clearwater County, the Town of Rocky Mountain House, The village of Caroline, Nordegg, David Thompson Country and Travel Alberta.
- Recognition in all advertising, written documentation as well as mainstream and social media as the premiere sponsor.
- Significant profile at the show not only visual but audio through our professional announcers.
- Direct involvement in our new logo and branding to best promote not only the show but the area as well
- Logo placement on all materials as the premiere sponsor.
- Immediate and long term economic benefits both direct and indirect

Thank You to all of the 2015 SPONSORS

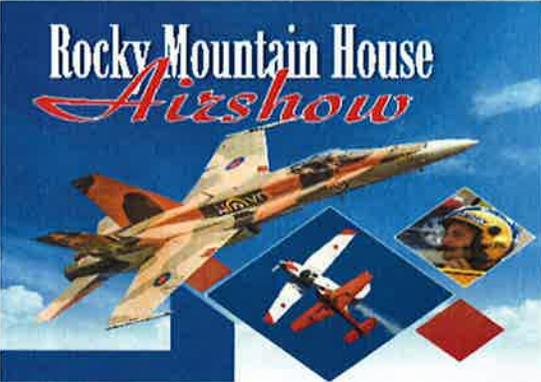
Cash Sponsors

Thank you to the following businesses for their generous contributions to the show. Without sponsors and partners this show would not happen.

Scababank	Sobeys	Century 21 Realty
WWV	Tri Energy	Lipsey Oilfield Services Ltd
Challand Pipeline	Twin City Enterprises	Royal Canadian Legion
Eldorado Pressure Services Ltd	Quindelle International Inc.	Rocky Mountain Hydraulic Bearing
4W Trucking	Rocky Corp	5-3 Safety Services
Palmer's	Rocky Credit Union	Rocky Medical Clinic
Rocky Funeral Services	B.W. Bowman Plumbing Ltd	

In Kind Sponsorship

A&W	DV Rentals	Northern Metallic Sales
Alberta Parks, RMH District	Edwards Garage	Oil Base Rentals
Conservation Officers	Footfalls Tank Rentals	Oras Communications
B&P Eclair's Transport	Gateway Sales & Service	Panage Pizza
B.E.A.R. Medical	Grandview Stage	Pebble Ridge Coffee House
B94 Pallson Broadcasting	Orlery's Steak House	Rainbow Ford
Stadler Pizza	Hart Oilfield Rentals Ltd	Rising Creek Powerports
Canadian Pizza King	Hayshaker Bobcat Services	RJM Search & Rescue Society
Cassella Vac Services	Helifire Suppression Services	Stylus deSigne
Clearwater Oilfield	J & A Oilfield Services	Subaru
Clearwater Regional Fire	Junior Forest Wardens	Thad Beer
Rescue Services	Kentucky Fried Chicken	The Sandwich Hutch
Derry Queen	M&M Membership	Tom Harkins
Denny's Pizza	MacCheamers	Tom Tarschenko
Dominic's Pizza	Mano Romano's	West Block Advertising
Dora's Roadhouse	Nick & Louisa's Family Restaurant	
Down Stewart Oilfield Services		



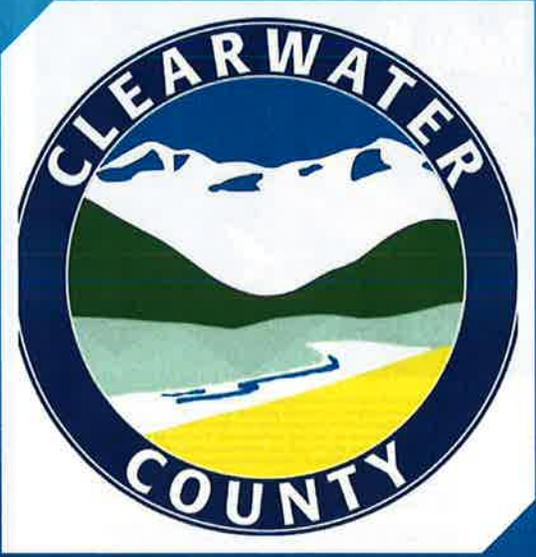
**Rocky Mountain House
Airshow**

We have invited some of the most recognized air show performance teams in Canada such as the Canadian Forces Snowbird Team, CF18 Demonstration Team, the Canadian Forces Skyhawks. As well as various civilian acts. We are so fortunate to have them for our show, and we encourage you to partner with us in bringing exceptional talent to Rocky Mountain House.

Crowds of between 6,000 - 10,000 have been on hand at the past shows to witness this unique evening performance along with static displays, food booths, pyrotechnics and more.

In 2015 we had over 200 volunteers and 8 community groups help make the event successful. With the support from our sponsors we were able to donate \$3,500 in honourariums to these community groups.

A huge thank you to the Airshow Committee, The Rocky Mountain House Airshow Society Board of Directors, our valued volunteers and the community for the continued support.



QUESTIONS?



ADDITION TO AGENDA ITEM #2

PROJECT: Rocky Air Show Association Funding Request		
PRESENTATION DATE: October 10, 2017		
DEPARTMENT: Community & Protective Services	WRITTEN BY: Jerry Pratt/ Ted Hickey	REVIEWED BY: Ron Leaf, CAO
BUDGET IMPLICATION: <input type="checkbox"/> N/A <input checked="" type="checkbox"/> Funded by Dept. <input type="checkbox"/> Reallocation		
LEGISLATIVE DIRECTION: <input checked="" type="checkbox"/> None <input type="checkbox"/> Provincial Legislation (cite) <input type="checkbox"/> County Bylaw or Policy (cite) Bylaw: _____ Policy: _____		
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RECOMMENDATION: 1. That the Rocky Mountain Airshow Association's financial request be considered as part of Council's 2018 – 2021 budget review.		

BACKGROUND:

The Rocky Mountain Airshow Association has requested financial support in the amount of \$25,000 for the 2018 airshow.

Administration recommends that this request be considered during the 2018 – 2021 budget deliberations.