



## AirShow 2017 Update

General Services Department

Governmental Affairs Committee  
August 2, 2017

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## RIVERSIDE AIRPORT

SERVING SOUTHERN CALIFORNIA INLAND REGION  
GENERAL & CORPORATION AVIATION



Complete Landing &  
Navigation Systems



Full Conference  
Facilities



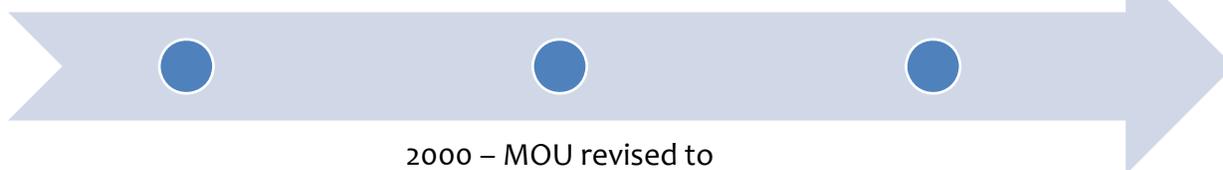
Full Service Pilot &  
Aircraft Services



## AIRSHOW HISTORY

1998 – MOU with Riverside Airport Open House, a non-profit corp (“Corporation”)

2017 – 25 year anniversary of Riverside AirShow



2000 – MOU revised to shift cost for public safety from Corporation to City



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## RESPONSIBILITIES

Corporation	City	Corporation and City
Publicity	Access to Airport facility (taxiways, runways, parking lots)	Event staging (aircraft organization and planning)
Organization and operations	Safety and emergency response planning, implementation and oversight	Obtain airspace clearance from FAA
Solicit sponsorships	Airport personnel support (within reason)	
Attract and retain performers	Provide for City general insurance (additional insured paid for by Corporation)	
Vendor outreach and billing (includes establishing booth fees)	Assist with required vendor City permits	
Establish and collect parking fees		



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## RESULTS AND OPPORTUNITIES

RESULTS



65

Vendor Booths



Survey Results +



70K-80K

Visitors



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## RESULTS AND OPPORTUNITIES

OPPORTUNITIES

- Establish a citywide Executive Committee
- Expand marketing/outreach
- Establish metrics
- Review sponsorship program
- Explore new parking options
- Work to add performer variety
- Establish a beer garden
- Seek ways to expand airspace



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## RESULTS AND OPPORTUNITIES

Fees Comparison				
Venue	Admission	Parking	VIP	Booth Fee
Apple Valley	\$5.00	\$0	-	\$100
Cochran	\$0	\$0	-	\$450
French Valley (Wings, Wine & Craft Brew)	\$0	\$0	\$32	Not available
Hemet-Ryan	\$0	\$0	-	\$350
March Reserve Air Base	\$0	\$0	\$29	Not available
Chino (Planes of Fame)	\$25.00	\$0	-	25% of sales
Redlands	\$15.00	\$5.00	-	20% of sales
Riverside	\$0	\$10.00	-	\$500
San Bernardino	\$20.00	\$0	0	Not available



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## RECOMMENDATIONS

1. Receive this report on the 2017 Riverside Municipal Air Show; and
2. Request Riverside Open House, Inc. to present a plan to Governmental Affairs Committee by January 2018 to address recommendations provided in this report.



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