

**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 - 2010 Arctic Thunder Air Show

**State Funding Requested: \$75,000**

**House District: 18 / 1**

One-Time Need

## Brief Project Description:

This grant will help put on the 2010 Arctic Thunder Air Show, a world class air show hosted at Elmendorf AFB, with over 180,000 visitors attending in 2008, and approximately 150,000 visitors regularly in previous years. State grant funds, which are 1/3 of our anticipated total budget, will be used in conjunction with private contributions, corporate contributions, and other agency matching grants.

## Funding Plan:

**Total Cost of Project: \$225,000**

	<u>Funding Secured</u>		<u>Other Pending Requests</u>		<u>Anticipated Future Need</u>	
	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>
Local Funds			\$5,000	10		
Other Funds			\$145,000	10		
Total			\$150,000			

*Explanation of Other Funds:*

*Federal funds have not been sought, but the US Air Force obviously funds a great portion of the show by providing the fighter aircraft, personnel, etc. Comprehensive list of requested funds is attached.*

## Detailed Project Description and Justification:

The Alaska Air Show Association was formed nearly 20 years ago as a registered non-profit corporation, as well as a 501(c)(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 appositive image of both to the public, community leaders and decision makers
3. To support military recruiting efforts

In 2008, 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 now laying the ground work for the 2010 Arctic Thunder air show, and we are committed to raising the necessary funding.

The 2008 Arctic Thunder air show saw crowds in excess of 180,000 people for the two day event, and has regularly exceeded 150,000 visitors for over a decade. This is an amazing feat for Anchorage, given its population size, especially considering that air shows in cities exceeding 1,000,000 people, such as Nellis AFB outside Las Vegas, or Randolph AFB outside San Antonio, have the same or less number of visitors. 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. This year's Arctic Thunder air show promises to top our efforts in 2008. At the Air Force's request, we have doubled the number of top-drawer civilian performers to four acts, the most we have ever contracted. We are proud to also have two premier jet teams: Canada's wonderful Snowbirds, and the ever thrilling U.S. Navy Blue Angels. There will also be exciting demonstrations from numerous front-line, Alaska-based combat and transport aircraft.

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 their budget on transportation, reflecting the reality that our performers travel a great distance to put on the wonderful performances. The State has consistently supported the Association and Arctic Thunder. Recent grants include \$75,000 in 2008, \$61,000 in 2006, and \$50,000 in 2004. These grants offset our costs for performers, vendors, and performer deposits for the lengthy travel from the lower 48, and their sacrifice of participating in other air shows preceding or following ours. Since the initiation of the War on Terror, military transport is not available to assist performers in defraying travel costs.

For 2010, even though we have doubled the number of performers we are contracting, we are requesting the State of Alaska to provide a grant in the amount of \$75,000, matching our grant from 2008, and in recognition of economic and budgetary constraints. The grant helps offset increasing transportation and deposit costs. Without continued State Grant assistance, the funding necessary to pay enormous transportation costs needed to secure world class performers is simply not available. While our corporate, private, municipal and military partners continue to be very generous and supportive, the additional funds necessary to replace the State Grant support is not there.

### Project Timeline:

The Air Show will be held July 31, 2010 through August 1, 2010. Most project expenditures occur in the month leading up to the Air Show and upon conclusion of the Air Show.

### 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