



# Sturgeon County Update

Lessons learned and go forward

# Brief history

- 2010 – CYXD closure. CoE asked for a transition project. Airshow designed to keep business here and incent a move to CZVL
- 2013 – ERAA approached RWE to reaffirm support and approach for 2014 airshow
- 2014 – Show pushed to 2015. Trial run with a visiting B-25 and DC-3.
- 2015 – Initial Show. ERAA, GoA, and Sturgeon County participated.
- 2016 – Year 2. F-16 from USAF.
- 2017 – Snowbirds. \$20K from break even
- 2018 – Smoke. Miracle at 09:30. Many acts cancelled. Still put on show. \$280K loss

# Brief history

- 2019 – intense rain 2 weeks prior lead to cancellation. Litigation with Lloyds/Insured Creative ongoing. \$680K loss plus damages
- 2020 – COVID
- 2021 – last minute approval to allow major events in restricted covid times
- 2022 – Snowbirds accident at Ft. St. John cancelled main act appearance. Show postponed.

# 2023 – Where we are

- Prairies Canada Tourism Relief Fund will not be extended
  - Transit
  - Arrestor gear
  - Fly in
  - New infrastructure
  - Contact with GoC for replacement funding
  - Considered for Prairies Canada Aerospace Regional Recovery Initiative

# 2023 – Where we are

- GoA

- UCP leadership vote, followed by resignation, followed by campaign
  - Ask still in process within transition
  - 2.5 over 5 (\$500k per year spread over 10 ministries at \$50K ea)
  - Road construction, new grass, approaches, marketing, etc
  - Aligned to recent funding announcements with the WestJet hub in YYC

- Region

- Leduc County approached, reviewing options and also combining with the City of Leduc (chalet, etc)
- Parkland/Spruce/Stony being re-approached
- St Albert not approached yet

# 2023 – Where we are

- Without salvaging 2022 relationships, 2023 tenuous.
  - USAF/USMC/USN on board. Several asks already confirmed. Announce in December at ICAS
  - RCAF has Villeneuve as a major stop in 2024 100 anniversary of the RCAF celebrations
  - AIAC/ADSE – convention hosting still being worked on
  - Local vendors – EE finally paid commitments late sept
  - US vendors still unpaid
  - Team still unpaid
  - ICAS relationship still on good grounds, but AIA needs to complete the US vendor payouts.

# 2023 – funding drive

- Attending 2022 Western Sponsorship Congress in Edmonton
  - Gratis admission courtesy of Tanner Young and Timewise Productions
  - Access to Western Canadian market
- New ministers
  - Networking via Chiefs of Staff that are retained as well as Alberta Council network
- Federal Minister of Tourism
- Major air carrier indicating to retain 2022 interest
- PNWER contacts (AK, WA, ID, MT)

# 2023 – name and brand

- Airshow too limiting
  - Funding issues
  - Immediately omits the entire vision and makes it just another airshow
- Test market
  - WestJet, Air Canada, AB Tourism, GoA ministries, Calgary Economic Development, De Havilland, Leduc County, and others





# 2023 – VilleAero

- Combines Villeneuve and Aerospace
  - Acknowledges location
  - Villeneuve also has a racing connection
  - Villeneuve (or new village) aligns to our look at the future, so a new village of new aerospace projects, and associated industries
  - Quick and rolls off the tongue
  - Presenting sponsorship v title omits name change
  - Allows expansion into fly-in, exposition allows for more displays and corporate inclusion

# Key Charity

- Canadian Mental Health Association
  - Topical
  - Integration with MFRC
  - Events and tickets
- Elevate Aviation
  - 3 young stars
  - Meet AirBoss, Dir of Civ Ops, Dir Static, NavCan, etc

# Key new partners

- Alberta Council – professional lobby group
  - Known entity to both parties in the Province as well as the CoE
  - Key aerospace clients in their portfolio
  - Initial contract pro-bono
  - Desire to grow this investment attraction opportunity
- Kerb Solutions
  - New Point of Sale and metrics system provider
  - Working on deployment
  - Will stratify fly in, VIP Fly in, VVIP access, routing, parking, and ticket sales
  - Already a partner at EIA
- Alexis
  - Backwoods Security – Key new front facing partner

# Key new partners

- PNWER – Pacific Northwest Economic Region
  - Governors and staff see our event as a nexus for “nearshoring” opportunities
- PNAA – Pacific Northwest Aerospace Alliance
  - Access to major global manufacturers
- Alexis
  - Backwoods Security – Key new front facing partner
- NEW TEAM MEMBER
  - Wendy Renneberg
  - Former Transport Canada inspector and airshow SFOC approver

# Key Additions needed (info only)

- Permanent arrester gear mounts - \$250K
- Reseeding and grooming 200ac - \$60K
- Expansion of approaches - \$50K
- Permanent infrastructure on site
  - Avoids \$100 – 120K in portable tents and labour
- Permanent fencing
  - ~2 miles 3 wire non barbed @\$8-12K per mile - ~\$24K
- INFO ONLY. NO ASK IN THIS SLIDE

