



THE BEACON COUNCIL

September 8, 2010

Mr. George M. Burgess
County Manager
Miami-Dade County
Stephen P. Clark Center
111 N.W. 1st Street, Suite 2910
Miami, Florida 33128

Dear Mr. Burgess:

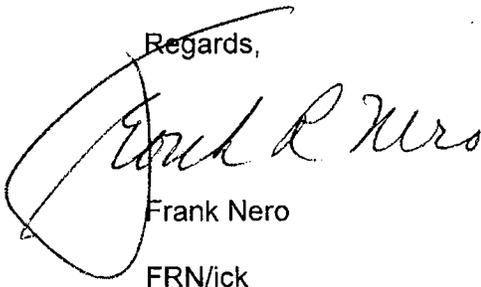
The Beacon Council, as authorized by the Miami-Dade County Commission Resolution R-1289-09, has conducted a feasibility assessment to determine the potential of establishing a commercial air show in Miami-Dade County. We have concluded that with the proper coordination and support, Miami-Dade County can assemble the necessary political, financial, and aviation industry support to successfully host a major commercial air show.

Enclosed is a memorandum reporting The Beacon Council's feasibility assessment efforts along with recommendations on the next steps necessary to move forward with this initiative. Pursuant to the directive in Section 4 of Resolution R-1289-09, this report shall be provided by the Mayor or the Mayor's designee to the Board of County Commissioners on or before September 30, 2010.

Implementation of the Miami International Aerospace Show ("MIAS") will require the direct leadership and support of the Miami-Dade Board of County Commissioners and the Office of the Mayor. Without direct leadership and complete support, no further steps can be taken by The Beacon Council alone for the implementation of this initiative.

To meet the proposed event target date of November 2012, it will be required that all necessary local approvals and the infrastructure improvement program be approved in the fall of the current year (2010).

Regards,


Frank Nero
FRN/jck

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Economic
Development
Partnership

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Frank R. Nero
President & Chief
Executive Officer



CC: The Honorable Dennis C. Moss, Chairman, Miami-Dade Board of County Commissioners

Mr. Wayman G. Bannerman, Chief of Staff, Office of the Chair

Ms. Alexandra Villoch, Chair, The Beacon Council

Mr. Jack Lowell, Chair Elect, The Beacon Council

Mr. Jean-Michel Caffin, Chair International Committee, The Beacon Council

Mr. Aviv Tzur, Co-Chair Aviation Committee, The Beacon Council

Mr. Joseph Pallot, Member Aviation Committee, The Beacon Council

Mr. Phillip Hudson, III, Co-Chair Aviation Committee, The Beacon Council

MEMORANDUM



Date: September 8, 2010

To: Mr. George M. Burgess
County Manager

From: Frank R. Nero
The Beacon Council

Subject: Report on the feasibility assessment and recommendations to establish an international commercial aerospace show in Miami-Dade County.

Overview

As authorized by the Miami-Dade Board of County Commission Resolution R-1289-09, The Beacon Council, the official economic development partnership for Miami-Dade County, has conducted a feasibility assessment for the establishment of a commercial air show in Miami-Dade County at the Homestead Air Reserve Base. In accordance with Resolution R-1289-09, Section 4, this memo provides the Miami-Dade County Board of County Commissioners and the Office of the Mayor with a report on the feasibility assessment activities along with related implementation recommendations and, accordingly, seeks the necessary approvals and support to proceed with this initiative.

Following months of extensive research, consulting and strategic planning, The Beacon Council has determined that Miami-Dade County has the essential resources and attributes to host a major international aerospace trade show and with the proper coordination and support can assemble the necessary political, financial, and aviation industry support to make the Miami International Aerospace Show ("MIAS") a success.

Recommendations

The Beacon Council presents the following recommendations for immediate action by the Miami-Dade Board of County Commissioners.

1. The Miami-Dade Board of County Commissioners support and approve the Miami International Aerospace Show implementation recommendations.
2. The Miami-Dade Board of County Commissioners hold the 54 acres of Miami-Dade County land (Attachment A) targeted for the purpose of hosting the Miami International Aerospace Show.

3. The Miami-Dade Board of County Commissioners hold in reserve \$15 Million of GOB funds for up to 8 months to be used for the necessary infrastructure improvements on the land targeted for the Miami International Aerospace Show. These funds would be utilized only upon approval by the Miami-Dade Board of County Commissioners.
4. The Miami-Dade Board of County Commissioners formally assign key staff from the Office of the County Manager, Office of Intergovernmental Affairs, General Services Administration, and Miami-Dade Aviation Department to work with The Beacon Council as part of the MIAS implementation working taskforce.
5. The Miami-Dade Board of County Commissioners identify funding not to exceed \$250,000 for the initial Miami International Aerospace Show marketing campaign.

Executive Summary

To conduct the feasibility assessment, The Beacon Council assembled a professional team that included Beacon Council staff, local aviation industry leaders and expert consultants (including the current Chairman of the Paris Air Show, the world's leading aerospace trade event). This team was directly supported by Miami-Dade County staff. A phased approach was developed that focused on the specific key areas of date/timing feasibility, site/airfield feasibility, political support/feasibility, industry support/feasibility, economic feasibility/impacts and implementation recommendations.

Implementation of the Miami International Aerospace Show ("MIAS") will require the direct leadership of the Miami-Dade Board of County Commissioners and the Office of the Mayor. Without this direct leadership, no further steps can be taken by The Beacon Council for the implementation of this initiative, including seeking commitments from the State of Florida, the United States Department of Defense and other related federal agencies, as well as potential participants and exhibitors.

To meet the proposed event target date of November 2012, it will be necessary to formally present the Miami International Aerospace Show ("MIAS") to the aerospace industry no later than the summer of 2011. This timeframe therefore requires that all necessary local approvals and the infrastructure improvement program will need to be secured in the fall of the current year (2010).

Key Features

- The Miami International Aerospace Show is projected to be a 5 day (3 day trade show / 2 day general public) biennial event commencing in early November 2012.

- The majority of the show's activities and all structures will be on the targeted 54 acres of Miami-Dade County property adjacent to the airfield of the Homestead Air Reserve Base. All structures can be purpose built and temporary.
- The aircraft static display will be housed on the apron of the Homestead Air Reserve Base and all aircraft participating in the aerobatic and static display will use the Homestead Air Reserve Base runway.

Industry and Political Support

The Beacon Council team briefed the local municipalities, chambers of commerce, state government and our South Florida Congressional Delegation on the Miami International Aerospace Show. All expressed interest and strong support for the concept of the show as well as provided important recommendations on how to move forward.

The Beacon Council team also briefed American Airlines, Embraer, national and international aviation industry associations, aviation manufacturers and industry leaders on the Miami International Aerospace Show. There is a general recognition within the industry of the potential success of a commercial air show in Miami. Many of these contacts provided important recommendations on how to position the Miami International Aerospace Show as a competitive value proposition for exhibitors and visiting delegations.

Economic Impact

As witnessed at other major commercial air shows, the direct and indirect impacts of the Miami International Aerospace Show will be significant in terms of job creation and expansion of the aviation industry in South Florida. Miami-Dade County will see direct and indirect economic impact with revenues generated from the show, including increased hotel occupancy, in excess of other events such as a Super Bowl or Art Basel. The estimated revenues generated from exhibitors and chalet reservations, parking and day pass sales will be well in excess of the cost of facilities, logistics, safety, insurance and other event organization needs.

Next Steps

The Beacon Council presents the following actions as key next steps for the promotion and implementation of the Miami International Aerospace Show ("MIAS").

1. Secure the full support and approval of the Miami-Dade Board of County Commissioners of the implementation recommendations in their entirety.
2. Bring key Miami-Dade County staff into the MIAS implementation working taskforce and define a structure/agreement to pursue the implementation of MIAS.

3. Continue to build federal political support through our South Florida Delegation for the necessary federal agency approvals.
4. Seek approval and contract with the United States Air Force and the Department of Defense to gain access to the Homestead Air Reserve Base airfield for the required period.
5. Complete necessary site and infrastructure improvements on the targeted Miami-Dade County site.
6. Fund, develop and implement an initial marketing strategy aimed at building aviation industry awareness and support for MIAS.
7. Secure endorsements and commitments from major aviation Original Equipment Manufacturers (OEM) to exhibit and attend MIAS.
8. Seek possible partnerships with existing industry sector specific trade shows and programs.
9. Promote MIAS at other major commercial air shows, including an inauguration of MIAS at the 2011 Paris Air Show.
10. Contract through complete bid process the operational management of MIAS to third party firm with experience managing major aviation industry trade events.

Budget

The Beacon Council presents the following budget for the next steps of the Miami International Aerospace Show.

- Marketing Campaign - \$250,000
- Consultants - \$100,000
- Promotion/Sales Missions to competing commercial air shows - \$30,000
- Promotion/Sales Missions to targeted aviation companies - \$10,000
- Follow up DC Mission(s) - \$5,000
- MIAS Inauguration at the Paris Air Show - \$100,000

The following is a detailed report on the Miami International Aerospace Show Feasibility Assessment conducted by The Beacon Council.

Miami International Aerospace Show Feasibility Assessment Report and Recommendations

Introduction

This report of the feasibility assessment of establishing a commercial aviation trade show in Miami-Dade County is presented by The Beacon Council, Miami-Dade County's official economic development partnership, at the direction of the Miami-Dade County Board of County Commissioners per resolution R-1289-09.

A commercial air show is a major international aviation industry trade event that includes an industry exhibition, country pavilions, hospitality chalets, foreign delegations, business to business meetings, static display of aircraft, aerobatic display of aircraft and a conference and seminar program. These events are much larger and quite different from community air shows that are mainly spectator events. Commercial air shows represent billions of dollars of aircraft and parts sales and are the main venue for military and commercial manufactures to introduce and display cutting edge innovations.

The Miami International Aerospace Show ("MIAS") is the working name for the proposed commercial air show in Miami-Dade County. Most air shows have adopted similar naming formats such as: Paris Air Show, Bahrain International Air Show, Farnborough International Air Show, Japan International Aerospace Exhibition, Singapore Air Show, Dubai Air Show, and FIDAE (International Air and Space Fair).

There are well over a dozen commercial aviation trade shows in the world. Some of these shows focus on a particular sector within the aviation industry or a specific geographic region while a few major shows represent the whole industry. There are commercial air shows in Europe, the Middle East and Asia. The two largest commercial air shows are the Paris Air Show and Farnborough Air Show. There is no international commercial aviation trade show in the United States or in the Americas.

Background

The Beacon Council has officially targeted the aviation industry for economic development since its inclusion in the One Community One Goal initiative. As a targeted industry, The Beacon Council markets the business attributes of Miami-Dade County within the aviation industry to attract new aviation investment and jobs to our community. In recent years, these efforts have resulted in the attraction of

aviation industry companies to Miami-Dade County and the creation of numerous new aviation related jobs.

Central to our economic development strategy within the aviation industry is having a presence at the major international commercial air shows. Since the early 1990's the Beacon Council, along with elected officials and private sector member/investors, have attended the world's largest commercial air shows - Paris Air Show (biennial, every odd year) and Farnborough International Air Show (biennial, every even year).

The Beacon Council recognized an opportunity within the air show industry that no major commercial air show exists in the United States or within the Americas. In discussion with international aviation industry leaders, The Beacon Council was encouraged to take up the effort of establishing an international commercial air show in Miami-Dade County. Specific initial encouragement was received from GIFAS, the French Aerospace Industry Association that manages the Paris Air Show, to create a major commercial air show for the whole industry rather than a sector targeted event.

Following the Beacon Council's 2009 Mission to the Paris Air Show, Mr. Sunil Harman, Miami-Dade Aviation Department, conducted an initial site feasibility study of suitable airfields in Miami-Dade County. The subsequent report indicates the Homestead Air Reserve Base (HARB) airfield and surrounding Miami-Dade County property as the ideal location of a commercial air show in Miami- Dade County. [See Attachment C]

In July 2009, The Beacon Council presented the concept of establishing a commercial air show in Miami-Dade County to the Board of County Commissioners. In October of 2009, the Beacon Council Board of Directors passed a resolution recommending that the Miami-Dade County Commission formally support the Beacon Council's efforts to establish a commercial air show in Miami-Dade County. In November 2009, the Miami-Dade County Commission authorized the Beacon Council to determine the feasibility of establishing a commercial air show in Miami-Dade County and to report the findings to the Commission by September 2010 (Miami-Dade County Resolution R- 1289-09). [Attachment D]

Methodology

To successfully determine the potential of establishing a commercial air show in Miami-Dade County, The Beacon Council assembled a professional team that includes Beacon Council staff and local aviation industry leaders. The Beacon Council also contracted and worked closely with expert consultants that provided detailed feasibility information. This team was directly supported by Miami-Dade County staff.

Team members include:

- Mr. Frank Nero, President & CEO, The Beacon Council
- Mr. James Kohnstamm, Director, The Beacon Council
- Mr. Jean-Michel Caffin, Chair of the Beacon Council International Committee and Managing Partner, Axis America/Shenfield Group
- Mr. Aviv Tzur, Co-Chair of the Beacon Council Aviation Committee and President & CEO, AvBiz, LLC
- Mr. Phillip Hudson, III, , Co-Chair of the Beacon Council Aviation Committee and Partner, Arnstein & Lehr, LLP
- Mr. Joseph Pallot, General Counsel, HEICO Corporation

Consultants:

- Ms. Diana Gonzalez, President, DMG Consulting Services, Inc
- Mr. George Schlossberg, Partner, Kutak Rock, LLP
- Mr. Louis Le Portz, Gerant, Saint Aubin Participations

Miami-Dade County Staff Support:

- Sunil Harman, Division Director Aviation Planning and Grants Administration, MDAD
- Joe Rasco, Director, Office of Intergovernmental Affairs
- Eddy Acevedo, Federal Affairs Coordinator, Office of Intergovernmental Affairs
- Robert Warren, Real Estate Advisor, GSA

The Beacon Council team developed a phased approach to pursue planning, promoting and implementing a commercial air show in Miami-Dade County. The distinct project phases are - Phase I: Feasibility, Phase II: Promotion, and Phase III: Implementation.

Phase I, which commenced November of 2009 and ended September 2010, included an in-depth feasibility assessment undertaken by The Beacon Council and professional third party consultants with experience coordinating and managing international aviation events. This initial phase focused on the specific key questions of date/timing feasibility, site/airfield feasibility, political support/feasibility, industry support/feasibility and economic feasibility/impacts. The Beacon Council also indentified recommendations to implement the findings. To determine the feasibility of these key questions, The Beacon Council conducted the following activities:

- The Beacon Council met with and briefed Homestead Air Reserve Base Command, local municipal leaders, and Miami-Dade County and State of Florida officials.

- The Beacon Council worked with and was supported by Miami-Dade County staff in the Miami-Dade Aviation Department, General Services Administration and Office of Intergovernmental Affairs.
- The Beacon Council contracted with an air show feasibility consultant, Mr. Louis Le Portz who manages the Paris Air Show, and brought him to Miami to tour Homestead Air Reserve Base and the County owned property surrounding the base.
- The Beacon Council contracted and worked with consultants familiar with the recent history of Homestead Air Reserve Base and with expert knowledge of accessing military property of a commercial use.
- The Beacon Council held feasibility meetings with our team, consultants and County staff.
- The Beacon Council conducted briefings to local staff of our South Florida Congressional Delegation.
- The Beacon Council, with support from the Miami-Dade County Office of Intergovernmental Affairs, conducted a feasibility mission to Washington, D.C. to brief our South Florida Delegation and national aviation industry associations.
- The Beacon Council attended the Farnborough Air Show to meet with international aviation associations and further develop the relationship with GIFAS.
- The Beacon Council researched and collect materials on other international air shows to determine the industry standards and best practices for hosting a commercial air show.

Phase II: Promotion and Phase III: Implementation of the Miami International Aerospace Show will require the direct leadership and support of the Miami-Dade Board of County Commissioners and the Office of the Mayor. Without this direct leadership, no further steps can be taken by The Beacon Council for the promotion and implementation of the Miami International Aerospace Show, including seeking commitments from potential participants, exhibitors, or the United States armed services.

If approved and directed by the Board of County Commissioners, Phase II will begin leveraging and expanding upon this feasibility study and implementation plan, with the development of a marketing strategy to promote the aerospace show to exhibitors, sponsors and general attendees. This phase will seek to obtain initial commitments from major aviation industry firms.

Phase III will commence with scheduling, planning and organizing of the event. Substantial decisions and investments will be undertaken in this phase, and consequently, costs will be incurred. At this time, binding contracts will be signed with third parties for the provision of the innumerable services necessary to support such a show.

Date/Timing Feasibility

In consultation with our consultant, Mr. Louis Le Portz, and The Greater Miami Convention and Visitor and Bureau, The Beacon Council has identified target dates for the first Miami International Aerospace Show (MIAS). Similar to other commercial air shows, it is determined that MIAS will consist of three day for industry trade show followed by two days for general public access. MIAS will be a biennial event, being held in the even years.

The recommended targeted dates for MIAS:

- Industry Trade Show:
 - Wednesday November 7, 2012 – Friday November 9, 2012
 - Or
 - Wednesday November 14, 2012 – Friday November 16, 2012
- General Public Access:
 - Saturday November 10, 2012 – Sunday November 11, 2012
 - Or
 - Saturday November 17, 2012 – Sunday November 18, 2012

A key success factor determined by the feasibility assessment is the ability to host MIAS in 2012. There are various reasons that 2012 would offer significant opportunities to the establishment of MIAS including: the 2012 Farnborough Air Show will be impacted (dates moved to early July) due to the Summer Olympics in London and that Mr. Louis Le Portz will still be managing the Paris Air Show.

To meet the Miami International Aerospace Show target date of November 2012, it will be necessary to formally present the Miami International Aerospace Show to the aerospace industry no later than the summer of 2011. This would ideally happen with a Miami International Aerospace Show inauguration at the 2011 Paris Air Show. This timeframe therefore requires that all necessary local approvals need to be provided in the fall of the current year (2010).

The target dates fall within the 'shoulder season' with non peak hotel occupancy and rates. The dates are also just at the end of hurricane season in South Florida, when the humidity begins to drop and the average monthly temperature is approximately 73 degree Fahrenheit. These dates also fall prior to the week of the Thanksgiving Holiday.

The target dates do not directly compete with other large air shows, but the dates are decidedly set in the even years so as not to impact attendance of the Paris Air Show.

In consultation with our consultant, Mr. Louis Le Portz, it is determined that construction of the temporary exhibition facilities and chalets will commence as

much as 12 months prior to the show. The take down and removal of these structures will also take some months.

The aircraft for both static and air display will begin to arrive at the airfield 4 days prior to the show. All aircraft will depart from the airfield within 24 hours of the end of the show. Therefore the total number of days MIAS will require access to the HARB airfield will not exceed 10 days every other year.

Site/Airfield Feasibility

The initial site feasibility study drafted by Mr. Sunil Harman, Miami-Dade Aviation Department, in July 2009, identified Homestead Air Reserve Base (HARB) as the ideal airfield to host the Miami International Aerospace Show. The Dade-Colliers Training and Transition airfield was indicated as a possible secondary option. Opa-locka Executive Airport and Kendall-Tamiami Executive Airport were both deemed unsuitable for a variety of limiting factors.

The Beacon Council met with General Binger, then Commander of HARB, in March 2010 to provide an overview of MIAS and discuss how to limit any potential impacts on base operations caused by MIAS. General Binger expressed that any decision would not be made by him but within his chain of command at the Department of Defense. As detailed later, The Beacon Council has determined a limited impact on HARB of no more than 10 consecutive days every other year.

Homestead Air Reserve Base (HARB) currently maintains various operational units including: 42nd Fighter Wing, Florida Air National Guard – NORAD, SOC South, U.S. Customs and Border Protection, National Guard, U.S. Coast Guard, Army Corps, and FBI rapid response. There are expansion plans for HARB that include the acquisition of some 100+ acres of County land adjacent to the current boundaries of the base. The Beacon Council fully supports the existing mission and operations at HARB as well as all future expansion plans.

The runway at HARB is approximately 11,500 feet long x 300 feet wide and is oriented in a SW- NE direction. The dimensions of this runway are more than adequate to handle all aircraft displayed at MIAS. The runway has an apron of over 150 acres that is also more than adequate to handle the staging of a static aircraft display for MIAS. To the south of the base are undeveloped properties over which a 3,300' x 1,200' flight aerobatics box could be safely designed. [Attachment B] At this time, there are no physical airfield improvements identified that would be required for MIAS.

To the immediate north of the HARB airfield is over 300 acres of Miami-Dade County property managed by Miami-Dade County General Services Administration. [Attachment A]. Of this area there are 54 acres adjacent to the airfield and south of Bikini Boulevard with over 2,250 linear feet of airside access that are not part of the HARB land acquisition and expansion. It is within these 54 acres and possibly some

smaller parcels to the north that the Miami International Aerospace Show can be held.

This site will require some basic improvements in order to make it suitable to host MIAS. It is anticipated that some areas of the parcel will require environmental remediation, derelict existing structures on the parcel will likely need to be demolished, and the site will need to be cleared and leveled. Additionally, the approximate 2 miles of ingress and egress roadway will require improvements including improved water/sewer and electrical infrastructure.

There are three facility structures types that are required for commercial air shows - exhibition/conference hall, hospitality/corporate chalet and corporate pavilions. It is possible for all structures to be purpose built and temporary (note that all structures at the Farnborough Air Show are temporary).

- The exhibition/conference hall(s) are typical convention space that can house exhibition areas, conference rooms, country pavilions and private meeting space. The interior of these structures will have rows of minimum 10' x 10' exhibitor booth, access to basic refreshments/concessions and access to restrooms. Initially we anticipate that MIAS would require approximately 500,000 - 1,000,000 square feet of exhibition/conference hall space.
- The hospitality chalets are purpose build units for hosting clients. The chalets are approximately a minimum 800 square feet full service hospitality suits with catering capabilities, a restroom, and a terrace that overlooks the airfield. It is anticipated the MIAS would require 50+ hospitality chalets.
- Corporate pavilions are built to suit the specific needs/specifications of the corporate entity. Corporate pavilions often include some exhibition/display area and private meeting rooms.

Our feasibility consultant, Mr. Louis Le Portz, determined that all MIAS structures including exhibition/conference hall(s), hospitality chalets and corporate pavilions can exist solely on the Miami-Dade County property. Therefore, the impact and access required on HARB property is limited only to public access to the apron for the static display and the arrival and departure of aircraft for the aerobatic display. For access to portions of the apron, the existing security fence will need to be temporarily relocated.

Exhibitors demand an air show physical lay out that offers inline display capabilities. This means that a client's exhibition space, hospitality chalet, and static display will all be aligned adjacent to each other. This lay out will be offered at MIAS. Static aircraft display will reside on the apron of the HARB airfield, the corporate chalets will reside on the flight line of the Miami-Dade County property overlooking the apron, on the opposing side of the chalets will be the southern entrance to the

exhibition/conference halls, and corporate pavilions will be located surrounding the exhibition/conference halls as needed.

As determined in the timing of the set up and take down of the show, the impact on the HARB airfield will be no more than 10 consecutive days every other November. Due to this limited impact, we believe there is no need to relocate any existing operations at HARB due to MIAS.

The Beacon Council, contracted with Mr. George Schlossberg, Kutak Rock,LLP as a consultant to assist in determining the process of contracting with the United States Air Force to access the airfield and apron of HARB for the required time frame. Mr. Schlossberg's memorandum details a process in which the Air Force may authorize a lease of real property that could be tailored for short-term activities or to fit multi-year needs with a flexible schedule. If approved and directed by the Board of County Commissioners to proceed to Phase II and Phase III, it will be necessary to negotiate such a contract in order to access the HARB runway and apron. This process to seek and negotiate a contract with the Air Force must be lead by The Mayor's Office or the Office of the Chair of the County Commission. Without approved access to the HARB runway and apron for the required timeframe MIAS will not be feasible.

The Homestead area provides existing attributes that make this area ideal for hosting this event. The area is immediately served by both The Florida Turnpike and US-1 providing for adequate ingress and egress from the site. The bus way along US-1 is a potential dedicated roadway for direct access to the site from other areas of Miami-Dade County. The Miami-Dade County land and other privately held developable properties in the immediate provide ample parking and future aviation related development opportunities. The Homestead Speedway provides a potential additional venue to display small aircraft/helicopters as well as provide a public grandstand for viewing the aerobatic display.

Political Support/Feasibility

To determine the political support of the Miami International Aerospace Show, The Beacon Council provided briefings locally and in Washington, D.C. July 2009, The Beacon Council presented the concept of establishing a commercial air show in Miami-Dade County to the Miami-Dade County Board of County Commissioners. In November of 2009 the Miami-Dade County Board of County Commissioners passed a resolution authorizing the Beacon Council to determine the feasibility of establishing a commercial air show in Miami-Dade County and to report the findings by September 2010.

June of 2010, The Beacon Council met with City of Homestead Assistant City manger Mr. Julio Brea and City of Florida City Mayor Otis Wallace. Both municipalities were receptive to MIAS and supportive of our feasibility efforts. As we

move into Phase II and III of this effort, the cities will be asked to more formally support MIAS with a local resolution.

June - August 2010, The Beacon Council met with and briefed The Greater Miami Convention and Visitors Bureau and The Greater Miami Chamber of Commerce and the Homestead/Florida City Chamber of Commerce. The Beacon Council provided progress updates to local officials June – September.

June of 2010, The Beacon Council hosted a MIAS briefing for the local staff of our Congressional Delegation. In total, we briefed staff from the offices of Ileana Ros Lehtinen, Kendrick Meek, Mario Diaz Balart, Debbie Wasserman Schultz, and George LeMieux.

June 23 -24, 2010, The Beacon Council, with direct support from Joe Rasco and Eddy Acevedo of The Miami-Dade County Office of Intergovernmental Affairs, conducted a feasibility mission to Washington, D.C. to seek the interest and support of our South Florida Congressional Delegation. The purpose of this mission was to gather feedback from our stakeholders as to the opportunities and issues we would be facing in establishing a commercial air show in Miami-Dade County. It was not our intent to request or obtain any official approvals, endorsements or allocations at this phase. It was also important to brief our South Florida Congressional Delegation in order to build the necessary political support Miami-Dade County will eventually need to gain the Federal approvals that will be required.

Congressional Delegation briefings:

- Congresswoman Ileana Ros-Lehtinen
- Congressman Lincoln Diaz-Balart
- Congressman Mario Diaz-Balart
- Spencer Wayne, Office of Senator George Lemieux
- Katie Platt, Office of Senator Bill Nelson
- Clarence Williams, Chief of Staff to Congressman Kendrick Meek
- Drew Shoemaker, Office of Congressman Tom Rooney
- Carlos Monje, Office of Governor Crist
- Ian Rayder, Office of Congresswoman Debbie Wasserman Schultz

A meeting with the Office of the Secretary of Defense at the Department of Defense was offered to The Beacon Council during the feasibility mission to Washington, D.C. but it was determined that it was not the appropriate time for such a meeting and it was postponed.

Feedback from the Congressional Delegation was overwhelmingly positive and it was requested that The Beacon Council provide updates on our progress and return to Washington, D.C. later in 2010 to discuss details of how the delegation can be of specific assistance to MIAS.

Members of the Congressional Delegation identified various Federal departments that will need to be briefed for certain approvals as we seek to implement Phase II and Phase III of MIAS. The departments indicated included: The Department of Defense for approval of access to the HARB airfield as well as approval of sale of military equipment, The Department of State for approval of incoming foreign delegations, The Department of Commerce and the Import Export Bank for approval of the sale of aviation equipment to foreign entities on U.S soil.

If approved and directed by the Board of County Commissioners to move into Phase II and Phase III, MIAS will require direct political support at the local and federal level. Miami-Dade County will need to use its various resources to take a leadership role seeking all the necessary approvals at the Federal level.

Industry Support/Feasibility

Essential to determining the feasibility of establishing a commercial air show in Miami-Dade County is to seek the interest and ability of the aviation industry and the aviation trade associations to attend another air show. June 23 -24, 2010, The Beacon Council, conducted a feasibility mission to Washington, D.C. to seek the interest from the U.S. aviation industry associations. The purpose of this mission was to gather feedback from our stakeholders as to the opportunities and issues we would be facing in establishing a commercial air show in Miami-Dade County. It was not our intent to request or obtain any official endorsement or commitment at this phase.

Briefings to the aviation industry associations:

- Mr. Edward T. Smith, Senior Vice President, International & Environmental Affairs The General Aviation Manufacturers Association (GAMA)
- Ms. Sherry Epperson, Director, International Affairs Aerospace Industries Association (AIA)

The aviation industry briefings were successful in that we were not met with direct opposition. It was understood that we would not obtain official endorsements or approvals at this time, as the industry associations will not support new air shows that are not already supported by their membership. Unofficially, the agencies recognized the great potential impact and benefit MIAS could have on the national aviation industry.

Feedback from the aviation industry meetings suggest that MIAS cooperation with the existing aviation industry trade events that have a specific industry sector focus, such as the National Business Aviation Association's NBAA Show which focuses solely on business/general aviation. It was also recommended that MIAS include a seminar/conference program focused on aviation education training and a dedicated business to business meeting program.

July 20 - July 21, 2010, The Beacon Council attended the Farnborough Air Show in London, England. The intensive two days of meetings at Farnborough and related industry events resulted in a very positive and receptive response to the MIAS. GIFAS, and its subsidiary, Salon International de L'aeronautique et de l'espace (SIAE), are prepared to formally support and market MIAS once we have established the show's credibility with an agreement from a major U.S. OEM.

Contacts and briefings at Farnborough Air Show included:

- Louis Le Portz, Commissioner General SIAE/GIFAS
- Jacqueline Bomer, Exhibition Manager, GIFAS
- Bernard Espannet, Defense Equipment Manager, GIFAS
- Guillaume Jaubert, Sales Director, GIFAS
- Daniel Solnica, Advertising Sales Manager, AIN
- Jean-Paul Herteman, CEO, SAFRAN and current GIFAS Chairman
- Joyce Riquelme, Chief Planning and Development, NASA
- Sherry Epperson, Aerospace Industries Association
- John Adams, President, Enterprise Florida, Inc
- Ken Cooksey, Enterprise Florida, Inc
- Maryse Harvey, Vice President of Public Affairs, Aerospace Industries Association of Canada
- Tina Jones, Expo-Heli Manager, Helicopter Association International
- Miguel Horcasitas, International Business Development Director, Mexican Aviation Association
- Mariana Gomes, International Affairs Coordinator, Brazilian Aviation Association
- Tom Kallman, President and CEO, Kallman Worldwide

The briefings to the aviation industry associations provided feedback on concerns within the aviation industry regarding "air show fatigue." There is a belief by many in the aviation industry that there are already too many commercial air shows and the costs to attend are prohibitive. The Beacon Council supports the position of consolidating the numerous air shows to 4 major regional shows – Europe, Middle East, Asia, and the Americas. This allows the aviation industry access to markets around the world at major targeted events. In addition, The Beacon Council recognizes that the United States is the largest manufacturer as well as the largest market for aviation equipment. MIAS will serve as a cost effective home venue to display, sell, and purchase aviation equipment.

The Beacon Council recognizes the need to secure a commitment to exhibit at MIAS from a major aviation Original Equipment Manufacturer (OEM) preferably one based in the U.S. (e.g. Boeing or Northrup Grumman). Such a commitment would lend the necessary credibility to MIAS to secure the needed support for a successful event. As there are a select few corporations that are leaders in the aviation industry, we believe a commitment by one major OEM to attend MIAS would push the competitors to take similar steps as not to be unrepresented at MIAS. Similarly, as

much of the aviation industry business is directly linked with these few leading corporations, the industry would be inclined to follow them to MIAS.

Economic Feasibility/Impacts

Successful commercial air shows can solidify a community's position as an aviation industry hub, generate new revenues for local governments and businesses, and create new jobs and attract investment.

As witnessed at other locations that host commercial air shows, the direct and indirect impacts of MIAS will be significant in terms of job creation and expansion of the aviation industry in South Florida. Miami-Dade County will see direct economic impact with revenues generated from MIAS. The Miami International Air Show will highlight our world class business climate and amenities and will further strengthen Miami-Dade County's and The State of Florida's place among internationally recognized aviation and aerospace hubs.

At this time, there are no physical improvements identified that would be required for the runway or apron at Homestead Air Reserve Base to manage the arriving and departing aircraft as part of the MIAS static and aerobatic display. As MIAS will require public access to portions of the HARB apron there will be a cost (as yet unidentified) in relocating the security fence for the required period.

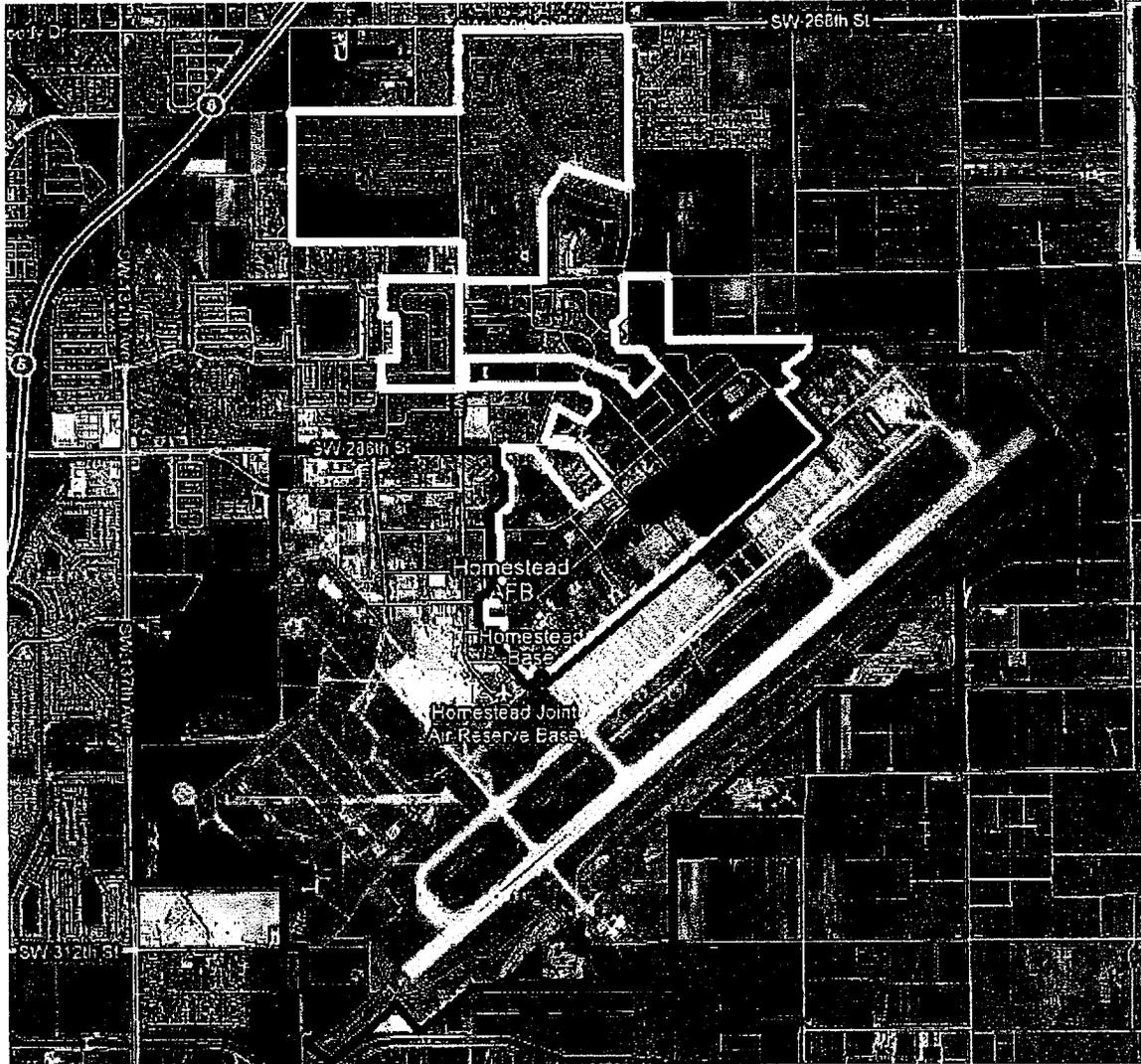
Basic improvements are required for the targeted 54 acre Miami-Dade County property in order to make the area suitable to host MIAS. In consultation with Miami-Dade County General Services Administration the total costs for basic site improvements are estimated to be approximately \$15 million. The site will need to be cleared and leveled and it is anticipated that the South West area of the site will require environmental remediation. Derelict existing structures on the targeted site, such as the structure known as "the triple bay" will likely need to be demolished (including disposal of potential asbestos). The approximate 2 miles of ingress and egress roadway will require improvements including updated water/sewer and electrical infrastructure. Additional costs are estimated for overhead and contingency. A detailed infrastructure study will be required to fully determine the exact costs of the required site improvements.

MIAS revenues will include rental of indoor and outdoor exhibition space, rental of hospitality chalets, rental of corporate pavilions, rental of static aircraft display space, fees for aerobatic display, trade visitor day passes, public visitor day passes, advertising/sponsorship, vendor contracts, parking fees, etc.

Permanent structures are not necessary for the establishment of MIAS. It is possible for all structures to be temporary as detailed earlier. The cost of constructing the exhibition/conference hall(s), hospitality chalets, and corporate pavilions would eventually be negotiated with the vendor(s) constructing these facilities. There will be numerous additional costs involved in hosting and operating

MIAS that will be need to be covered. This may include cost of security on base, Miami-Dade County police and fire rescue, insurance, etc. However, it is anticipated that revenues generated from exhibitors and chalet reservations, parking and day pass sales will be well in excess of the cost of facilities, logistics, safety, insurance and other event organization needs.

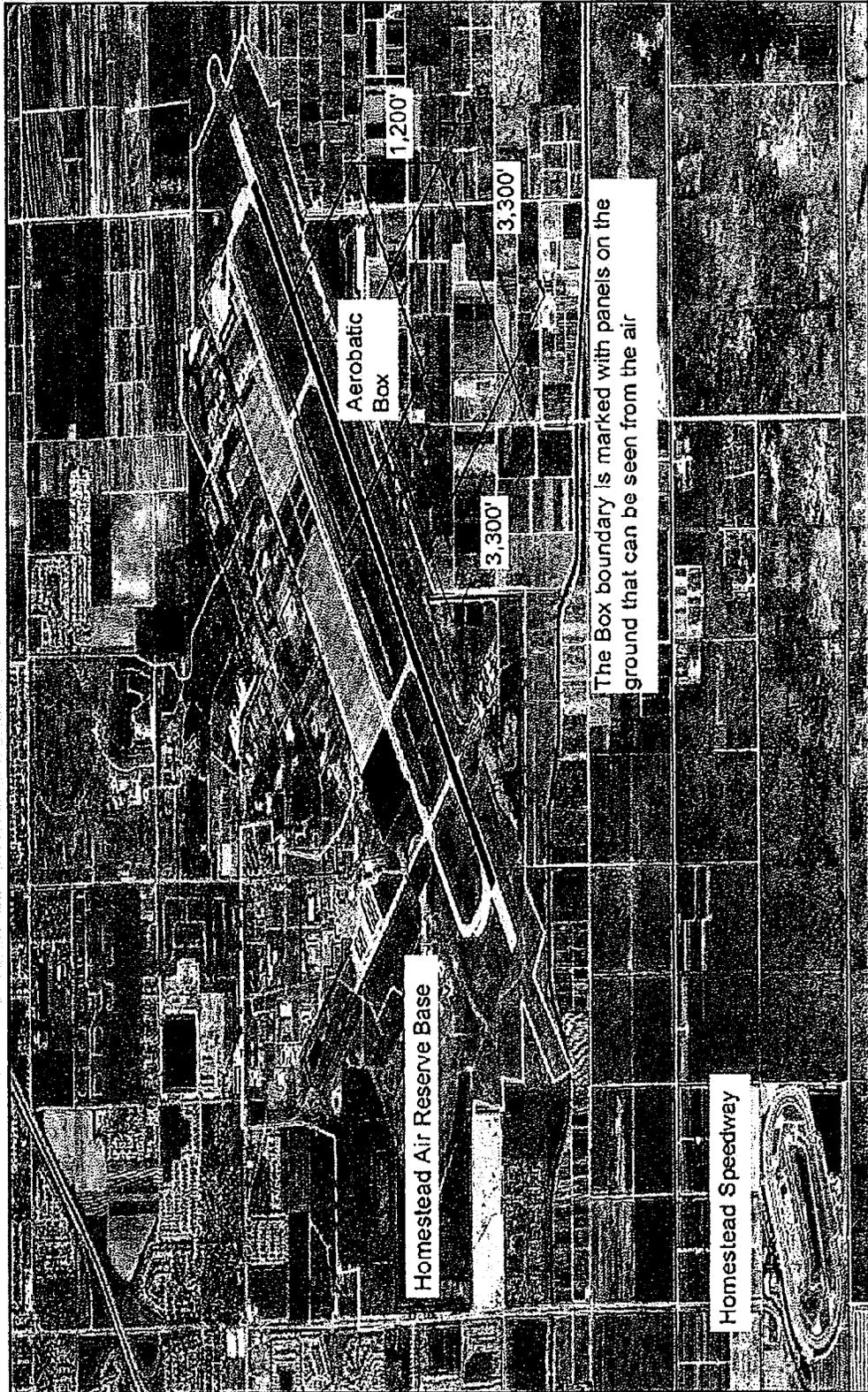
Attachment A: Homestead Air Reserve Base (Black Lines), Miami-Dade County Land (Yellow Lines), and targeted acreage for MIAS (Red).



Targeted acreage for MIAS (Red)



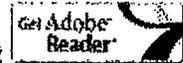
Attachment B: Homestead Air Reserve Base and Aerobatics Box





Miami-Dade Legislative Item File Number: 092979

Printable PDF Format



File Number: 092979 **File Type:** Resolution **Status:** Adopted
Version: 0 **Reference:** R-1289-09 **Control:** Board of County Commissioners

File Name: SUPPORT AN INTERNATIONAL COMMERCIAL AIR SHOW BEACON COUNCIL **Introduced:** 11/3/2009

Requester: NONE **Cost:** **Final Action:** 11/4/2009

Agenda Date: 11/3/2009 **Agenda Item Number:** 14A5

Notes: Title: RESOLUTION SUPPORTING CONCEPT OF HAVING AN INTERNATIONAL COMMERCIAL AIR SHOW IN MIAMI-DADE COUNTY AND SUPPORTING THE BEACON COUNCIL'S EFFORTS TO DETERMINE THE FEASIBILITY OF AND ESTABLISH SUCH AN EVENT; DIRECTING THE MAYOR AND THE MAYOR'S DESIGNEE TO TAKE ALL NECESSARY STEPS RELATING TO THIS EVENT; AND DIRECTING MIAMI-DADE COUNTY'S OFFICE OF INTERGOVERNMENTAL AFFAIRS TO PROVIDE NECESSARY SUPPORT RELATING TO THIS EVENT; AND REQUIRING A REPORT

Indexes: BEACON COUNCIL **Sponsors:** Dennis C. Moss, Prime Sponsor
 Bruno A. Barreiro, Co-Sponsor
 Audrey M. Edmonson, Co-Sponsor
 Carlos A. Gimenez, Co-Sponsor
 Joe A. Martinez, Co-Sponsor
 Rebeca Sosa, Co-Sponsor
 Barbara J. Jordan, Co-Sponsor
 Dorrin D. Rolle, Co-Sponsor
 Natacha Seijas, Co-Sponsor
 Katy Sorenson, Co-Sponsor

Sunset Provision: No **Effective Date:** **Expiration Date:**
Registered Lobbyist: None Listed

Legislative History

Acting Body	Date	Agenda Item	Action	Sent To	Due Date	Returned Pass/Fail
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Board of County Commissioners	11/4/2009 14A5	Adopted	P
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County Attorney	11/3/2009	Assigned Cynthia Johnson-Stacks
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Legislative Text

TITLE

RESOLUTION SUPPORTING CONCEPT OF HAVING AN INTERNATIONAL COMMERCIAL AIR SHOW IN MIAMI-DADE COUNTY AND SUPPORTING THE BEACON COUNCIL'S EFFORTS TO DETERMINE THE FEASIBILITY OF AND ESTABLISH SUCH AN EVENT; DIRECTING THE MAYOR AND THE MAYOR'S DESIGNEE TO TAKE ALL NECESSARY STEPS RELATING TO THIS EVENT; AND DIRECTING MIAMI-DADE COUNTY'S OFFICE OF INTERGOVERNMENTAL AFFAIRS TO PROVIDE NECESSARY SUPPORT RELATING TO THIS EVENT; AND REQUIRING A REPORT

BODY

WHEREAS, the aviation and aerospace industries are targeted industries in Miami-Dade County and the State of Florida. With more than 660 aviation companies operating in Miami-Dade County employing more than 13,000 workers, the aviation industry in Miami-Dade County is an important key economic driver and important source of jobs; and

WHEREAS, one of the principal engines driving Miami-Dade County's economy and the thriving aviation industry is Miami International Airport (MIA). In addition, Miami-Dade County contains three general aviation airports, an air reserve base, and the Dade Collier Training and Transition Airport. Opa-locka Executive Airport, Kendall-Tamiami Executive Airport and Homestead General Aviation Airport are among the busiest general aviation airports in Florida, serving corporate, recreational, flight training, and governmental agency activities; and

WHEREAS, Homestead Air Reserve Base (HARB) supports contingency and training operations of U.S. Southern Command (SOUTHCOM) and a number of tenant units including Headquarters Special Operations Command South (SOCSOUTH), U.S. Coast Guard Maritime Safety and Security Team (MSST), and an air and maritime unit of U.S. Customs and Border Protection. In addition, HARB is home to the most active North American Air Defense Command (NORAD) alert site in the continental United States, operated by a detachment of F-15 fighter interceptors from the 125th FW Florida Air National Guard; and

WHEREAS, since the late 1990's, The Beacon Council has conducted business development missions to the Paris Air Show, often with representation from the Miami-Dade County Commission and the Miami-Dade County Aviation Department (MDAD). These efforts have led the Beacon Council to develop a strong working relationship with GIFAS (the French aerospace industries association) and Aerospace Industries Association (AIA); and

WHEREAS, in 2008, the Beacon Council accepted an invitation from GIFAS to attend their 100th anniversary events in Paris, France. During this trip Mr. Louis Le Portz, Chairman, GIFAS, offered to invite representatives from Miami-Dade County to observe and learn from the planning process of the Paris Air Show; the Paris Air Show is held every other year (odd numbered years); and

WHEREAS, there is no major commercial air show, which are business/trade events that display commercial, civil, and military aircraft and airspace technology existing in the United States, as all existing air shows in the United States are primarily spectator events; and

WHEREAS, an international commercial air show would produce a high positive economic impact in Miami-Dade County through direct and indirect job creation and earning of revenues by the various entities preparing, managing and servicing the event; and

WHEREAS, having a commercial air show in Miami-Dade County will affirm Miami-Dade County as a major aviation center, while highlighting the local aviation industry and supporting local organizations; and

WHEREAS, in June 2009, MDAD prepared an analysis of a "Paris-Type" commercial air show in Miami-Dade County. MDAD's analysis states that HARB has the capacity to host a major commercial air show and that the nearby Homestead Speedway provides adequate event parking. In addition, the Dade Collier Training and Transition Airport has the capacity to serve as an alternate location to HARB; and

WHEREAS, on July 21, 2009, the Beacon Council came before the Miami-Dade County Commission to present the concept of establishing a commercial air show in Miami-Dade County; and

WHEREAS, the Board has previously resolved to explore the feasibility of partnering with the HARB to stage an air show in Miami-Dade County pursuant to County resolution No. R-280-08 and this current resolution would further that endeavor,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The Board of County Commissioners of Miami-Dade County supports the concept of having an international commercial air show in Miami-Dade County and supports the Beacon Council's efforts to establish such an event.

Section 2. In furtherance of this concept, the Mayor or his designee are directed to perform any and all necessary acts to support the Beacon Council's efforts to determine the feasibility of and establish a commercial air show in Miami-Dade County, including:

(a) authorizing County personnel to participate, as requested by the Beacon Council, in a public/private interagency taskforce which will seek appropriate analysis by professionals specialized in planning, staging, and marketing successful international commercial air show events; and

(b) discussing and negotiating proposed agreements between the County and the Beacon Council, subject to approval by the Board of County Commissioners or entering into such agreements as may be authorized by the Code of Miami-Dade County, Florida; and

(c) in conjunction with the Beacon Council, seeking support from and agreements with the U.S. Department of Defense, Homestead Air Reserve Base, the City of Homestead and the Aerospace Industry Association to further define the feasibility of a international commercial air show in Miami-Dade County and establish such an event; and

(d) in conjunction with the Beacon Council, seeking funding to support the further evaluation of the feasibility of a commercial air show in Miami-Dade County.

Section 3. Miami-Dade County's Office of Intergovernmental Affairs is directed to provide necessary intergovernmental support at the federal and state levels to promote and obtain the necessary approvals and support for the international commercial air show in Miami-Dade County.

Section 4. The Mayor and the Mayor's designee are directed to provide a report to the Board of County Commissioners on the efforts relating to establishing an international commercial air show, which shall include the Beacon Council's recommendations regarding any additional necessary steps that need to be taken to establish an International Commercial Air Show in Miami-Dade County on or before September 30, 2010.

E-mail your comments, questions and suggestions to [Webmaster](#)

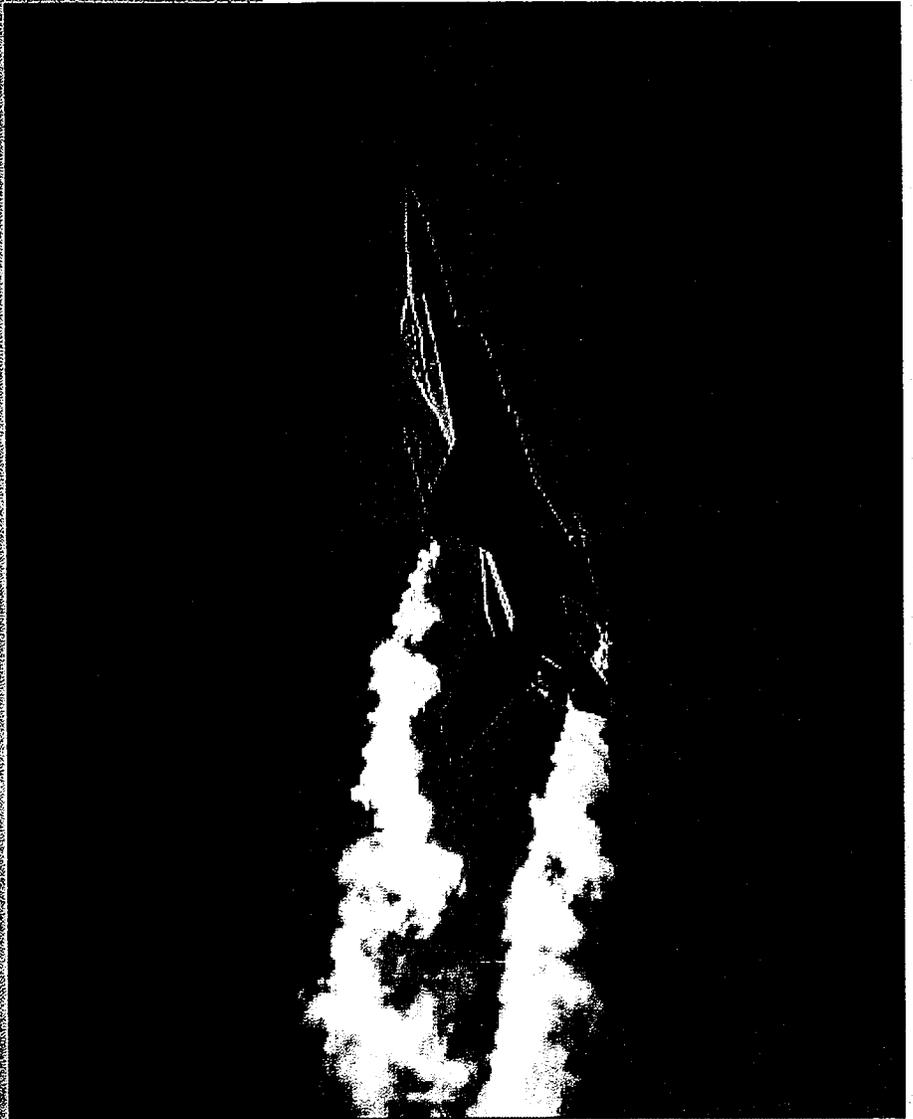
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Prepared by :
Miami-Dade County
Aviation Department in
conjunction with the
Beacon Council

MDAD,
Aviation Planning Division
July 21, 2009

Briefing to the Miami-Dade Board of County Commissioners Analysis for a "Paris-Type" Commercial Air Show in Miami- Dade County





Why a "Paris - Type" Air Show in Miami-Dade?

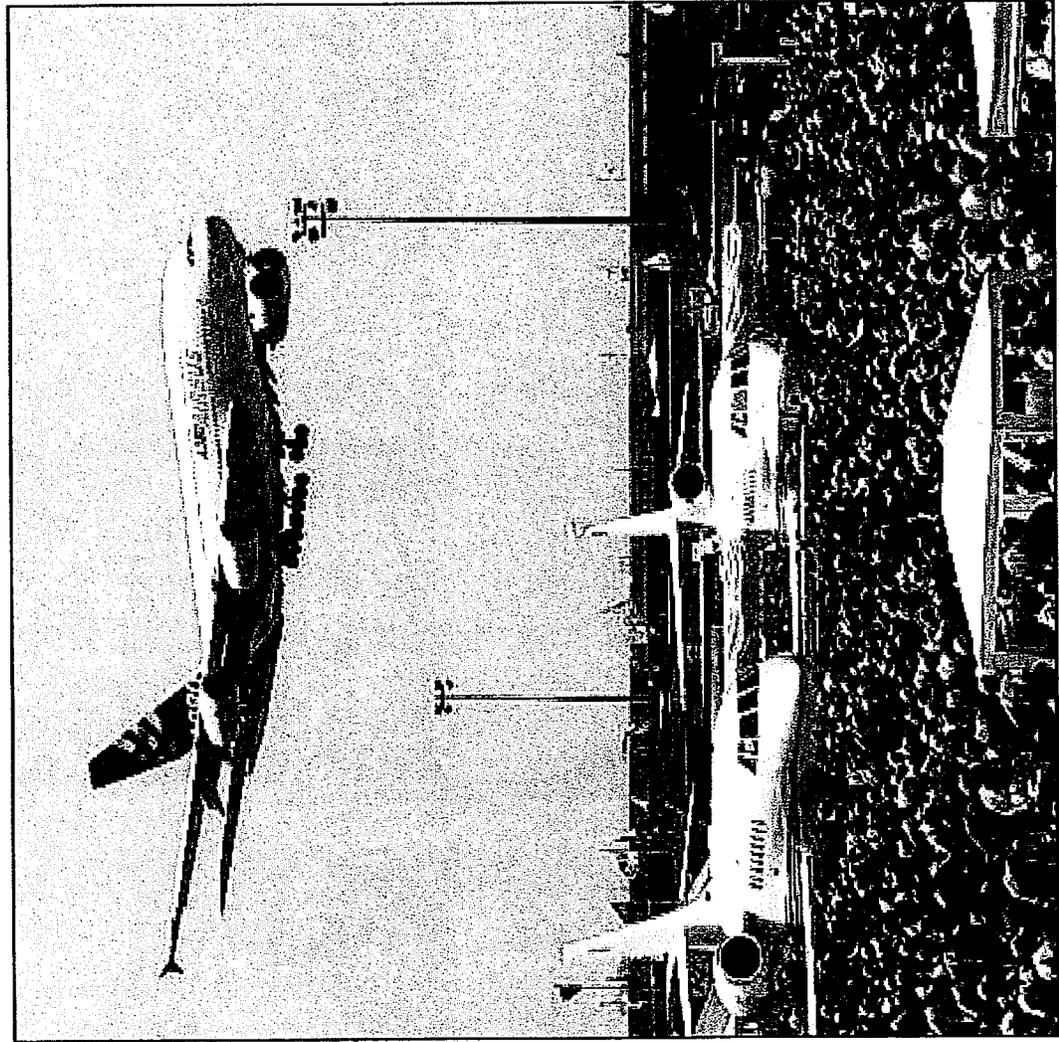
"There are too many air shows, but there is no significant air show in the U.S. !"

Mr. Rudolph Marchais
CEO/President , TAT Group



MIAMI-DADE COUNTY AIRPORT AUTHORITY, 11000 N.W. 25th AVENUE, MIAMI, FL 33187-3000, TEL: 305-375-2000, FAX: 305-375-2001, WWW.MIAMI-DADECOUNTYFLA.AIRPORTAUTHORITY.COM

Purpose of Air Shows



- Display Commercial, Civil and Military Aircraft and Airspace Technology
- Demonstrate the Performance and Capability of Aviation/Airspace Technology
- Display and Promote Military Services
- Provide a exposition venue that is conducive to on-site business and trade transactions
- Generate Positive Regional Impacts
- Provide Entertainment for the Public
 - Wow Factor
- Support Charities and Causes

Top 10 Air Shows

1. Paris, Le Bourget Airfield, held in June, odd years
2. London, Farnborough Airfield, held in July, even years
3. Oshkosh, WI, Wittmann Regional Airport, July-Aug. yearly
4. Singapore, Asian Aerospace, Changi International Airport, every 2 years
5. Moscow, Gromov LII flight research institute airfield, August
6. Dubai, U.A.E., every 2 years in November
7. Royal Intl. Air Tattoo, RAF Fairford in Gloucestershire, July
8. Canada, Abbotsford, British Columbia, August
9. California, Chino, May
10. Dayton, Ohio, Dayton International Airport, July



Attendance at Air Shows

Paris, London, Oshkosh

350,000 to 600,000 Attendees

Asian, Dubai,

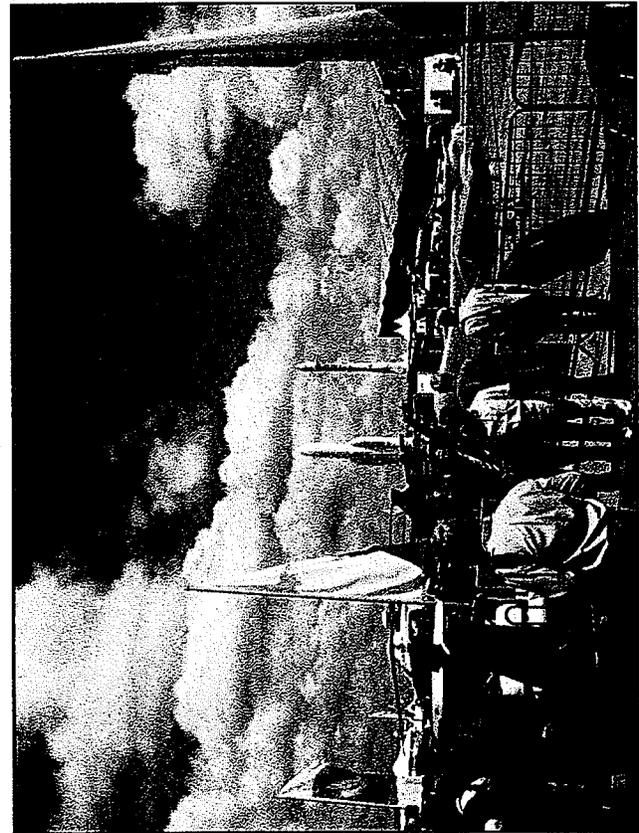
150,000 to 350,000 Attendees

Abbotsford, Chino, Dayton

150,000 Attendees

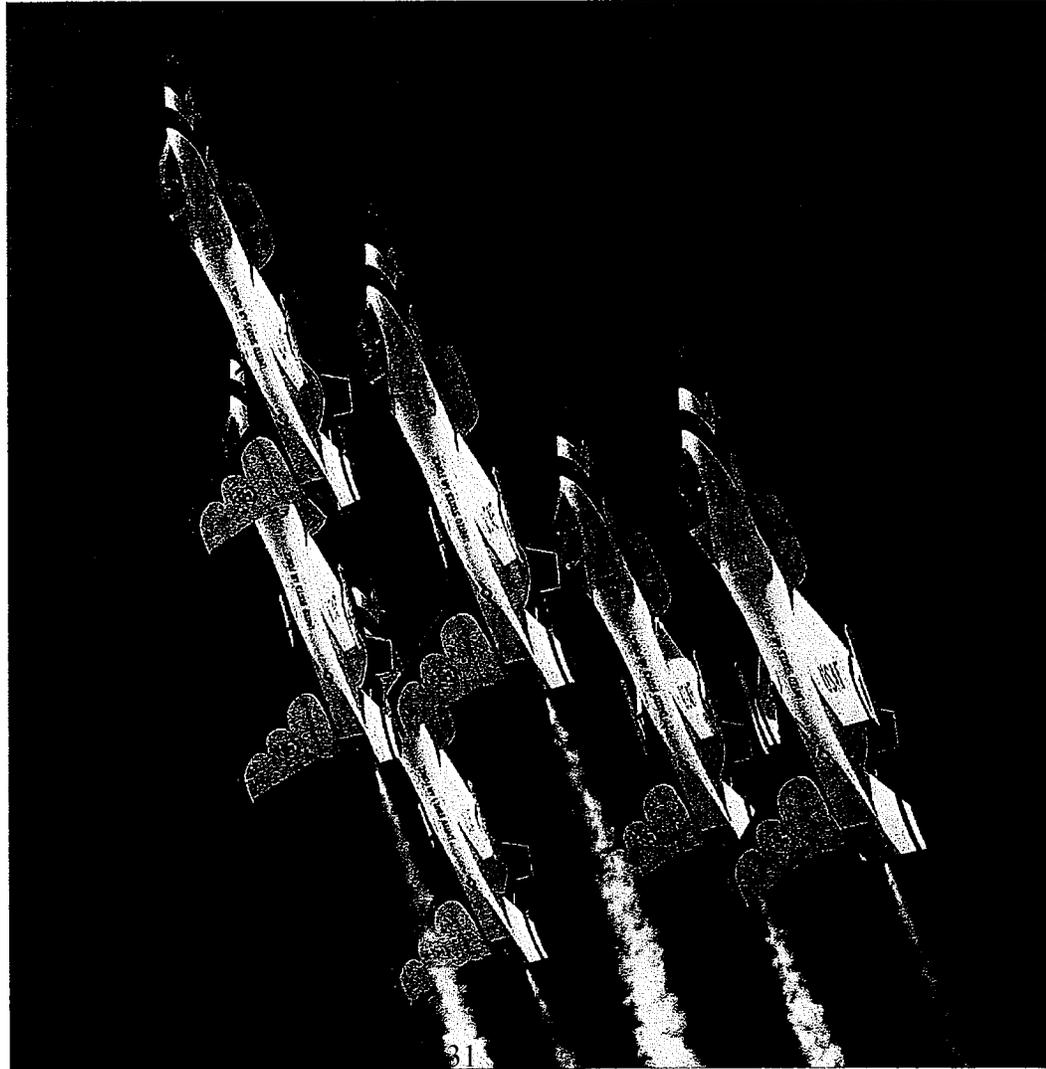
Local Shows

75,000 - 100,000 Attendees





Traditional Air Shows are a popular spectator draw



- Over 400 Air Shows are held in the US annually.
- With over 26 million spectators attending air shows in the US each year
- That's 2X as many as attend NFL games, and 4X as many as attend NASCAR events.
- Attendance ranging between 20-200K attendees per day, based on how well a local show is established and promoted.
- All U.S. based shows are spectator events – none are major trade and business events



Factors for Successful Air Shows



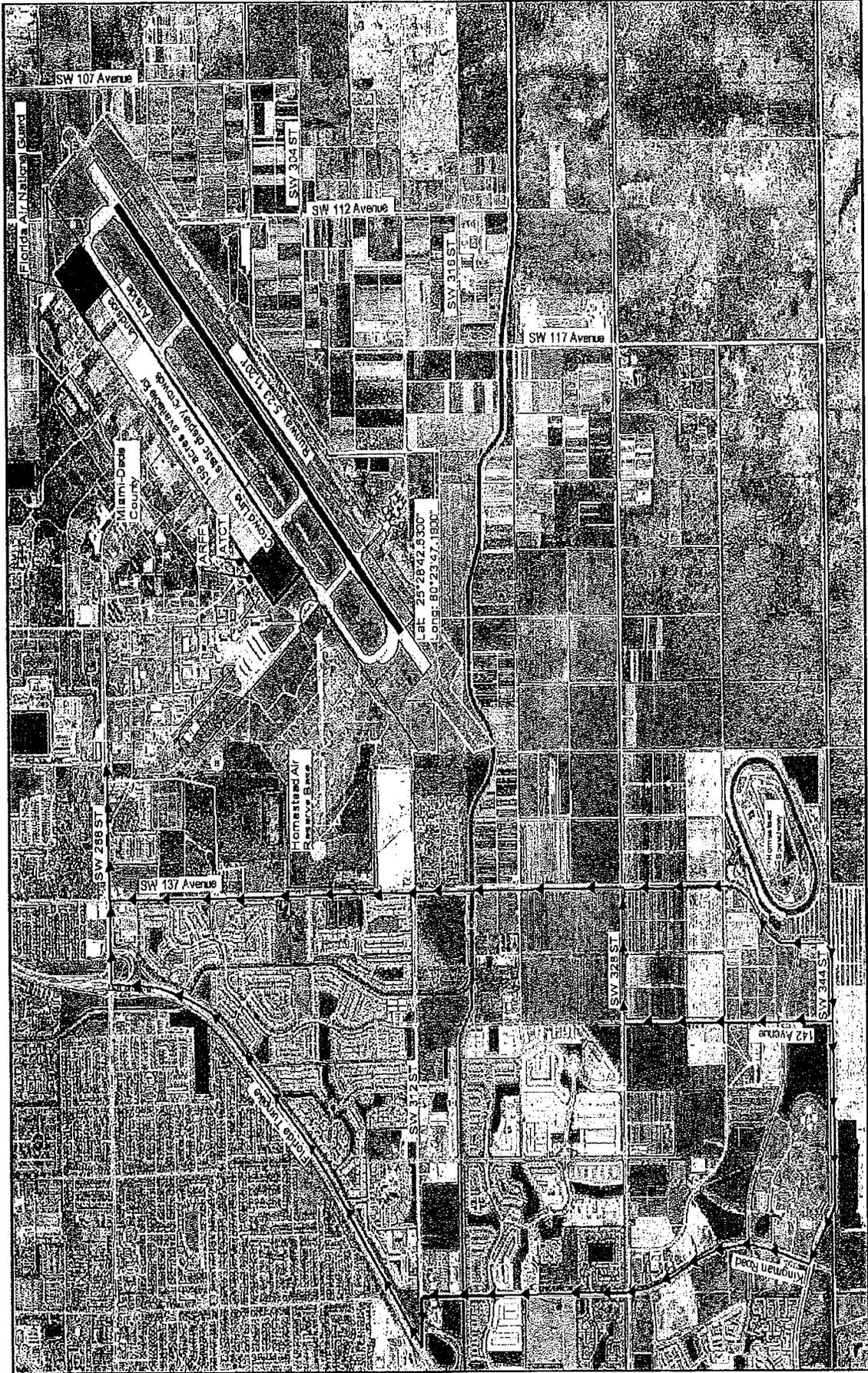
Photo by AEC3 (A9) Peter Carnicelli

- Successful Air Shows have evolved over time - over 100 years for the Paris Air Show (1909-2009)
- Successful Air Shows need to draw from a broad range of the Aviation and Airspace Industry – including military, commercial and civil corporate/business
- Successful Air Shows offer something for everybody beyond the air show – *Miami like Paris is a destination*
- Successful Air Shows attract popular aerobatic grand finale acts like the Blue Angels or USAF Thunderbirds
- Successful Air Shows provide trade fair venues for exhibitors and buyers to engage in business

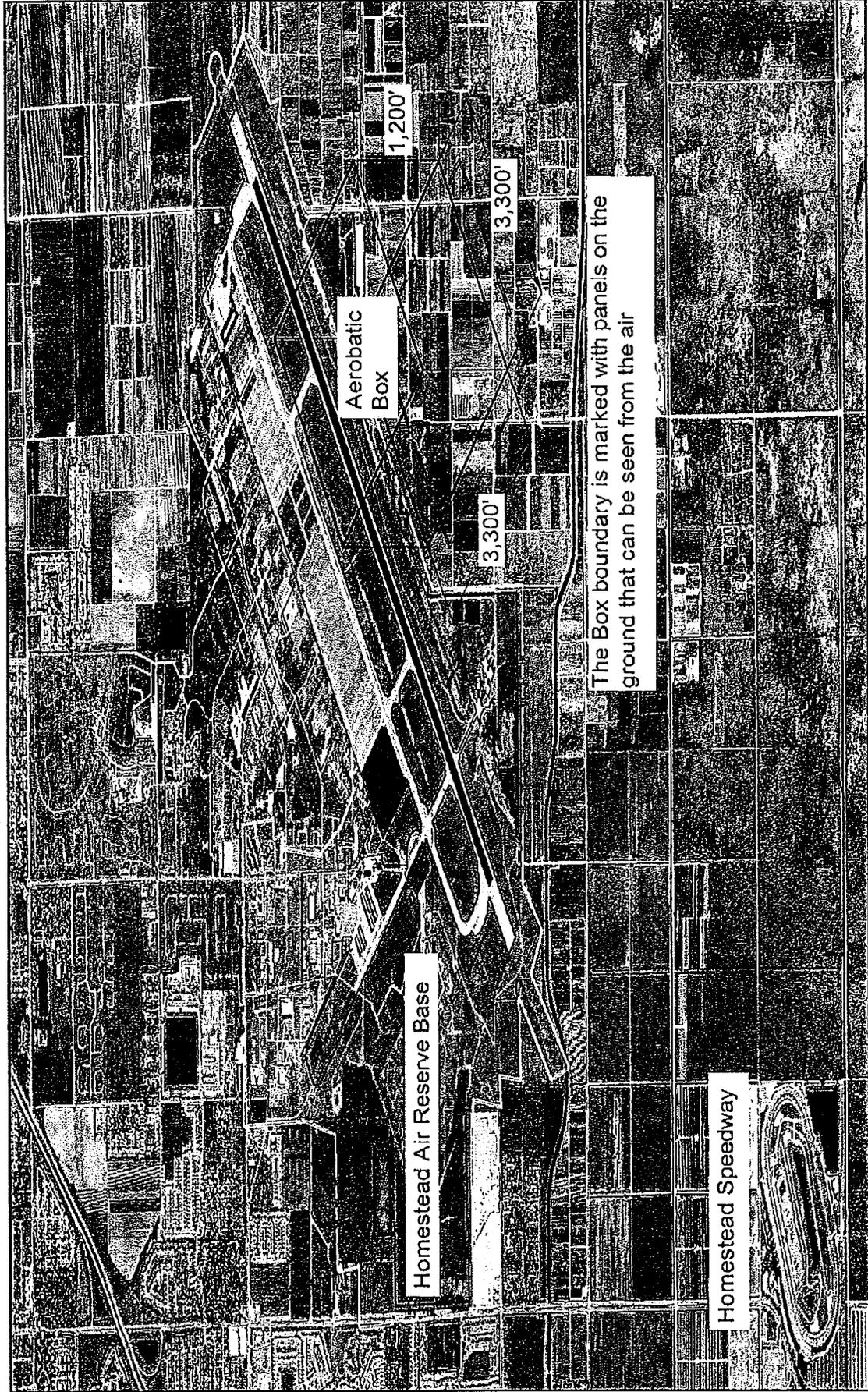
Scope of the Preliminary Feasibility Assessment

1. Show Design Requirements (static display areas for exhibitors and manufacturers)
2. Air Operations (airspace reservation, aerobatic box, control)
3. Ground Operations (staging, access, security, etc.,)
4. Aircraft Support and Service (fueling, potable water, line maintenance, etc.,)
5. Exhibitor and Performer Selection and Staging
6. Safety and Security Management (crowd control, setback areas, security logistics)
7. Emergency Response and Support (accident ARFF response and transport)
8. Event Access, Traffic and Parking Logistics (Park and Ride lots, Express Bus lanes on the Turnpike, On-site parking, etc.,)
9. Department of Defense Coordination
10. Vendor and Concessionaire Relations and Management (Parking, food and beverage, souvenirs and sundry, etc.,)
11. Marketing for Procurement of Static and Dynamic Displayers through Event Coordinators
12. Promotional Plan Design and Cost (web, media, trade magazines, brochures,)

Show Design -- Location HST



Show Design -- Location HST



NASCAR Event parking at Homestead Speedway suggests adequate capacity



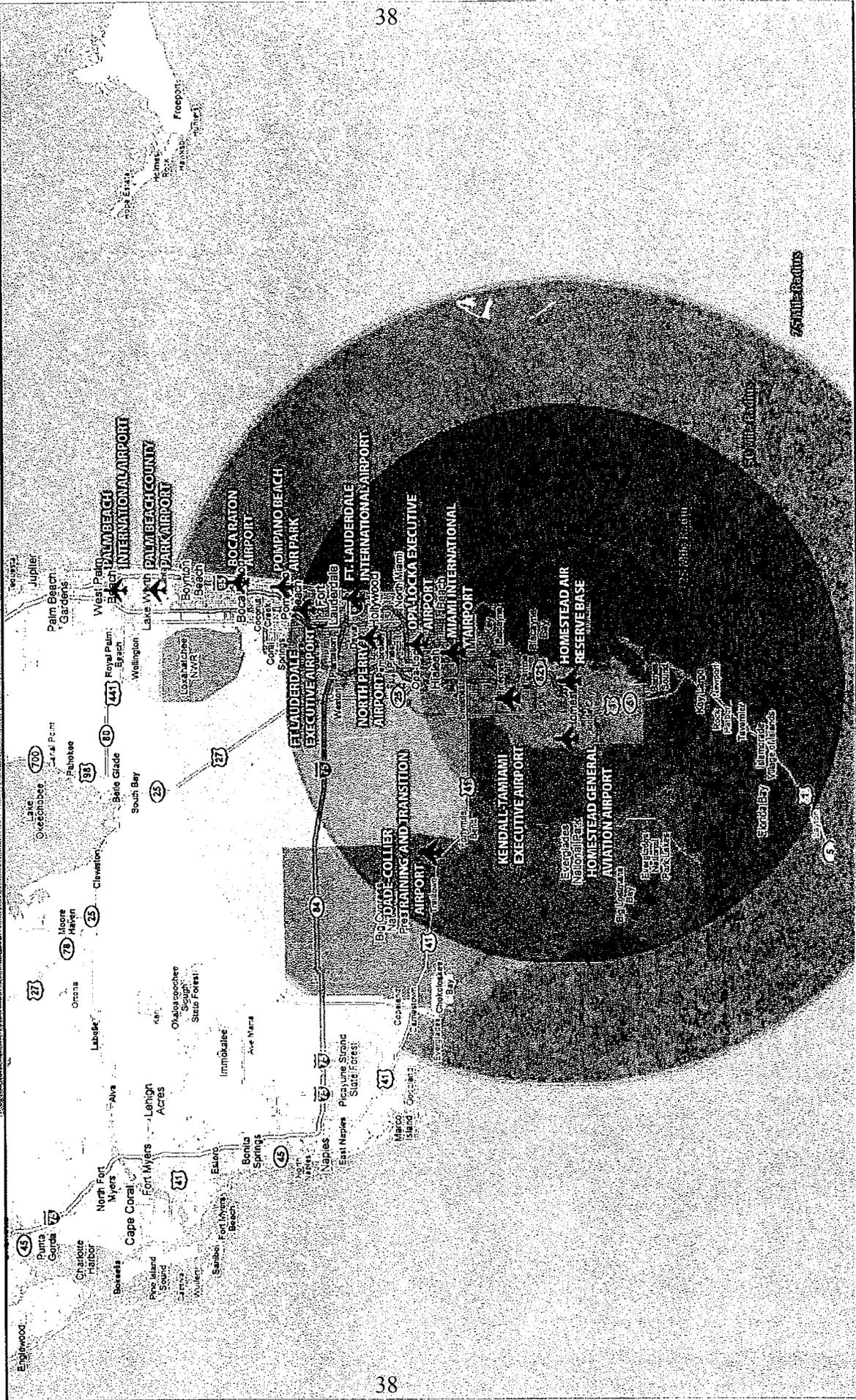


Economic Impact Assumptions Initial Year – 2012



- 7 Day Event - 5 days for delegates and exhibitors only, 2 days for the public
- 150K Visitors/day (more depending on finale flight demonstration team availability)
- 2000 Exhibitors
- 50 hospitality chalets
- >500 Aircraft on Display
- Assumes Availability of Finale Flight Team(s) – US Navy Blue Angels, USAF Thunderbirds, etc...

Geographic & Economic Impact





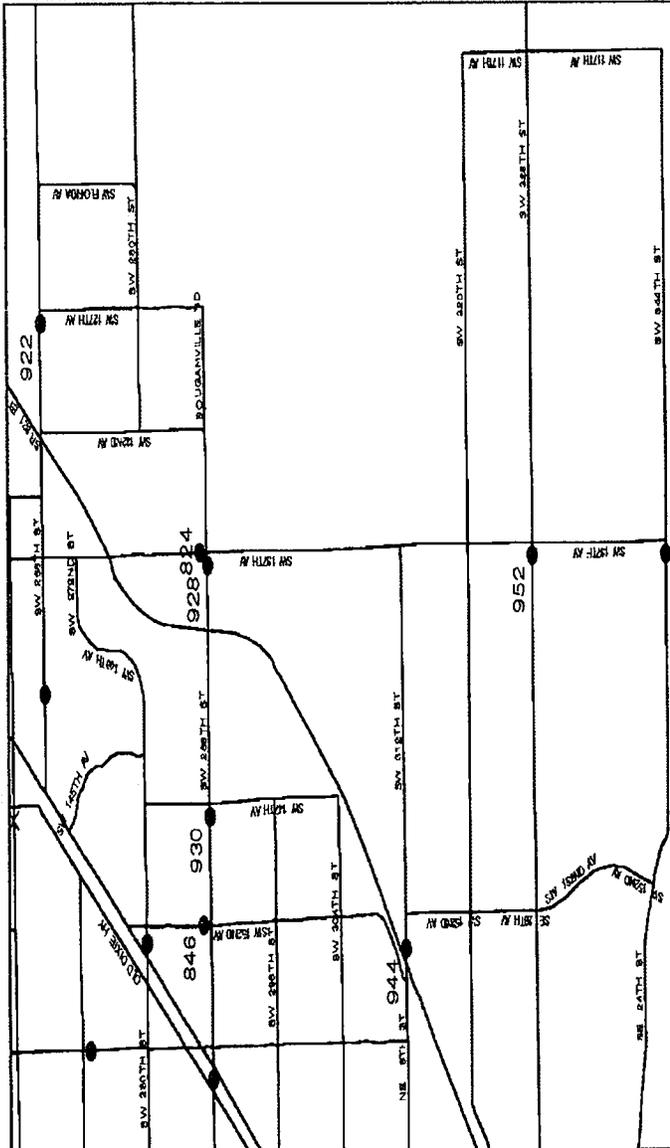
Facility & Infrastructure Availability

- Access – Florida Turnpike Extension & US 1
- Parking - On Site, estimated \$15/vehicle (Availability for Remote)
- Show exhibitor areas (ranging between \$2-5K), chalets (ranging between \$10-20K) static display rates ranging between (\$1-2K) and demonstration rates in the aerobatic box with time certain ranging between (\$1-2K) for time certain slots and assuming 15 minute slots and 20 slots per day.
- Aircraft Support and Safety (ARFF) Equipment Available
- Base Commander approval assumed, no entrance fee is charged at HARB, however participant spectator fees are charged at the Homestead Speedway estimated at \$50 per day.
- Area and permits for Concessions (food, beverage and souvenirs) available
- Miami-Dade and corporate sponsor (s) assumed to fund marketing and promotion and advance deposits from exhibitors and chalet reservations to cover the cost of facilities, logistics, safety, insurance and other event organization needs

Economic Impact

Economic Impact Analysis (DIRECT & INDUCED)

<u>DAYS (1-7)</u>	<u>Total</u>
Delegates (entrance fees)	\$41,250,000
Exhibitors (display fees)	\$10,000,000
Chalets/Villas (rental fees)	\$875,000
Static Displays (apron fees)	\$500,000
Dynamic Display (Slot fees)	\$280,000
Vehicle Parking (on site)	\$4,200,000
Souvenir Retail (Rental and Percentage of Gross)	\$420,000
Food and Beverage (Concession fees and % of gross)	\$2,100,000
Subtotal	\$59,625,000
<u>DAYS (6&7)</u>	
Spectators (gate charges)	\$20,000,000
Parking	\$1,500,000
Valet Service	\$90,000
Souvenir Sales	\$7,000,000
Food & Beverage Sales	\$10,500,000
Subtotal	\$39,090,000
Event Total	\$98,715,000



PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING DIVISION

SUMMARY FOR STATION 944
NUMBER:

PHP	AA/T	K	D	PHF	PEAK DIRECTION
04/20/08	528	7113	0.074	0.548	SOUTHBOUND
04/25/08	521	7307	0.074	0.543	SOUTHBOUND
05/01/08	538	7384	0.071	0.531	SOUTHBOUND
AVG	528	7261	0.073	0.54	SOUTHBOUND

PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING DIVISION

SUMMARY FOR STATION 922
NUMBER:

PHP	AA/T	K	D	PHF	PEAK DIRECTION
06/02/08	703	10109	0.072	0.844	WESTBOUND
06/03/08	710	9828	0.071	0.838	WESTBOUND
06/03/08	687	10093	0.068	0.849	WESTBOUND
AVG	703	10047	0.071	0.85	WESTBOUND

PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING DIVISION

SUMMARY FOR STATION 928
NUMBER:

PHP	AA/T	K	D	PHF	PEAK DIRECTION
06/02/08	1519	18411	0.075	0.817	WESTBOUND
06/03/08	1455	18724	0.073	0.809	WESTBOUND
06/03/08	1392	18622	0.07	0.807	WESTBOUND
AVG	1455	18445	0.073	0.81	WESTBOUND

PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING DIVISION

SUMMARY FOR STATION 920
NUMBER:

PHP	AA/T	K	D	PHF	PEAK DIRECTION
06/02/08	1269	17189	0.073	0.828	WESTBOUND
06/04/08	1203	17333	0.075	0.848	WESTBOUND
06/05/08	1296	17165	0.074	0.817	WESTBOUND
AVG	1284	17205	0.075	0.831	WESTBOUND

PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING DIVISION

SUMMARY FOR STATION 924
NUMBER:

PHP	AA/T	K	D	PHF	PEAK DIRECTION
02/18/08	1723	22189	0.063	0.809	SOUTHBOUND
02/18/08	1858	22886	0.082	0.814	SOUTHBOUND
02/20/08	1691	22908	0.078	0.802	SOUTHBOUND
AVG	1765	22937	0.081	0.808	SOUTHBOUND

PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING DIVISION

SUMMARY FOR STATION 944
NUMBER:

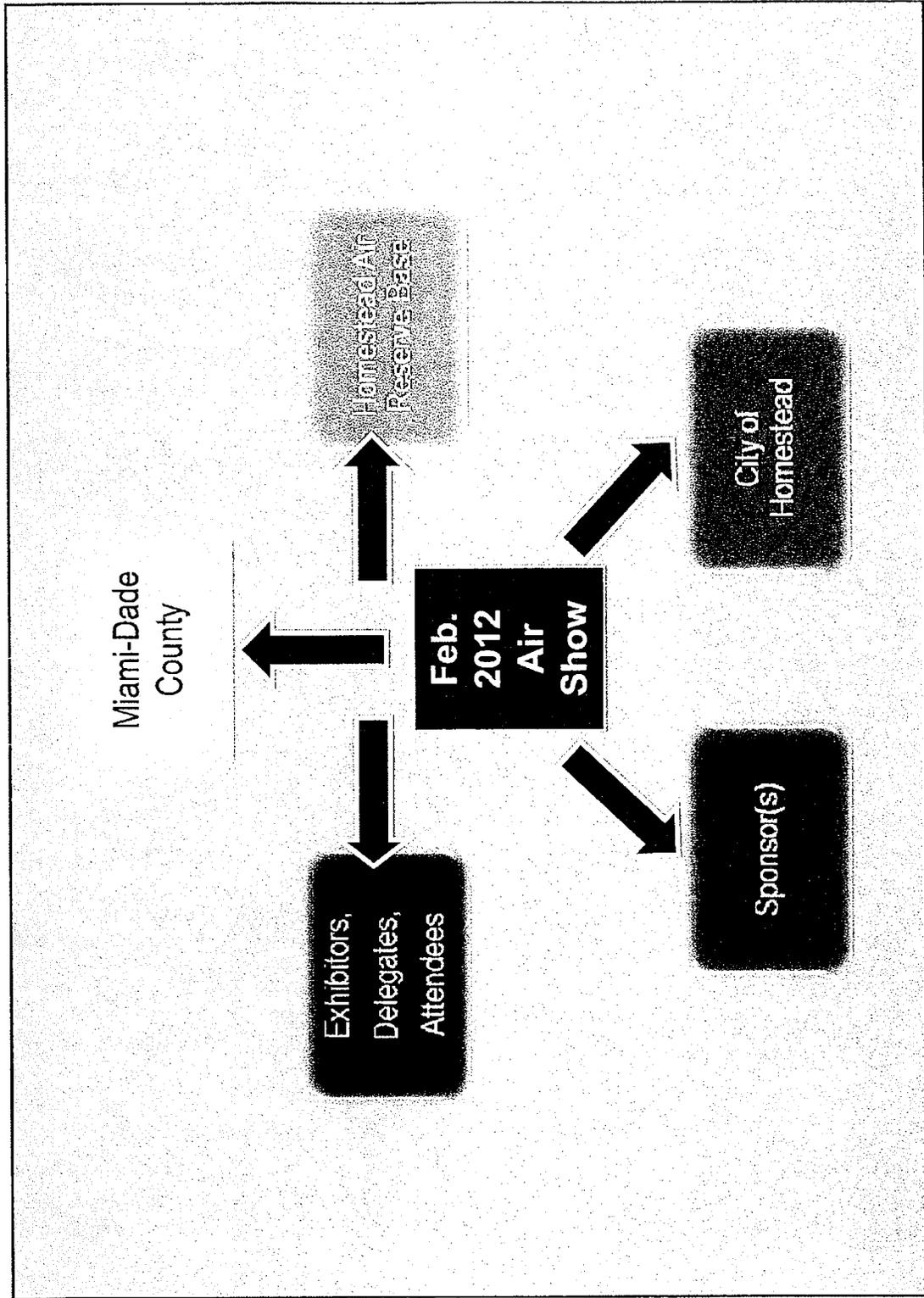
PHP	AA/T	K	D	PHF	PEAK DIRECTION
05/16/08	1115	15571	0.07	0.82	WESTBOUND
05/17/08	1519	20446	0.074	0.804	WESTBOUND
05/18/08	1345	21884	0.076	0.818	WESTBOUND
AVG	1353	20613	0.076	0.813	WESTBOUND

PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING DIVISION

SUMMARY FOR STATION 932
NUMBER:

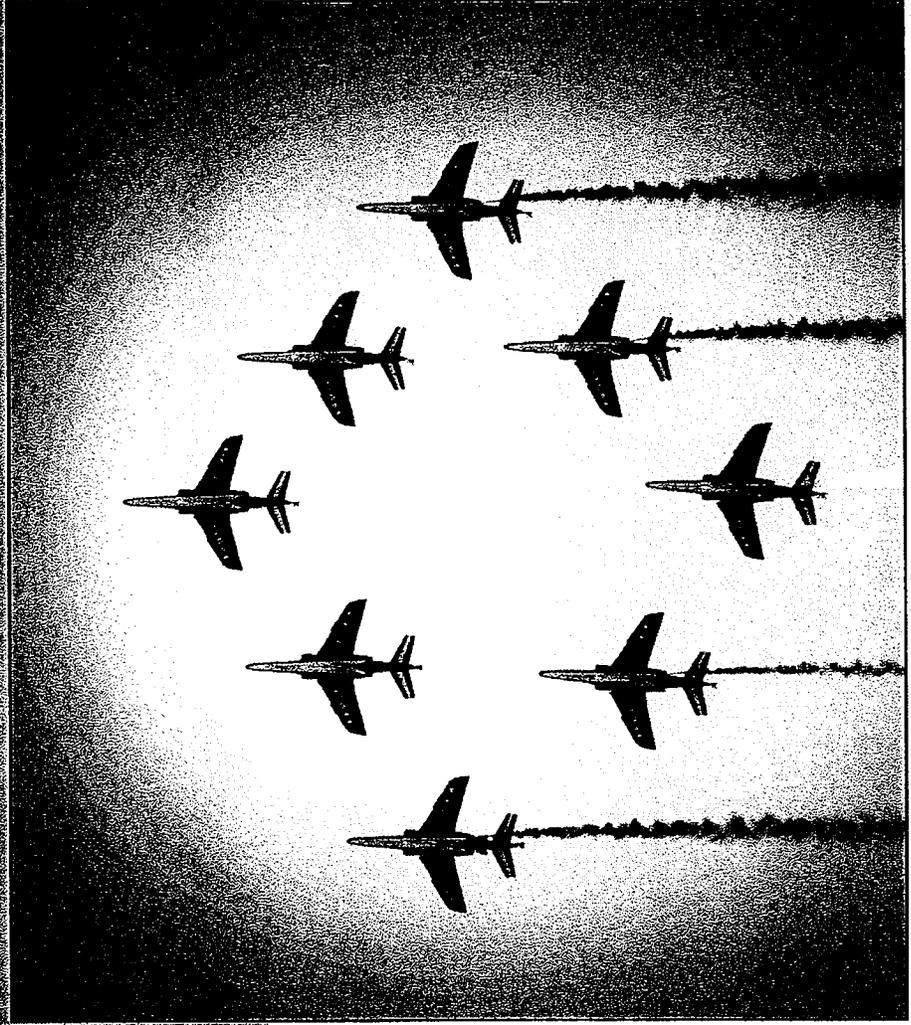
PHP	AA/T	K	D	PHF	PEAK DIRECTION
05/18/08	243	2802	0.087	0.75	EASTBOUND
05/17/08	227	2881	0.084	0.829	EASTBOUND
05/18/08	228	2759	0.084	0.814	EASTBOUND
AVG	224	2750	0.085	0.809	EASTBOUND

Key - Stakeholders





Analysis for Proposed Alternative Air Show site at Dade Collier Training and Transition Airport



Prepared by :
Miami-Dade County
Aviation Department

Aviation Planning Division

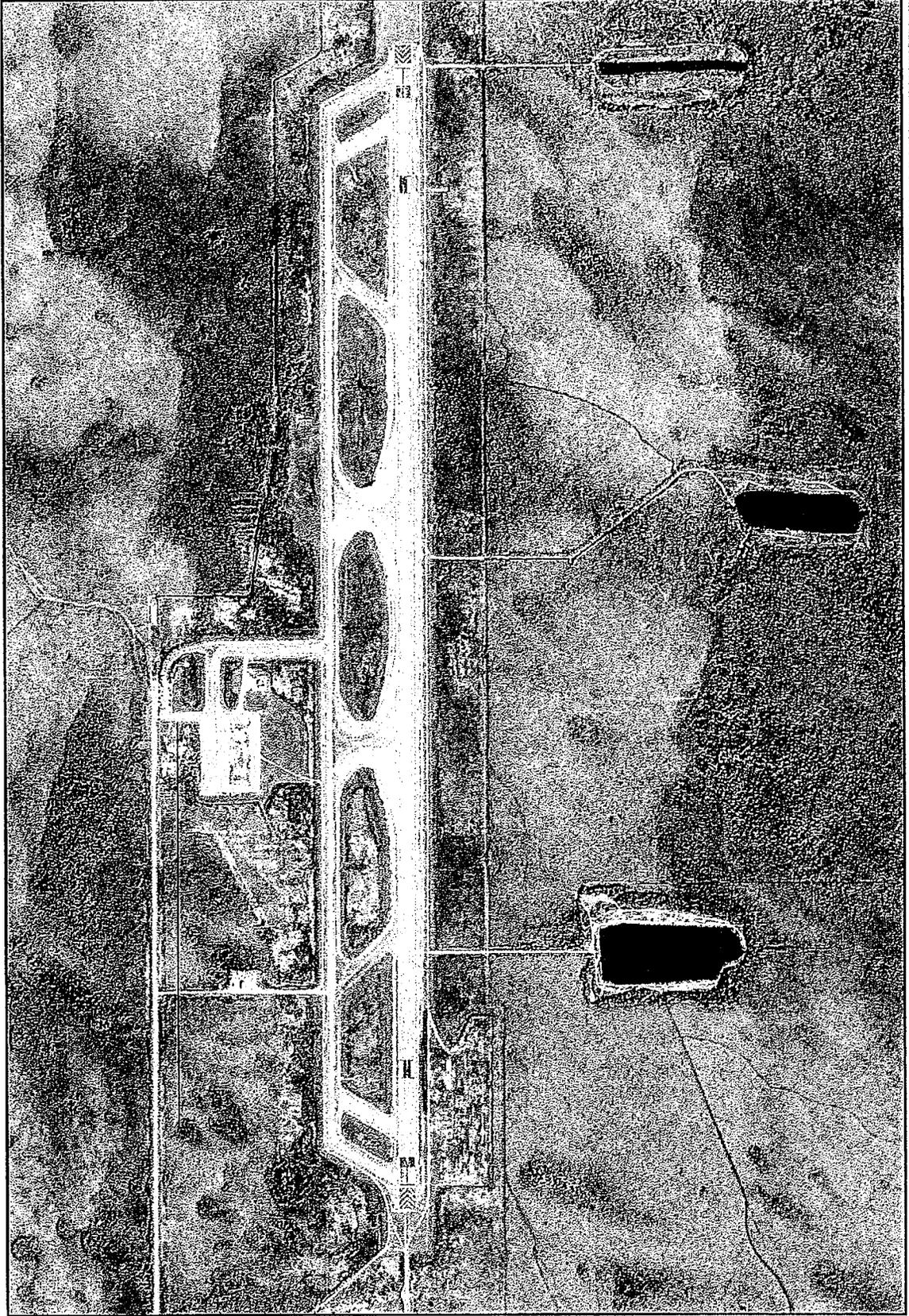
July 21, 2009



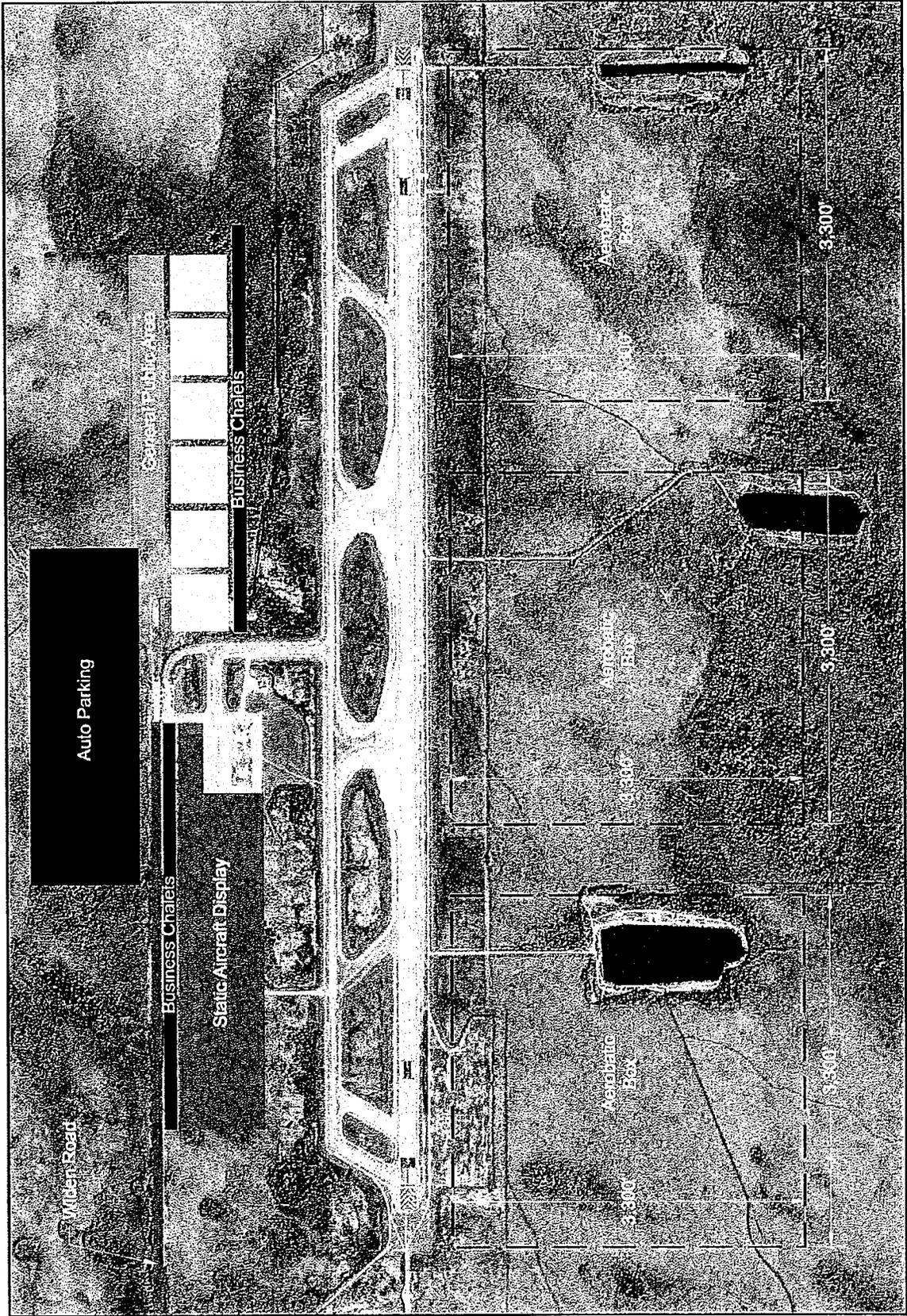
Airport Property Boundary



Proposed Show Site



Proposed Future Development Plan





Air Show Facility Areas

Aircraft Display:	60 Acres of Aprons
Business Chalets:	760,000 s.f. temporary or permanent structures
Exhibitor Halls:	1,620,000 s.f.
General Public Area:	20 Acres
Auto Parking:	73 Acres

MIAMI-DADE COUNTY AIR SHOW FACILITY AREAS



**The Support of Marion C. Blakey
President and Chief Executive Officer
Aerospace Industries Association is crucial**



Marion C. Blakey is president and chief executive officer of the Aerospace Industries Association. AIA represents the nation's leading manufacturers and suppliers of civil, military, and business aircraft, helicopters, unmanned aerial vehicles, space systems, aircraft engines, missiles, materiel and related components, equipment services and information technology.

Blakey improved the Board's accident reporting process and strengthened its advocacy and outreach programs to promote safer travel throughout all modes of transportation. She also furthered development of the NTSB Academy as a national and international resource to enhance aviation safety and accident investigations.

Including her service at the FAA and NTSB, Blakey has held six presidential appointments, four of which required Senate confirmation. From 1992 to 1993, Blakey served as administrator of the Transportation Department's National Highway Traffic Safety Administration, which regulates the automobile industry. As the nation's leading highway safety official, she was charged with reducing deaths, injuries, and economic losses resulting from motor vehicle crashes. Prior to her service at NHTSA, she held key positions at the Department of Commerce, the Department of Education, the National Endowment for the Humanities, the White House and the Department of Transportation.

From 1993 to 2001, Blakey was the principal of Blakey & Associates, now Blakey & Agnew, a Washington, D.C. public affairs consulting firm with a particular focus on transportation issues and traffic safety.

Born in Gadsden, Ala., Blakey received her bachelor's degree with honors in international studies from Mary Washington College of the University of Virginia. She also attended John Hopkins University School of Advanced International Studies for graduate work in Middle East Affairs. She is a member of Phi Beta Kappa and has received a number of honorary degrees and awards.

Positions

Member, AIA Board of Governors
Fellow, Royal Aeronautical Society

Ms. Blakey became the eighth full-time chief executive of the association in 2007. Before that, she served a five-year term as an administrator of the Federal Aviation Administration.

As FAA administrator, Blakey regulated the nation's airways as well as operated the world's largest air traffic control system managing 44,000 employees and a \$14 billion budget. During her tenure, the traveling public experienced the safest period for air travel in the United States' history. She also was a tireless safety advocate internationally. Blakey instituted solid business practices at the agency that resulted in more than 97 percent of the agency's major programs coming in on time and on budget. Under her leadership, she launched NextGen – the shift toward a satellite-based system that will modernize air transportation and decrease delays.

Prior to being named FAA Administrator, Blakey served as chairman of the National Transportation Safety Board. During her tenure as chairman, she led a number of accident investigations, including the 2001 crash of American Airlines flight 587 dealing with both the highly technical aspects of the investigation as well as the highly charged public interest in the accident.



Recommendations – Going Forward

- A policy commitment to advance the development of a “Paris-Type” Air Show in Miami-Dade County will require an effort comparable to the efforts to draw the “Super Bowl”.
- A multi-agency task force with the ability to fund additional analysis by professional event planners specialized in planning and staging air-shows and marketing the event globally is recommended.
- It took the Paris Air Show a century to evolve into the event that it has become with considerable capital investment at Le Bourget, planning an event of that scale for 2012 (the earliest given the necessary lead time for securing commitments) will require considerable resources for the development of facilities.
- An annual or biannual Air Show event will generate significant economic benefits and induced impacts estimated between \$250 to \$350 Million dollars.



Contacts



Exhibit & Event Solutions

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