

Proposal to Produce the LAUDERDALE AIR SHOW

Respectfully provided by

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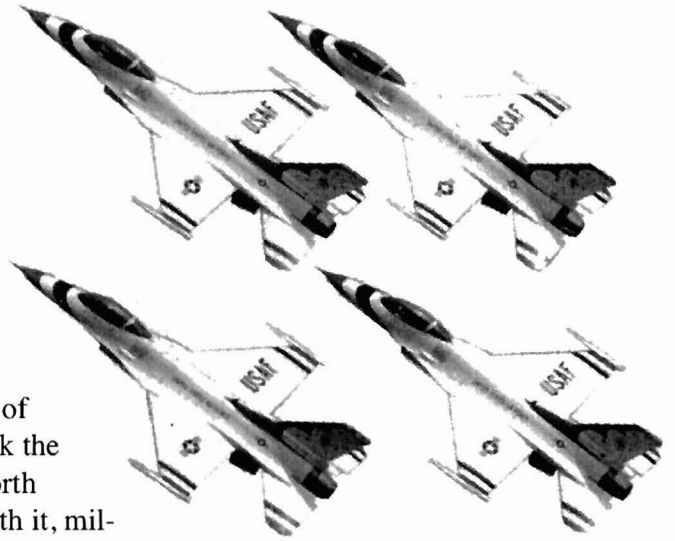
EXECUTIVE SUMMARY

A Beachfront Air Show is one of the most significant economic impact generating events that a community can host. A typical Air Show held over the water will draw over 100,000 spectators per day with half on average staying overnight. Major market shows can draw five times that amount over a week-end.

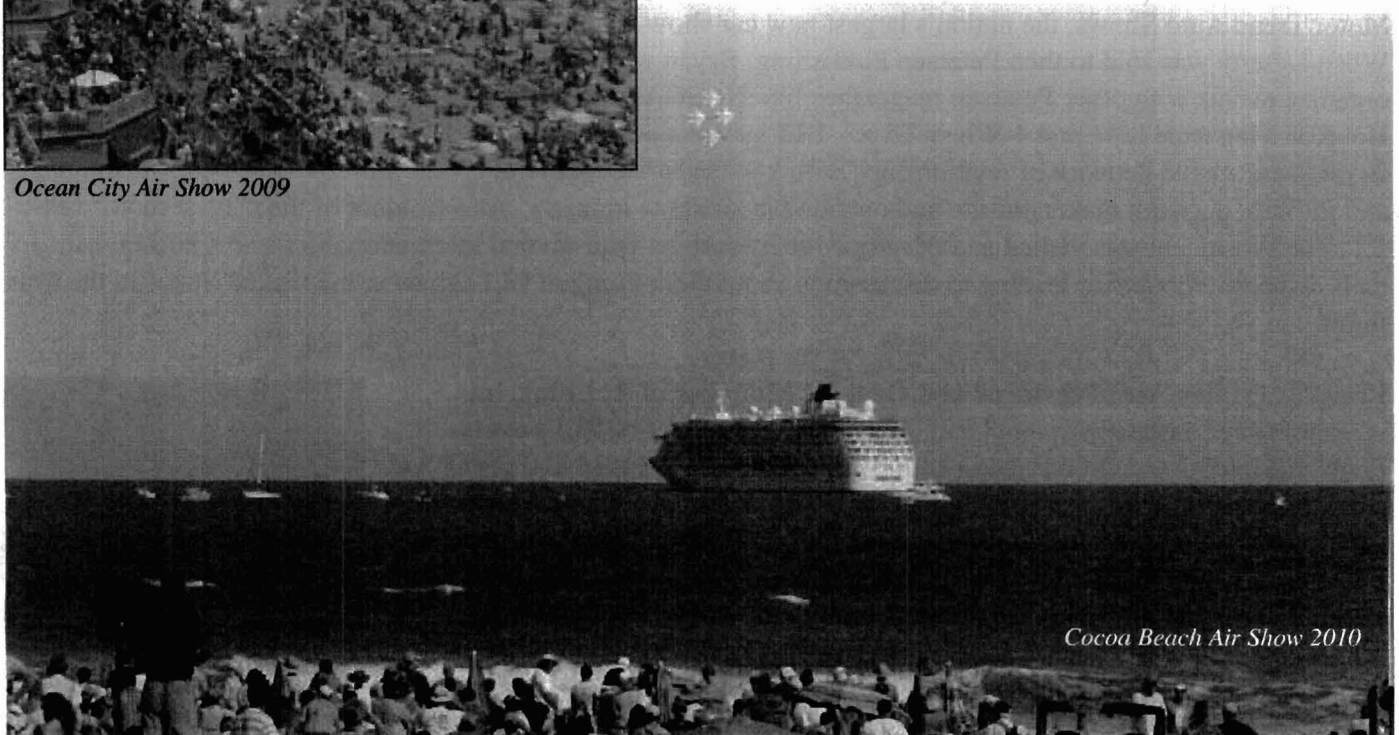
The City of Fort Lauderdale is a signature venue with a history of hosting one of the largest air shows in the nation. Bringing back the show presents the opportunity to draw the top performers in North America and eventually from Europe to headline the event. With it, millions of dollars in economic impact will also return to the city.

B. Lilley, Inc. is an event management firm of event professionals that have been producing shows and events for over 20 years. Our company has successfully started and operates annual beachfront Air Shows in Ocean City, Maryland and Cocoa Beach, Florida. BLI also created and produced World Space Expo at Kennedy Space Center in 2007 to kickoff NASA's 50th Anniversary.

To successfully bring an Air Show back to Fort Lauderdale, it needs to be an advocacy with visible support from the City and the business community. This is important to overcome the stigma of failed attempts in 2008 and 2010 and to insure the long term viability of the event. We believe the credibility of our company and our proven track record of creating and producing beachfront Air Shows, combined with our relationships and reputation in the industry offer the formula to help make it happen.



Ocean City Air Show 2009



Cocoa Beach Air Show 2010

CORPORATE HISTORY AND BACKGROUND



B. Lilley, Inc. (BLI) was started in 2002 by its founder and President Bryan S. Lilley. Since 2006, BLI has specialized in the start up and organization of signature aviation and space related spectator events. These include World Space Expo – held at Kennedy Space Center – created to kick-off NASA’s 50th Anniversary; the OC Air Show in Ocean City, MD and the Cocoa Beach Air Show in Cocoa Beach, FL. B. Lilley Inc’s experience hosting multiple beachfront air shows has many advantages, particularly in the overall planning and execution of the event. This experience will allow us to plan the event in a way that will be much less intrusive to the local beach community and residents, thereby having much less impact in areas such as traffic, debris, and public beaches. The focus on an action-packed, 4-hour show will significantly improve the overall show experience from years past while also having less impact on beach residents.

As a professional event production and management firm in an industry where most air shows are operated by aviation enthusiasts, retired veterans and pilots, BLI’s approach brings a fresh perspective and approach to a slow-to-change industry. This is our business, not a hobby, but we do share the passion for it with event organizers from other backgrounds. As a professional event management firm we offer turn-key services and have proven, dedicated professionals to oversee the operation and integration on every aspect of our events. Everything from marketing, to flight operations, sponsorship development, hospitality, graphic design and even web site development is done in-house. This creates a well-organized, efficient and integrated production. As a small and specialized firm, we are lean enough to quickly adapt to or overcome challenges; maintaining a quality product presentation similar to that of a large event production house. BLI utilizes cutting edge technologies and resources to streamline communication, information management, and productivity. BLI is also an early adopter and industry leader of new marketing resources to access a consumer market that increasingly filters out conventional marketing and advertising mediums.

Bryan S. Lilley, President and Founder of B. Lilley, Inc., has been producing large public events for 22 years with a history of well-respected events around the country. Prior to forming BLI, Bryan served as Vice President and partner at Liberty Productions, Inc. today known as Motor Trend Auto Shows, the nation’s largest new car show producer. When Liberty was sold to then Petersen Publishing, Bryan went on to organize events with other Petersen magazines like NASCAR Fanfest, Hot Rod Magazine Live and 4-Wheel Expo. BLI’s events benefit from Bryan’s expansive network of relationships with key corporate, political and military decision makers inside and outside the air show industry. As a resident of the private motor vessel “The World”, he has visited and developed relationships with several international jet teams during visits to their respective countries leading to discussions about them flying at BLI shows in the United States in the near future.



Frank C. Miller, Vice President and General Manager of B. Lilley, Inc., is responsible for the operational and organizational aspects of BLI’s events. Frank carries a degree in Business Administration with a focus in Marketing and studied Industrial Design at the College for Creative Studies in Detroit, Michigan. Frank spent several years working for Liberty Productions and served as Director of Audio Visual at Caesar’s Palace in Las Vegas, overseeing the audio visual services for all trade shows, events and productions. Frank’s background brings creativity to the team’s marketing efforts and a unique integration perspective to logistical planning and execution. Frank also provides a well-rounded knowledge of events to BLI with over 15 years of experience in public events, corporate conferences, social events and trade shows.



Randy Haddaway, Vice President of Marketing and Communications, is the power behind BLI's sponsorship development and retention. Randy was the Senior Vice President of Account Services at Adstrategies, Inc., a full-service advertising, marketing and sponsorship development agency for over 250 events in 41 states. He has a proven track record of success in courting major sponsors and developing long lasting relationships. Randy experience from his years at Adstrategies also plays a significant role in the advertising and marketing strategy of BLI's events.

Ramola Motwani, CEO of Merrimac Ventures, a Fort Lauderdale based real estate firm. She has been a Fort Lauderdale Beach resident and business owner for over 25 years, and has been very active in beach redevelopment and the local tourism industry. She currently serves on many local community boards, including the Beach Council, Beach Redevelopment Advisory Board and the Broward Workshop. She has also been very active in supporting and promoting many beach-related events, including the annual Beach Holiday Lights, the City's Centennial Beachfest, annual Memorial Day events, and started the Beach Bash benefiting Cystic Fibrosis.

Dev Motwani, President of Merrimac Ventures grew up on Fort Lauderdale Beach and moved back over 5 years ago to join his family business. He has been very active in the local community, serving as Chair of the city's Economic Development Advisory Board. He also currently serves on the board of the Broward Center for the Performing Arts Foundation, South Florida Community Land Trust, and the Broward Housing Partnership. He has chaired the annual Beach Bash event for the last 4 years, and recently served on the Board of the Historic Bonnet House and Greater Fort Lauderdale Chamber of Commerce.

Lt Col David "Chewy" Chaney USAF (Ret), Director of Flight Operations, is the flight operations supervisor for the Wings Over Homestead Air Show and was the Homestead AFRB military liaison for the last five years of the Ft Lauderdale Air Show. Chewy graduated from the US Air Force Academy in 1992. He flew the F-16 and the AT-38 as an instructor and evaluator, including two years as the West Coast F-16 Demo Narrator. He served six tours in Southwest Asia supporting Operation Southern Watch and Operation Iraqi Freedom. Chewy is retiring from the World Famous Makos of the 93rd FS at Homestead AFRB this June.

George Cline, Air boss for BLI's air shows, is the "event's air traffic controller". Since 1968 George has safely and successfully coordinated many diverse aerial operations and events. He was originally trained as a U.S Air Force air traffic controller and spent 37 years doing air traffic control for the Air Force and the FAA. Cline is one of the industry's premier air bosses and an instructor for the International Council of Air Shows Academy. He also teaches advanced air and ground operations and courses in air shows for the FAA. George's partner, Kevin Sullivan is a controller in West Palm Beach and has relationships with South Florida FAA personnel and the controllers at Fort Lauderdale International Airport. He was also the lead air boss for the former Fort Lauderdale Air and Sea Show



*World Space Expo 2007
Shuttle Landing Facility,*

Larry Strain, Narrator for BLI's air shows, is a 25 year air show veteran narrator and air boss. Larry spent 15 years as a radio/television news anchor prior to joining American Airlines. He retired as Managing Director of their Flight Department responsible for commercial operations, pilot hiring and administration. Larry is a licensed commercial pilot, holds type ratings in several aircraft and war birds. He has flown in over 100 air shows. He has narrated hundreds of shows throughout the United States.

Donald F. Doerr, Aerobatic Box and Safety Coordinator, is the coordinator the set up and management of the aerobatic box during flight operations for BLI's air shows. Don is the Chief Biomedical Engineer at NASA-KSC, a position that involves the responsibility for the preflight checkout and flight certification of the space shuttle biomedical instrumentation system. He also designs, selects, tests, and implements emergency medical and communications equipment used in NASA and DOD medical evacuation helicopters and ambulances used for astronaut crew rescue. His personal research interests have been concentrated in the area of design, development, testing, and certification of unique forms of personal protective equipment used at KSC to protect workers from toxic and other hazards involved with the processing of spacecraft.

David Waters, Director of Public Relations, is an award winning freelancer, videographer, editor and producer working for national television clients ranging from PBS to Discovery Science Channel, ABC, NBC, and BBC. As a former reporter for Central Florida News 13, correspondent for CNN and current co-anchor of Spaceflight Now with Miles O'Brien, David brings an in-depth knowledge of PR from the "other side of the fence." He has served as the Director of Public Relations for the Ocean City and Cocoa Beach Air Shows. In October of 2010 David not only oversaw the PR effort for the Cocoa Beach Air Show, but also coordinated with the U.S. Air Force for Air Force Week. He handcrafted a story with ABC News reporter Ned Potter that was aired nationally along with over 200 other stories that exceeded 150 million media impressions.

SPONSORSHIP

Overview

Times have changed. In today's overcrowded and over-sponsored world where so many organizations, events and activities are seeking sponsorship dollars, the conventional idea of "we'll include your logo on our advertising" just doesn't cut it anymore. The fragmentation of traditional media, the shift from a push to a pull economy, and the increasing adoption of ad-skipping devices are challenging marketers in every industry. A sponsorship that enhances a brand and engages its targets presents a strategic opportunity for every business. Sponsors are looking for hard core and measurable return on investment (ROI) for their money. That is the only thing that will bring them to the table and bring them back the following year.



Our Approach

B. Lilley, Inc. works one-on-one with existing and prospective sponsors using our events to help solve their most pressing sponsorship challenges. Our work starts that, with the insight in a world where attendees are savvy, selective and empowered, the only way to reach them is to have them reach you. Sponsorship must be a welcome addition to customer's lives, not an unwelcome intrusion. The BLI team knows what it takes to develop a sponsorship revenue stream and maintain it for years to come. It is also important to diversify the sources of sponsorship revenue. If the majority of the sponsor funding comes from one or even a few sources, it only takes one going away to cancel an event or place it in serious financial jeopardy.

Our Air Show sponsorship team uses emotional quotients—how deeply an opportunity resonates with its audience and how that affects behavior—instead of cost-per-thousand, reach or frequency as the most relevant indication of a sponsorship’s strength and value. We create new opportunities to add value to the Air Show audience. Shifting the focus from sponsor or property to Air Show spectators transforms the role of sponsorship from merely an awareness-building tactic to a relationship-, loyalty- and business-building strategy. This generates more revenue for both our sponsors and our events. From identifying unique deliverables, to developing custom packaging and strategies that dramatically increase revenue, to determining the right sponsorship opportunities, management approaches, fulfillment and measurement metrics, BLI has a truly unique approach to sponsor development and retention.

BLI knows how to leverage opportunities, ambush vulnerabilities, identify hidden assets and attendee affinities for air show sponsor prospects. We have hands-on experience with our existing and rapidly growing Air Shows, their sponsorship revenue streams and relationships. Put simply, we transform sponsorship from an unmeasured expense to a measurable investment—a strategic asset that you can qualify and quantify.

Leveraging Our Current Sponsor Portfolios

Since 2006, BLI has developed a significant portfolio of sponsors with its existing air shows and successfully converted many single event sponsors to multiple events. BLI will utilize these relationships and existing sponsor portfolios to build the foundation of a portfolio of sponsors for the Lauderdale Air Show.

Partnership with Local Business and Tourism Organizations

Each of BLI’s events has a membership and a partnership with the local Chamber of Commerce. This goes beyond the typical member relationship as the chambers view the Air Show as a signature event to be affiliated with in the community. As an example, the Cocoa Beach Air Show has office space at the Cocoa Beach Area Chamber and their staff members sell the program advertising. The Ocean City Chamber sells group tickets, recruits and trains the hospitality volunteers and operates the hospitality venues. BLI also works closely with the local tourism and visitor bureaus and hotel associations in their respective host communities.

Online Sponsor Management & Tracking

BLI has a sponsor management module as part of its proprietary online Air Show management system. The system allows contracted sponsors to access their profile, upload logos, program ads, PA spot copy and track fulfillment of their sponsorship investment. This system also generates a tracking grid used to insure all deliverables are fulfilled for every sponsor. The sponsor management module also tracks lead development and activity. Refer to the attachment section of this proposal for a slide with screen captures of this module.

SHOW CENTER OPERATIONS

Overview

Our proposal includes utilization of the beach area around Show Center for premium viewing and VIP hospitality. A 100’ x 100’ parachute landing zone will also be established within this area for parachute teams and beach incursion by military special operations demonstrations. These areas will be access controlled by installing a temporary perimeter fence. A display village with exhibits, retail merchandise and food and beverage vendors would be located in close proximity. Show Center is also where the show control stage will be located. A high fidelity sound system with speaker clusters will be installed on the west perimeter of the beach with the sound board and technicians located on the stage with the narrator and the air boss.



“The Drop Zone” premium viewing beach area

The Drop Zone is the base level premium viewing area. Inside this area we offer food, soft drinks, water and, if permitted, beer and wine for sale on the beach. We also provide clusters of portable restrooms. Features inside this area include the parachute landing zone, performer autograph tent and, if permitted, a small group of inflatables for a kids play zone.



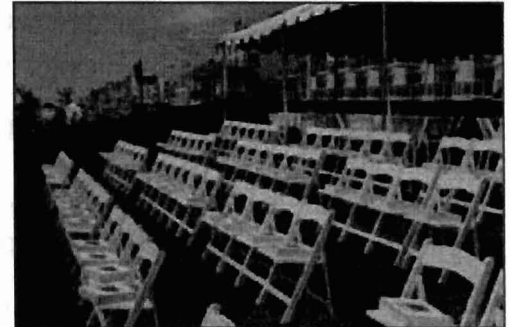
Waterfront Clubhouse



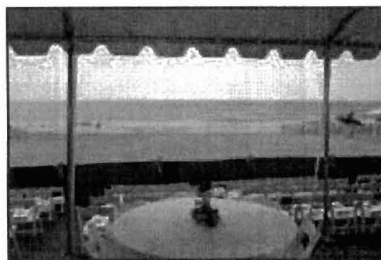
The Waterfront Clubhouse is the mid-level VIP that includes a large tent on the beach with tables and seating. Beach chairs are also provided in front of the clubhouse tent at the waterline. This is inside the overall fenced in “Drop Zone” premium viewing beach area. A grill lunch such as BBQ, hot dogs and/or hamburgers are served inside the tent. Complimentary water, soda and draft beer are also provided along with a merchandise package. If available it is preferred to also include reserved parking.

Colonel’s Club (VIP Viewing Stand or Rooftop Location)

The Colonel’s Club is the Tier One VIP. It is either hosted at a rooftop venue location or on an elevated viewing stand with reserved premium seating on a tiered deck with a tent on a raised platform behind it that has tables and seating as well. A catered lunch is included along with soft drinks, water, beer and wine. Colonel’s Club also includes a merchandise package and reserved parking



Hospitality Chalets



A row of corporate hospitality chalets, each with a capacity of 32 to 40 people per day, will be set up on a raised or tiered platform for sponsors and corporations that want to entertain customers, executives or employees during the event. A typical single chalet consists of a 20’ x 20’ tent area with tables and chairs and a box style seating set up in front of the tent. They are set up adjoining one another with a barrier in between each chalet. Reserved parking is included with hospitality chalets.

Display Village

An Air Show display village will be located near Show Center. This area would include corporate sponsor exhibits, Air Show and aviation related merchandise and food and beverage.



Reserved Parking

Based on a Show Center North of Sunrise Blvd on A1A we propose to use Birch State Park for reserved parking for Performer, Sponsor, Volunteer, Clubhouse, Colonel’s Club and Chalet parking. In a recent meeting with the manager of the park he stated it’s highest capacity to be approximately 800 vehicles.



SAFETY PLAN

When necessary, BLI will act as the conduit between the City of Fort Lauderdale and external agencies such as the U.S. Coast Guard and Federal Aviation Administration. We realize the city has a long history of operating air shows at the proposed Show Center north of Sunrise Blvd. We will stand ready to participate as requested in the integrated support planning for the event with the City and all external agencies.



INTEGRATION OF LOCAL COMMUNITY



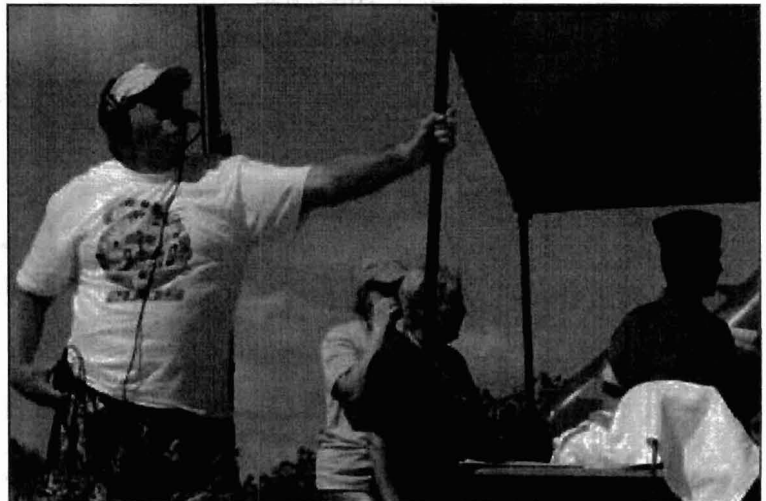
BLI makes every effort to support and promote local community organizations such as volunteer fire department organizations, police and fire fund-raising arms, local boy scout/cub scout troops and veterans' organizations through mutually beneficial means such as exhibit space, discount tickets for resale, or limited complimentary tickets. As the event grows annually, so will this aspect of the planning and execution effort.



FLIGHT OPERATIONS

Overview

Flight operations is one of the most critical parts of the Air Show. To be done safely and successfully, flight operations must be conducted by a team of experienced professionals and staff with backgrounds that insure the needs of the performers are met. Although needs while in the air and at the airfield are the most important parts of flight operations, the responsibilities extend beyond to hotel coordination, vehicle procurement and hospitality. A performer's experience at the event will have a major impact on them returning in the future and toward cultivating the reputation of the Lauderdale Air Show as a "must-fly" event in the industry. Because flight operations is such a critical function, BLI's full-time staff are involved in the integration of it and only subcontract out the air boss and narrator, to positions where specialized expertise is required. All other flight operations personnel are identified by BLI. The flight operations support team is a combination of personnel identified locally for the Lauderdale Air Show combined with personnel experienced with BLI's other events. The blend of both provides coverage of every aspect of flight operations and does so in a very cost effective manner that insures the highest level of safety.



Air Boss George Cline - Cocoa Beach Air Show

Airspace



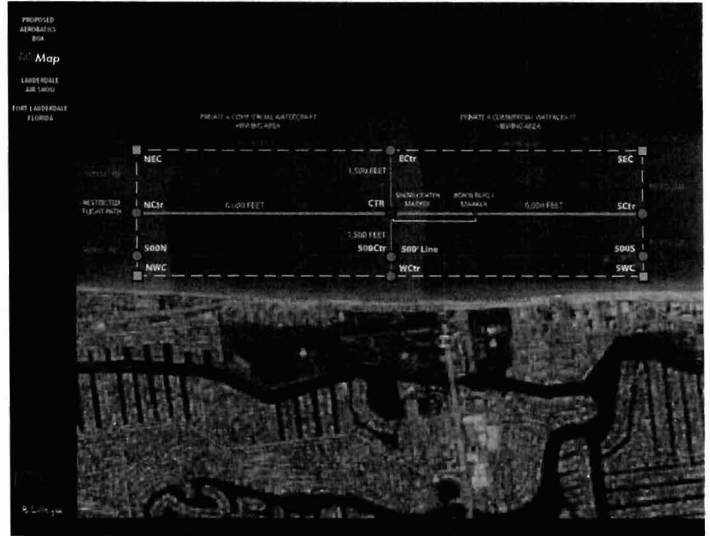
Airspace is a challenge due to the close proximity to Fort Lauderdale International Airport. Due to the requirement of a 5 nautical mile temporary flight restriction (TFR) from surface to 15,000 feet for all military single ship and jet team demonstrations, the furthest south our Airboss team feels we can locate Show Center is Sunrise Blvd. We propose to use the same footprint as previous Fort Lauderdale Air Shows.

Image available in larger scale; see Attachments Section

Aerobatic Box

The Aerobatic Box is a 12,000 square foot by 3,000 square foot area over the water where all aerobatic maneuvers will take place. The water area under this box must be closed by the U.S. Coast Guard under a permit application that will be submitted by the BLI. The length of this box constitutes the prime viewing area for the event.

Image available in larger scale; see Attachments Section



Basing of Aircraft



The conceptual plan to base aircraft for the event includes hosting all military performers at Opa Locka Executive Airport. David "Chewy" Chaney from the BLI Flight Operations Team has already made preliminary contact with the Opa Locka and they have indicated they are able and willing to support our request to base aircraft there for the event once again in 2012.

Opa Locka Executive Airport

Online Performer Management

BLI's proprietary online air show management system also features a Performer Management Module. This module tracks the performer line up of each event and performer support needs. These include fuel, smoke oil, ground support equipment, hotel and vehicle reservations, commercial flight itineraries and event media/VIP rides. When a performer is contracted to fly at an event, they log into the system and enter their own support needs into their profile. The entire flight operations team uses this information to support the performer.

PERFORMER ACQUISITION

Overview

The target for the Lauderdale Air Show is to have a four hour performer line up. With the goal of holding the event in 2012, the only military jet demonstration team that has not yet announced their schedule for next year is the U.S. Air Force Thunderbirds. While we prefer to have a team to headline the inaugural Lauderdale Air Show, the F-22 Raptor Demo Team is also an option. The Raptor demo has grown in popularity almost to the level of the Thunderbirds and far past the Canadian Air Force Snowbirds. See the attached survey recently conducted using the Facebook pages and E-Mail lists of the OC Air Show and Cocoa Beach Air Show. We also need to submit the military support request forms for 2013 as the Blue Angels and Canadian Air Force Snowbirds will announce their two year out schedules this December. BLI is also currently working with three different international jet demo teams on visits to the U.S. in 2012/2013 and will make its best efforts to include an appearance at the Lauderdale Air Show as part of any international team tour.



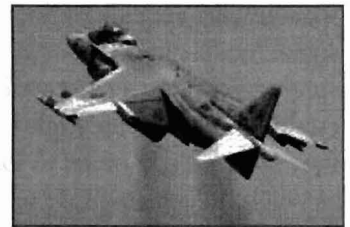
US Air Force Thunderbirds



US Navy Blue Angels



US Air Force F-22 Raptor



US Marines Harrier AV-8B

Military Jet Demonstration Team

Securing a military jet demonstration team for the Lauderdale Air Show is high priority. The U.S. Air Force Thunderbirds and U.S. Navy Blue Angels are sensitive about considering any event in South Florida as they both have experienced a cancelation in recent years. To secure their support for dates in 2012 and 2013 it is imperative that the teams feel comfortable very early in the planning process that the show will in fact happen. For BLI, this is a key area where our proven track record for starting and organizing beachfront Air Shows will have a significant influence.



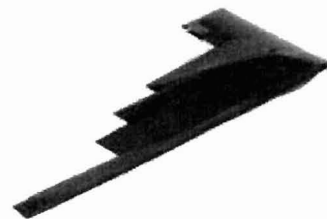
Acquiring Other Performers

BLI has already discussed the possibility of an event in South Florida with several of the core performers who have flown the Ocean City and Cocoa Beach Air Shows over the past two years. Based upon those discussions, and the past history of the success of air shows in Fort Lauderdale we are confident that we can quickly assemble an all-star line up for the Lauderdale Air Show

MARKETING

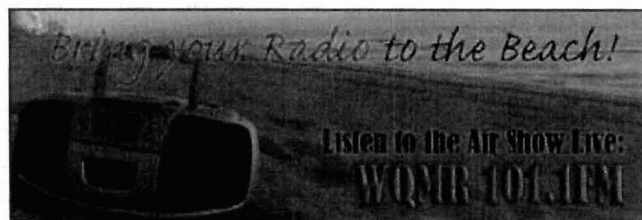
LauderdaleAirShow.com

The event website and its URL, www.LauderdaleAirShow.com will be the most valuable marketing tool for the Lauderdale Air Show. The most important factor in an event name is to include the location in it. The most important factor in an event URL is for it to be the name of the event with a '.com' behind it. The event website will be the primary conduit to disseminate information about the event and also generate a significant revenue stream through the sales of premium viewing tickets, event merchandise and hotel room reservations. The website will also serve as the portal for sponsor, VIP, media and volunteer access, registration and fulfillment. For a more in-depth look at our existing Air Show websites, please visit www.ocairshow.com and www.cocoabeachairshow.com.



Media Partnerships

BLI's events have been benefactors of significant in-kind media partnerships. Advertising mediums BLI has successfully worked with include radio, television, newspaper, internet, social media and billboards. Client entertainment and exposure to a large spectator audience at a patriotic and inspiring community event are highly attractive to media outlets and they are typically quick to join the effort.



Public Relations Campaign

Air Shows are signature community events that benefit from a high degree of interest with the press. Headline act announcements, advance pilot visits and pre-event activities with performers are great generators of advance publicity. Rides with performers and interview opportunities the week of the event usually result in an Air Show story landing on the front page or at the top of a news program. The massive spectacle and spectator turnout are equally effective in generating the same priority-level interest during the event. BLI always contracts at least one performer to be available to provide pre-event media rides to assist in generating publicity as early as the Monday prior to the event.

Promotion of the Event at other BLI Air Shows

The Lauderdale Air Show will benefit tremendously from advance promotion at BLI's Air Shows in Cocoa Beach, FL and Ocean City, MD. South Florida is both a regional and national destination. Cocoa Beach is held in early November and covers the Orlando market with a significant regional presence. The spectator base in Ocean City is from Washington, DC, Baltimore and Philadelphia and the event is held in early June. BLI will promote the Lauderdale Air Show in program guide ads, advertising on tickets, public address announcements, broadcast e-mail campaigns, facebook pages and other mediums.

OVERNIGHT ACCOMMODATIONS

Overview

The area hotels will be some of the biggest benefactors of the Lauderdale Air Show as with previous years when the city hosted an annual event. At the request of BLI, an independent survey conducted by the Space Coast Office of Tourism, at the Cocoa Beach Air Show found the following:

- 44% of those surveyed stayed overnight at a hotel**
- 60% of those who stayed booked for 3 nights or more**
- 65% of those surveyed were from outside the county**
- 19% of those surveyed were from outside of Florida**
- 25% of those surveyed booked a hotel room though the Air Show web site “Where-to-Stay” page**

BLI will work closely with the local hotel association and the individual hotels to create a schedule of events geared toward overnight stays. This includes evening hospitality events, night jumps and morning “Meet n’ Greet” opportunities.

Host Hotel Program

BLI has developed a successful host hotel program for its Air Shows. Under the program, participating hotels each “adopt a performer” and provide them with complimentary rooms (average 4-8 rooms per night per hotel) during their stay for the Air Show. In return the hotel can promote that pilots and performers are staying there. LauderdaleAirShow.com will feature a “Where-to-Stay” page showcasing “linked” logos of all host hotels and promoting them as hosting a performer. The logos of all host hotels are also included on the regional event posters and rack cards primarily distributed outside the area.

Where-to-Stay Page

The “Where-to-Stay” page is an invaluable resource to spectators looking for a hotel that is in a good spot to watch the Air Show. Hotel balconies are one of the most popular places to watch the show. The “Where-to-Stay” page includes location information for each host hotel. On average, 1 in 4 visitors to the event website hit the Where-to-Stay page and it is by far the longest average viewing time of any page on the site.

Event Housing Bureau

BLI utilizes a housing bureau partner that works with the Ocean City and Cocoa Beach Air Shows. Each host hotel has the option to contract a block of rooms through our housing bureau. The housing bureau initiates dedicated promotions through the event e-mail subscriber list, event Facebook page and other communication tools to promote booking reservations at the host hotels. The system has a custom skin that mimics the look of the event web site for seamless integration. BLI also offers incentives such as a free event t-shirt to book rooms through the event web site.



FORCASTED SCHEDULE OF EVENTS (Week of Event):

Tuesday

7:00AM Designated Curb-side Parking (east side only) CLOSED for duration of event in front of Birch Park Area
8:00AM - 5:00PM Reserved Load-In Day - beach area (both sides of dune line)

Wednesday

8:00AM - 10:00AM Marking of beach tent and fencing locations
8:00AM Begin Setup of tents, beach-based infrastructure
12:00PM Northbound lanes of A1A CLOSED to traffic for duration of event, closure of all northbound parking
12:00PM Begin set up of tents, structures and Colonel's Club platforms on Northbound A1A lanes
3:00PM Jet team advance pilot arrival (if applicable)
5:00PM All POCs meeting with jet team advance pilot (if applicable)

Thursday

8:00AM - 5:00PM Continue setup of tents, platforms, tables, chairs, hospitality infrastructure
8:00AM - 7:00PM Setup and testing of audio system
12:00PM - 5:00PM Setup of primary fencing, barricades inside Show Center Beach area
12:00PM - 5:00PM Arrival window for civilian and military performers
2:00PM - 4:00PM Team unofficial practice at show center (if required)
9:00AM - 12:00PM Arrival of portable generator for audio system (placed near grandstand)

Friday

8:00AM - 5:00PM Continue setup of tables, infrastructure (locations off beach area)
8:00AM - 6:00PM Move-in of vendors/exhibitors beach area west of dune line, south show center, Northbound A1A lanes
9:00AM - 5:00PM Arrival and placement of inflatables in SCB beach area
12:00PM - 3:00PM Setup of Portable Toilet Units on west beach near dune line
12:00PM - 4:00PM Air Show Rehearsal - not advertised to public
12:00PM - 7:00PM Setup of perimeter and secondary fencing/barricades for SCB

Saturday

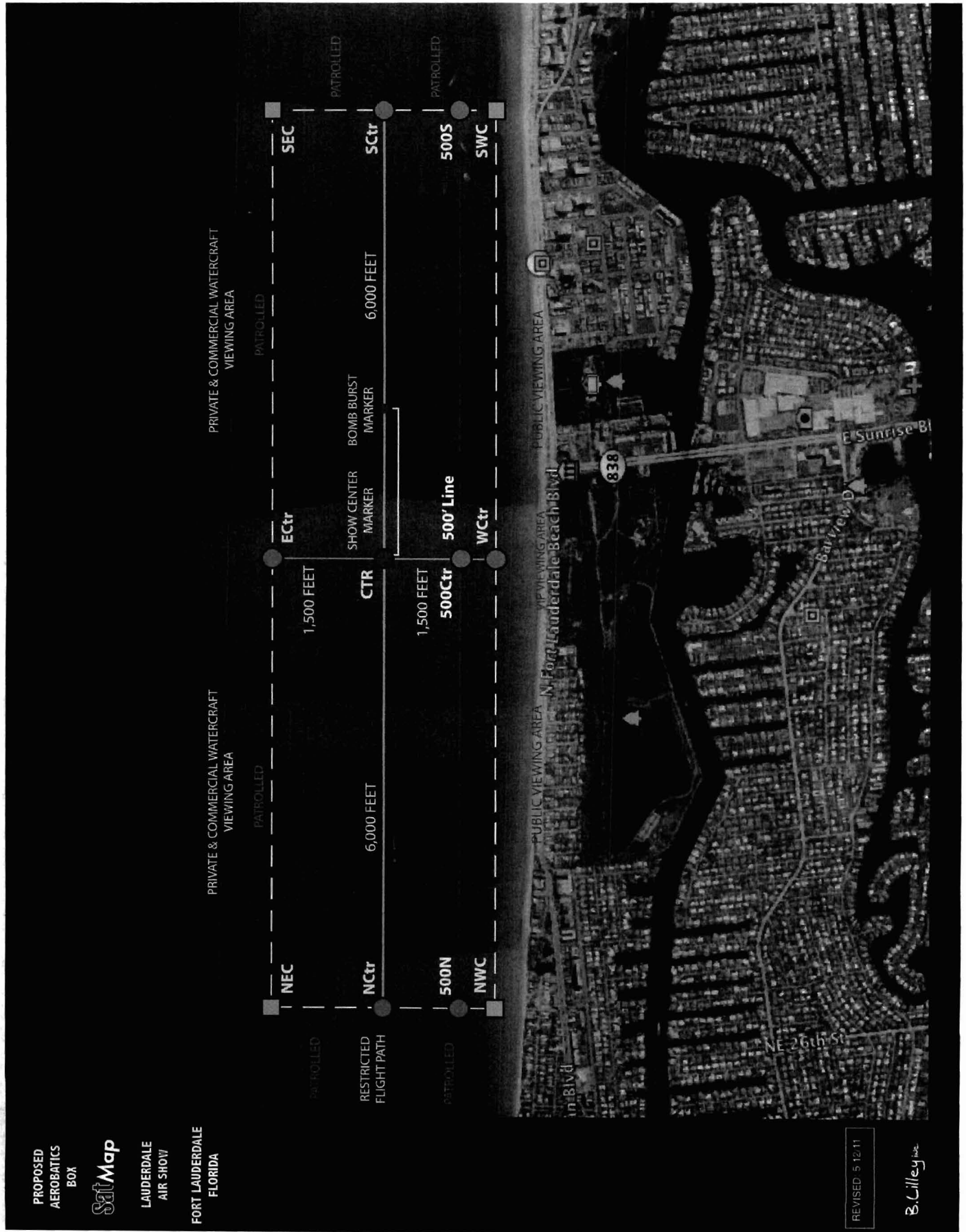
6:30AM - 10:00AM Setup of chair and table decor on beach
8:00AM Exhibit Park opens for vendors/Exhibitors to arrive
9:00AM - 5:00PM Exhibits/Vendors open to public
12:00PM - 4:00PM Lauderdale Air Show 2012
12:00PM - 6:00PM Clean-up by Volunteer Organization supplemented by City clean up personnel
4:00PM - 6:00PM Staging of hard goods for following day

Sunday

6:30AM - 10:00AM Reset of chairs and tables on beach
6:30AM - 9:00AM Servicing of Portable Toilet Units
8:00AM Exhibit Park opens for vendors/Exhibitors to arrive
9:00AM - 4:00PM Exhibits/Vendors open to public
12:00PM - 4:00PM Lauderdale Air Show 2012
12:00PM - 7:00PM Clean-up by Volunteer Organization supplemented by City clean up personnel
4:00PM - 7:00PM Removal of chairs and tables from beach area
4:00PM - 7:00PM Teardown of Tents, Structures, Hospitality Infrastructure
4:00PM - Complete Removal of all exhibits on Northbound A1A lanes north of Sunrise Blvd

Monday

7:00AM - 12:00PM Teardown of infrastructure continues
7:00AM - 10:00AM Portable Toilet Units Removed
8:00AM - 10:00AM Removal of perimeter fencing from Show Center Beach
8:00AM - 10:00AM Generator Removed
8:00AM - 12:00PM Clean-up of Area by Volunteer Organization
8:00AM - 2:00PM Performer departure window
12:00 PM Northbound A1A lanes north of Sunrise Blvd re-open



PROPOSED
AEROBATICS
BOX

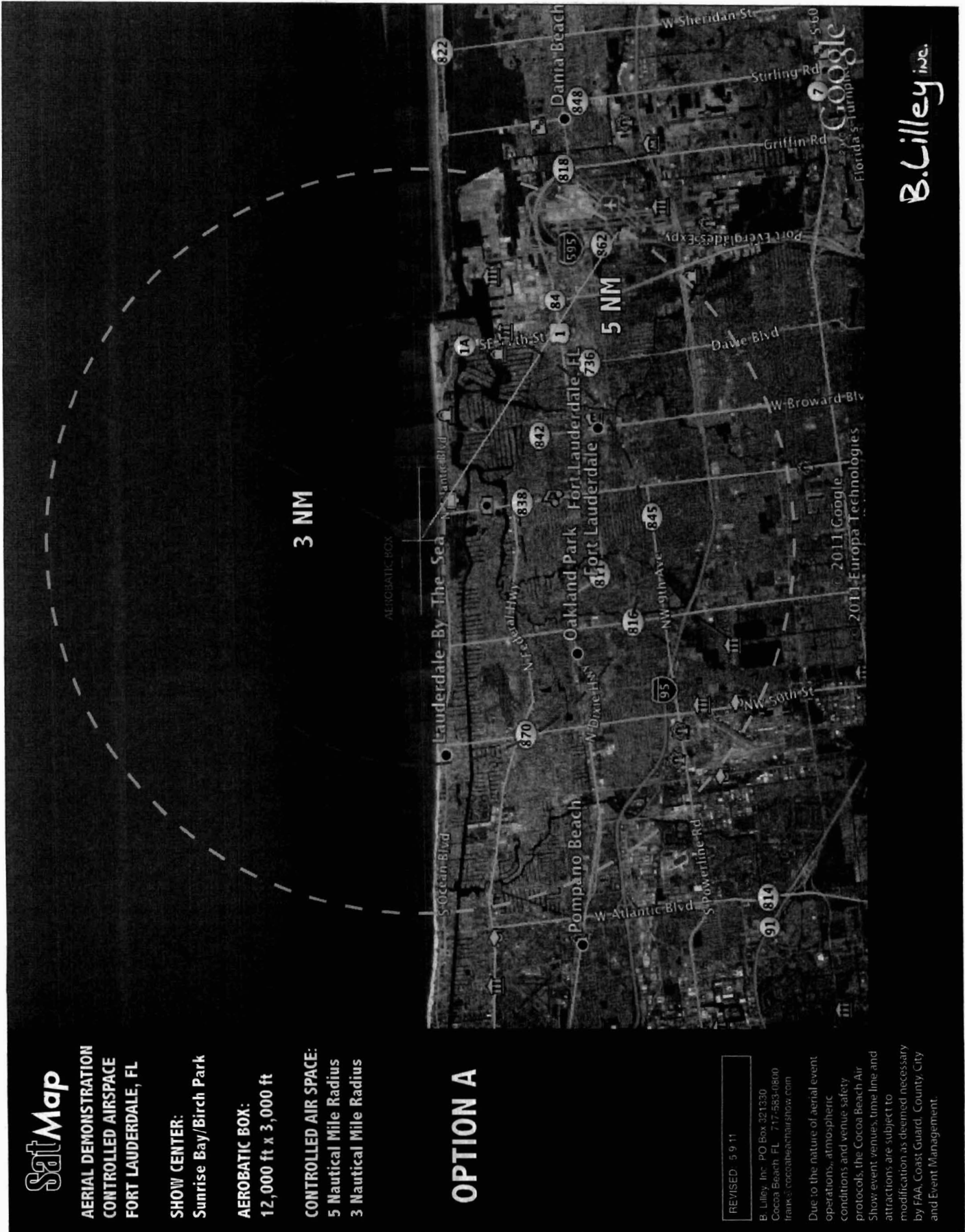
SatMap

LAUDERDALE
AIR SHOW

FORT LAUDERDALE
FLORIDA

REVISED 5-12-11

B. Willey Inc.



SatMap

**AERIAL DEMONSTRATION
CONTROLLED AIRSPACE
FORT LAUDERDALE, FL**

**SHOW CENTER:
Sunrise Bay/Birch Park**

**AEROBATIC BOX:
12,000 ft x 3,000 ft**

**CONTROLLED AIR SPACE:
5 Nautical Mile Radius
3 Nautical Mile Radius**

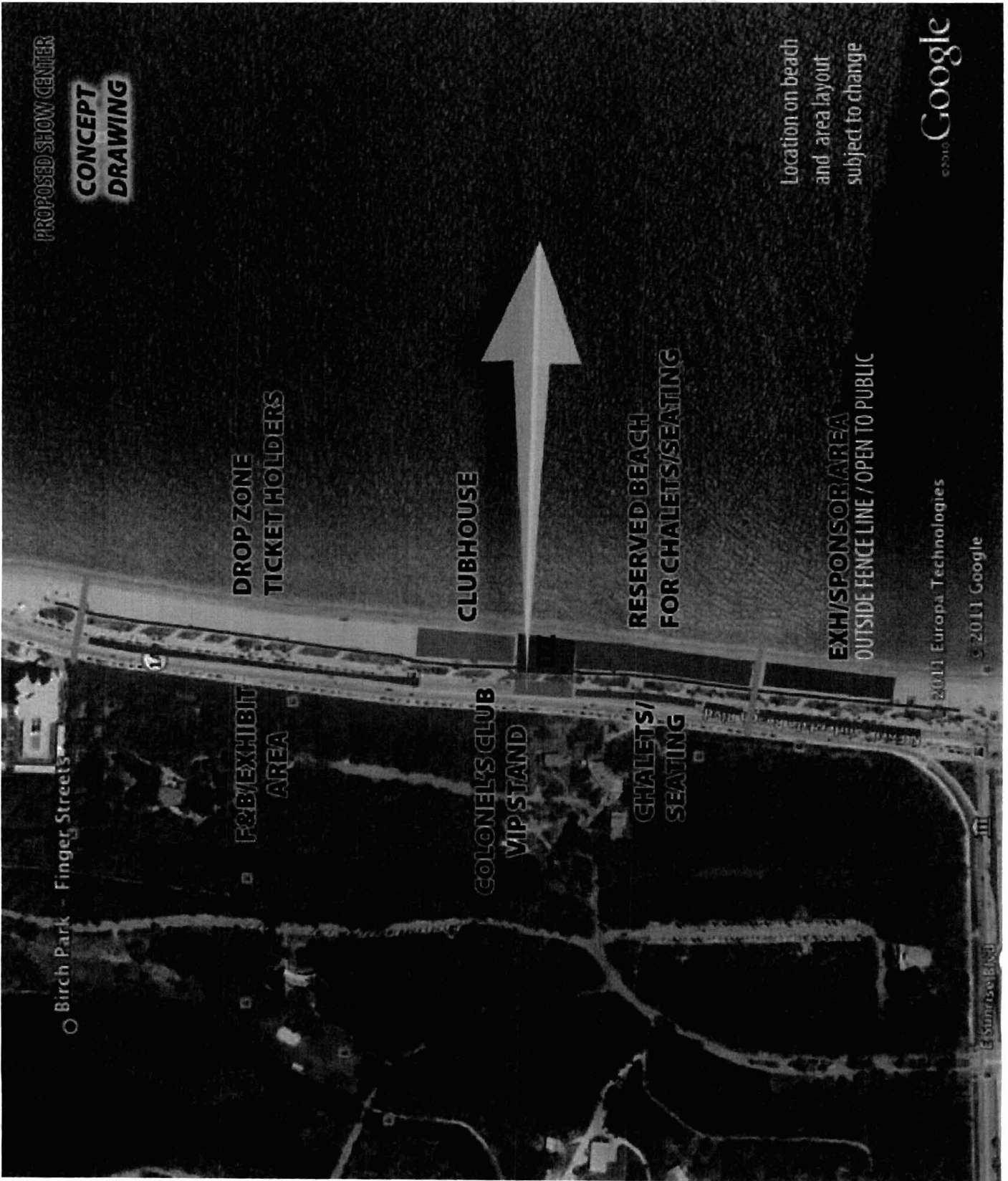
OPTION A

REVISED: 5-9-11

B. Lilley, Inc. PO Box 321330
Cocoa Beach, FL 32933-0330
frank@coastairshow.com

Due to the nature of aerial event operations, atmospheric conditions and venue safety protocols, the Cocoa Beach Air Show event venues, time line and attractions are subject to modification as deemed necessary by FAA, Coast Guard, County City and Event Management.

B. Lilley inc.



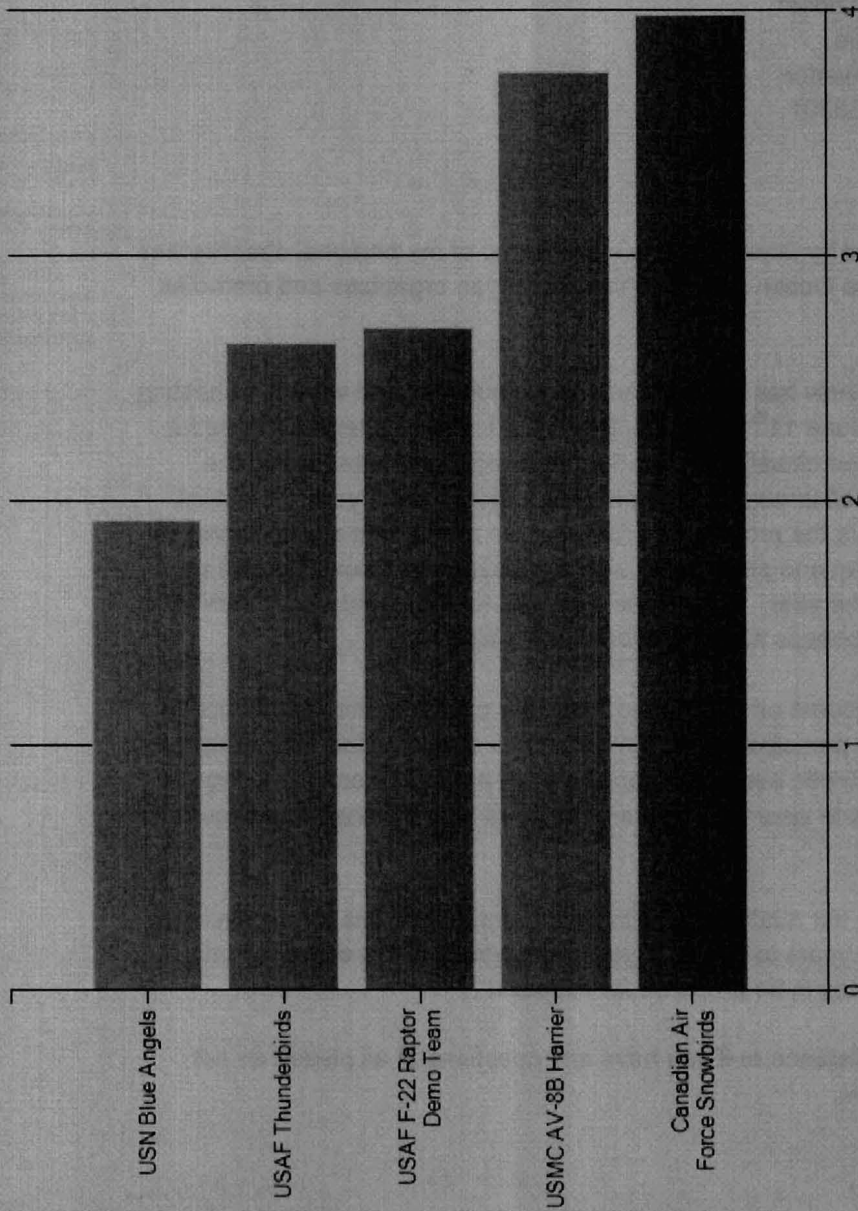
SPONSOR MANAGEMENT

LEAD TRACKING

SPONSOR ACCESSIBLE PROFILES

DELIVERABLE FULFILLMENT

Rate the following acts in order of what you would like to see the most



Air Show Headline Act Survey

Rate the following acts in order of what you would like to see the most

Answer Options	1st Choice	2nd Choice	3rd Choice	4th Choice	5th Choice	Average	# Responses
USMC AV-8B Harrier	27	48	66	164	134	3.75	439
USAF Thunderbirds	94	132	95	75	43	2.64	439
USAF F-22 Raptor Demo Team	85	109	129	86	31	2.70	440
USN Blue Angels	204	122	71	36	9	1.92	442
Canadian Air Force Snowbirds	32	28	77	77	220	3.98	434
						<i>answered question</i>	443



TOWN OF
OCEAN CITY

The White Marlin Capital of the World

May 9, 2011

Mayor John P. "Jack" Seiler
City of Fort Lauderdale
100 North Andrews Avenue
Fort Lauderdale, FL 33301

Dear Mayor Seiler,

I have been contacted by Bryan Lilley to share some of my personal observations with you regarding the Ocean City Air Show that Bryan organizes and promotes in Ocean City.

The Ocean City Air Show has been a tremendous success and we will be hosting our fourth show this June 11th and 12th! Bryan put together a terrific line up for each event and worked closely with our Special Events Department and the Mayor and City Council throughout the planning process each year. He is well organized and delivers the product he promises. He meets with city departments to coordinate the event and periodically with the Mayor and Council to give us updates throughout the year. We receive a budget for the event and review all of the revenues and expenses after the event takes place.

The Air Show has become one of the most popular events of the year in Ocean City. Because of the participation from all branches of our United States Armed Forces it is a very patriotic event that appeals to all ages. The crowds along the beach and boardwalk to view the show are matched only by those that occur over the 4th of July!

We hope to continue our relationship with Bryan and to hold this terrific event in Ocean City for many years to come. If you choose to host this event in Fort Lauderdale all I can say is be prepared for success!

If I can be of any assistance or if you have any questions at all please do not hesitate to contact me.

Sincerely,



Rick Meehan
Mayor

Ocean City, MD



MAYOR & CITY COUNCIL
P.O. BOX 158
OCEAN CITY,
MARYLAND 21843-0158

www.oceancitymd.gov

MAYOR
RICHARD W. MEEHAN

CITY COUNCIL MEMBERS

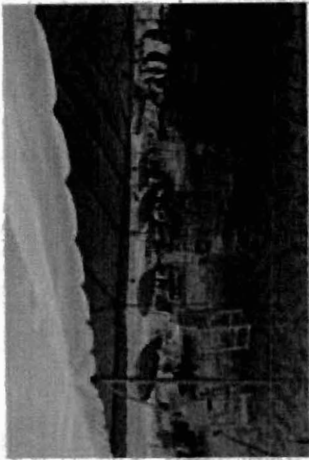
JAMES S. HALL
President

LLOYD MARTIN
Secretary

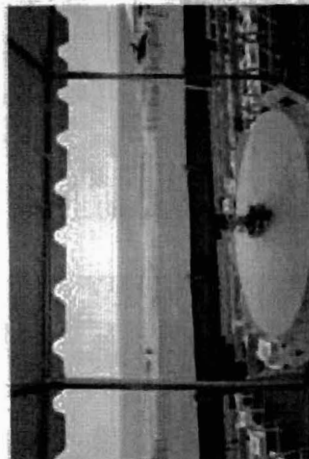
BRENT ASHLEY
DOUGLAS S. CYMEK
JOSEPH T. HALL, II
MARY P. KNIGHT
MARGARET PILLAS

DENNIS W. DARE
City Manager

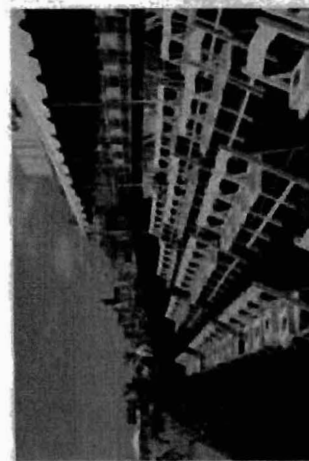
KATHLEEN A.P. MATHIAS
City Clerk



Clubhouse Seating



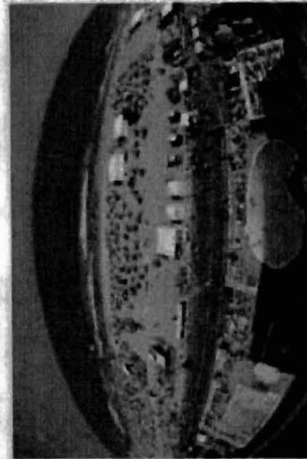
Colonel's Club Tables



Colonel's Club Seating



Parachute Landing Zone



Overview of Show Center



Clubhouse Food Area



Colonel's Club Meet n' Greet



Overview of Clubhouse



Overview of Colonel's Club

ATTACHMENTS SECTION - SHOW CENTER BEACH IMAGERY



Show Center Beach, OC Air Show 2009



U.S. Army Golden Knights, OC Air Show 2008