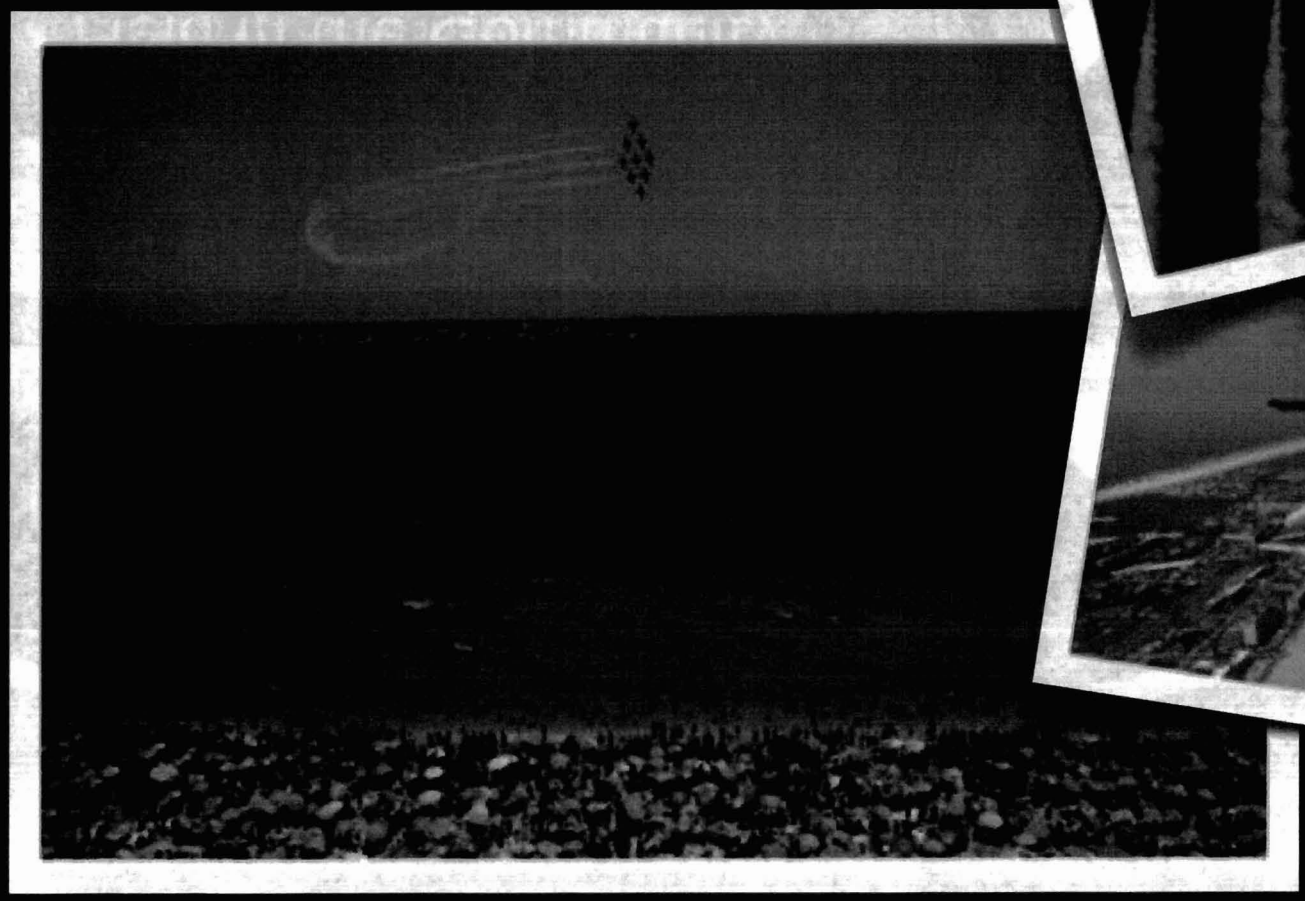
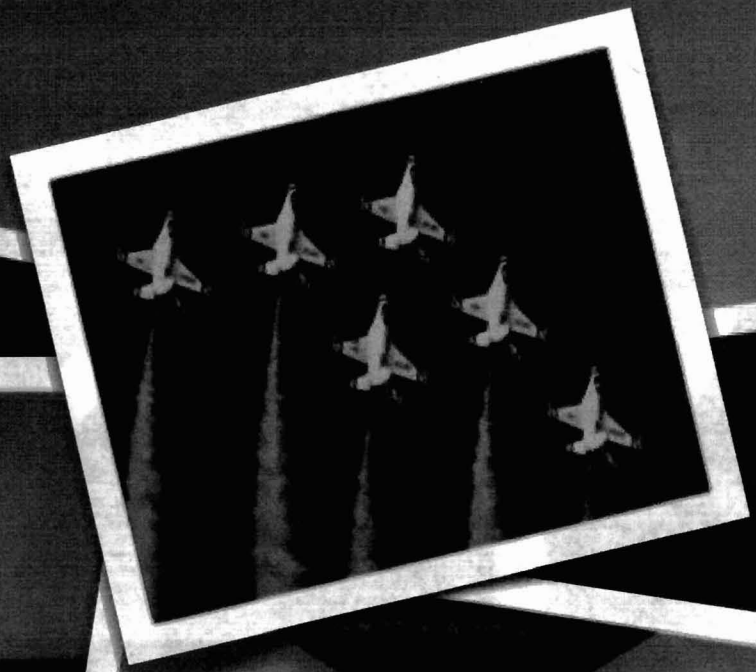
Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A





Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A

Value of an Air Show on the Beachfront

Nothing Entertains & Inspires like an Air Show!

- General Admission is Free!
- Inspiring & Patriotic
- Held in the Community
- Beach is Ideal for Large Crowds
- Core Spectator Demo is Young Families
- **Tens of Millions in Economic Impact**

Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A

B.Lilley INC

A Little About Us

- Our core team has over 20 years of event production experience
- Entered the air show industry in 2006 - NASA World Space Expo
- Successfully started two beachfront air shows in past 3 years
- Just completed our fourth annual air show in Ocean City, MD
- Third annual air show in Cocoa Beach, FL will take place in November
- Both events have been headlined by the U.S. Air Force Thunderbirds
- Hosted an Air Force Week in 2010 in Cocoa Beach, Florida

COCOA BEACH AIR SHOW

AIR FORCE WEEK AMERICA'S AIRMEN

Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A

Ramola Motwani

A Little About Our Local Partner

- Long time Fort Lauderdale beach resident and business owner
- Over 25 years of business and event experience
- Founder of Beach Holiday Lights, board member of BeachFest
- Proven track record in securing major sponsors for beach events
- Appointed member of Beach Redevelopment Advisory Board
- Former advisory committee member of the Business Improvement District
- Board member and former chair of the Beach Council

Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A

B.Lilley inc

Why We Have Been Successful

- We practice event management first
- 'Turn-key' event management - we do it all
- We have a proven and successful financial model for our shows
- We minimize the impact of our events in the host communities
- We have a great relationship with our sponsors & performers

Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A

Bringing an Air Show back in 2012

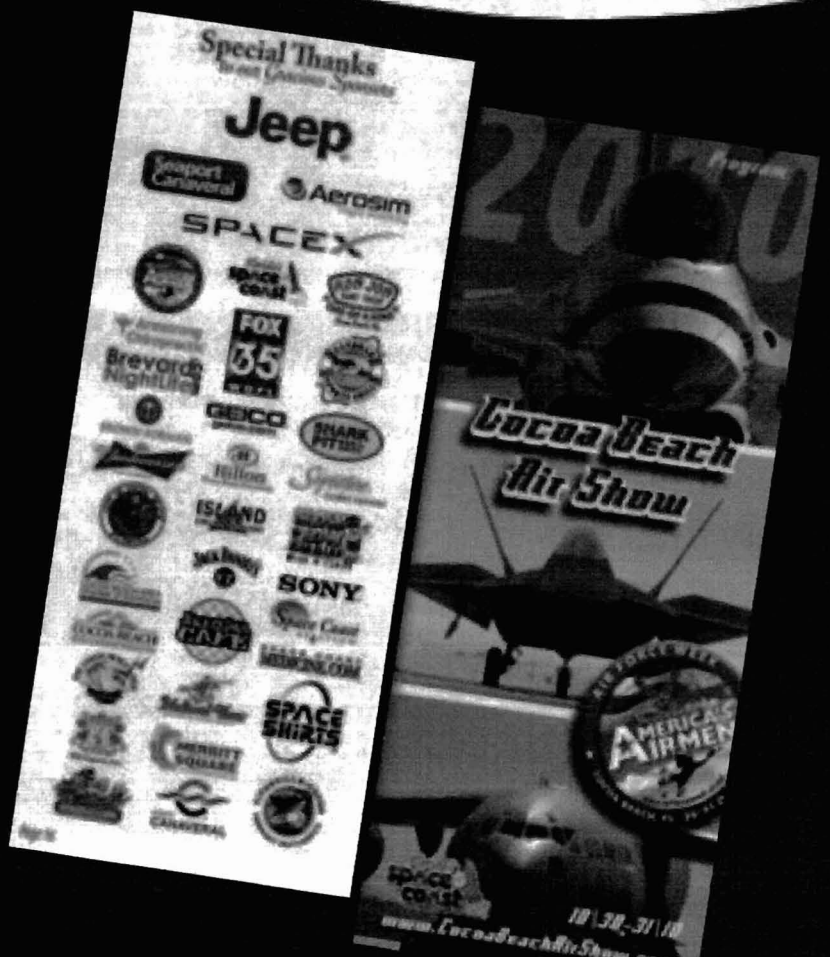
Our Plan in Fort Lauderdale

- Use the same show center and air space as past shows
  Show Center needs to be at least 5 nautical miles from Fort Lauderdale International Airport
- Smaller footprint for Show Center infrastructure
  Limit hard-down infrastructure to Northbound lanes of A1A from Sunrise intersection to 14th Street
- Shorten the length of closings for A1A & Sunrise
  No closings south of Sunrise Blvd on A1A except during show days and limit closings to the North
- Reduced impact means controlling support costs
  City support costs reimbursed by the air show that totaled $404,000 in 2007 will be manageable

Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A

A little about our sponsors...

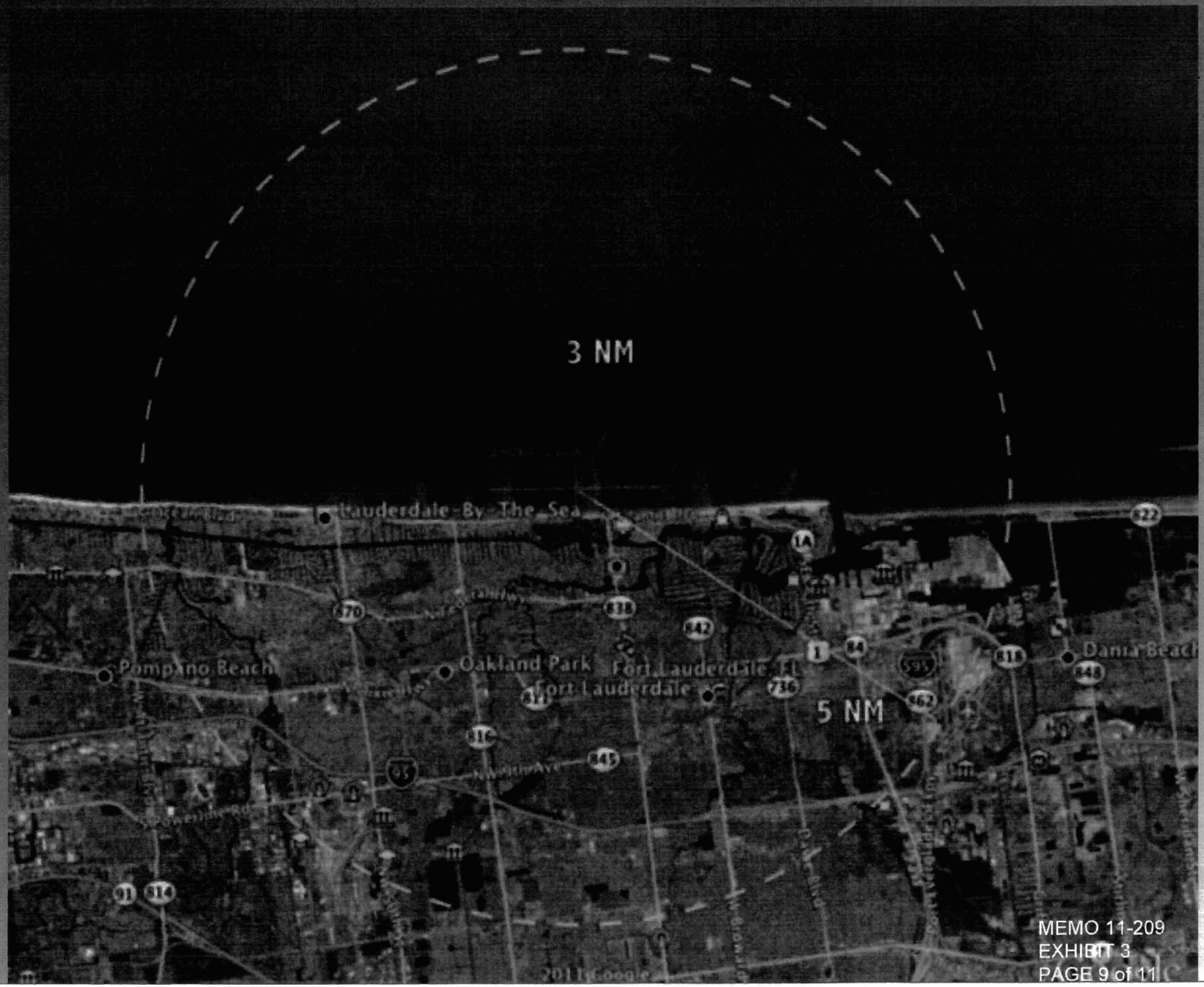


Aerobatic Box

The aerobatic box reflects the area where aircraft will perform aerobatic maneuvers. The water closure box that will determine the perimeter where private watercraft will be allowed to view the show from will be determined after further discussion and meetings with the U.S. Coast Guard to determine what is needed for compliance with the current regulatory changes enacted in 2008.

MEMO 11-209
EXHIBIT 3
PAGE 8 OF

Air Space Map

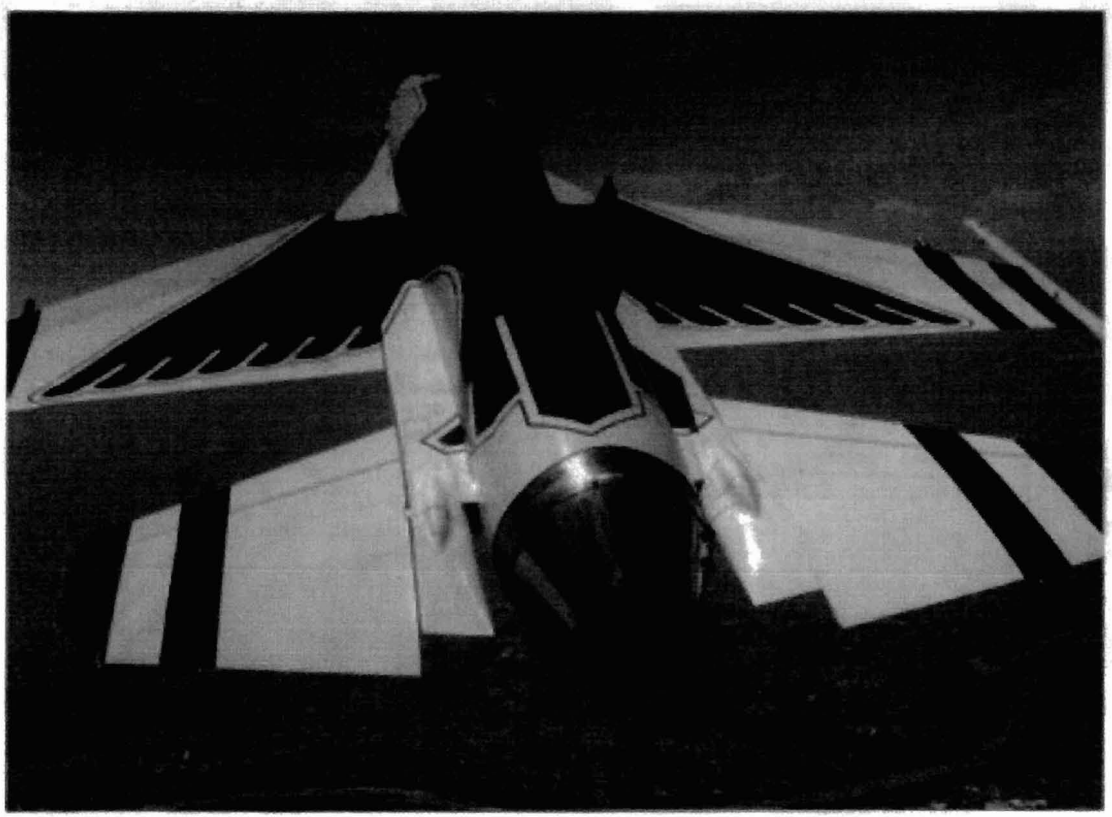


Show Center Diagram

Lauderdale Air Show

April 28-29, 2012 • Sunrise Blvd & A1A

Thank You!



B.Lilley

Bryan S. Lilley, President
bryan@blilley.com
717-583-0800 :Ofc
717-583-0860 :Fax