



# Huntington Beach Airshow 2017





# Staff & VHB Task

At the November 6, 2017 City Council Meeting Mayor Pro Tem Posey & Councilmember Brenden requested that City Staff and VHB:

- Collect credit card data
- Conduct high level fiscal impact financial analysis





# Report Overview



## **Direct Impact to Business Community**

- Credit Card Reporting
- Restaurants Data
- Apparel Data
- Lodging Data

## **City Financial Impact**

## **Digital Marketing & PR Highlights**

- Digital Marketing
- Media Coverage

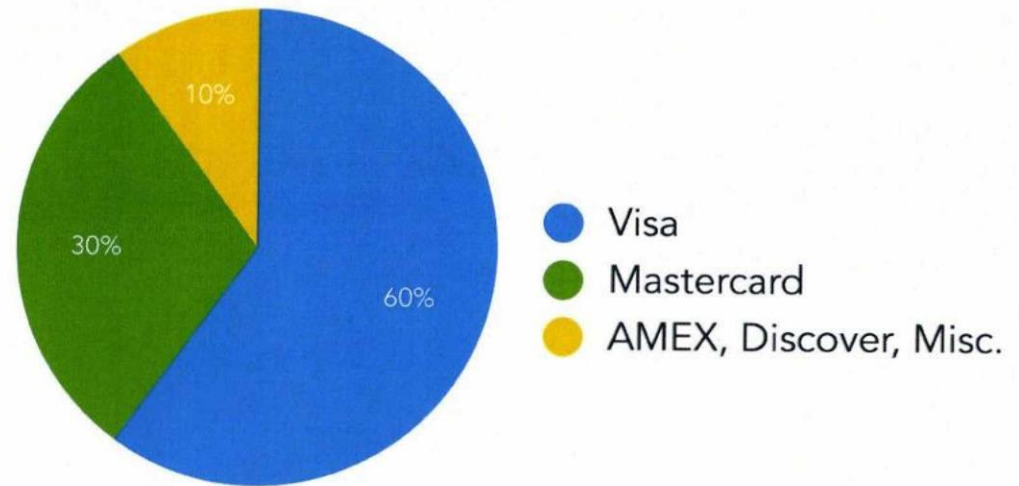
## **Community Sentiment**

- Business Community

# Financial Reporting



## Estimated Share of All U.S. Spending Transactions



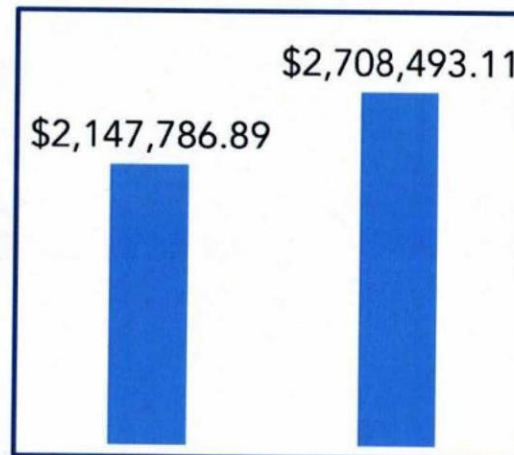
\* Cash is approximately 15% additional to the credit card spending.

\* To determine financial impact other credit cards and cash were extrapolated.



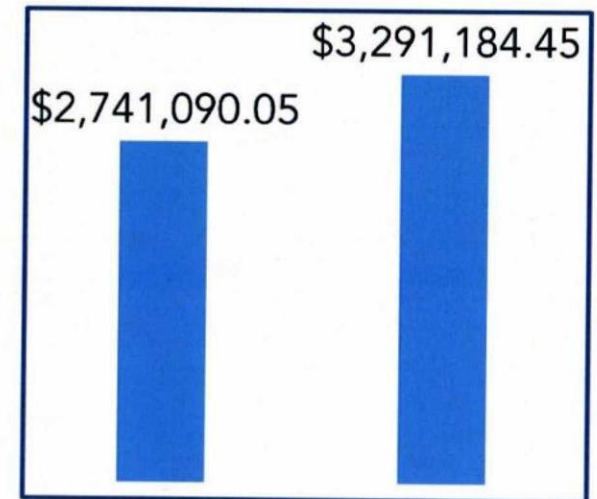
# Economic Impact: Restaurants

## WKND Prior Year vs. Airshow WKND



2015 2016

**26% Increase**



2016 2017

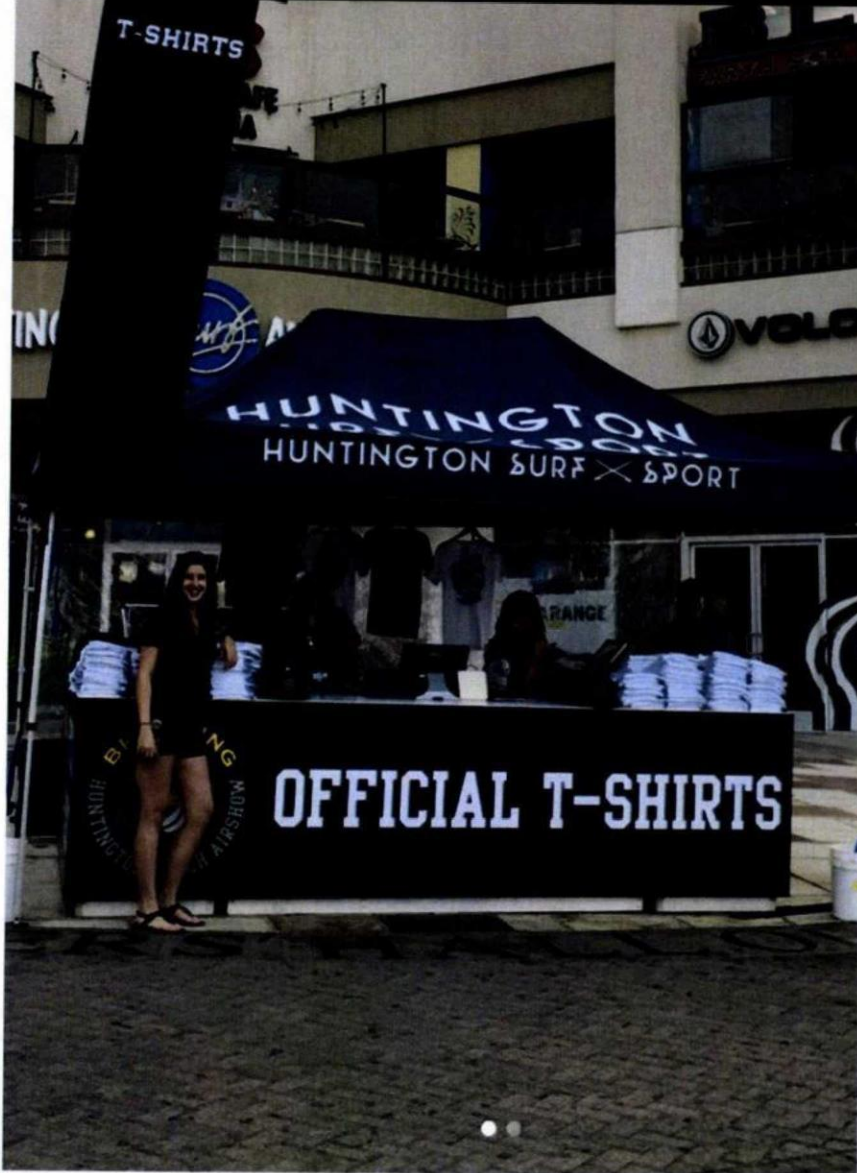
**20% Increase**

**City Receives 1%**

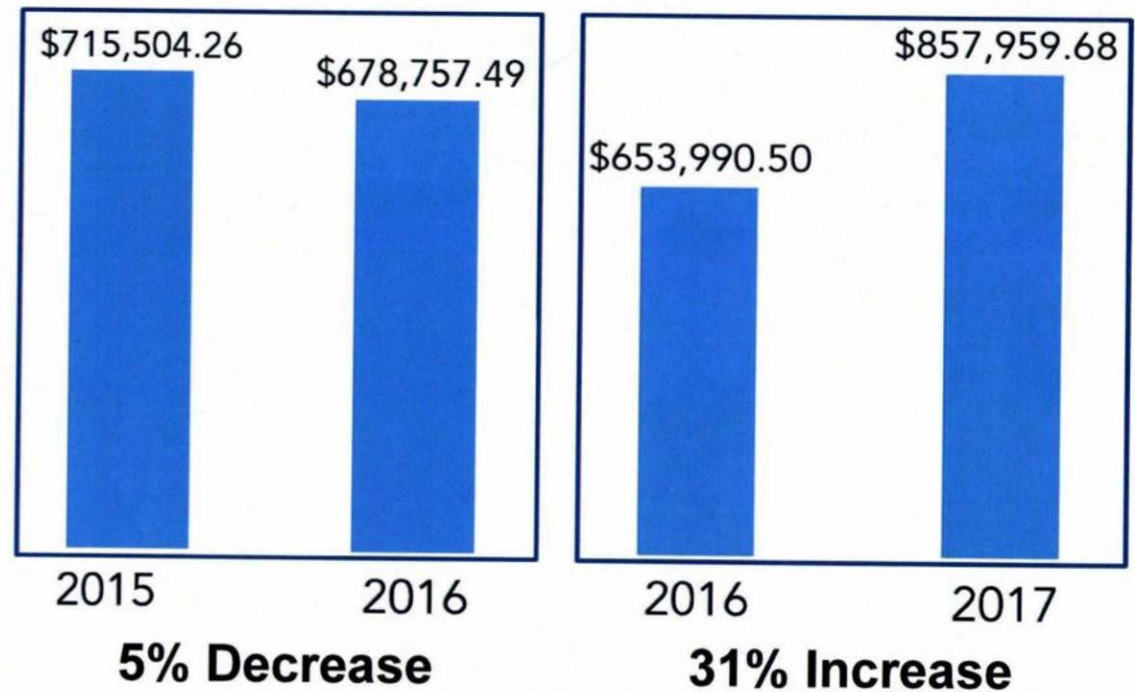
*\*\* Source: VisaVue Report*



# Economic Impact: Apparel



## WKND Prior Year vs. Airshow WKND



**City Receives 1%**

*\*\* Source: VisaVue Report*

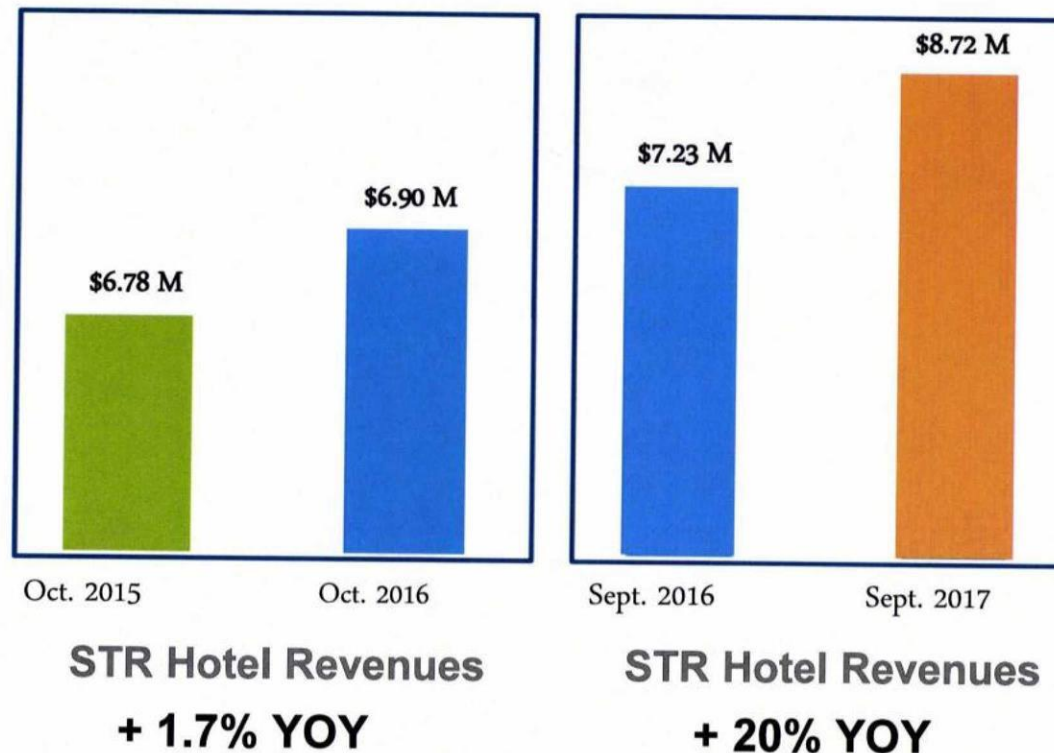




# Economic Impact: Lodging

## Key Factors in Lodging Revenue Growth 2015-2017

+ Growth of Hotel Revenues

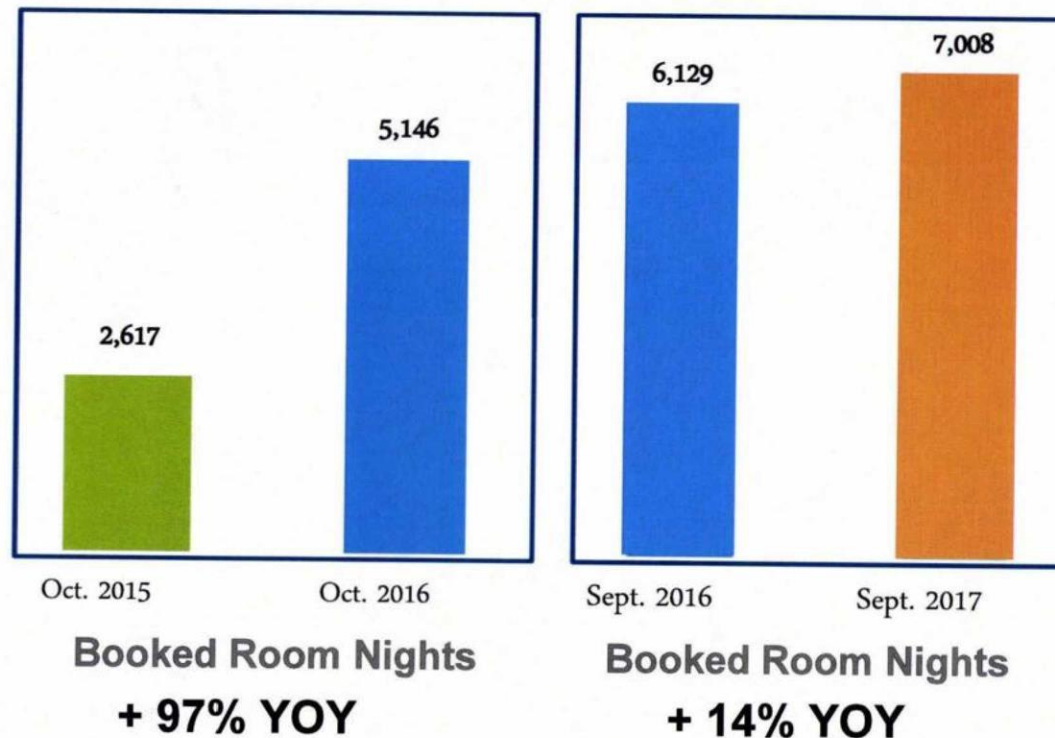


*\*\* Source: Smith Travel Reports (2015 - 2017)*

# Economic Impact: Lodging

## Key Factors in Lodging Revenue Growth 2015-2017

+ Growth of Short-term Vacation Rentals in Huntington Beach



*\*\* Source: Air DNA Research Report (2015 - 2017)*



# Economic Impact: Lodging

## Key Factors in Lodging Revenue Growth 2015-2017

### + Supply Up

- Pasea Hotel and Spa 250 added rooms in 2016.
- SpringHill Suites by Marriott Huntington Beach added 127 rooms in 2017.
- Hotel room supply up 16.8% overall 2015-2017.

### + Group (Meetings and Conventions) Demand Up

- Group rooms booked up 4% to 54% (on average 21%) among large hotels and resorts.
- Airshow dates 2016 vs. same weekend in 2015, as well as Airshow dates in 2017 vs. same weekend in 2016

*Airshow in Huntington Beach has positive overall growth in key spending categories.*

# City Financial Impact

## Airshow cost to City of Huntington Beach

- Fire/EMS: \$32,775
- Marine Safety: \$62,636
- Police: \$65,837
- Beach Maintenance/Restrooms: \$7,040
- Public Works/Pier Plaza Electricity: \$637

Item	Total
Expenses	\$168,925
Parking Offset	-\$92,000
Net Expense	\$76,925
AirSupport Payment to City	-\$76,929
Net Expense to City	\$0

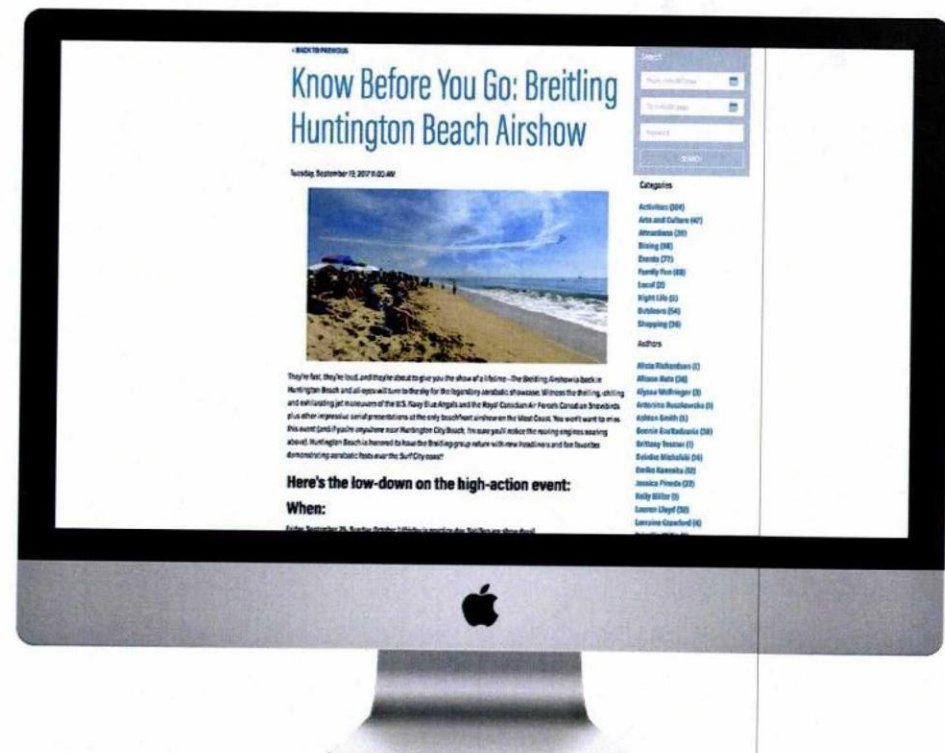


# Digital Marketing: VHB Website

SurfCityUSA.com is an established key digital resource for visitors and residents to get important information regarding upcoming signature events in Huntington Beach.

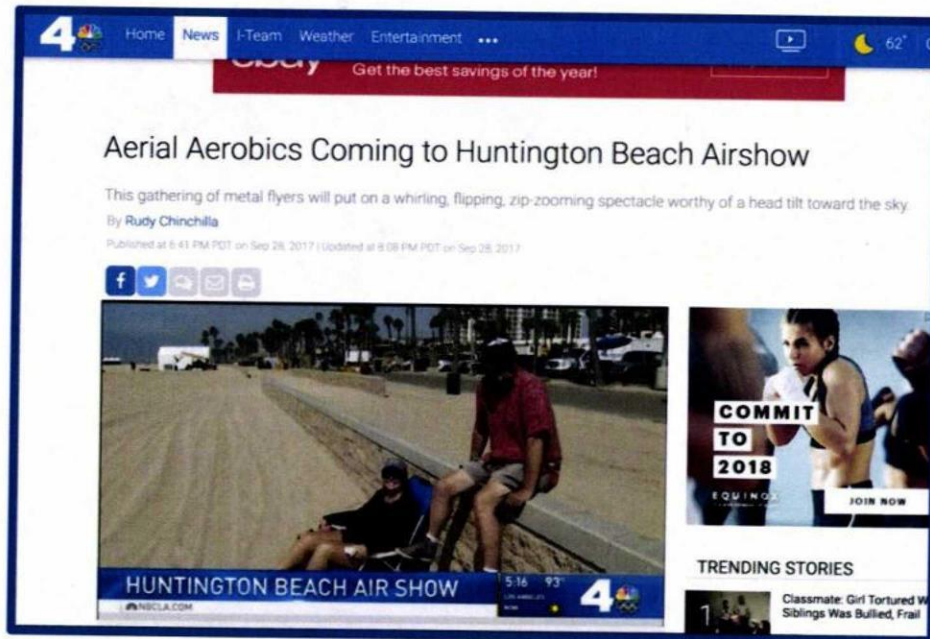
- Huntington Beach Airshow content had over **152,000 pageviews**, the **most visited** event page on the website.

***High demand for Huntington Beach Airshow content!***



# Positive Media Coverage

Huntington Beach Airshow Advertising Equivalency Value:  
**\$1,505,116.78**





# Positive Media Coverage

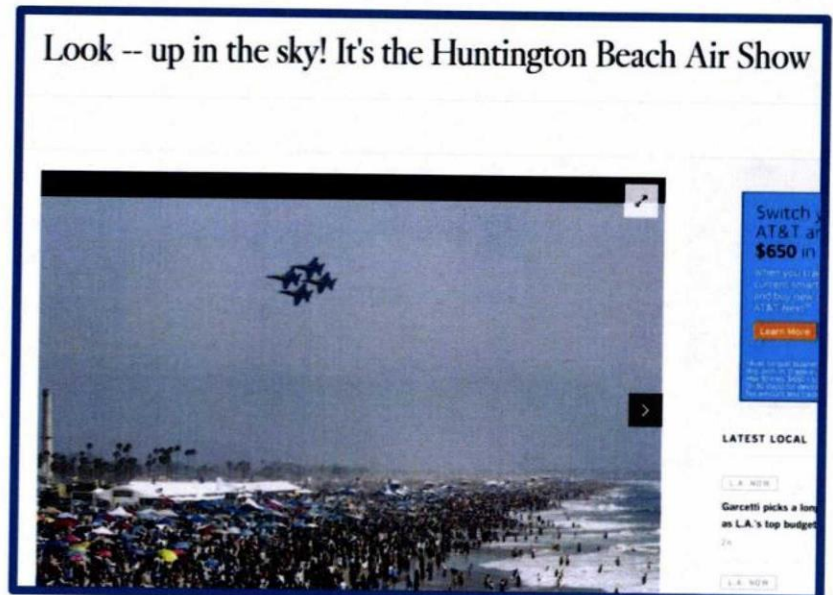


# Positive Media Coverage

## KTLA 5



## Los Angeles Times



## THE ORANGE COUNTY REGISTER






# Positive Media Coverage

**OrangeCoast**  
MAGAZINE

**Pacific**  
CITY

This event has passed.


**Breitling Huntington Beach Airshow**  
September 30, 2017 - October 1, 2017



This free afternoon event features aeronautical displays by the U.S. Navy Blue Angels, RCAF Snowbirds, the F-35A "Lightning" II, a Douglas C-47 from O.C.'s own Lyon Air Museum, and more.

Sept. 30 and Oct. 1 over the sand at Beach Boulevard and Pacific Coast Highway


Huntington Beach, [hbairshow.com](http://hbairshow.com)



**Breitling Huntington Beach Airshow**

The second annual Breitling Huntington Beach Airshow will take to the skies Sept. 29-Oct. 1 over the waves of Huntington Beach.

The free airshow will be headlined by the Navy Blue Angels and Royal Canadian Snowbirds as well as aerobatics and other performers. Flight demonstrations from Pacific City's own air show, as well as a host of vendors with "food truck" themes including Bluebird Catering, Baking in Waves & Pie, and Old Time Sandwiches. The show will feature live music by the Pacific City Band and the Huntington Beach Police Band.



KIMPTON  
**Shorebreak**  
HOTEL

Shorebreak HOTEL OFFERS PHOTOS EAT DRINK MEETINGS EVENTS WEDDINGS LOCATION

**Eyes to the Skies**  
HUNTINGTON BEACH AIRSHOW HOTEL STAYS



**Aerial Acrobatics in Surf City, USA**

The second annual HB airshow takes to the skies, the weekend of September 29-October 1, 2017. This year's event will include jaw-dropping flights by the U.S. Navy Blue Angels, Canadian Snowbirds, Lucan Air Aerobatics and David Martin. The airshow is free to the public... and better yet, the show's center will be on Main St. and Pacific Coast Highway.



# Business Community



*The HB Air Show is one of the best things to happen to Huntington Beach in decades.. it is so good for our local economy, for our community and for the thousands of visitors!*

**- Aaron Pai, Owner at HSS**

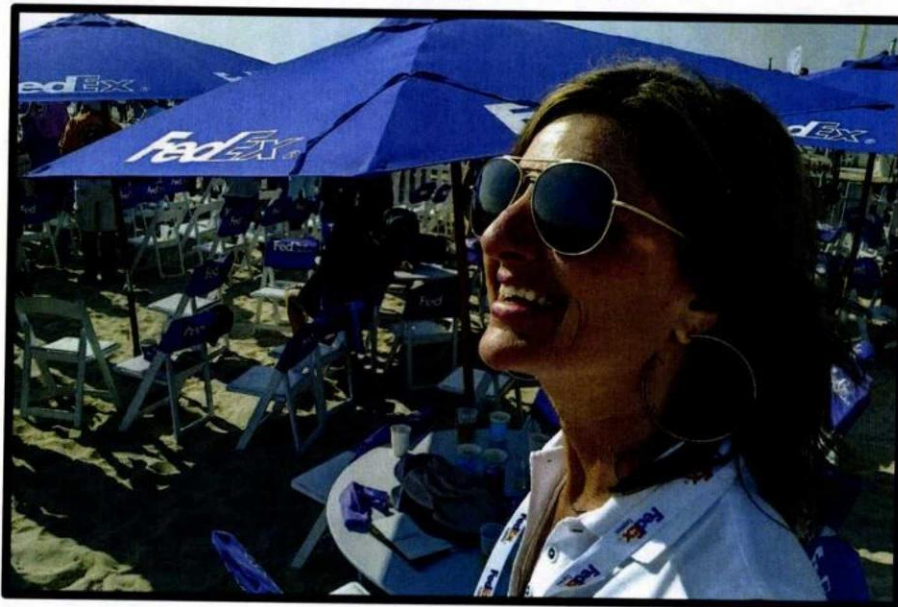
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*Duke's sales over the HB Airshow weekend were as robust as during the US Open, we were up 20% in food sales in comparison.*

**- Brett Barnes, Managing Partner at Duke's**



# Corporate Hospitality



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# 2018 Huntington Beach Airshow

***10,521 People are already following the 2018 Airshow Fan Page!***



## Events

[See All](#)



### **(Fan Page)2018 Breitling Huntington Beach Air Show**

Oct 20 - Oct 21 · Huntington Beach, California

Kylie and Briana are interested

10,521 people interested

★ Interested

[See All](#)







**Questions?**

