



Pacific Airshow  
5252 Bolsa Avenue  
Huntington Beach, CA 92649  
www.pacificairshow.com  
(888) 648-TGPA

September 16, 2019

Dear Council Members:

I am writing this letter to formally request the Council approve continued accommodation of the Pacific Airshow, consistent with the terms that have been established in previous years.

We request that the City continue to provide a parking offset of public safety fees as well a waiver of permit fees, application fees, and daily set-up and take-down fees. Additionally, we request that the City provide in-kind contributions via its waste franchise agreement.

Regarding the parking offset, the premise for the resolution on parking and RV fee increases was that they were done "in support of the event" (as referenced multiple times in the resolution). Given support of the event as the basis for the multitude of council action(s) and ultimate permanent amendments to the master fee schedule, it was anticipated that this support would continue in to the future. It should be noted that Pacific Airshow has undertaken efforts to market and maximize the revenue generated by parking and premium RV camping experiences in order to assist with offsetting public safety cost.

The Pacific Airshow team, myself included, were given assurances that this support would be part of our permit with the City and have built our event budgets around this assurance.

As the Council is aware the Pacific Airshow is a great economic engine for our community including our local businesses, small and large. Pacific Airshow has worked extremely hard to maximize its positive contrition to our community by sourcing all of our professional services, manufactured goods, merchandise manufacturing and much more right here in Huntington Beach. We have partnered with our local hotels to put over 1,500 room nights in our City for the 2019 edition alone. The economic benefit to Huntington Beach is in multi-millions.

We are proud to have an impeccable safety record with zero incidents or arrests attributed to the event despite the large crowds that it draws. Huntington Beach should be proud to play host to this extremely patriotic, family-friendly event that improves upon itself year-over-year.

### **SUPPLEMENTAL COMMUNICATION**

Meeting Date: 9.16.19

Agenda Item No.: 23(19-958)

As of last week we have announced the addition of the US Air Force Thunderbirds to our lineup which is sure to draw even larger crowds and even greater exposure to the City of Huntington Beach. This addition makes Huntington Beach the only venue in North America to host 3 jet teams during the 2019 Airshow season. This is all great for Huntington Beach!

Not only is the Pacific Airshow team is working tirelessly to build the best Airshow in the world, but we are working to do it in a productive and constructive way for our Community. We are actively building partnerships (large and small) and developing the commercial viability of hosting a largely "free" public-facing event here in Huntington Beach. Our trajectory is sent to become the largest event in Orange County and one of the most attended outdoor events in the Country.

It is for all of these reasons and more, I request that you continue to accommodate this great event as our team works to continue to develop it.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'Kevin Elliott', with a long horizontal flourish extending to the right.

Kevin Elliott  
Airshow Director  
The Great Pacific Airshow