

How Time Flies Event

Celebrating 100 Years of Aviation in La Crosse

July 26-28

9 AM – 5 PM

CAP Ramp – La Crosse Regional Airport

Purpose:

The purpose of hosting the event, “How Time Flies” is to not only celebrate the impact aviation has had in this region over the last 100 years but to raise awareness for the airport’s flight offerings and strong position in the community. The event will feature family-friendly activities along with static displays and the opportunity to purchase rides on historic planes including those from World War II and the 1930’s. The La Crosse Regional Airport has partnered with many individuals and organizations in the community to make this event successful and looks forward to promoting the marvel of aviation for all who attend.

Attending Aircraft:

Commemorative Air Force

The CAF will be bringing four restored aircraft from World War II. The aircraft include the B-29 Superfortress FIFI, the B-24 Diamond Liberator Lil, a T-6 Texan and a PT-13 Stearman. All aircraft are available for cockpit tours and static displays for a gate entrance fee of \$15 for adults, \$8 children 9-17 and kids 8 and under are free. Rides are also available on these aircraft but are sold separately and preferred to be booked in advanced through the CAF website. Prices vary by aircraft and seat.

B-29 flights are scheduled for Saturday and Sunday morning at 9:00 am and 10:30 am. The B-24 flights are currently scheduled for Saturday and Sunday morning at 9:30 am and 11:00 am.

The Flagship Detroit Foundation

The Flagship Detroit Foundation will be bringing a DC-3 aircraft. The DC-3 revolutionized commercial air service and became one of the very first passenger planes in the 1930’s. The DC-3 will be available for viewing in the free area of the ramp and rides will be available to members of the Foundation. To become a member of the Foundation and receive a ride, passenger can sign up at the event and pay the \$100 membership fee. The DC-3 will be available for viewing in the free section of the ramp.

MedLink Helicopter

The MedLink helicopter will be making an appearance at the event for a few hours every day and will be available in the free section of the ramp.

Private Planes

Any individuals with a private plane are welcome to park their plane in the free section of the ramp and open it up to the public. Private pilots are not required to have their plane open to the public but are encouraged to park it on the ramp to add to the visual of different varieties of aircraft that exist.



Family-Friendly Activities:

The event will feature an area outside of the fence (located within the green box on the attached map) that is free and open to the public. This area will include family-friendly activities such as a balsa wood plane throwing contest, a coloring station, temporarily tattoo station, corn hole boards and a commercial airport play set.

Refreshments:

Staffed by local non-profits, the event will include a refreshment stand with water, soda, lemonade and popcorn. A food truck will also be there and serving from 11:00-4:00.

Partners:

Many partnerships with individuals and organizations have played an important role in helping to bring this event together. Alongside La Crosse Regional Airport, notable individuals and organizations include but are not limited to –

- Civil Air Patrol
- Colgan Air Services
- Carol Kratz and Drake Hokanson
- Bruce Mathew and Airfest
- Diane Knothe – Apropos Photography
- Elevate Media Group
- Big Brothers Big Sisters
- DigiCopy

Promotion:

Social Media

Ongoing posts on Facebook and Instagram give the event a steady presence with our audience. The posts promote details of the event, the individual aircraft as well as information on booking rides. Posts have varied from once a week to multiple times of week depending on timing and relevance of the information.

TV

A 30-second commercial was created to promote the event on a mass scale. Using the 30-second video, as well as a 15-second version created by FOX25, multiple TV ad packages were purchased across three local news stations. The air times of these commercials varied from morning news, evening news, large scale sporting events and prime time TV. We also have one confirmed live interview on WXOW's morning show on the Tuesday leading up the event.

30-second version: <https://spaces.hightail.com/space/iOxZZmBITC>

15-second version: https://youtu.be/r_xby5frvto



Direct Mail

A postcard was created to capture the details of the event. The postcard was distributed across the terminal and will be sent via mail to board members, city officials, our t-hanger tenants as well as local World War II veterans.

Radio

As part of an ongoing advertising package with Leighton Broadcasting in Winona, a 30-second radio ad ran for the month of the July leading up to the event. The timing of the ad varied from early morning commute, daytime, evening commute and late hours.

<https://download.vcreative.net/file/41681/18955142/28200436/836b84fa711916ad785aa36d1eb7d0950083be4aeed549ddab897ab44666fc8202a81e6619a4fc98bf6c54505fbfeed1c1bd47e43fdee9c57185877fd0006515>

Website

Due to the volume and variety of information needed to not only promote the event but showcase the entire Century of Aviation Celebration, a stand-alone website was created. This allowed the information to be showcased in a unique and easy-to-access way. The link to the website could be found in most of the promotion including the postcard, TV commercial, social media posts etc. however it was also listed on the main lseairport.com website.

howtimeflieslse.com

Other

Because the CAF relies on the selling of gate passes at the event to cover their costs, the CAF allocates their own promotional dollars to help promote the event. The promotion the CAF conducts is designed, purchased and placed outside of LSE's control. LSE made recommendations for certain newspapers that are popular in the region but the CAF is ultimately responsible for placing their own advertisements. The CAF also received a grant from the La Crosse Area Visitors Bureau to place additional ads across the county.

Expected Attendance:

Although it is difficult to gauge how many people to expect due to the fact that the event will be spread over three days for eight hours a day, LSE would consider 1,000-1,500 total attendees to be a success.

Respectfully Submitted By:

Miranda TerBeest

Marketing and Communications Manager
La Crosse Regional Airport

