

# Executive Director's REPORT



## INSIDE

- Expo News
- FAB LAB
- FTZ
- Apron Project
- Sebring International Raceway





## \$20,000 PRIZE PURSE & \$10,000 CASH PRIZE FOR DRONE RACE AT SEBRING'S EXPO

The U.S. Sport Aviation Expo debuted unmanned aerial vehicles (UAVs ... aka drones) at last year's event. "This year we have upped the Ante. AirOps Inc. and CineVista Media have joined up with Sebring, to add the first known large scale MultiGP sanctioned Drone Race at an aviation event (FAA approval pending)," enthused Expo Director, Beverly Glarner.

"This is an unprecedented Drone Race for two reasons: It's at an actual airport and the audience is in the round—sitting in a huge net in the middle of the track. Racing drones will fly all around and directly

over the spectator's heads with the original and unique track design. At the same time, live camera views will be viewable on monitors for the spectators, along with scoring and a professionally produced live broadcast. A few monitors will have multi-view configurations showing all eight racing drone views at the same time. Very exciting!" said Rhett Jarrett, Drone Zone Co-Chair.

The amount of media and technology being utilized is enormous. The large 14'x7' projection screens and 65" flat panels will help everyone in the zone keep up with the event happenings. In addition,

the racecourse will utilize real aircraft as race gates to keep the racing drones on course.

Drone exhibits will be inside a hangar flanking a 60-foot wide by 40-foot long by 30-foot high indoors flight demonstration cage. "The 100,000 square foot racing area is a spectacular addition for drone enthusiasts," remarked Michael den Hartog, Drone Zone Chairman. The race will be hosted by Urban Drones, sanctioned by MultiGP, directed by Joe Scully, broadcasted by FPVLive.tv and raced among the top pilots in the world. The prize purse is estimated at over \$20,000, with the grand

prize at \$10,000 cash, based on entry fees received. Racing practice rounds will start on Wednesday; qualifiers will be on Friday, with finals on Saturday.

Daily flight demonstrations will take place indoors from 9:00 a.m. to 5:00 p.m. and hands on "Fly-A-Drone" workshops will be on the hour, every hour. Expo will be demonstrating both the professional, and recreational sides of the drone world. Drone experts from all over the U.S. will be presenting forums on many aspects of drone ownership, Part107, 333, 336 safe effective operations and business management.

## \$5,000 GRANT AWARDED FOR SEBRING SPORT AVIATION EXPO

U.S. Sport Aviation Expo is the recipient of a \$5,000 grant from Highlands County Tourist Development Council. The grant's focus will be on attracting visitors from key drive markets surrounding Sebring.

"We're delighted to be able to support the 13th annual U.S. Sport Aviation Expo in Sebring. Year after year, this event has infused the economy by attracting visitors to the area for far more than the aviation event—these visitors rent our hotel rooms, eat in our restaurants and visit our parks," Casey Wohl Hart, Lead Marketing Consultant for Highlands County Tourist Development Council.

### About Highlands County Tourist Development Council (TDC)

The mission of the TDC is to promote Highlands County as a friendly, attractive and diverse destination for tourism, thus creating a positive economic impact benefiting the entire community. It serves as a destination marketing organization that works to generate overnight stays, increase tax revenues, stimulate economic growth and strives to constantly enhance the image of Highlands County.

Some of the functions of the Tourism Office include

maintaining the tourism website VisitSebring.com, maintaining a database of tourism-related businesses, developing and maintaining strong relationships with tourism businesses in the community, lead fulfillment, participation in relevant associations and exhibition at trade shows, travel expos and conferences. For more information visit: VisitHighlandsCounty.com





## OTHER NEWS AND INFO.

### Apron Project

We have been notified by the FAA that there is a high probability of funding for this project within the next 90 days or so. This is timely because of the age of the pavement and our MRO (Maintenance Repair and Overhaul) activity.

### Reconstruction Webster Turn

Staff is working with the County on reconstruction of Webster Turn. Webster Turn is the only County maintained road on

the Airport. This project should start within the next 6 months.

### Fire Apparatus

As discussed at the last Board meeting, we continue to work with the County on fire apparatus for the Airport. The County is determining what type of truck we need to meet ISO requirements.

### Fab Lab Advanced Manufacturing Lab

Dr. Valentine and I have begun meeting with manufactures in the region. The purpose of the meetings is to ascertain their thoughts and comments regarding the project so that it is relevant to the needs of business and industry.

### American Association of Airport Executives (AAAE)

Dr. Emilio T. González, Director and CEO of the Miami-Dade Aviation Department talks about MIA and its future (I thought this was interesting from the perspective that we hear from proponents of new intermodal logic parks that MIA is not competitive and out of space... evidently, Dr. González has not received that memo).

<https://www.youtube.com/watch?v=ZXoVBeqTtxc>

### FTZ

Per the Foreign Trade Zone Board, our FTZ is now classified as a "Magnet Site". A "Magnet Site" is defined as an FTZ with

the ability to attract multiple users. We will be hosting a webinar to acquaint prospective users as to the benefits of locating within an FTZ soon.



### Sebring International Raceway

#### Update from Wayne Estes

Sebring Raceway hosted several new events in 2016, including a drag racing series, a new car show/drift/drag racing day – promoted by Cultured Alliance – that appealed to a new younger audience, and a return of the "Dirty Dozen" mud run.

The first week of December, the track will host the inaugural Classic 12 Pistons and Props event that will showcase race cars from all decades of Sebring's history, as well as vintage aircraft. Alan Jay Automotive Network sponsors the fourth-quarter historic event each year, and the track will announce Alan Jay's sponsorship of the Alan Jay Automotive Network Paddock just before the 2016 event.

In the works for 2017, the

track plans to do all of the above events again, plus a seafood festival. The track will highlight several track rental events to encourage local and regional race fans to come out and see an event at the track.

Looking ahead to the 2017 Mobil 1 Twelve Hours of

Sebring Fueled by Fresh From Florida, the track will have several new initiatives to attract locals and new demographics. The first new initiative is a \$50 Highlands County resident ticket. Also new, the track will be introducing a restaurant-night club attraction for the

12 Hours called Club Nitrous. Additionally, the track plans to build on its earlier event by hosting a Cultured Alliance car corral focused on the same younger demographic that first visited Sebring in October at the Cultured Alliance "Face Off" event.



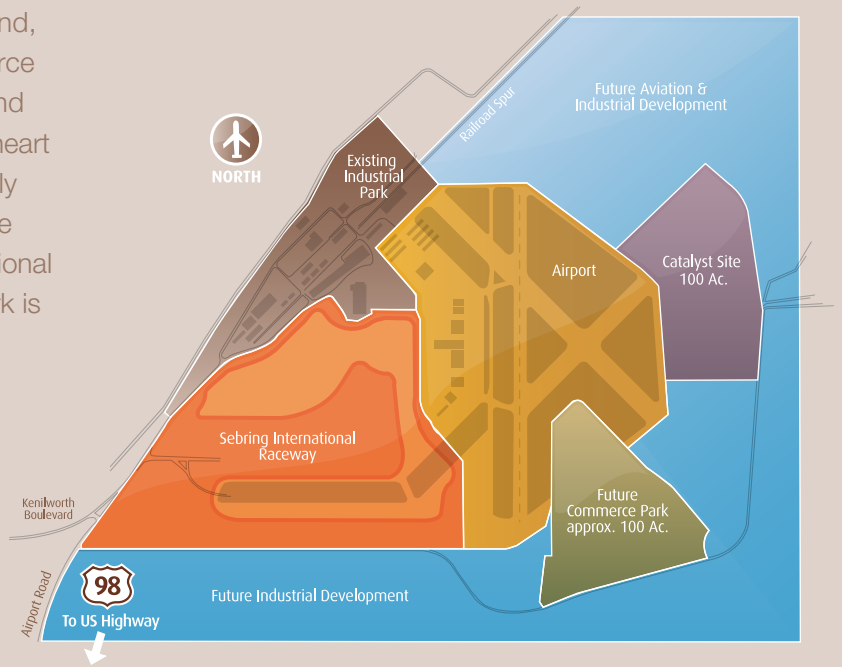


Sebring Regional Airport  
128 Authority Lane  
Sebring, Florida 33870  
www.sebring-airport.com  
863.655.6444

**With strategic access** to major markets by land, sea and air—Sebring Regional Airport and Commerce Park offers a wide range of business advantages and incentives to support your company’s future. In the heart of Central Florida, the 2,000-acre park is conveniently situated within a 150-mile radius of 85 percent of the state’s population. Already home to Sebring International Raceway, a premier sports car racing facility, the park is uniquely positioned to accelerate your business.

**SITE MAP**

- Future Development
- Existing Industrial Park
- Catalyst Site
- Airport
- Future Commerce Park
- Sebring International Raceway



**ACCELERATE YOUR BUSINESS'S POTENTIAL**