

Executive Director's REPORT



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AOPA Flying Clubs Seminar this past Saturday

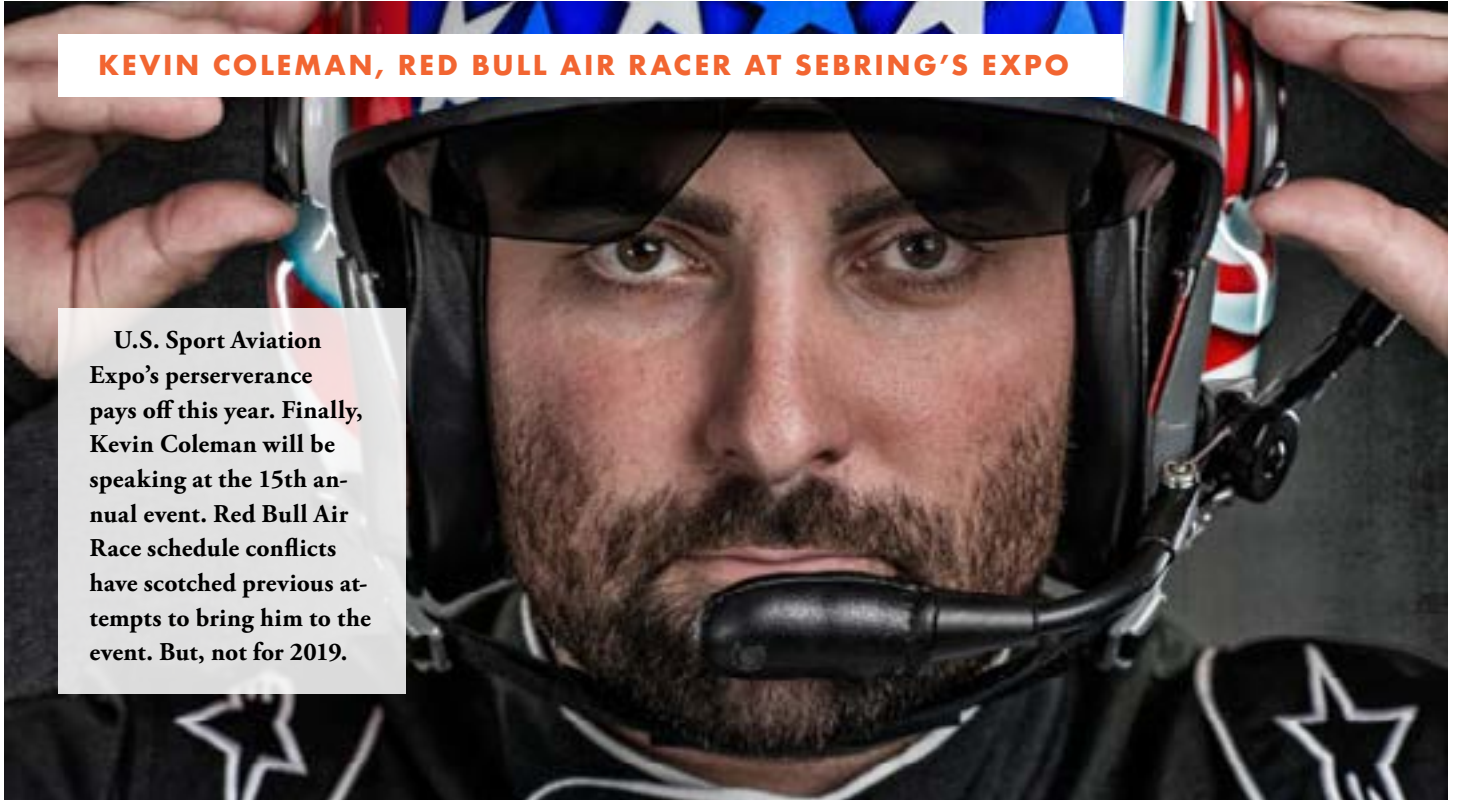
AOPA Flying Clubs Seminar was hosted by Sebring Airport on September 15. “Flying Under Your Minimums” was presented by speaker, Ron Timmermans, and “The FAA Compliance Philosophy” by speaker, Tony Alfaya.

Both speakers, as well as Jamie Beckett, will be speaking at Expo 2019 for the dedicated WINGS and Forum seminars.



KEVIN COLEMAN, RED BULL AIR RACER AT SEBRING'S EXPO

U.S. Sport Aviation Expo's perseverance pays off this year. Finally, Kevin Coleman will be speaking at the 15th annual event. Red Bull Air Race schedule conflicts have scotched previous attempts to bring him to the event. But, not for 2019.



LYFT'S CO-FOUNDER WANTS TO END CAR OWNERSHIP

Before cofounding what is now the U.S.'s second-largest ride-hailing service, John Zimmer had a more modest vision: connecting college students to share rides home from school. Today, Zimmer has expanded Lyft's horizons to include new markets (its most recent launch in Toronto took the company international) and new modes of transportation (electric scooters, bicycles and self-driving vehicles that could one day cut back on gridlock and improve safety). He has partnered with cities to help expand public transit and worked to convince civic leaders to reimagine the fabric of urban life, including better use of space and roadways to move people more efficiently. Zimmer, 34, recently

sat down with The Future of Everything at Lyft's San Francisco headquarters to discuss his vision of the city of the future, the benefits of vehicle autonomy and his disdain for flying cars.

We'll rewrite the rules of the road

Cities have been designed for cars, not people and that's wrong. Cities should be designed for people. There's existing infrastructure of parking lots and streets. We don't throw all of that out. We just need to use it much more efficiently. We need lower vehicle miles traveled. We need to get more people in each car-more seats filled. We can make the existing system way more efficient, just, like a hotel trying to increase occupancy. Our belief is that

congestion pricing applied to all vehicles, that also provides a free or affordable exemption for certain driver types, such as shared-rides or the needy, is the best way to address traffic.

When you walk outside in the future, it'll be much quieter. You'll hear people, and nature – not the sounds of gas-guzzling engines, horns. And you won't be scared of getting hit by a car.

There will be protected bike and walking areas, and different thoroughfares for larger vehicles. You also won't see traffic because we'll have created the incentives to make that go away.

Car ownership won't be a right of passage.

We are, let's say, five years-into a, 50 year

IN THE NEWS

Apron

The \$7,000,000 FAA grant award for full depth reconstruction of our WW11 vintage apron is largest single award in SAA history. This will complete roughly one-half project. We are still hopeful for additional funding.

Airside Center Roof Project

The contractor is hoping for completion by 24th of this month. We think it looks very nice.

Sebring International Raceway World Endurance Championship

Presented by IMSA and the WEC (World Endurance Championship), event will feature more racing, more cars and a heightened experience for fans with the WEC's 6th round of its Super Season now becoming the 1000 Miles of Sebring (or 8 hours, whichever comes first) and taking place on Friday March 15 starting in the afternoon and finishing at night.

Rail Project

Plans are at 100% and have been reviewed by FDOT. JPA (funding agreement) will be coming our way soon.



In Memoriam: Col. Robert Dean Wood, Retired.

Bob Wood, long-time Sebring Airport Authority Board Member and founder of U.S. Sport Aviation Expo, passed away on September 7, 2018. Bob was a source of wisdom and inspiration and will be missed. Services will be held at First Presbyterian Church on September 22 at 11 a.m. Military honors will follow. Arrangements by Morris Funeral Chapel. morrisfuneralchapel.com. Family will receive friends at 10:00 a.m.

ISO COMPLETES ITS ANALYSIS OF THE STRUCTURAL FIRE SUPPRESSION DELIVERY SYSTEM

This effort has taken nearly two years of hard work by Commissioner Handley and Desoto City Fire Chief Scott Kaplan. SAA continues to add value and supports to our tenants.

As the Board knows, thanks to hard work of Commissioner Handley, we now have dedicated fire apparatus located on Airport. Additionally, thanks to Commissioner Handley and Captain Scott Kaplan, ISO has

recently completed a Public Protection Class survey. The [report](#) is definitely advantageous for everyone insuring property at airport and our tenants should see more affordable insurance rates in future. If you would like to read

full report [please download the detailed PDF here.](#)

Lyft: Continued from page 2

vision where we need to, provide a full alternative to ownership. To own and operate a car, you spend \$9,000 a year— more than you spend on food. And you use that car only 4% of the time. That's what's broken.

Where I see this going is instead of getting keys for a 16th birthday— which used to be that symbol of freedom in America— you get a Lyft subscription, and it provides you with your transportation freedom at a cost much lower than car ownership. You have use of bikes and scooters; you have a certain amount of miles just like you have minutes

on your phone.

It's not something that's fully possible yet. We need to continue to improve our shared rides. We need to scale up bikes. We need to provide other pieces to that equation, our connection to transit. We're testing this concept of using transit, using bikes and using Lyft instead of your car. Managing the parking of, the fueling of, the insurance of that vehicle — I think we can do better than if you were on your own.

In urban areas, most trips will be driverless.

We said about a year ago that within-five years we believe the

majority of our trips in major urban environments will be in an autonomous vehicle. First, AVs will be used for simple trips— point A to point B; with no bridges and tunnels; and no bad weather. There will just be some things AVs can't do safely.

We have two strategies with autonomous vehicles. One is the open network— we work with partners who have safe AV technology. And when that's ready, we can bring that to our customers, which we are doing in Las Vegas now. And then, the other is building our own self-driving system.

Everything will go electric.

All vehicles will move toward electric, whether it's a large car-like vehicle or a bike or scooter. If we can create cities with protected lanes for bikes, scooters and pedestrians, the amount of people that will use them will rise rapidly.

Flying cars are not a thing.

It's just rebrand of a helicopter, come on. If that becomes extremely safe, convenient, enjoyable and affordable then sure, that's another option. But our focus right now is on ground transportation.

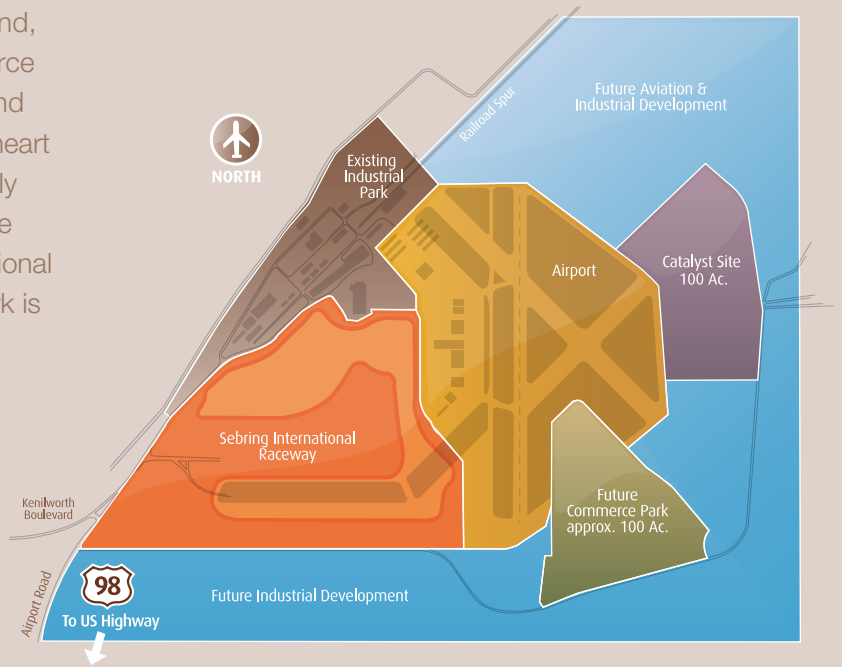


Sebring Regional Airport
 128 Authority Lane
 Sebring, Florida 33870
www.sebring-airport.com
 863.655.6444

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



ACCELERATE YOUR BUSINESS'S POTENTIAL