



# Wings and Wheels Report





## Ticket Pricing and Structure

- Gate sales are always historically swamped
- Ticket price was designed to push PRE-online sales vs. DAY-OF in-person sales
  - Pushed advertising encouraging advanced online sales
  - Billboards, social media ads, messages to sfcitytix users

Wings & Wheels Gate (11 & Older) Admission	\$ 30
Wings & Wheels Online Adult (11 & Older) Online Admission	\$ 20.00 Before Aug 1st \$ 25.00 After Aug 1st
Wings & Wheels Gate Child 10 & Under	Free

- 2022 tickets were \$15
- 2023 tickets were \$8 per day and we did the event over 2 days due to construction constraints
- Ticket value: attendees get 10 full hours of action packed fun



## Survey Data

- Posted QR code feedback survey signs around the event
- 107 responses
- What did you come to the event for?
  - 10% car show
  - 9% exotic racing
  - **31% airshow**
  - **50% everything**
- Satisfaction:
  - **99.07% satisfied**
  - 0.93% not satisfied
- What did you enjoy the most?
  - 7% car show
  - 11% exotic racing
  - **12% aerobatic airshow**
  - **20% WWII aircraft**
  - **50% everything**
- Suggestions for improvement:
  - 1 mentioned price gouging
  - 3 mentioned adding more car events
  - 26 mentioned bringing even more WWII aircraft and vehicles
  - 39 mentioned parking
  - 78 had no improvement suggestions or complimented the growth and attractions at the event.



## Growth and Future Events

- We have grown the event to the level that we believe is best. We plan to move forward with keeping the event at the level it was at in 2024 and **plan to now work on details such as better parking and better event management.**
- As a comparison, **other similar size airshows, charge as much as \$50+ per tickets.** For us to put on a 10 hour event that is packed with an array of vehicle and aircraft attractions is not cheap. We have to pay for the planes to come here.
- For example, the lineup of WWII aircraft that we had are exciting to look at, but comparatively, these aircraft are not cheap to bring to Spanish Fork. **Based on the feedback received, we plan to continue to make WWII aircraft the focus of the event.**



## Title 13.16.100 Illicit Discharges Exceptions Clarification

5. Groundwater Infiltration to storm drains.



17. Uncontaminated groundwater infiltration.

