

To understand the impact that the Triumph of Flight will have on our community, you first must be able to visualize what the Triumph of Flight will be like. We have a tool to aid in that visualization, but it cannot be attached to a PDAC submittal. So, we respectfully request that you take 2½ minutes to view the video at triumphofflight.org or by scanning the QR code at right with your smart phone. Thank you.



Endorsements – We've received a number of endorsements including the Ohio Aviation & Aerospace Council, Tourism Ohio, Montgomery County, the City of Dayton, and Butler Township. Because of the limit on attachments and the length of our economic impact analysis, we are unable to attach them at their full size.



John R. Kasich

June 12, 2014

Mr. Walter Ohlmann
President, The Wright Image Group, Inc.
1605 North Main St
Dayton, OH 45405-4198

Dear Mr. Ohlmann,

Thank you for your presentation to us on May 14, 2014 about the exciting "Triumph of Flight" monument to be built at the intersection of Interstates 70 and 75. Your design truly symbolizes Ohio's rich aviation heritage. Dayton has continued to thrive in the aviation/aerospace industry ever since the Wright Brothers gave birth to aviation in 1905, a legacy to be proud of and acknowledge in a meaningful way.

Our aviation heritage is an important part of the state's marketing efforts to attract returning and new visitors to Ohio and will no doubt play a valuable role as we look to establish a brand for Ohio that encompasses our distinct travel assets.

This monument would be a welcome addition to the highly traveled intersection and will be a valuable complement the impressive Aviation Heritage Trail area. The monument's visibility through its location and promotional efforts will benefit the Dayton region and all of Ohio.

I am happy to offer my support for your project. Please keep our office informed of your progress.

For the Good of Ohio,

John R. Kasich
gph Ellis
g Change
el Lewis
Implementation
of
ical Officer
rk Adams
Development Director
C. Hillswell



Butler Township Government Center

Board of Zoning Appeals
John Braun
Curtis Shaten
Bill Meyer
Robert J. Cervatt
David Edwards
George Moorman
Zoning Commission
Jim Coughlin
Martin Basso
Mike Leo
John Mize
Gary Spittman

RESOLUTION NO. 09-048

RESOLUTION SUPPORTING THE CONSTRUCTION OF A WRIGHT FLYER ICON TO BE LOCATED AT THE SOUTHWEST QUADRANT OF I-70 AND I-75

WHEREAS, Dayton Ohio is the hometown of Orville and Wilbur Wright, the "Wright Brothers", and WHEREAS, the Wright Brothers conceived, designed, built and learned to fly the first powered aircraft in Dayton Ohio, and

WHEREAS, though significant, the Wright Brothers airplane was only one of many inventions to come out of Dayton Ohio area, there was a vast array of other inventions and innovations that have had an impact on the world and the way we live, and

WHEREAS, the entire Dayton region, with its many colleges and universities, Wright Patterson Air Force Base, research, design and engineering facilities, continues to be on the cutting edge of technology, and

WHEREAS, the community desires to establish a lion at the southwest quadrant of -470 and I-75 to recognize the accomplishment of the Wright Brothers and depict the "Greater Dayton Area" as the "Birthplace of Aviation"

NOW, THEREFORE, BE IT RESOLVED, that the Butler Township Board of Trustees hereby supports the construction of a Wright Flyer Icon recognize the accomplishment of the Wright Brothers and depict the "Greater Dayton Area" as the "Birthplace of Aviation, such monument to be located in the southwest quadrant of I-70 and I-75

BUTLER TOWNSHIP BOARD OF TRUSTEES

Elle Lewis
Elle Lewis, President
Doug Orange
Doug Orange, Vice President
Mark Adams
Mark Adams, Trustee

I hereby certify that Resolution 09-048 was adopted by the Butler Township Board of Trustees at their meeting held on September 28, 2009.

Mark Adams
Mark Adams, Fiscal Officer



October 17, 2012

Mr. George J. Mongon
The Wright Image Group, Inc.
1605 North Main St
Dayton, OH 45405-4198

Dear George:

Thank you for your presentation on the Wright Image Group's exciting project to our full membership meeting on August 16th, 2012. We were excited to learn about your program to build a monument to the Wright Brothers and the Birth of Aviation near Dayton, and we were highly intrigued by your explanation of the positive impact it will have on the aerospace industry throughout the entire state of Ohio.

Since our charter is to promote and enhance Ohio's very important aerospace industry, we believe that its positive impact is a compelling reason to build the monument. We agree that this iconic monument will brand Ohio as a past, present, and future aerospace leader and will symbolize that for the entire world to see.

The OAAC enthusiastically endorses your project! Please keep us informed as to your progress.

Best regards,

Joe Zeis



MONTGOMERY COUNTY
ADMINISTRATION BUILDING
451 West Third Street
P.O. Box 972
Dayton, Ohio 45422-1110

COUNTY COMMISSIONERS
Judy Dodge
Dan Foley
Deborah A. Lieberman
COUNTY ADMINISTRATOR
Deborah A. Feldman

April 21, 2010

Mr. Robert Ruh
Board Member
Wright Image Group
% 4225 Murrell Lane
Kettering, Ohio 45429

Dear Mr. Ruh:

The Montgomery County Commission is pleased to proclaim its support of the efforts of the Wright Image Group to raise funds to build a monument to the Wright Flyer near the intersection of Interstates 70 and 75.

Such a monument along one of the nation's busiest roadways would increase recognition of the Wright Brothers invention that forever changed the world and increase awareness that the Dayton Region is the birthplace of aviation.

The monument would also serve as a constant acknowledgement that Wright Patterson Air Force Base, the Air Force Research Laboratory and private entrepreneurs in the Dayton Region continue to this day to lead the globe in developing innovations in the sciences of aviation and aerospace.

We applaud the effort and the determination of the Wright Image Group to have the world recognize the aviation accomplishments of the Wright Brothers and the continuing contributions of Dayton area residents to the creation of new aerospace technologies.

Sincerely,

Dan Foley
Dan Foley
Commission President

Judy Dodge
Judy Dodge
Commissioner

Debbie Lieberman
Debbie Lieberman
Commissioner

THE TRIUMPH OF FLIGHT[©]

America's Newest National Monument



THE REGIONAL IMPACT OF A NATIONAL MONUMENT

A NATIONAL MONUMENT

The triumphs in aviation and aerospace have done more to change the world than any other human endeavor. Flight has done more than any other technology to shrink our planet by increasing travel and exchange and thereby spreading economic development and cultural diversity. In less than a century, flight took us to the edges of our solar system and to witness discoveries deeper in space than our imaginations had ever gone. Perhaps the most important contribution to flight has been its introduction of modern engineering and problem solving that fueled its steady technological progress and did the same in innumerable other fields of advancement. Our daily lives consist of constant contact with technologies born, inspired, and enabled by aviation.

The triumphs of flight that have occurred here in America and throughout the world are more than worthy of an enduring national monument. The Evolution of Flight Park and Visitor and STEM Center at the base of the Triumph of Flight Monument will trace the history and the future of flight, not just the stories of daring but also those of scientific discovery and engineering. The intent is to secure the bulk of the funding for this national monument to flight from national and international aviation and aerospace firms that have played important roles in that evolution of flight.

A LOCATION IN OHIO



The site of the Triumph of Flight Monument will be in Ohio, the birthplace of aviation; near Dayton, the home of the Wright brothers; and in the National Aviation Heritage Area, where the first airfield, first flight school, first airplane factory, the National Museum of the US Air Force, the National Aviation Hall of Fame, and a large cluster of aviation technology are all located.

While most of the funding for the Triumph of Flight will come from outside of Ohio, the lion's share of the economic benefits that will be derived from the Monument will accrue to Ohio.

As with anything new, there will be an initial surge of interest in the Triumph of Flight during its construction and following its dedication. With that will come the economic benefits to the region of its \$17 million construction cost and visitors spending dollars on their trip to see America's newest national monument. But once that surge subsides, what will be the continuing economic impact of the Triumph of Flight?

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TOURISM

How Many Visitors? - “If you build it, they will come,” but how many will continue to come is not an easy question to answer.

If the Triumph of Flight were in Washington, DC, it would attract large crowds from among the tens of millions of annual visitors to that major tourist center. The National Air & Space Museum in Washington attracted 6.2 million visitors in 2018, while the much larger and more diverse collection at the National Museum of the US Air Force near Dayton saw just under 830,000. Most of those visitors to the Air & Space Museum don’t go to Washington just to see it. Instead, the National Air & Space Museum is somewhere they go when they are in Washington.

So, how many of the 8 million annual visitors to the Dayton area will opt to go to the Triumph of Flight once they’re in the area?

The answer to that question may lie with two comparable American cities – Oklahoma City and Little Rock - that both receive a similar number of annual visitors to what Dayton receives. Each of those cities have sites that do not bring a lot of visitors to town but do provide distraction for those who find themselves already there. Central High School, the opening chapter in the school desegregation movement in 1957, received 170,413 visitors in 2018 – 2.66% of the 6,412,681 visitors to Little Rock. The Oklahoma City National Memorial to the bombing of the Murrah Federal Building in 1995 saw 301,018 visitors – 3.45% of Oklahoma City’s 8,729,549 visitors. If the Triumph of Flight receives between 2.66% and 3.45% of the 8,093,173 visitors to the Dayton area in 2018, then it would welcome between 215,278 and 279,214 visitors annually.

But comparable does not mean exact. It is appropriate to adjust for such things as the number of local visitors to these comparable sites versus those from out of town, the fewer choices of sites to visit in Oklahoma City and Little Rock versus Dayton, and the visitors who may be going to those cities just to see those sites rather than visiting them after finding themselves in town. Absent any data to suggest a proper adjustment, cutting this estimate of Dayton-area visitors to the Triumph of Flight by one half – to between 107,639 and 139,607 – would seem ample.

How many aviation enthusiasts will visit the Triumph of Flight?

If the above adjustment successfully excludes visitors coming to those comparable cities just to visit the sites there, then a provision is necessary to add the estimated aviation enthusiasts, who will come to the Dayton area to visit the many sites in the surrounding National Aviation Heritage Area. Aviation enthusiasts make up a portion of the 6.2 million visitors to the Air & Space Museum in 2018, the 829,424 visitors to the National Museum of the US Air Force, the 601,000 who travelled to remote Oshkosh, Wisconsin, to attend the week-long Air Venture, and the 65,000 visitors at Dayton’s Vectren Air Show over a weekend in June. The best indicator of how many aviation enthusiasts might visit the Triumph of Flight lies in the number of annual visitors to the National Museum of the US Air Force Museum. The Triumph of Flight will be located 13

Comparable Cities				
City	Area Visitors	Historic Site	Site Visitors	%
Little Rock, AR	6,412,681	Central High School	170,413	2.66
Oklahoma City	8,729,549	National Memorial	301,018	3.45
Dayton, OH	8,093,173	Triumph of Flight		
		Low	107,639	1.33
		High	139,607	1.73

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miles and a ½ hour drive, mostly by interstate, from the Air Force Museum. Most visitors to the Museum will pass within yards of the Triumph of Flight when they arrive in the area, whether they come by road or via the airport, from which all interstate routes will pass by the Monument. Aviation enthusiasts will hear about the Triumph of Flight before they visit the area and will see the Monument when they arrive in the area. In the absence of data that might indicate what percentage of visitors to the Air Force Museum also will visit the Triumph of Flight, an estimated range of 5% to 10% seems conservative. That would bring a range of between 41,471 and 82,942, an average of 62,206, aviation enthusiasts, to the Triumph of Flight.

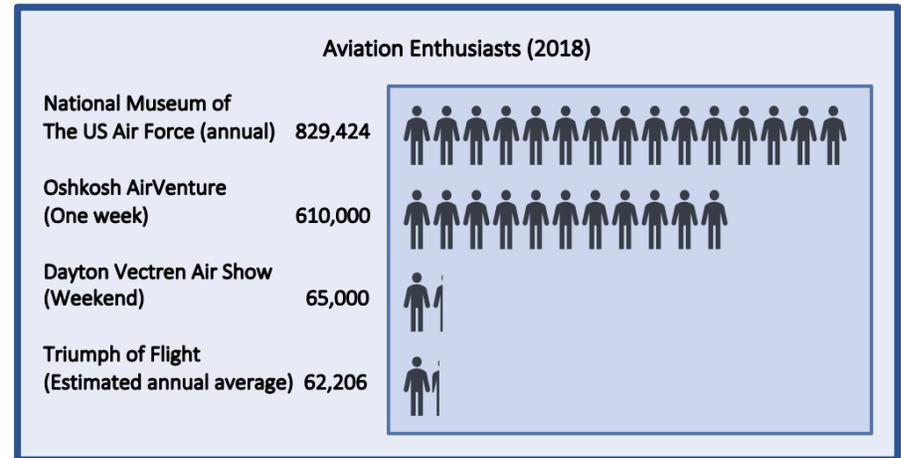
And what about passersby?



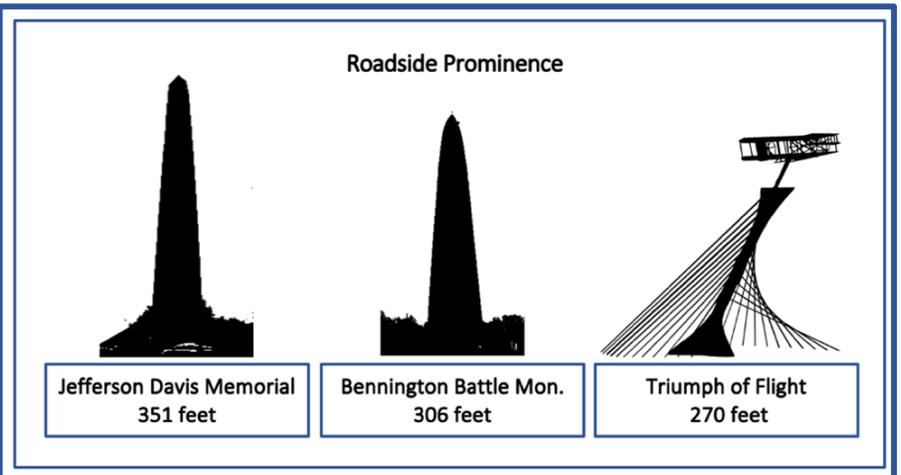
SW Corner of I70/I75 Interchange

travelers through their host cities. So, there are no “pull-over” visitors in the data borrowed from those sites. But there are a couple of other monuments in the US with comparable roadside prominence.

The Jefferson Davis Memorial at his birthplace in Fairview, KY, is the 5th tallest monument in the US at 351 feet. An attendant at the site estimated that 60% of its visitors come there after seeing it from a distance and wondering what it is. The Bennington Battle Monument in Vermont is 306 feet tall. According to the administrator of that site,



There is one more factor to account for. The Triumph of Flight will stand within 300 yards and in clear view of the intersection of Interstates 70 and 75. It will rise 270 feet and the facsimile of the 1905 Wright Flyer III at its top will have a wingspan of 144 feet – about half the length of a football field. It will be the 9th tallest monument in the US, with a distinctive design, at an intersection that sees 65 million vehicles per year. With this roadside prominence, it will attract some visitors who never knew of its existence until seeing it fill their windshield. How many, literally, will “pull over”



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an estimated 1/3 of those who visit the Bennington monument are not aware of it before they see it on the horizon. Assuming that these estimates of how many “pull over” to visit these sites are twice what actually occurs and crunching these reduced estimates with other data reveals that 0.15% of the Bennington passersby and 0.40% of the Davis Memorial passersby stop solely because of their roadside prominence. That equates to a range of between 1½ and 4 visitors per 1,000 passersby. If the Triumph of Flight attracts passersby within that range, then it will receive between 47,910 and 122,828 visitors solely because of its roadside prominence.

Estimated total annual visitors

Adding area visitors, aviation enthusiasts, and passersby together give a range of estimated annual visitors to the Triumph of Flight of between 197,020 and 345,377 - an average of 271,198 visitors per year. This excludes local-area residents.

Redirected visitors

Just as the Triumph of Flight will benefit from those who come to visit other sites in the area, other sites in the area, particularly other aviation sites, will benefit from those who come to visit the Triumph of Flight. At its base, the Triumph of Flight will feature its partners in the National Aviation Heritage Area (NAHA) with descriptions of their offerings and directions to their sites. Unlike the aviation enthusiasts who will visit the Triumph of Flight, many passersby and area visitors will not be aware of NAHA until they see it showcased at the Triumph of Flight. For instance, the National Museum of the US Air Force is, perhaps, the largest indoor museum in the world and holds some of the greatest treasures of aviation and space flight, including presidential aircraft from Presidents Roosevelt to Clinton. Still, most Americans are unaware of its location or even its existence. Those who visit the Triumph of Flight will become aware of both its existence and its location, a half hour down the road. Visitors will be informed also about the Dayton Aviation National Historical Park including Huffman Prairie and the Wright Cycle Shop, the original 1905 Wright III Flyer at Carillon Park, the Armstrong Air & Space Museum, WACO Field & Museum, and other aviation sites. Some visitors will go directly from the Triumph of Flight to other sites, while others will come back to see those other sites on another day. There are no data available to suggest how many passersby and area visitors will do so, but a conservative estimate is 5%, or between 7,777 and 13,122 per year.

	<u>Low</u>	<u>High</u>	<u>Average</u>
Area Visitors	107,639	139,607	123,623
Aviation Enthusiasts	41,471	82,942	62,206
Passersby	<u>47,910</u>	<u>122,828</u>	<u>85,639</u>
	<u>197,020</u>	<u>345,377</u>	<u>271,198</u>

Spending per Visitor

Ohio tourism data for 2018 classifies visitors as either day visitors or overnight visitors. Day visitors spend \$116 on average per trip, while overnight visitors staying one or more nights in Ohio spend an average of \$369 per trip. The question is not simply whether visitors to the Triumph of Flight will be day visitors or overnight visitors. The question is whether a visitor’s coming to the Monument brings them for the day, extends their existing day trip, or keeps them overnight. The economic impact is different for each type of visitor.

Passersby are easiest to assess. Since they are pulling over to visit the Monument and then going on their way, they are only extending a day trip. They could further extend their trip in the region by visiting another aviation site or they could decide to stay overnight after visiting the

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Monument. Although these are possibilities, the assumption here is that they will do neither, and that their stop will result only in the purchase of a meal, a tank of gas, or a retail purchase – spending only 25% of a day visitor’s average spending of \$116 per day, or \$29.

Area visitors are spending more time in the region and are more likely to decide to extend their trip by another day because of their visit to the Triumph of Flight. But the assumption here is that area visitors to the Monument will spend about half a day at the Triumph of Flight and spend half of the day-trippers \$116 per trip average in the process, or \$58.

Aviation enthusiasts will come in three versions. Some will come to see other aviation sites, spend half a day at the Monument, and spend an extra \$58 in the area. Others will come to the region just because of the Triumph of Flight. They may be doing other things during their stay, such as visiting friends or seeing other sites, but the tipping point in their decision to come to the region will be to see the Triumph of Flight. Some of these will be day-trippers spending \$116, and some will be overnight visitors spending \$369. Without any data to determine the breakdown, the assumption is they will be divided evenly – a third will spend \$58, a third will spend \$116, and a third will spend \$369.

The Economic Impact of Tourism Spending

Direct spending leads to what is referred to as indirect and induced spending. Indirect spending is money spent by the suppliers of those directly serving visitors, such as restaurant suppliers furnishing food to restaurants. Induced spending is the money spent by workers who owe their new jobs to this new spending.

New jobs are the natural result of all of this new spending. New visitors will require new workers employed in providing lodging, food and beverages, retail products, and transportation and recreational services. Other jobs will rise to serve further indirect and induced spending.

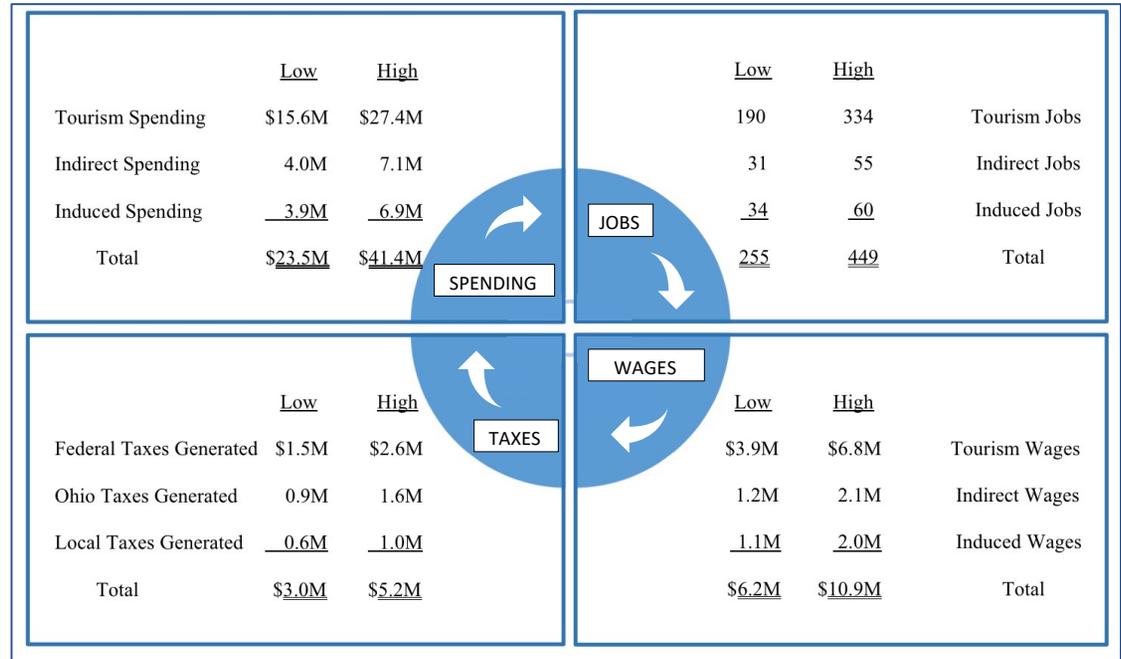
Visitor Type	Spending / Visitor	Estimated Visitor Range		Estimated Spending Range	
		Low	High	Low	High
Area Visitors	\$ 58	107,639	139,607	\$ 6,243,074	\$ 8,097,220
Passersby	\$ 29	47,910	122,828	1,389,392	3,562,014
Aviation Enthusiasts:					
Extended day trippers	\$ 58	13,824	27,647	801,777	1,603,553
New Day Trippers	\$ 116	13,824	27,647	1,603,553	3,207,106
New Overnights	\$ 369	13,824	27,647	5,100,958	10,201,915
Total Non-Local Monument Visitors		197,020	345,378	15,138,753	26,671,808
Redirected Visitors (5% of area visitors & passersby)	\$ 58	7,777	13,122	451,093	761,062
New Direct Spending Generated by the Triumph of Flight				\$15,589,846	\$27,432,870

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New wages from these new jobs will join the cycle of feeding indirect and induced spending.

New taxes benefitting local, Ohio, and federal budgets will be generated by the new spending and the new jobs.

The return on investment (ROI), based on Ohio and local tax revenues alone, from the \$22 million investment in the Triumph of Flight will range from 6.7% to 11.8% per year. Keep in mind that the bulk of the \$22 million in funding is expected to come from outside of Ohio.



Calculated using data from “Economic Impact of Tourism in Ohio” for 2018 by Tourism Economics.

The benefits of this economic impact from tourism will accrue to Ohio, Montgomery County, neighboring counties, and towns and cities near the Triumph of Flight. The benefit will spread to those communities traversed by visitors on their ways to and from the Monument. Exactly how it will be shared cannot be calculated, but it will radiate outward from the intersection of Interstates 70 and 75. Businesses that receive direct spending from visitors will in turn spend with suppliers in neighboring cities and counties. Workers who serve the new spending during the day will go to their homes after work in neighboring locales where they will spend their paychecks, which in turn will spread economic benefits further. Thus, the economic impact from the Triumph of Flight will be shared throughout the southwestern and other areas of Ohio.

ATTRACTING AVIATION BUSINESS

Ohio’s aviation reputation is well established, particularly among those involved in the industry. Ohio has long been a leader in the industry as evidenced by its being the largest supplier to both Boeing and Airbus. Dayton is particularly well known because of the cluster of aviation companies surrounding nearby Wright-Patterson Air Force Base, which is the largest single-site employer in Ohio, the largest purchaser of aircraft in the world, and the location of the Air Force Research Institute and National Air & Space Intelligence Center. Virtually every national aviation firm that does business with the US Air Force has a presence in the Dayton area.

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Beyond the US Air Force there are the other service branches, the space program, and commercial and general aviation. But, because many aviation companies do business in more than one sector, and because the technology developed with the US Air Force often ends up in these other sectors, doing business near Wright-Patt has distinct advantages. For that reason, there are weekly announcements of government contracts won by Dayton-area companies, expansions by these companies, or new companies moving to join the aviation cluster. Similar clusters surround the NASA Glenn Research Center near Cleveland and the Battelle Institute in Columbus.

Can the Triumph of Flight further enhance that reputation? There is no definitive answer to that question, but there are points worth discussing. The Triumph of Flight will be viewed by visitors in an estimated 31 million vehicles coming into the Dayton area on interstates 70 & 75. In addition to these, most of the one million passengers (including locals) landing at the Dayton International Airport who travel south (to Dayton) and east (to Wright-Patterson) will pass beneath the Triumph of Flight. Thus, most travelers to the area on aviation (and other) business will pass by the Monument, and it will reinforce their awareness of the area's aviation heritage. Whether that awareness translates into a further appreciation of the vitality of the region's aviation industry will

depend on whether the Triumph of Flight is perceived as a national monument to all of aviation, as intended, or as a historical marker for the Wright brothers. Which perception wins out will depend on how the Triumph of Flight is marketed, and how successful that marketing is.

The economic benefit of attracting aviation business to Ohio is substantial.

Bringing an aviation business to the region produces a benefit that is repeated annually, without further effort. This is best illustrated by an example. The average annual compensation for an employee in an aviation/aerospace manufacturer is around \$80,000 per year. A company with 25 such employees would fund total annual payroll of about \$2 million, a total economic impact (including indirect and induced spending), of over \$12 million, and Ohio and local tax revenues of over \$750,000. Each such company brought to the region would repeat these economic benefits every year into the future.

The Economics of Each Employee in Aviation Manufacturing

Average salary in aviation manufacturing	\$ 80,000
Total economic impact of each employee	\$ 480,000
Ohio & local tax revenues from impact	\$ 30,000

ENHANCEMENT OF THE REGION'S PERCEIVED LIVABILITY

Ohio has a lot to crow about, and now and then it gets noticed by those outside of the region. For instance, in March of 2019 *Site Selection* magazine announced the rankings of business expansion projects in the U.S. in 2018. Ohio was by far the leader. Those rankings, based on hard data, speak favorably to a key aspect of a region's livability, its ability to attract new businesses and jobs. This would lead one to think that Ohio is perceived widely as a great place to live and work. But that is not the case. Ohio has received other rankings by more subjective publications that have placed it near the bottom of the heap among U.S. states, including one that ranked Ohio as being in the top 10 of the worst states to start a business. Underlying these subjective rankings are perceptions, not facts.

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Site Selection Magazine 2018 US Rankings

Total Projects

- Ohio – 2nd
- Ohio (per capita) – 3rd

Projects to small metro areas

- Ohio – 1st
- Findlay – 1st
- Wooster – 2nd
- Ashland – 5th
- Defiance – 8th

Projects to mid-sized metro areas

- Dayton – 2nd
- Toledo - 3rd

Projects to large metro areas

- Cincinnati – 5th
- Columbus - 7th

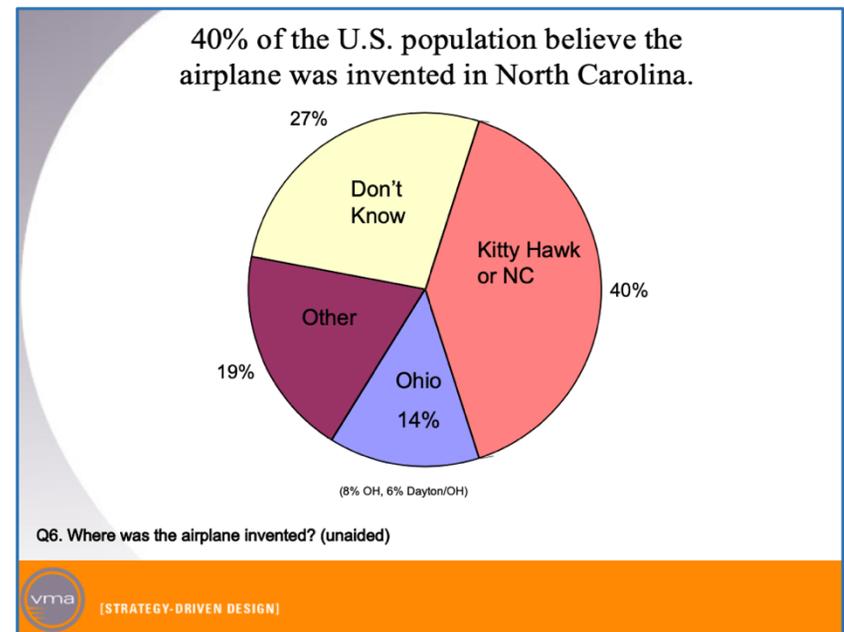
Ohio, like many states and cities in the Midwest, cannot escape the Rustbelt label. This was evidenced by the 2018 PBS Frontline documentary featuring Dayton as the poster child for “Left Behind America,” in direct contradiction to its being 2nd in the U.S. in 2018 for new business projects in cities its size. If Ohio could reverse these perceptions, how many more businesses, jobs, and talented people could it attract and retain.

Ohio and Dayton have countered the Rustbelt impression by emphasizing its great strengths in aviation and innovation, but it is difficult to move the average American off of established notions. In 2005 the Aviation Heritage Foundation conducted a survey of Americans’ awareness of the region’s aviation heritage. The survey indicated that although 80% of Americans could identify the Wright brothers as the inventors of the airplane, only 14% placed that invention in Ohio. 40% of respondents believed the invention occurred in North Carolina.

Can the Triumph of Flight help Ohio shake the Rustbelt brand by emphasizing one of the region’s greatest strengths? Advertisers work to establish product brands with three guiding principles – use imagery, be succinct, and keep repeating.

An Icon for Aviation - The Triumph of Flight will provide consistent imagery of aviation. It will do so in its presence at the crossroads of two major interstates. Beyond that, its image will appear now and then in newspapers and magazines, occasionally on

television, in Ohio travel guides, local visitor guides, internet search results for “The Top 10 Things to See” in Dayton or Ohio, NAHA (see below) promotions, selfies posted on Facebook, Google Earth, Air America, YouTube, and so on. No single image associated with Dayton, and perhaps of Ohio, will be reproduced more than that of the Triumph of Flight. It will not gain the renown of the Statue of Liberty or the Gateway Arch in St. Louis, but it will become recognizable by far more than the disappointing 14% of Americans who can identify the Wright brothers with Ohio. It will become the icon by which Dayton is identified in the future. It will be an icon that will reinforce Ohio’s prominence in aviation.



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The Triumph of Flight will succinctly say, “Aviation.” It will be aided in doing so by the fact that the Wright Flyer is an image that is already recognized throughout the world as the first airplane. It will not speak to innovation in general nor to the other inventions that have come out of Ohio, but it will reinforce Ohio’s long-held claim as the “Birthplace of Aviation.” It will simply say, “Aviation,” repeat, “Aviation,” and help to eat away at the Rustbelt consensus by promoting the region’s valuable resources in aviation.

NAHA Enhancement – Many thought that the establishment by Congress in 2004 of the National Aviation Heritage Area (NAHA) would boost awareness of Ohio’s aviation attractions. It has to some extent, but not as much as expected. The centerpiece of NAHA, the National Museum of the US Air Force enjoys visitor levels not much higher than those prior to joining NAHA. The Air Force Museum is the oldest and largest aviation museum in the world, but awareness of its existence, for which there are no survey data, is likely akin to the 14% of Americans who are aware of Ohio as the home of the Wright brothers.

The Triumph of Flight, because of its location and prominence alone, will create a new awareness of NAHA. It will be the first stop for many visitors to NAHA. At the monument entrance, visitors will be welcomed to the National Aviation Heritage Area, and each NAHA site will be featured with information on what it has to offer and directions on how to get to it. For many, the

Triumph of Flight will be their first awareness of what NAHA is all about. Tony Sculimbrene, the first Executive Director of NAHA, stated that the Triumph of Flight “will fill the current marketing vacuum for the region.”



Improving the perception of a region’s livability attracts visitors, attracts new residents, and attracts businesses. Ohio is a good example of a state that has the ingredients that add up to a high livability score but lacks general recognition of that fact. Gaining that recognition will bring with it the economic benefits of the new visitors, residents, and businesses that will follow. The Triumph of Flight alone will not bring about that recognition, but it will assist in the process. It may also assist in giving Ohio’s citizens a more favorable sense of identity. Measuring the amount of that assistance is not possible, but it is reasonable to say that it will be positive.

IN SUMMARY

The Triumph of Flight will bring a positive economic benefit to the region through tourism and by promoting the benefits of living and doing business in Ohio. And it will do this at comparatively little cost to the state. It is expected that a majority of the funding for the Triumph of Flight will come from businesses outside of the state. Once it is built, it will be sustained by a small portion of the tourist dollars it attracts, while the bulk of those tourist dollars will go to otherwise contribute to the region’s welfare.