

# SPACEPORT AMERICA

*-- bringing the future to the present*

August 10, 2015

CHRISTINE ANDERSON  
CEO, SPACEPORT AMERICA



SPACEPORT AMERICA

# CHALLENGE: BUILD A SPACEPORT HERE



# SPACEPORT AMERICA QUICK FACTS



FAA LICENSED COMMERCIAL SPACEPORT

23 LAUNCHES TO DATE

TWO SPACE LAUNCH TENANTS PLUS OTHER AEROSPACE CUSTOMERS

INNOVATIVE MISSION AND AWARD WINNING ARCHITECTURE ATTRACTING MANY VISITORS

STEM PROGRAMS INSPIRING NEXT GENERATION

**We are just getting started**

# FACES OF THE COMMERCIAL SPACE INDUSTRY

- VISIONARY LEADERSHIP

- ENTREPRENEURIAL

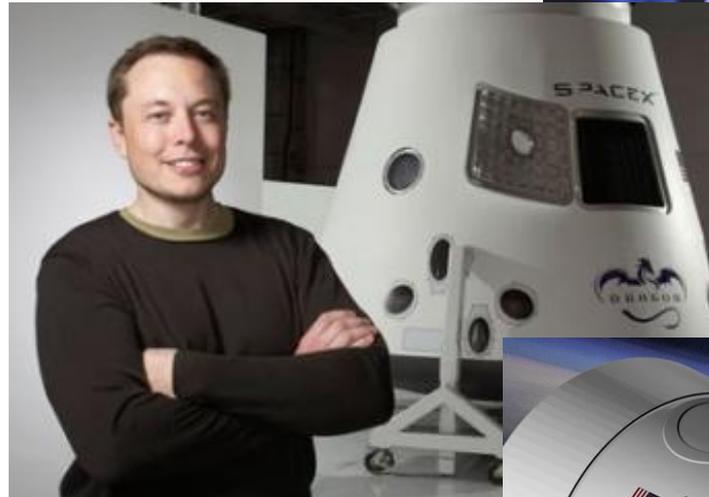
- TIME TO MARKET

- AGILE ORGANIZATION

- STREAMLINED OPERATIONS



Richard Branson



Elon Musk



Jeff Bezos

# COMMERCIAL SPACEFLIGHT FEDERATION (CSF)

- **INDUSTRY TRADE &  
ADVOCACY ASSOCIATION**
- **40+ MEMBERS**  
Spaceflight developers, operators,  
suppliers and spaceports
- **MISSION**  
Promote the development of  
commercial human spaceflight,  
pursue ever higher levels of safety,  
and share best practices and  
expertise throughout the industry.



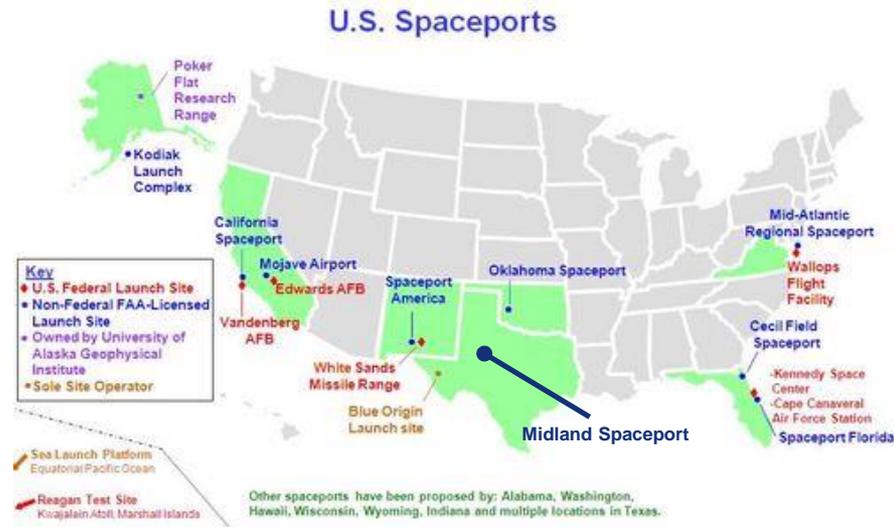
**COMMERCIAL  
SPACEFLIGHT  
FEDERATION**

**Spaceport America is a founding, Executive Member of the CSF**

# GROWTH IN U.S. COMMERCIAL SPACEPORTS-- *HIGHLY COMPETITIVE*

## • TO DATE (10)

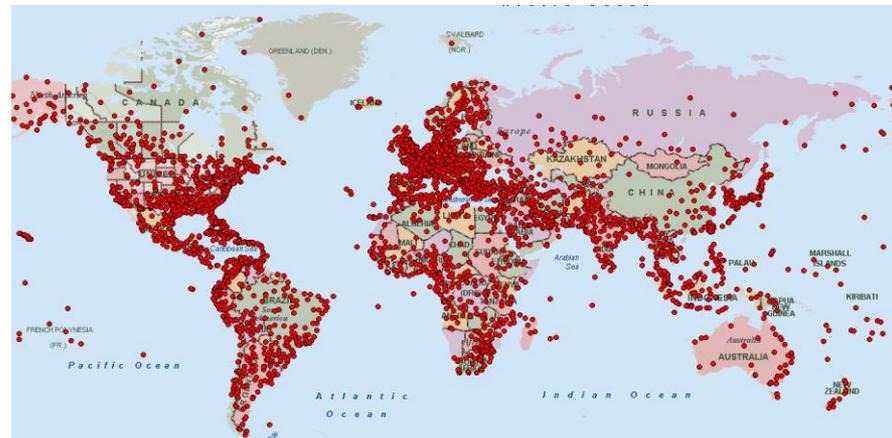
- Spaceport America
- Spaceport Florida
- Mid-Atlantic Regional Spaceport
- California Spaceport
- Oklahoma Spaceport
- Mojave Air & Space Port
- Kodiak Launch Complex
- Cecil Field Spaceport
- Midland Air & Space Port
- Ellington Air and Space Port



## • PROPOSED

- Front Range Airport, Colorado
- Titusville Airport, Florida
- Spaceport Alabama
- Hawaii Spaceport
- Wisconsin Spaceport
- Spaceport Indiana
- Spaceport Washington
- Chugwater Spaceport
- Spaceport Georgia

TODAY



The Year 2114?

# FY15 ECONOMIC IMPACT



FY15 Investment		Return on Investment(ROI)/Economic Stimulus	
State of NM Annual Investment	\$463,000	Spaceport Funding for STEM-education	\$1,900,000 <sup>1</sup>
		Taxes Paid on Operations	\$160,000
		Taxes Paid on Construction	\$70,000 <sup>2</sup>
		Taxes Paid on SA Events	\$6,000 <sup>3</sup>
		Direct Spend by SA Events	\$43,000 <sup>4</sup>
		Direct Spend by Tourism	\$177,000 <sup>5</sup>
		Direct Spend by Tenants	\$1,000,000 <sup>6</sup>
		Taxes Paid by Tenants	\$70,000 <sup>7</sup>
		Local Space Conference Economic Impact	\$1,293,000 <sup>8</sup>
		SA Employment Direct Impact	\$861,000
		SA Employment Indirect Impact	\$258,000 <sup>9</sup>
		SA Contractor Employment Direct	\$900,000
		SA Contractor Employment Indirect	\$270,000 <sup>9</sup>
		SA Tenant Employment Direct	\$1,960,000
		SA Tenant Employment Indirect	\$588,000 <sup>9</sup>
<b>Total</b>	<b>\$463,000</b>	<b>Total</b>	<b>\$9,556,000</b>

<sup>1</sup> Per NM Tax & Revenue Statistics

<sup>2</sup> Assumes \$1M annual construction spend

<sup>3</sup> Based on 4 year average of \$85K per year in event spending

<sup>4</sup> Assumes 0.5X multiplier of onsite spending spent

<sup>5</sup> Assumes 3000 visitors in 2015

<sup>6</sup> Assumes \$1M average offsite local spend per year

<sup>7</sup> Based on Direct Spend

<sup>8</sup> Per NM Space Grant Consortium

<sup>9</sup> Assumes 0.3X multiplier of local salary impact

# SHIFT IN FOCUS

-- *from construction to operations*

- **STRATEGIC GOALS**

- Deliver efficient and effective services to our customers
- Drive job creation in New Mexico
- Inspire our guests, particularly the next generation



# BUSINESS SECTORS



- AEROSPACE

**Space Launch**

**Space Testing**

**Satellite Ground Stations**

**UAV Testing**

- NON-AEROSPACE

**Tourism**

**Venue Events**

**Merchandise**

**Sponsorship**



Virgin Galactic

- SUPPORT HORIZONTAL AND VERTICAL SPACE LAUNCHES
- VIRGIN GALACTIC
- UP AEROSPACE

# SPACE LAUNCH TESTING



- SUPPORT HORIZONTAL AND VERTICAL SPACE TESTING
- SPACE X
- ARMADILLO AEROSPACE
- OTHERS PENDING

# SATELLITE GROUND STATIONS



- HOST GROUND STATIONS TO SEND AND RECEIVE DATA TO AND FROM SATELLITES 24/7
- USED FOR WEATHER FORECASTING, AGRICULTURAL MONITORING, NAVIGATION, SATELLITE TV AND MORE
- MOA WITH X2NSAT



- **HOST UNMANNED AERIAL VEHICLES TESTING**
  - Partner with NMSU/PSL
  - Partner with WSMR
  - Several Agreements Pending



- **SPACEPORT AMERICA EXPERIENCE OPENING JUNE 2015 FEATURES:**
  - **Original videos**
  - **Interactive exhibits**
  - **Educational while fun**
  - **Highlights include:**
    - G-shock simulator
    - NM space history
    - NM regional history
    - Space science factoids
    - Magic Planet
    - and more

# SPACEPORT AMERICA EXPERIENCE GRAND OPENING MEDIA COVERAGE/VISITS



## The New York Times

## HUFFPOST TRAVEL



21 Print Media Outlets  
32 Online Media Outlets  
9 Television News Media Segments  
2 Radio Media Outlets



## The Washington Times





- COMMERCIAL PHOTO SHOOTS/ VIDEOGRAPHY
- CONCERTS
- CORPORATE MEETINGS
- PRODUCT LAUNCHES
- RUNNING AND BIKING
- PRIVATE PILOT FLY-INS
- LUXURY WEDDINGS
- AND MORE



# BLACK SALT RACING





# AFTER EARTH PRESS JUNKET













# VISITORS/CREW : *OUT OF STATE*



VIRGIN GALACTIC PASSENGERS/FRIENDS AND FAMILY  
600 TO 10,000+ PER YEAR

FILMS 50-100+ PER FILM

CORPORATE EVENTS 100-5000 PER EVENT

PRODUCT VIDEO/ PHOTO SHOOTS 10-30 PER EVENT

CORPORATE MEETINGS 30-50 PER EVENT

FLY-INS 80 TO 100 PER EVENT

SPORTS EVENTS 50-200 PER EVENT

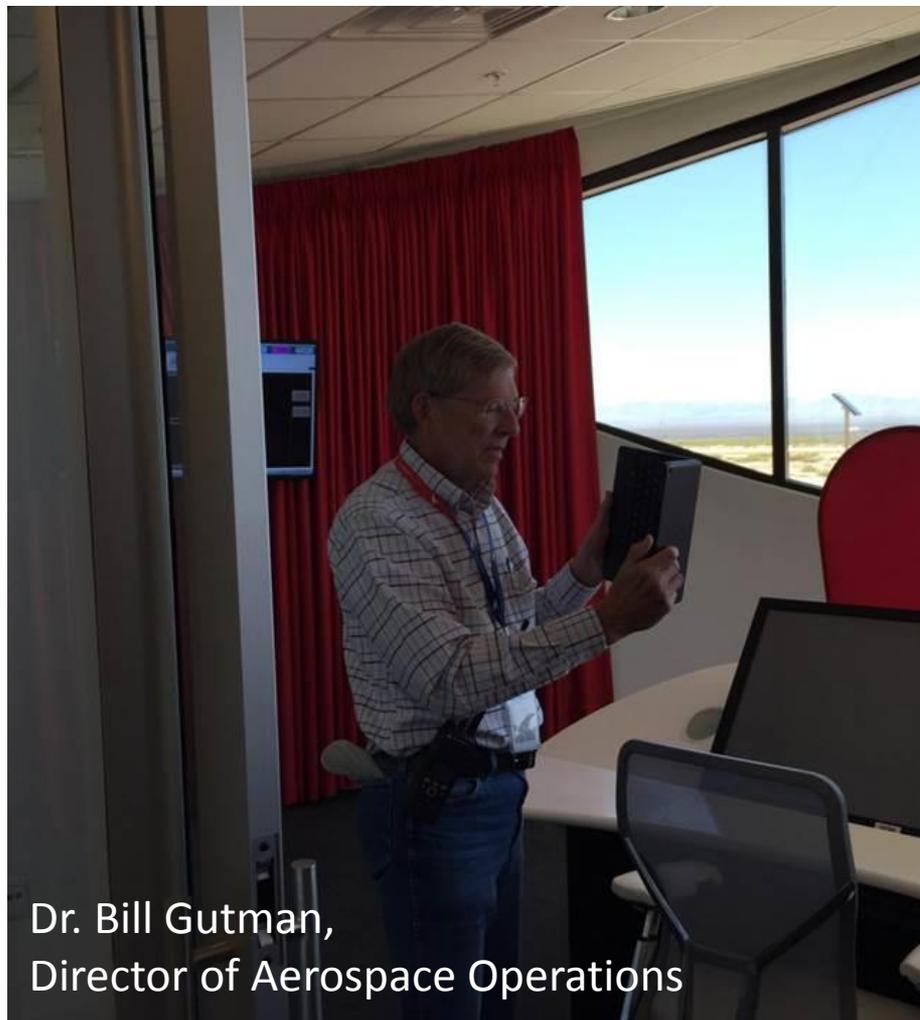
WEDDINGS 100-500 PER WEDDING

TOURISTS 12000 TO 100,000+ PER YEAR (30% IN STATE)

**Huge potential to spotlight New Mexico**



# EDUCATIONAL OUTREACH



Dr. Bill Gutman,  
Director of Aerospace Operations

- REAL TIME ONLINE VIRTUAL CLASS AND SPACEPORT TOUR CONDUCTED WITH SIERRA AND DONA ANA COUNTIES PUBLIC MIDDLE SCHOOLS

# SPACEPORT AMERICA/CHALLENGER CENTER/VIRGIN GALACTIC STRATEGY



- WEEK ONE - VIRTUAL SPACEPORT AMERICA MISSION
- WEEK TWO – CLASS MISSION INSIDE CHALLENGER CENTER
- WEEK THREE – GOOGLE HANGOUT WITH VG ASTRONAUT



**Las Cruces location - Will be the newest of 50 Challenger Centers on the planet!** 29

# EDUCATIONAL EVENTS ONSITE (MIDDLE & HIGH SCHOOL LEVEL)



**NM Space Grant Student Launch**

# COLLABORATIVE AEROSPACE PROJECTS (UNIVERSITY LEVEL)



**NM Tech Student Launch – April 18, 2015**

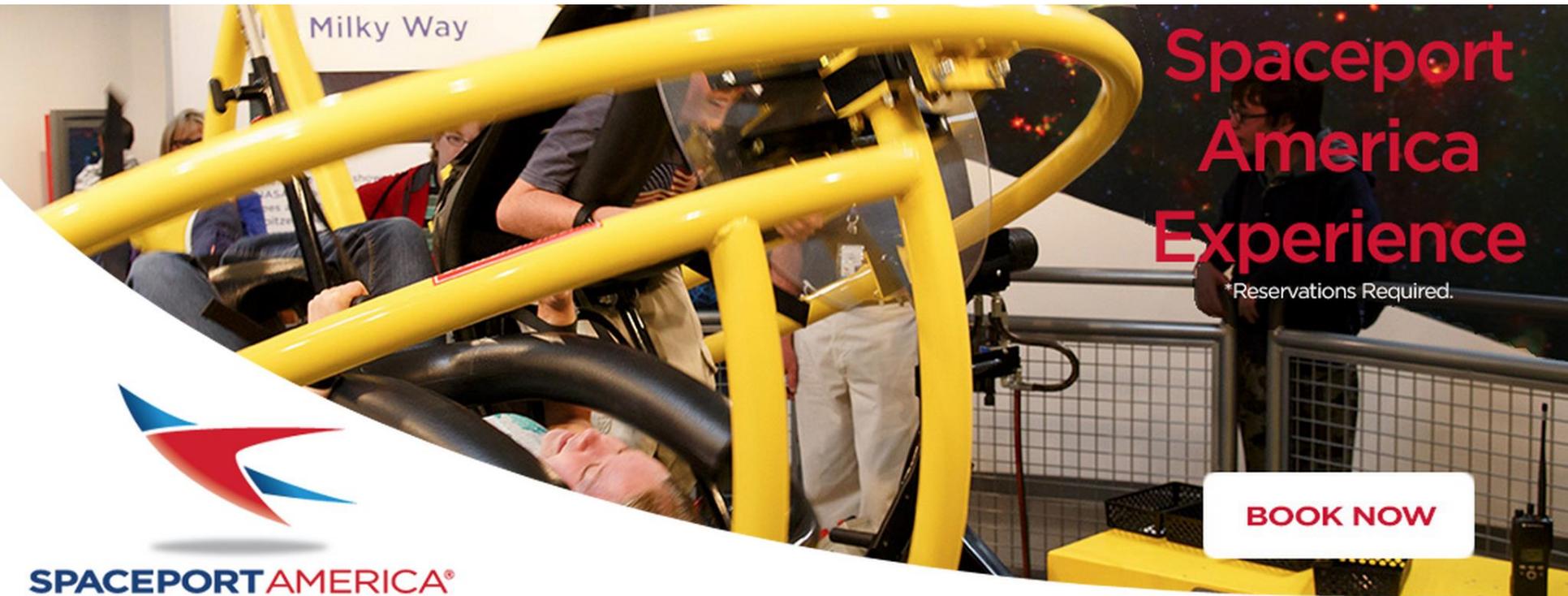
# STUDENT EVENTS/FIELD TRIPS (ALL LEVELS)



**Gateway Gallery Preview – April 9, 2015**

# FIELD TRIPS

- WORKING WITH ALBUQUERQUE PUBLIC SCHOOLS IN SUPPORT OF STEM EDUCATION FIELD TRIPS INCLUDING LIVE TOURS OF MISSION CONTROL WITH CREWMEMBERS



- PUBLIC PRIVATE PARTNERSHIP LEGISLATION
- LIQUOR LICENSE TO SUPPORT CORPORATE EVENTS
- POSITIVE PUBLIC MESSAGING
- STRONG NM FRONT IN COMPETITIVE MARKET



A satellite photograph of Earth showing a large river system, likely the Amazon, winding through a vast, brownish-orange landscape. The river is dark and prominent against the lighter terrain. The top right corner of the image shows the blue curve of the Earth's atmosphere and the blackness of space. The text "We need your support" is overlaid in the center in a white, bold, sans-serif font with a thin black outline.

**We need your support**