Concept, Fund Raising Strategy, and Board Decision Brief

Nevada Drone Center of Excellence (NDCOE) for Public Safety
FAA is reporting a consistent monthly 100 drone incursions – cca. March 2018


13 Sep 2017: Near Medford, OR, Aircraft (C25C) INBOUND IFR TO MFR REPORTED THEY PASSED OVER WHAT APPEARED TO BE A DRONE AT 5000FT MSL.

1 July 2017: Drone reported off Runway 27 at George Bush International Airport

Oct 2017: Based on rogue drone incursions, the FAA restricts drone flights near the Statue of Liberty, Mount Rushmore and other national landmarks.

January 2018: Drones keep entering no-fly zones over Washington, raising security concerns


5 Feb 2018: Drone Incident Near McCarran International Airport.

Does not include the unreported
Decision Pathway to Open the Doors

1. 17 Jun 2016: SkySafe Drone Detection Testing with NIAS in Mesquite UAS.
2. 11-12 Oct 2016: Lockheed Martin Athena System Counter-Drone Testing with NIAS in CA.
4. Jan 2018: Switch donated Innovation Space for NIAS Drone Center
6. 11 Feb 2017: Grand View Research reports that the global anti-drone market size is anticipated to reach USD 1.85 billion by 2024.
7. 7 March 2018: FAA Symposium – FAA announces the importance of drone identification in light of expanded growth of drone usage; Federal officials are pushing two security initiatives. “We’re looking to mitigate “the clueless, the careless, and the criminals,” said Angela Stubblefield, Deputy Associate Administrator for the FAA’s Security and Hazardous Materials Safety office. Stubblefield said: “Anonymous operations in the system aren’t consistent with moving forward with integration and expansion of operations.”
8. 27 March 2018: Proposed Drone Legislation. FAA Includes all FAA UAS Test Sites in the OSTP, DHS, DOJ, FBI, and FAA Telecom. FAA states publicly on the Telecom the importance of the UAS Test Sites in front of the DHS, DOJ, FBI, and FAA participants. Important and should open doors for business opportunities.
9. 12 April 2018: State of Nevada Announcement - Nevada Drone Center for Public Safety (NDC) with a special focus on Drone Detection.
Drone Detection Federal Legislation & Proposed Legislation
Local, State, and Federal UAS Industry Challenge

**Existing Challenge:**

NIAS would fill a major industry need and guarantee sustainment beyond the life of the FAA-designation that is set to expire 30 September 2019 unless extended by Congress.

NIAS proposes a solution to directly address the rising incident of rogue drones by increasing awareness to reporting, enhancing FAA policy and procedures development, and increasing or mitigating the rising occurrences of rogue drones or drone incursions in controlled areas.

**Existing Solution:**

- Does not exist to our knowledge.
- Limited FAA reporting and regulatory guidance.
- No synthesis of incursion data.
- Limited or no analysis available.
- Technology extends way beyond regulation.
- No safety center combining safety and drone detection to produce lessons learned.
NIAS Solution:

• NIAS fundraising will sustain initial cost of manpower requirement.
• Fundraising will allow additional safety analysis further reinforcing the Nevada UAS Test Site core mission – public safety.
• Increases lifespan of Nevada UAS Test Site and adds value to the Nevada and National UAS industry.
• Increases ability to detect, assess, prioritize, and mitigate rogue drone incidents in Nevada and nationally.

Requirement:

NIAS has the people, experience, the knowledge set, the starting facility (space), the computer infrastructure, and the opportunity to open a Nevada Drone Center of Excellence for Public Safety that no other site has even contemplated. NIAS staff needs a vote of support to allow NIAS to create a funnel for grants and donations. No initial funding is required to do a soft opening.
Space Vision – Now and Future
Center’s Mission. The Nevada Drone Center of Excellence (NDCOE) for Public Safety increases public drone safety awareness, helps mitigate air hazards through educational collateral and public workshops, and promotes the safe integration of unmanned aviation into the National Airspace System. NDCOE protects Nevada residents and visitors from malicious drone operators.

Special Focus. NDCOE promotes and establishes Nevada public outreach to address and help mitigate the rising incidents of illegal aerial drone operations across Nevada and throughout the US. NDCOE helps protect tourists and visitors of Las Vegas, Reno, etc. from irresponsible drone operators on the Strip and around critical infrastructure. NDCOE also helps protect manned aviation arriving/departing McCarren International Airport, Reno-Tahoe International Airport, and other towered Nevada airports.

Areas of Promotion. NDCOE promotes drone safety, enhances awareness to FAA airspace requirements, and addresses the rising incidents of illegal drones flying around critical infrastructure, at outdoor events, along high-impact visitor areas, or convention center venues that have related outdoor demonstrations with large public gatherings. NDCOE holds workshops to discuss, analyze, and publish lessons learned on a state and national level. NDCOE will recommend streamlined regulation advancement for beyond visual line of sight, operations over people, and night operations – all of which are slowed down by the rising incidents of rogue drones reported.

Data Collection. NDCOE collects drone intrusion reports and creates the first drone incursion and near-miss data base – providing research statistics to educational and non-educational entities that promote safe integration of drones into the National Airspace System to help determine why, how, and where rogue drone incidents happen.
Marketing Strategy and Vision

Marketing Strategy

• Hold weekly or monthly public workshops both at Nevada UAS ranges and at The Innevation Center.
• Broadcast the workshops live for industry that cannot attend in person.
• Focus of the public workshops would be to listen to the general public/consumer about how they feel about drone use in public/highly populated areas and educate on the positive use cases for UAS.
• UTM and drone detection demonstrations.
• Multi-media marketing strategy to enhance visitor confidence and awareness of drone operations on property.
• Provide drone safety collateral that is available at visitor’s centers, hotels, and travel agencies in Southern and Northern Nevada.

Vision

• Have NIAS be the sole source of information and distribution of content around Drone Safety in Nevada
• Charitable donations will go towards hiring, event coordination, and marketing efforts
• NIAS works directly with charitable sponsors to act as an end user technology integrator so critical infrastructure can be protected and different technologies can be demonstrated in congested airspace
• Protect manned aviation in Nevada
• Through NIAS, the number of rogue/malicious drone operators will decrease and the confidence of the public/tourists will increase due to awareness and public safety outreach efforts

Timeline

Receive Board Approval
NLT 11 Apr 18

NDC Standup, Collateral Dev.
Begin Fundraising
Apr-May

Fund Raising
Apr-June

June to December 2018
Begin Standup – Prior Actions Continue
Fundraising Strategies and Target Markets

**Strategies:**
- Meet directly with Nevada corporations and community leaders interested in seeing this effort succeed
- Leverage the NIAS Board of Directors for potential philanthropic opportunities
- Leverage GOED connections to major private companies investing into Nevada
- Fundraising Events (golf tournaments, outdoor demonstrations, charity dinners, etc.)
- Philanthropic individual donations through Denna Atkinson

**Target Markets:**
- Federal and corporate grants
- Alcoa Foundation
- National Science Foundation
- Nevada Resorts Association
- Las Vegas Convention Visitors Authority
- Las Vegas and Reno Resorts
- DOD Contractors Philanthropic groups (Boeing, Lockheed Martin, Northrup Grumman, General Atomics, etc.)
- MGM International
- Station Casinos
- Switch
- Wynn/Encore
- Caesars Entertainment
- Nevada banks and credit unions
- Las Vegas Utility Companies
Request for Board Approval of Planned Major Announcement at

**ISC West Unmanned Security and Safety Expo,**
**Sands Expo Convention Center, 12 April 2018**

Critical Infrastructure Security using Drone Detection - *a Perspective on Best Practices*

**NIAS Press release with Paul Anderson GOED Quote – 12 April 18, 11:30 am**
NIAS Board Discussion, Vote, & NIAS Director Guidance