



MEETING DATE: April 22, 2015  
TO: Board of Directors  
FROM: Kevin Smith, General Manager  
SUBJECT: Review of District Community Sponsorship Program

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**RECOMMENDATIONS:** Review attached Community Sponsorship Policy (PI 311) and Funding Assistance (PI 312). Staff recommends the formation of an Ad Hoc Committee to work with staff to revise and amend the current Community Sponsorship Policy. The objective of the Committee will be to enhance clarity regarding purpose, definition, funding limits, applicability, application requirements, and process.

**DISCUSSION:** Over the past number of years, the District has been an active sponsor of local community events and programs held for general public benefit. The District continues to be an active sponsor of community events in Fiscal Year 2015. With the District’s recent partnerships with local public agencies such as the Truckee Donner Parks and Recreation District and the Truckee Fire Protection District, a need has been identified to update policy to give further clarity to how partnerships and sponsorships will be administered. While staff feels the District has good policies in place, further clarity and definition regarding funding limits and the scope of projects considered is in order. Additional clarity and definition will give better understanding to members of the community and local agencies regarding applicability of our criteria to their specific requests.

Staff also suggests the District define the difference between “community sponsorships” and “agency partnerships.” Community sponsorships have typically provided funding for local events and programs in support of primarily nonprofits and start at \$250 up to approximately \$1000 and up to \$50,000 with Board approval. In contrast, the District has partnered with local public agencies (fellow taxing entities) where a specific defined airport benefit, improvement of District property, shared equipment, and/or enhanced safety is realized. These agency partnerships have ranged from a few thousand dollars up to \$1 million.

Staff would like to work with an Ad Hoc Committee to revise the policy and return to the Board for final approval. Staff anticipates returning with a revised policy at the June or July Board Meeting.

**FISCAL IMPACT:**

The District’s Community “Sponsorship” Program typically expends \$30,000 per year. With Board approval, Staff has funded projects such as the Kid Zone Aviation Exhibit at \$30,000 and recently the Boys and Girls Club of North Lake Tahoe Education Partnership at \$45,000. Our recent “agency partnerships” include funding for the Truckee Donner Parks and Recreation District Aquatic Center at

\$930,000 and the Aircraft Rescue and Fire Fighting (ARFF) program with the Truckee Fire Protection District at \$450,000.

**ATTACHMENTS:**

PI 311 - Community Sponsorship Policy

PI 312 - Funding Assistance - Comprehensive Airport Land-Use Plan

# TRUCKEE TAHOE AIRPORT DISTRICT POLICY INSTRUCTION

## PI NUMBER 311

Formerly PI 220

Effective: February 1, 2011

Approved: January 26, 2012

**SUBJECT: COMMUNITY SPONSORSHIP POLICY**

**PURPOSE:** To provide guidelines for the prudent management and administration of community sponsorships and to ensure best value of TTAD's investment. Policy will assure a fair and transparent process is used in the allocation of community sponsorship funds.

### **POLICY:**

#### **I. OVERVIEW**

The Truckee Tahoe Airport District ("TTAD or the District") recognizes the importance of providing support for community events and programs that are held for the general benefit of the community; support of nonprofit organizations serving the District's citizens; arts and humanities, cultural, athletic, healthcare, human services, and educational enrichment; and/or promotion of the Truckee Tahoe Airport District's mission of community enhancement. In order to expand access to a wide range of cultural experiences and community connections for all its residents, the District provides limited assistance, if the budget allows, through in-kind and cash sponsorships to local organizations in support of community programs that serve a TTAD, community, and public purpose. The Truckee Tahoe Airport District intends to fund specific programs and/or events as opposed to organizations in general. Therefore, requests for funding must be for programs operated by an organization as opposed to a contribution to an organization's general operating expenses. The intent is that the general public will receive some intrinsic cultural, educational, or entertainment value from the program and the awareness of and goodwill towards TTAD shall be increased.

#### **II. PURPOSE**

The purpose of this policy is to set process and parameters for cash and/or in-kind sponsorships for community programs or events conducted by local organizations and the waiver of TTAD user service fees.

#### **III. DEFINITIONS**

**Community Sponsorship Fund** – Funds set aside by the District each year to offset the costs of providing sponsorship and support for community programs, outreach and events.

**Organization** – Includes educational institutions, government agencies, services clubs or groups, for-profit, and not-for-profit agencies and corporations registered to do business in the State of California or Nevada. Nevada for-profit or not-for-profit agencies and corporations will be considered for sponsorships if they are directly serving residents of the District.

**Program** – A celebration, event, fundraiser, athletic, cultural or educational activity that demonstrates a public benefit and/or community program held for the primary purpose of raising funds for a nonprofit organization and for which other intrinsic cultural, athletic, entertainment or educational value is provided for the benefit of constituents and the advancement of the District’s mission.

**Sponsorship** – A sponsorship in cash to the organizing agency which may be used to offset the costs of specific programs or events, outreach, and events and/or support provided by the District in the form of an in-kind sponsorship for services in the form of labor, equipment, and other fees.

**District** – For the purposes of this policy, “District” shall refer to the Truckee Tahoe Airport District (TTAD).

**Sphere of Influence** – All areas within the political boundaries of the Airport District. Sphere of Influence may also extend to areas outside District political boundaries where the District and communities are served and potentially impacted by the airport operations.

#### **IV. POLICY/PROCESS**

The budget for the community sponsorship program, including determination of the source of funding to offset this sponsorship program, shall be established by the Board of Directors each year during the annual budget process. The District’s fiscal year begins October 1<sup>st</sup> of each year and end on September 30<sup>th</sup> the following year. Cash sponsorships for eligible organizations, events, and programs will be considered upon filing a sponsorship application with the monetary and/or in-kind sponsorship requests no less than 30 days and no more than one year before the program or event date. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this policy. The TTAD Director of Aviation/Community Relations and Communications shall be responsible for accounting for the community sponsorship fund; shall keep a listing of all organizations, events, and programs receiving sponsorships through this program; and shall maintain a balance of funds available. The total of all sponsorships awarded each fiscal year shall not exceed the established budget without approval of the Board of Directors. Special Event requirements and other requirements must be followed according to District policies and instruction. Failure to comply will result in the organization being ineligible for future sponsorships for a period of 2 years from written notice.

#### **V. FUNDING LIMITS**

The Board of Directors shall determine the community sponsorship fund balance during the budget process each year. Community sponsorships may be provided to eligible organizations. Cash donation sponsorships typically shall not exceed \$500 per organization, program or event per fiscal year unless otherwise approved by the Application Review Committee or Board of Directors. The District reserves the right to sponsor programs up to \$500, allocate partial funding or opt to not fund any or all

sponsorship requests. In the case of partial funding (typically for in-kind sponsorships) for a program, costs owed to the District, other than those covered by a sponsorship per this policy, shall be borne by the sponsoring community organization and are due and payable before the program begins or within 30 days of the conclusion of the program determined by the General Manager.

## **VI. APPLICATION REQUIREMENTS**

Each applicant will be required to submit:

- 1) A community sponsorship application on a form approved by the General Manager, detailing the organization, program or event including dates, times and location, the local office/headquarters of the organization, the organization's purpose/mission, and how the proposed program or event will benefit residents of Truckee Tahoe Airport District .
- 2) Current proof of 501(c)(3), and/or other non-profit status must be provided (if applicable as determined by the District).
- 3) A copy of the program's sponsorship criteria/guidelines that outlines the program's sponsorship categories and benefits of sponsorships at various sponsorship levels. Incomplete applications will be returned to the applicant and will not be processed.
- 4) The Truckee Tahoe Airport District may request additional information as necessary.

## **VII. APPLICATION REVIEW/APPROVAL**

Cash and in-kind sponsorship applications will be processed as they are received. Cash sponsorship applications shall be reviewed for District benefit, eligibility, and financial impact by a Committee made up of the Director of Aviation/Community Relations and Communication, Director Operations and Maintenance, Director of Finance and Administration and General Manager. Application processing and approval time line is typically 30 days or less.

## **VIII. ELIGIBILITY CRITERIA**

- 1) The Truckee Tahoe Airport District will not award sponsorships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose.
- 2) Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.
- 3) Programs that discriminate on the basis of age, race, sex, sexual orientation, marital status, disability or national origin are not eligible for sponsorship funds.
- 4) Individuals are not eligible for sponsorships.
- 5) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.

- 6) For-profit organizations are not eligible for sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal financial benefit (i.e. a sales promotion).
- 7) All programs or events must provide a benefit to the Districts' citizens or those living in the Districts' sphere of influence; and the organizations programs or events must principally serve District constituents.
- 8) Programs must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.
- 9) The sponsoring organization must also agree to do the following (failure to do so will result in future ineligibility for a period of 2 years from written notice):
  - a. Obtain all required permits, clearances, insurances and program authorizations within time restraints and in compliance with local, State and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
  - b. Acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided the following statement: ***"This program/event is sponsored in part by the Truckee Tahoe Airport District"*** or other logo approved by the General Manager.
  - c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth shall be provided at no cost to the District. If necessary the District will provide its own booth and setup.
  - d. Sponsorship recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program or event. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
  - e. Provide the District with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e. logo display, sponsor table, advertising benefits etc.).

**Kathleen Eagan, President**

# TRUCKEE TAHOE AIRPORT DISTRICT POLICY INSTRUCTION

**PI NUMBER 312**

Effective: Dec. 3, 2014

**SUBJECT: FUNDING ASSISTANCE – COMPREHENSIVE AIRPORT LAND USE PLAN**

**PURPOSE:** To establish District policy regarding the consideration of funding to meet Truckee Tahoe Airport Land Use Commission requirements for new public buildings proposed in Compatible Land Use Plan (CLUP) Zones B1, C, and specified special use areas in the D, contingent on available funding.

**POLICY:**

The Truckee Tahoe Airport Land Use Commission (TTALUC) is a separate and distinct entity from the Truckee Tahoe Airport District (TTAD). TTALUC's primary role is to protect public health, safety and welfare, promote orderly airport development, minimize airport land use compatibility conflicts, adopt an Airport Land Use Compatibility Plan, and review local agency actions and review land use proposals within the airport influence area. TTALUC is staffed by the Nevada County Transportation Commission. TTALUC is regulated by the State of California and follows State statutes. As such TTAD is not involved in the requirements mandated by TTALUC nor does it influence its decisions, other than designating two of the seven Commissioners. The Airport does recognize that the Airport Master Plan created and adopted by TTAD may affect and influence the ALUCP as adopted by TTALUC. As such TTALUC in certain instances recommends specific occupancy and construction requirements to local land use review agencies to meet TTALUC requirements.

It is therefore the Policy of the TTAD Board of Directors that in certain instances related to the construction of public buildings paid for by tax payers and constituents common to both the public agency and TTAD, to consider funding TTALUC required construction upgrades when funding is available.

If such funding is approved, TTAD shall require, as a condition of providing such funding assistance, all of the following:

- 1) That the public agency receiving such funds shall extend any and all benefits, discounts or access to the facilities that are extended to residents of the public agency to all residents of TTAD on the same terms and conditions.
- 2) Permanent acknowledgement of the Airport District's participation.
- 3) That the recipient of funds execute in favor of the District a Release and Covenant Not to Sue by that fund recipient as to
  - A. any claimed damages or adverse impacts of the Truckee Tahoe Airport,
  - B. aircraft utilizing that airport or the fund recipient's use of their real property,
  - C. any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Airport Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.

## **FUNDING REVIEW REQUIREMENTS AND CRITERIA:**

- 1.** Structure is located in the B1, C, or Special Use Area 1 of the D CLUP Zones. (see attached Map)
- 2.** Funding will only be provided for public buildings owned and operated by a public agency.
- 3.** Funding of the construction upgrades will be considered only when TTAD has available funding.
- 4.** TTAD will determine the amount it will offer, if any, based on the Airport District Engineer's opinion based on actual bid costs.
- 5.** Structure is designed for large gatherings of people per the CLUP definition and not for storage of property, i.e. Sand, salt, or vehicles.
- 6.** Funding consideration will be extended only to local public agencies, municipalities, and local special districts, not state or federal agencies.
- 7.** Significant public benefit will be realized by construction of proposed project and that TTADs participation in such project will provide benefits to constituents of TTAD.
- 8.** Permanent public acknowledgement of the Airport District's participation in cost sharing shall also be required.
- 9.** TTAD may consider other requirements and criteria at its discretion in considering funding proposals.

**John Jones, President**