

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Approval of Participation in Green Bucks Program

Purpose	Information:	Guidance:	Decision: X
Recommendation	Approve Green Bucks Participation Agreement		
Last Action	The Board of Directors and staff have discussed the benefits of participation in the Green Bucks program at various meetings over the past few months. Staff has been working with Kathy Whitlow, Green Bucks Coordinator with the Truckee River Watershed Council (TRWC), over the past few months to finalize an agreement and work out program details that are acceptable to Airport District Staff and District legal counsel.		
Discussion	<p>The Green Bucks Program provides local businesses an opportunity for its customers to contribute \$1 per bill to support conservation, restoration, recreation, and stewardship education programs. Proceeds from the Green Bucks Program will support the Tahoe Fund, the TRCW and other public and nonprofit organizations for projects that fall within the scope of the benefiting organizations' mission statements.</p> <p>In reviewing the program with the TRWC it was Staff's suggestion that Jet-A fuel sales may be a candidate for this program. It is Staff's intention to implement the program by charge \$1.00 per \$100 in gross sales on Jet-A sales. It is an opt out program so customers do not have to participate if they choose not to.</p> <p>Participation in this program will give an opportunity for many of our turboprop and jet aircraft operators to leave a small contribution to local environmental programs. They are not required to participate.</p> <p>As Staff implements the program, if it is decided by Unicom, Staff and Management that the program is difficult and cumbersome to implement, changes, alterations, or cancellation of the program may be necessary. Staff will make every effort to try and make the program as successful as possible.</p> <p>This program has been implemented successfully at dozens of local businesses including Alpine Meadows, Squaw Valley, Drunken Monkey, 50-50 Brewing Company, Homewood Mountain Resorts, Mont Blue Resort And Casino, Resort At Squaw Creek, West Shore Café, Tahoe Mountain Resorts and many other local businesses.</p>		
Fiscal Impact	Based on gallons sold and the average uplift per aircraft, Staff estimates this program has the potential to generate approximately \$14,000 per year. Green Bucks funds are distributed through the Tahoe fund and the Truckee River watershed Council. The fund		

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	managers have committed to assure that all funds generated by the Airport are used for projects within the Airport District boundaries.
Communication Strategy	As this is an opt-out program, the contribution is added to customer receipt and they have the option to remove the donation. Staff will receive training and information and be able to provide a description of the program, its benefits, and where their contribution goes should customers ask what the fee is for. There will also be a display on the wall next to the cash register notifying customers that the Airport District participates in the Green Bucks Program.
Attachments	Green Bucks Participation Agreement Green Bucks Information Sheet



Tahoe Fund and Truckee River Watershed Council Green Bucks Participant Agreement

This AGREEMENT (the “**Agreement**”) made this ____ day of _____, 2014 (the “**Agreement Date**”), between Truckee Tahoe Airport District (“**Business**”) with an address at 10356 Truckee Tahoe Airport Road, Truckee, CA 96161 and Tahoe Fund (the “**Tahoe Fund**”) with an address at PO Box 7124, Tahoe City, CA 96145 and Truckee River Watershed Council (“**TRWC**”) known here as the (“**Green Bucks Program**”).

Purpose of the Agreement

The Business has agreed to participate in the Green Bucks Program (hereafter additionally referred to as the “**Green Bucks Program**”) whereby the Business will provide the opportunity for its customers to contribute \$1 per bill (room night, restaurant tab, season pass, lift ticket, golf purchase, or other item) to support conservation, restoration, recreation, and stewardship education projects. Proceeds from the Green Bucks Program will support the Tahoe Fund, the TRWC and other public and nonprofit organizations for projects that fall within the scope of the benefitting organizations’ mission statements.

The purpose of the Agreement is to briefly outline the Green Bucks Program AND identify both mutual and individual responsibilities of the Business, the Tahoe Fund and the Green Bucks Program AND to specify the manner in which the Business will participate in the Green Bucks Program.

Term

This Agreement is effective on the date the Agreement is signed and, unless terminated sooner, remains effective for one year from the date signed. Upon the expiration of this Term, the terms should be automatically extended for successive one-year periods unless either party elects to terminate the agreement. The agreement may also be modified prior to the expiration of the Agreement, however, both parties must agree to any changes or modifications made to the Agreement.

Background

The Tahoe Fund and the TRWC have developed the Green Bucks Program to collect one dollar or more from purchases of lift tickets, hotel accommodations, and other items at participating resorts and businesses in the Tahoe and Truckee region. Proceeds from the Green Bucks Program will support the Tahoe Fund, the TRWC and other public and nonprofit organizations in the region and projects and programs related to their missions in conservation, recreation, and stewardship education. As an “opt-out” program, guests may choose not to participate and the contribution will be removed from their bill.

Roles and Responsibilities

1. Business Responsibilities

The Business agrees to:

- (a) Provide the opportunity for its guests/ event participants to contribute \$1 per bill (room night, online season pass, lift ticket, golf purchase, event registration or other sales item) to support conservation, recreation and stewardship projects in the Lake Tahoe Basin Region and the Truckee River Watershed Region through the Green Bucks Program. As an “opt-out” program, guests may choose not to participate and the contribution will be removed from their bill. This Agreement does not in any way limit the Business’s right to add or remove individual items (lodging properties, lift ticket products, or other revenue sources) from participation in this program at BUSINESS’s sole discretion.
- (b) Provide the Green Bucks Program the opportunity to review and comment on promotional materials, news releases and other marketing that mentions the Tahoe Fund, TRWC or the Green Bucks program. Copies of such materials should be forwarded for review to the Tahoe Fund and TRWC.
- (c) As donations are collected, BUSINESS agrees to send the required funds, at least quarterly, to the Tahoe Fund at the address above. The Fund will act as the Fiscal Agent for the Green Bucks Program.

2. Green Bucks Program Responsibilities

The Green Bucks Program agrees to:

- (a) Meet with BUSINESS at least annually to outline appropriate promotional and community outreach programs to market the Green Bucks Program and BUSINESS’s involvement. The Green Bucks Program will supply promotional materials free of charge to the BUSINESS, for placement in appropriate locations (stores, guest rooms, restaurants, common areas, etc.). BUSINESS has the right to approve or disapprove of all materials that the Green Bucks Program proposes to be distributed to BUSINESS’s guests and customers.
- (b) Provide Business staff training when and where appropriate to assist the Business in implementing the Green Bucks Program.
- (c) Assure all proceeds generated by the customers of the Business are used within the boundaries of the Truckee Tahoe Airport District.
- (d) Provide reports on Green Bucks Program outcomes.

3. Fiscal Agent Responsibilities

As the Fiscal Agent, the Tahoe Fund agrees to:

- (a) Deposit **Business's** contributions in a restricted account for the Green Bucks Program.
- (b) Acknowledge receipt of contributions from the Business to meet IRS guidelines.

4. Participation

- (a) Business may terminate this Agreement upon 60 days' advanced written notice to the Green Bucks Program. The Green Bucks Program may terminate this Agreement upon 60 days' advance written notice to Business.
- (b) If the Business determines the Green Bucks Program cumbersome or difficult to implement due to operational considerations, lack of customer interest in participation, or other operational considerations, the Business may, at its discretion, cease to collect donations immediately and terminate the Agreement per 4(a).
- (c) Upon expiration or termination of this Agreement, neither Business nor the Green Bucks Program will have continuing obligations under this Agreement.

5. Additional Terms

- (a) This Agreement does not constitute and shall not be construed as constituting a partnership, joint venture for profit or any other purpose, employer or principal/agent relationship between Business and the Green Bucks Program or any beneficiaries of the Green Buck's Program's contributions as described in this Agreement. Except as set forth specifically herein, neither party shall have any right to obligate or bind the other party in any manner whatsoever.
- (b) This Agreement is binding on the successors and permitted assigns of all parties. However, the Green Bucks Program may not assign or delegate its rights or duties under this Agreement.
- (c) This Agreement is governed by California law, without regard to its conflicts of laws principles. Exclusive jurisdiction and venue for any legal action under this Agreement is the Placer County Superior Court or the U.S. District Court for the Northern District of California.
- (d) This Agreement may be executed in counterparts and delivered by facsimile or other electronic method, which taken together form the Agreement and will be binding as if the original signatures are on one document

6. Implementation

The Business has agreed to participate in the Green Bucks Program in order to provide the opportunity for their customers to contribute a \$1 donation per bill of a suggested minimum total of \$20 (room night, restaurant tab, season pass, lift ticket, golf purchase, or other item) to support the Tahoe Fund and/or TRWC and conservation, restoration, recreation, and stewardship education projects. The business agrees to the following:

The business will add Green Bucks onto bills as an opt-out for the following services, items, sales or other;

Jet Fuel Purchases (Jet-A): \$1 per \$100 in gross sales on Jet-A fuel

The business will add a minimum of \$1 per bill however, if the business would like to add an additional amount per bill, please specify this amount below.

\$ _____

[Signatures follow on next page.]

Acknowledged and agreed to by:

TAHOE FUND

Amy Berry Date

BUSINESS

EXECUTIVE Date

TRUCKEE RIVER WATERSHED COUNCIL

Jake Hudson, TRWC Board Chair Date



Green Bucks at the Truckee Tahoe Airport

1. **Already launched.** Launched by the Tahoe Fund and the Truckee River Watershed Council, Green Bucks is a dollar donation program that raises funds for the environment, supporting a variety of area organizations and projects.
2. **One program supports many.** Green Bucks is an opportunity for the airport to help support many, local organizations through one buck-donation program. Funds raised in the Truckee River watershed will be distributed to local agencies and non-profits through grant allocation committee comprised of qualified community members.
3. **No cost to TTAD.** By participating, TTAD and purchasers of aviation fuel are supporting trails, access to recreation, acquisition of open space, important restoration work and more throughout the entire Tahoe-Truckee region, at no-cost to TTAD. Business jets would contribute to these environmental stewardship programs.
4. **Responsive to community; aligns with TTAD goals.** Meets community TTAD has been hearing through their master plan outreach that the public values and wants to see TTAD spending on community benefit and open space programs. Green Bucks is a way to demonstrate support for a variety of beneficial environmental projects beyond airport property through one program that does not increase TTAD operating costs.
5. **No selling; only service.** A Green Buck (\$1) donation would be automatically added to all jet fuel purchases (see proposal). It is an opt-out program, meaning airport staff does not have to sell Green Bucks. Instead, they work in service with your customers to meet their needs; the small donation can be easily removed if the customer elects not to participate.
6. **Free materials.** The Green Bucks will provide materials explaining the program, will orient staff and help promote how the airport community is supporting our local environment through the program.
7. **Tax deduction.** TTAD will collect the Green Bucks dollars through their existing point of sale systems and will receive a written acknowledgement of the donations received that can be used to support any applicable IRS tax deduction.
8. **Dollars stay local.** Dollars stay local and are used to support environmental programs within the Truckee River watershed that align well with existing TTAD goals.
9. **Flexible.** We will use the flexibility built into the program to make sure your customers are happy with this easy way to support the environment they come here to enjoy.
10. **Growing.** Over a dozen businesses are taking care of our environment through Green Bucks: Alpine Meadows|Squaw Valley, Big Blue Adventure LLC, Drunken Monkey, Edgewood Tahoe Golf Resort, Fifty-Fifty Brewing Company, Homewood Mountain Resort, Lake Tahoe Visitors Authority, Mont Bleu Resort & Casino, Mourelatos Lakeshore Resort, PlumpJack Squaw Valley Inn, Resort at Squaw Creek, Tahoe Mountain Properties, Tahoe Mountain Resorts Lodging, Truckee Properties, West Shore Café & Inn.

Need more information? Contact: Kathy Whitlow
Green Bucks Program Manager
530-550-8760 x5

Green Bucks - TTAD Proposal

Option 1: add \$1 Green Buck for each \$100 in gross sales

Fuel Type	price/ gallon (current)	avg purchase (gal)	Gallons sold 2013 (annual)	Total Fuel Purchase (average)	cost to customer (per average purchase)	Green Bucks raised for local environmental programs (per year)
Jet A	\$ 5.99	194	247400	\$ 1,162.06	\$ 11.62	\$ 14,819
