



**TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTOR STAFF REPORT**

AGENDA TITLE: Application of Non-Aviation Event Revenue to Community Sponsorships Program and Air Show Performers/Static Aircraft for the 2019 Air Show and Family Festival

MEETING DATE: October 24, 2018

PREPARED BY: Kevin Smith, General Manager

RECOMMENDED ACTION: Apply revenue received from non-aeronautical events to the District’s 2018 Community Sponsorship Program and to supplement the Airshow Static Display and Performer Budget for the 2019 Air Show and Family Festival.

DISCUSSION: Occasionally District Staff will lease out portions of the ramp for non-aeronautical events when they do not conflict with the operation of the airport or aeronautical tenants. Between August and October of 2018 the District permitted 3 events on airport property which generated \$30,500. The events were as follows:

1. North Face: We leased a portion of the Jet Ramp and A9 for one week to North Face for \$14,000 for a corporate event.
2. Unknown Major Detroit Vehicle Manufacturer: We permitted a major vehicle manufacture to use a small area of the airport for 1 day for a photo shoot for the launch of a new product line in exchange for \$7,500.
3. Jeep: We leased hangar L-4 for 30 days to Jeep for vehicle storage while doing off airport photo shoots for 1 month in exchange for \$9,000.

In total, the District received \$30,500 from these events. This is new revenue not included in the 2018 District Budget. Staff seeks Board approval to apply these funds toward our Community Sponsorship Program and the 2019 Air Show and Family Festival.

As our current Community Sponsorship program has just about expended the available funds for 2018, staff recommends allocating \$15,500 of this revenue to this program. Staff expects that

\$15,500 will more than cover applicant and program needs for the remaining 2 months of the year. Any unused funds in 2018 will then be carried forward to the 2019 program budget.

The Air Show Committee currently budgets \$37,000 for Air Show performers and statics. With an additional \$15,000 they can recruit more high interest static aircraft as well as book an additional performer for the Air Show. This funding can add a noticeable boost to the performer lineup as well as enhance the static displays on our ramp.

FISCAL IMPACT: The District budgets \$50,000 each year for Community Sponsorships. To date we have expended \$49,250. Applying \$15,500 of these funds to this program will allow staff to accept and approve more sponsorship applications for the Fall of 2018. It is unlikely that the Program will require more than \$15,500 to meet program needs for the remaining two months.

As is mentioned above, the request is to supplement the \$37,000 performer/static aircraft budget with an additional \$15,000 to recruit more aircraft and performers for the 2019 Air Show and Family Festival.

SAMPLE MOTION(S): Approved by Consent: The Board moves to apply new revenue received from non-aviation event leases to the following:

1. \$15,500 to the District's 2018 Community Sponsorship program.
2. \$15,000 to the 2019 Air Show and Family Festival

ATTACHMENTS:

None