



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

**AGENDA TITLE:** Community Investment, Sponsorships, and Agency Partnerships Policy Discussion

**MEETING DATE:** September 25, 2019

**PREPARED BY:** Kevin Smith, General Manager

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**OBJECTIVE:** Board and Staff have discussed scheduling a policy check-in discussion item on the various District policies related to sponsorships, partnerships, community investment, and contracts for service with non-profit organizations and local public agencies. The objective of this discussion is to consider the following:

- 1) Have open discussion from the Board of Directors regarding ideas and insights on the current community investment, sponsorships and partnerships policies. Review performance of these Policy Instructions and provide recommendations on how to enhance or improve District policy.
- 2) Consider Staff and Airport Community Advisory Team (ACAT) recommendations regarding policies under consideration
- 3) Hear public comment on policy discussion
- 4) Give direction to staff regarding future modifications or revisions to policies if any.

This item was originally schedule for the July 2019 Board Workshop but was continued due to a full agenda in July and to allow ACAT additional time to provide recommendations on these policies. The objective of this discussion item is to have open dialogue regarding these District Policy Instructions and provide further direction to staff regarding any policy amendments.

To assist this policy check-in review, staff has provided an updated TTAD Investment in the Community Summary as well as a new document titled Historical Community Sponsorships/Partnerships by Funding Category which will inform the Board and public regarding general funding categories such as youth education, STEAM, events, environmental, etc. These summaries are both attached to this staff report.

**BACKGROUND INFORMATION:** Since its formal inception in 1958, the Truckee Tahoe Airport District has had a history of providing services and giving back to our local community. The District's initial formalized "Giving Back" program was born under Policy Instruction (PI) 220, titled "Community Sponsorship Policy" and became effective as of February 1, 2011. PI 220 provided guidelines on District sponsorships of up to \$500 per fiscal year to qualified organizations, programs and/or events.

As knowledge of the District's Community Sponsorship program grew, the Board of Directors and staff began hearing requests for greater District community involvement and of larger sponsorship and partnering collaboration needs.

At the February 25, 2015 Board meeting, a staff report was presented requesting District funding support from the Tahoe Donner Recreation and Parks District (TDRPD) for a proposed Aquatic Center. TDRPD claimed they were incurring increased construction costs due to the Aquatic Center being associated with the Airport's Compatibility Land Use Plan (CLUP) Zone D influence area. This proposed high occupancy building located under a low risk, but major runway departure path required design and building modifications. This Board meeting saw heavy community attendance in support of this project and strong support for additional funding to help TDRPD finish the building in its entirety. The Board motioned and approved District funding for \$405,000 in added CLUP construction costs, and an additional \$525,000 to be matched dollar for dollar to cover a funding shortfall to allow the TDRPD to fully complete the Aquatics Center construction. It was agreed that the Aquatic Center would benefit all District wide constituents with the same use fees. To facilitate the TDRPD request the District adopted PI 312 – Funding Assistance-Comprehensive Airport land use Plan on Dec. 4, 2014.

This agency partnership between TDRPD and the District also highlighted the need for additional clarification and guidance in an updated District Policy in the use of District Funds for Public Benefit.

After the formation of an ad hoc committee including Board members and staff, a revised Policy Instruction Number 311 titled "Community Sponsorships and Agency Partnerships" went into effect on December 2, 2015 and was formally approved on November 30, 2016. The new PI 311 replaced PI 220. It expanded program clarity, increased "Community Sponsorships" to \$3,000 or less, and added an entirely new "Agency Partnership" program for sponsorships over \$3,001. PI 311 provide enhanced guidance to the Airport Board and staff in the use of District funds for Public Benefit. The newly adopted policy also gave the public direction on eligibility requirements along with very specific application requirements.

PI 311 covers two specific programs, described in the current version as:

**Community Sponsorships:** A sponsorship in cash (\$0 to \$3,000) to the organization or public agency which may be used to offset the costs of specific programs, outreach, and events in return for benefit to District constituents and recognition of the District and its mission.

Community Sponsorships are primarily for non-profit entities.

**Agency Partnerships:** Public Agency and or taxing agency, town, county or local government where a specific defined airport benefit, improvement of District property, shared equipment and/or enhanced safety is realized. These partnerships are for items over \$3000.

A 5 year history using the 2016 revision of PI 311 to manage an eclectic mix of community requests for District Sponsorships and Partnerships highlighted the need to revisit PI 311 in early 2019 and adopt the various staff recommended changes to the policy.

Outside of clerical corrections to the document, nine significant staff recommended changes were approved by the Board on March 27, 2019. These were:

- 1) Additional Common Definitions, "Agency Partnerships" definition expanded for more detail;
- 2) New paragraph advocating District "STEM" educational program sponsorship support;
- 3) New paragraph explaining "Contracts For Service" and that they fall outside PI 311;
- 4) Community Sponsorship "Application Processing" changed from 30 days or less to 60 days or less;
- 5) Removed a portion of verbiage requiring "Major funding provided by..." postings for the smaller community Sponsorship requests;
- 6) New sentence adding District recognition and "Reporting Back Requirements" for Community Sponsorships;
- 7) Expanded process description for Agency Partnerships detailing applicant "Presentation" at an initial Board meeting, then a Board "Determination" at a future meeting;
- 8) Requiring the Partnering Agency to have a "Significant financial or in-kind investment" in direct support of a 3<sup>rd</sup> party applicant;
- 9) Added District recognition and "Reporting Back Requirements" for Agency Partnerships;

These revisions to PI 311 went into effect on March 27, 2019 and is the current Policy Instruction governing the District sponsorship and partnership programs.

There are various other District program Policy Instructions that relate to community programs and investment. All of these Policy Instructions and/or programs are open to discussion. These PIs are as follows:

- PI – 312 Funding Assistance – Comprehensive Airport Land Use Plan
- PI – 503 Temporary use of Truckee Tahoe Airport Land and Facilities
- PI – 505 Use of Truckee Tahoe Airport District Meeting Rooms

- PI – 507 Discounted Rent for Non-Profit Use of Airport Non-Aviation Lease Space, Community Benefit Requirement and Lease Process

**STAFF RECOMMENDATIONS:** Staff has prepared a Fact Sheet outlining these programs along with including a copy of the Policies for Board review. The Fact Sheet also has Staff recommendations for each Policy Instruction. Most of the staff recommended changes related to PI 311 were adopted in March of 2019.

**ACAT RECOMMENDATIONS:** ACAT has provided recommendations to the Board regarding the various policies included in this Staff Report. Please review their attached findings and recommendations. Their recommendations are intended to assist the Board in deliberations with the goal of providing additional clarity and improve policy application. ACAT formally approved this document to be forwarded to the Board of Directors at their Sept. 10, 2019 Meeting. ACAT will provide a brief presentation on these recommendations at the meeting.

**WHAT'S NEXT:** After discussion and public comment, provide direction to staff regarding any policy amendment recommendations or further information the Board would like to consider regarding any of these policies. It is staff's opinion that the District is not in a position where haste is required to make any needed amendments. Overall these policies function well but staff is in agreement that additional clarity and enhancements are welcomed if the Board of Directors deem them appropriate.

**ATTACHMENTS:**

- Review of District Community Programs Policies - FACT SHEET with staff recommendations
- Copies of Policy Instructions
- Summary of ACAT Policy Recommendations to Board of Directors.
- TTAD Community Investment Summary
- Historical Community Sponsorships/Partnerships by Funding Category