



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

AGENDA TITLE: Consider Formal Proposal, Budget, and Air Show Services Contract for a possible 2022 Air Show and Family Festival. The proposal is presented by the Air Show Committee consisting of the Experimental Aircraft Association (EAA) Chapter 1073, Kid Zone Children’s Museum, and the Truckee Optimists.

MEETING DATE: February 23, 2022

PREPARED BY: Kevin Smith, General Manager

RECOMMENDED ACTION: Consider and potentially approve the formal proposal, budget, and Air Show Services Agreement for a 2022 Air Show and Family Festival.

DISCUSSION: The Air Show and Family Festival Committee last approached the District at the January 26, 2022 Board Meeting regarding a new Air Show Services Agreement to provide and produce an Air Show in the Summer of 2022. The Board discussed the proposal with the Committee and there was consensus among the Air Show Committee and the Board of Directors to postpone a vote until the February 23, 2022 Board meeting to assure all Board Members are present.

The Committee is still exploring possible dates including mid to late July and October 1, 2022. The proposed event budget for the 2022 show is \$189,350. Previous show expenses typically ranged between \$250,000 and \$265,000. Attached are materials originally provided in October 2021 outlining Air Show costs and a typical annual budget under the previous agreement.

In addition, the Board requested at the January 26th Board meeting for staff and the Air Show committee provide additional information and answer various questions as follows:

1. What is estimated TTAD staffing costs for Air show? Answer: Staff estimates the annual cost to the District in staff time at \$33,300. (See attached summary breakdown)
2. What are the total VIP Tent expenditures? Answer: \$14,200 for tents tables chairs, bathrooms, food, support items, etc. Tickets are sold to this venue for \$75 to \$100. All proceeds are split by non profits for their youth and children programs.
3. Provide an itemized list of Public Relations budget items. Answer: See information attached to this staff report from Air Show Committee
4. What is the corporate sponsorship funding received by Air Show Committee? Answer: See information attached to this staff report from Air Show Committee
5. Provide a final Draft of a 2022 Air Show Services Agreement. See attached Agreement

BACKGROUND: The District has worked with the EAA Chapter 1073, the Kid Zone Children’s Museum, and the Truckee Optimist for the past 9 years to put on the Truckee Tahoe Air Show and Family Festival. These three groups make up the Air Show Committee. Airport Staff provides technical and facility support for the event. All planning, logistics, and event implementation are provided by the Committee and their volunteers with staff assistance leading up to the Show and on the day of the show. A few District staff Members sit in and participate in Air Show Committee meetings.

In April of 2017 the Board of Directors, as recommended by the Board Ad Hoc Committee of Directors Jones and O’Dette along with the General Manager and Staff, approved an Air Show Services Agreement. This agreement expired after the 2021 Air Show year. There is no current agreement for future Air Shows.

NEXT STEPS: If it is the Board’s desire to accept the Air Show Committee proposal, the Air Show Agreement, and Budget, these would need to be approved by motion. Staff will begin immediately to work with Air Show committee on the 2022 show.

FISCAL IMPACT: The current Air Show Committee budget proposal is \$189,350. Past Air Shows were budgeted at \$250,000. \$66,000 of this \$250,000 was the fee provided to non-profits to produce the show. It should be noted that 100% of the \$66,000 has gone directly to the youth and children’s programs sponsored by these non-profits. The current 2022 District Budget includes \$275,000 as a flagged item for a possible 2022 event.

PROPOSED MOTION: I move to (approve, continue, deny) the request to accept the Truckee Tahoe Air Show and Family Festival Proposal and Budget and Service Agreement Contract for a 2022 event based on the following findings and conditions:

- List items such as term of agreement, approved budget amount, and any other items the board would like to include in the final motion.

ATTACHMENTS:

- A. Air Show and Family Festival Committee Proposal and Budget

- B. Draft Air Show Services Agreement for 2022
- C. Estimated TTAD Labor Cost for annual Air Show
- D. Items Provided by Air Show Committee
 - a. Air Show 2019 Money Earned
 - b. 2018 Recap Report Final
 - c. 2022 Event Planning, Marketing, PR, Design, and outreach Budget