

**SUBJECT: COMMUNITY SPONSORSHIPS AND AGENCY PARTNERSHIPS**

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

**SECTION I - POLICY OVERVIEW**

The Truckee Tahoe Airport District ("District") is furthering its mission, which is to provide a high level of benefit and value to all Airport District constituents. Based on available funds, the District may provide 1) Sponsorships for community programs, outreach, and events and 2) Partnerships with local public agencies that provide a high level of benefit to the constituents of the Airport District. To achieve the purpose of this policy, the following categories are established:

1. Community Sponsorship - up to \$5,000 (See Section II of Policy)
2. Agency Partnership - over \$5,001 (See Section III of Policy)

The following definitions apply to all sponsorship and agency partnership categories. Each category of the policy has funding limits, processes, and eligibility criteria. The District funds specific programs, events or projects as opposed to providing general operating support. Therefore, requests for funding must be for programs, projects, or events of an organization or public agency. The intent is that the public will receive cultural, educational, entertainment, environmental, recreational, or safety enhancements or value from the program, project, or event while enhancing the awareness of and goodwill towards the District.

**COMMON DEFINITIONS:**

Definitions in this section apply to all sponsorship/partnership categories:

- a. District: For the purposes of this policy, "District" shall refer to the Truckee Tahoe Airport District (TTAD).
- b. Community Sponsorship: A sponsorship in cash 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 nonprofit entities in good standing with the IRS and state(s) of incorporation.
- c. Community Sponsorship Funds: Funds set aside by the District each year to provide sponsorship and support for community programs, outreach, and events.
- d. Agency Partnership: A joint agreement between the District and another public agency, taxing agency, town, county, or local government to assist larger projects that mutually benefit constituents district-wide. When appropriate, such mutual support may be in shared assistance to a nonprofit leading the efforts for such projects.

- e. Agency Partnerships Funds: Funds set aside to partner with another public agency and or taxing agency, town, county, or local government where a specific defined airport benefit to mutual District/agency constituents, direct airport benefits, improvement of District property, shared equipment, and/or enhanced safety is realized.
- f. In-Kind Sponsorship: Any services requiring use of District property, equipment or resources of any means other than cash. This includes, but is not limited to staffing for events, equipment, or events and projects that require multiple days/weeks/months to complete. Donation/trade of available hangar space for storage for non-profit or other public agencies is included.
- g. **Partnerships with Non-profits:** Common service that has district and public benefit which may involve education, recreation, **youth development, arts, culture and civic benefit, health and human services,** and/or environment or other services that can potentially offset District cost; may be used to offset the costs of specific programs, outreach, and events as part of an Agency Partnership application. Subject to board approval, the board can award increased funding at their discretion.
- h. Organization: Includes educational institutions, public agencies, service clubs or groups, for-profit entities, and not-for-profit agencies and corporations registered to do business in the State of California or Nevada. Nevada not-for-profit agencies and for-profit entities will be considered for sponsorships if they are significantly serving residents of the District. **Any such organizations must be in good standing with the IRS and state(s) of incorporation.**
- i. **Community Sponsorship Programs:** A community program, celebration, event, fundraiser, athletic, cultural, or educational activity that demonstrates a public benefit or 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.
- j. 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 airport operations.
- k. Constituent: A constituent of the District includes residents, property owners, community members, and voters within the District's political boundaries. Constituents may also include individuals and groups outside the District's political boundaries, but within its sphere of influence.

## **IMPROVEMENTS TO DISTRICT ASSETS OR PROPERTY**

The Board of Directors, in partnership with other public agencies, may choose to fund improvements or enhancements to District assets, which is any interest in real property, or equipment that the District owns in full or in partnership through written agreements with other public agencies. The District reserves the right to fund improvements or enhancements to these District assets or interests to assure the continued viability, upkeep, and/or public benefit of those District assets and interests.

## **SCIENCE TECHNOLOGY ENGINEERING ARTS AND MATH (STEAM) PROGRAMS AND EDUCATION**

There is currently **(2022)** and for the foreseeable future a well-documented shortage of aviation professionals to fill the labor needs in aerospace, airport management, aircraft mechanics, pilots, air traffic control as well as other aviation industry professions the District depends on for day-to-day operations of the Airport. All professional sectors of the aviation industry are encouraging and supporting advocacy of STEAM programs as a method to encourage young people at all educational levels to explore and consider careers in the aviation industry. To that end, the District will consider Community Sponsorships and Agency Partnerships, which advance STEAM themed education programs and endeavors, particularly those that advocate for professions necessary to sustain operation of the Truckee Tahoe Airport.

## **CONTRACTS FOR SERVICE WITH PUBLIC AGENCIES OR NON-PROFITS**

In certain situations, the District may contract for services with public agencies or nonprofit organizations to provide services to the District and its constituents. These typically involve a specific task, function, job, program, or work product the District chooses not to provide itself but allow an agency or organization with expertise in that field to provide for the District. Often a nonprofit or public agency with specific experience in an identified subject area or industry can provide a higher quality product with greater efficiency and at reduced costs than the District could provide itself. Examples of these Contract for Services include some STEAM education programs, Aircraft Rescue and Fire Fighting, air show production, public transit, Airport Shuttles, etc. These Contract for Services typically fall outside of PI-311.

## **SECTION II – COMMUNITY SPONSORSHIP (up to \$5,000)**

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 non-profit organizations serving the District's constituents, such as, but not limited to: arts and humanities, cultural, athletic, health care, STEAM, human services, and educational enrichment and/or promotion of the Truckee Tahoe Airport District's mission of community enhancement. In order to expand awareness to the airport as well as a wide range of 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.

### **PROCESS**

A one-page application is available online on the District website or available at the District Office. Community sponsorship applications are approved by District Senior Staff. 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 six months before the program or event date. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this Policy.

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 and Community Services, Director of Operations and Maintenance, Director of Finance and Administration, and the General Manager. Application processing and approval timeline is typically 60 days or less.

The TTAD Director of Aviation and Community Services 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. Special event requirements and other requirements must be followed according to District policies and instructions. Failure to comply will result in the organization being ineligible for future sponsorships for a period of two years from written notice .

### **APPLICATION REQUIREMENTS**

Each applicant will be required to submit:

- 1) A community sponsorship application on a form 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, partnership or event will benefit residents of the Truckee Tahoe Airport District.
- 2) Current proof of 501©(3), and/or other nonprofit 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 levels.
- 4) Incomplete applications will not be processed.

- 5) The Truckee Tahoe Airport District may request additional information as necessary.

## **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 or in-kind donation sponsorships typically shall not exceed \$5,000 or two awards per organization, per fiscal year (whichever is met first) unless otherwise approved by the Application Review Committee or Board of Directors.

## **ELIGIBILITY CRITERIA**

- 1) The Truckee Tahoe Airport District will not award community 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, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry 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 non-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 community 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' constituents 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 two 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.

- 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 space, and admission to the event shall be provided at no cost to the District. If necessary, the District can provide its own booth and setup.
- d. Community 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.).
- f. Reporting Requirement: After the event or program the applicant must provide to the District copies of materials, pictures, and collaterals where the District was recognized and/or highlighted per the requirements of the policy.

10) Individuals, organizations, or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.

### **SECTION III - AGENCY PARTNERSHIP (over \$5,000)**

The District recognizes the importance of providing support for community events, programs, and projects held for the general benefit of the community. The District also realizes that some requests may require a significant financial commitment (over \$5,000) on behalf of the District. The Agency Partnership program is aimed at:

- Forming active and mutually beneficial relationships with organizations and/or public agencies
- Providing benefit and value to the common constituents of both the District and the partnering agency

In addition, Agency Partnerships will:

- Be responsive to community needs
- Build value for the Airport District; and
- Reflect the Truckee Tahoe Airport District's Mission and Goals.

The Board of Directors adopts goals typically by February of each year. These goals will be made available to applicants and are posted on the District Website.

Funding for Agency Partnerships shall be established by the Board of Directors each year during the annual budget process. The District's fiscal year begins January 1<sup>st</sup> of each year and ends on December 31<sup>st</sup> of the year.

### **PROCESS**

As of July 2021, the District has entered into a Professional Services Agreement with Tahoe Truckee Community Foundation (TTCF) to manage the District's Agency Partnership Program (AP Program). The AP Program will be administered as an annual competitive cycle with a publicized board approved timeline and budgeted funding amount which may be modified annually by Board of Directors. The Board will establish a Budget for this program annually, however the Board reserves the right to determine the final amount of funding assigned to Partnerships each funding cycle. Agency Partnerships with the District will only be considered when endorsed through a formal motion or resolution with findings approved by the governing board of another local public agency with an elected or appointed board. Applications and

supporting materials must be submitted through an online portal maintained by TTCF. TTCF will undertake necessary due diligence to ensure only complete applications meeting all eligibility criteria and District goals/priorities are accepted for further consideration. TTCF will convene a review committee composed of TTCF staff, community volunteers, and TTAD board and/or staff representatives. TTCF will present the review committee's Summary of Rankings and Ratings of all eligible applications at a regularly scheduled board meeting.

#### **BOARD APPLICATION REVIEW PROCESS:**

Utilizing the results of the TTCF Summary, the District Board of Directors will then at a Regularly Scheduled or Special Board meeting, carefully consider Agency Partnership applications that match its mission statement and goals, while also providing an aviation benefit to the District and/or a mutual benefit to the District constituents and the partner public agency. Agency Partnership Applications will use the following agenda item review process:

1. Agenda Item Introduction by Staff
2. Presentation by TTCF Program Manager
3. Clarifying Questions By Board of Directors
4. Public Comment – 3 minute maximum unless other limit is established by Board
5. Board Discussion
6. Directors will make a motion on an application they wish to propose for approval along with findings for how the applications meets funding criteria. The Board will make a motion on each application they wish to fund individually. Applications which fail to receive a motion will not receive funding.
7. After all motions are finalized, the Board may provide guidance to applications not receiving funding in an effort to assist applicants on future re-submittals.

#### **FUNDING LIMITS**

The Board of Directors shall determine the Agency Partnership fund balance during the budget process each year. The Board of Directors may at their discretion use Community Outreach Unrestricted Net Assets to fund Agency Partnerships.

#### **ELIGIBILITY CRITERIA**

- 1) Agency Partnerships with the District will only be considered when endorsed, through a formal motion or resolution with findings approved by the governing board, by another local public agency with an elected or appointed board. Non-profit and community organizations are eligible when in partnership with a public agency and are named as such in the formal motion or resolution.
- 2) The partnering agency shall outline their direct investment, funding, or in-kind contribution being applied to the Agency Partnership request. Typically, the District requires significant in-kind and/or direct cash contributions, or ongoing care and maintenance of a program or facility by the partnering public agency for an application to qualify for District funding under PI 311-Agency Partnerships.
- 3) The motion approved by the public agency governing board should:
  - a. Describe the public benefit of the request and/or partnership opportunity
  - b. Outline what the partnering agency intends to contribute to the request
  - c. Express support for the duration of the requested event, program, or project
  - d. Have an approval date no more than one year prior to the submission date
  - e. If applicable, name the partnering non-profit organization.
- 4) State and Federal Agencies are not eligible for funding.
- 5) Capital campaigns are typically not considered eligible for Agency Partnerships unless the proposed application is a request for funding to complete a capital campaign's final contribution or securing the final funds necessary to complete a capital project.
- 6) The Truckee Tahoe Airport District will not award Agency Partnerships to any religion, church, creed

or sectarian organization to promote religious purposes. Religious organizations are not excluded from Agency Partnerships; 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.

- 7) Political organizations and/or individual campaigns are not eligible for Agency Partnerships for programs they conduct.
- 8) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry or national origin are not eligible for Agency Partnership funds.
- 9) Individuals are not eligible for funding.
- 10) 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.
- 11) For-profit organizations are not otherwise eligible for Agency Partnerships.
- 12) All programs or events must provide a benefit to the Districts' constituents or those living in the Districts' sphere of influence; and the organization's programs or events must principally serve District constituents.
- 13) Programs or events must be open to the public where appropriate 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.
- 14) The public agency must also agree to do the following (failure to do so will result in future ineligibility for a period of two 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. Permanently 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: **"Major funding provided in part by the Truckee Tahoe Airport District"** or other statement or 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. Partnership 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, event, facility, or equipment. The verbiage of the banner shall be pre-approved 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 or partnership levels (i.e., logo display, sponsor table, advertising, etc.).



- f. The public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
  - g. Reporting Requirement. After the event, program or project is complete, the applicant must provide to the District copies of materials, pictures, and collateral where the District was recognized and/or highlighted as well as evidence the stated objective of the applications was realized per the requirements of this policy.
- 15) Individuals, organizations, or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.
- 16) Applicants must be of upstanding moral and public character. Applicants have a fiduciary responsibility to maintain a public image that corresponds with that of the District's mission and core values.
- 17) In cases of a significant financial partnership commitment, if funding is approved, the District shall require, as a condition of providing such funding assistance, all of the following:
- a. Permanent acknowledgement of the Airport District's participation to the District's satisfaction.
  - b. That the recipient of funds executes in favor of the District a Release and Covenant Not to Sue by the fund recipient's use of their real property, fund recipient as to:
    - i. Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
    - ii. Aircraft utilizing that airport or the fund recipient's use of their real property,
    - iii. Any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.

Approved by the Board of Directors, March 23, 2022

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Kathryn Rohlf  
Board President