



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Truckee Tahoe Airport Strategic Initiatives - Discussion

- Air Show
- Aviation STEAM Programs

MEETING DATE: June 25, 2025

PREPARED BY: Robb Etnyre, General Manager

Strategic Plan: Truckee Tahoe Airport District 2023-2026, Strategic Focus Area:

Economic Viability;

1.D.2. Review existing community investments to prioritize major projects that benefit the region and align with airport purpose and mission.

Social Responsibility;

3.D.1 Quantify current community giving (in-kind, funding, etc.)

3.D.2. Focus future community investment on key pillars:

1) Science, Technology, Engineering, Arts, and Mathematics (STEAM),

2) Provides significant regional benefits through a partnership approach, and

3) Support interest in the aviation community.

RECOMMENDED ACTION: Truckee Tahoe Airport District Board of Directors discuss and provide guidance on the current Strategic Initiatives related to the Air Show - Aviation STEAM.

Background: The Truckee Tahoe Airport District has funded and hosted a one- or two-day airshow for many years (with COVID and Airfield Construction exceptions) as a major strategic initiative to promote aviation with visitation between 5,000-15,000. However, exact visitation numbers are estimates as the event has traditionally not been ticketed, with only one attempt at a free ticket in 2024, which generated an estimate of ~11,000 visitors to a one-day airshow. For many years, the production of the Air Show has been contracted by the District with a coalition of three nonprofits.

Experimental Aircraft Association (EAA) local Truckee Chapter 1073

Truckee's KidZone Museum

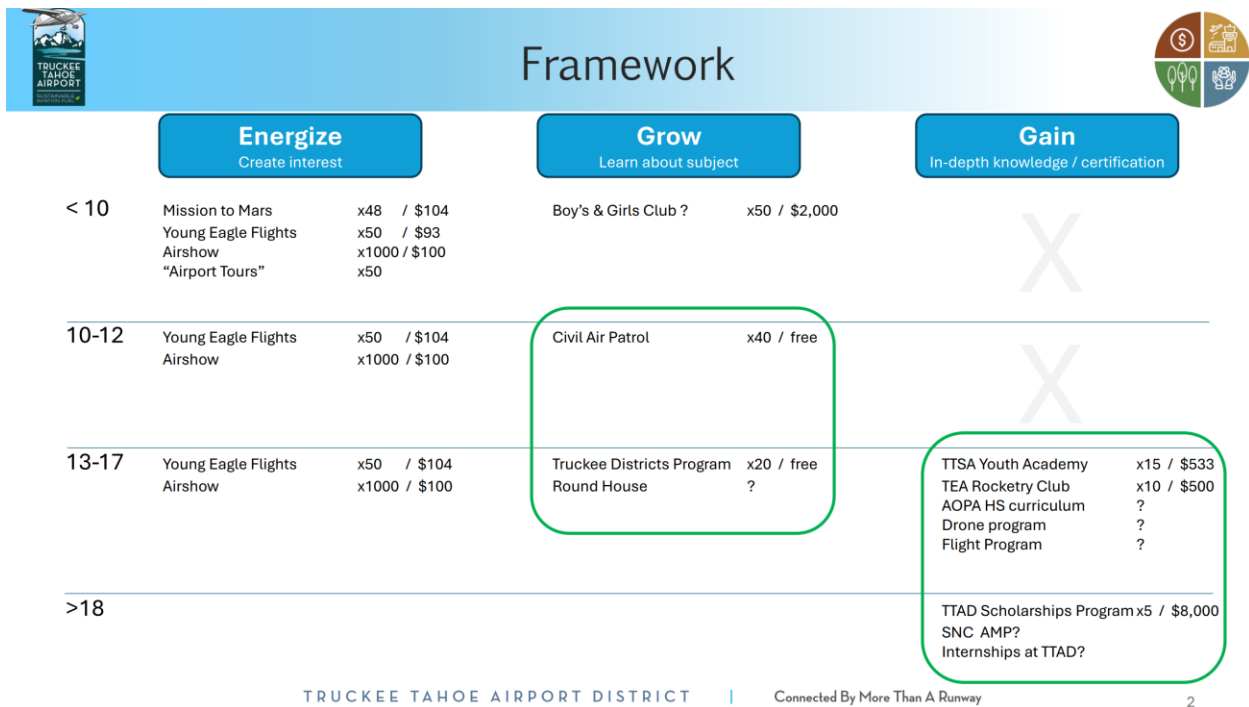
Truckee Optimist Club

These three nonprofits, arrange for the logistics of the Air Show (acts, schedule, vendors, entertainment, marketing, support services, etc.) However, the Airport District signs the contracts with these entities to provide services for the Air Show. The District provides accounting services, logistical and administrative support as well. These direct/indirect District costs have not been fully captured in the Air Show budget line item. The 2024 one-day Air Show direct cost was \$254,105, with additional estimated fully loaded cost below. Due to the legal nature of airport revenue use limitations, airside revenue cannot be used to conduct the Air Show, this expense must be paid from community property tax revenue provided to the Airport District.

Discussion: The District 2025 Budget and Draft Strategic Plan Update identifies a focus on five major strategic initiatives for the use of Airport District tax revenue not required to operate and maintain the airfield, facilities, and provide for necessary reserves. These priorities are Fly SAFE, Fly Quiet, Fly SAF, Aviation STEAM, and Wildfire Mitigation. All five of these identified priorities are components of the two strategic plan focus areas, Natural Resource Conservation and Social Responsibility. An Air Show would be a subcomponent of the Aviation STEAM strategic initiative focus.

Key concepts for discussion and obtaining guidance from the Airport District Board would be the extent to which the focus on Aviation STEAM should focus resources on year-around programs vs short duration (1-2 day) programs.

Additional consideration should be given to collaboration opportunities that exist in the region to partner with and build upon existing STEAM & Air Show capacity. The chart below identifies key areas of STEAM the Airport District could be involved in for the community to have the greatest impact. These details are included in the attachments and were discussed at the May 28, 2025, board meeting.



Other Air Shows in the Region:

1. <https://aviationnationlv.com/>
 - a. Nellis AFB, Las Vegas, NV
 - b. April 5-6, 2025
 - c. April 2026 TBD
2. <https://fleetweeksf.org/>
 - a. San Francisco, CA
 - b. October 5-13, 2025
3. <https://californiacapitalairshow.com/>
 - a. Rancho Cordova, CA
 - b. 2026 TBD
4. <https://www.bealeairshow.com/>
 - a. BEALE AIR & SPACE EXPO
 - b. June 7-8, 2025
5. Susanville Airfair
 - a. June 7 @ 7:00 am - 10:00 am
6. Calaveras County Airport Day
 - a. May 3 @ 10:00 am - 3:00 pm

Air Show Management Companies:

1. <https://www.airshownetwork.com/>
2. <https://schultzairshows.com/>

Fiscal Impact:

	<u>Budget</u>	<u>Actual</u>	<u>Additional Cost</u>	<u>Loaded Cost</u>
2024 Airshow Budget	\$281,080	\$254,105	~\$100,000*	~\$354,105
Aviation/STEAM (2025)	\$100,000			

*TTAD Staff time

- Operations Staff Support
- Accounting Staff Support
- Administrative Staff Support
- Lost Revenue from Operations

Consensus for Direction:

1. Should the Air Show continue in 2026 like in past years?
 - a. Yes
 - b. No
2. Should the Air Show be contracted with a professional Air Show management company?
 - a. Yes
 - b. No
3. Should the Air Show be delayed until 2027 to further assess and fund the new year-around Aviation STEAM program(s) focus?
 - a. Yes
 - b. No
4. Should the Air Show move to a multi-year period instead of annual approach (every 3 to 5 years)?
 - a. Yes
 - b. No
5. Should the Air Show be discontinued in its past form and be reenvisioned into a more dynamic and smaller event(s) in collaboration with other airfield/community events more representative of the culture of the community? (i.e., Maker Show, 4th of July Flyover Only, Fly In, Sustainable Aircraft Show, etc.)
 - a. Yes
 - b. No
 - c. Concepts of interest to explore

ATTACHMENTS:

1. 2024 Airshow Budget & Actual
2. Aviation STEAM Continuum Discussion – Staff Report, May 28, 2025
3. 2023 Airshow Mobile Pass Results
4. Staff Report – STEAM Facility Cost