



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Truckee Tahoe Airport District Air Show Options

MEETING DATE: July 23, 2025

PREPARED BY: Robb Etnyre, General Manager

Strategic Plan: (Draft) Truckee Tahoe Airport District Strategic Plan 2026-2028

Strategic Focus Area:

Economic Responsibility;

1.A. OPERATE: Practice fiscally responsible and inclusive budgeting, as well as sound financial management of District resources.

1.D. GIVE BACK: Develop a community investment strategy that aligns directly to airport vision, mission, values, and public purpose.

1.D.1. Define annual budget allocation for high impact strategic initiative investments.

1.D.1.a. Develop detailed budgets for the five strategic initiatives, including the fully loaded cost of staff time, marketing, etc.

1.D.2. Maintain high impact strategic initiatives alignment with airport purpose, mission.

STRATEGIC FOCUS AREA: SOCIAL RESPONSIBILITY

Strive to be a good neighbor and community partner for District and community outcomes.

3.B. COLLABORATE: Partner to deliver District Strategic Initiatives.

3.B.4.a. Annually review TTAD Board priorities for community engagement outside TTAD Strategic Initiatives. Assign appropriate TTAD staff to represent the District and report back to the TTAD Board monthly on the status of committees and organizations.

STRATEGIC FOCUS AREA: RESOURCE CONSERVATION

Invest in and implement strategies to reduce greenhouse gas emissions and preserve open space within the District.

4.A. ACHIEVE: Strive for Airport carbon neutrality.

4.A.2. Create a long-term plan aligned with this Strategic Plan to reduce or eliminate airport-related carbon emissions.

4.A.2.a. Build upon GHG Scope 1-3 studies and targets identified for TTAD to achieve desired results.

4.A.2.b. Review opportunities for TTAD to adopt effective sustainability initiatives implemented regionally (i.e., eliminate plastic water bottles and single use containers from TTAD activities and programs.).

RECOMMENDED ACTION: Truckee Tahoe Airport District Board of Directors discuss and provide guidance on the 2026 Truckee Tahoe Airport District Air Show.

Background: The Truckee Tahoe Airport District Board has provided guidance June 25, 2025, to further explore opportunities to host an Air Show in 2026. The following guides were provided.

Consensus for Direction:

1. Should the Air Show continue in 2026?
 - a. Yes

2. Should the Air Show be contracted with a professional Air Show management company?
 - a. Options should be presented.
3. Should the Air Show be delayed until 2027 to further assess and fund the new year-around Aviation STEAM program(s) focus?
 - a. No
4. Should the Air Show move to a multi-year period instead of an annual approach (every 3 to 5 years)?
 - a. 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. Concepts should be explored and presented as options.

Discussion: Following the board guidance to explore opportunities to conduct an Air Show in 2026, and to explore new and innovative ways to conduct the Air Show while also following our established policies for fiscal management of public funds, the following recommendation is presented for board consideration.

1. Form an Air Show Committee of 7 individuals made up of the following organizations, to report to the board monthly with recommendations on an Air Show for 2026. The committee should elect its own chairman. Final membership of the Air Show Committee members in good standing should be approved by the board at the August board meeting.
 - a. Airport District Board Member #1
 - b. Airport District Board Member #2
 - c. Airport District Staff Member #3
 - d. Airport District Staff Member #4
 - e. Experimental Aircraft Association Member #5
 - f. Civil Air Patrol Member #6
 - g. Aviation Community Member At Large #7
2. The New Air Show Committee should develop an Air Show concept for 2026, including a detailed budget of revenue and expenses for presentation to the board at the September 2025 board meeting.
3. Separate Air Show functions for contracting separate from Family Festival Functions.
4. Recommend guidance to the Air Show Committee to charge for parking and non-local visitors, to decrease the burden on use of public tax revenue funds for the Air Show.

Air Show Management Company who has expressed interest in submitting a proposal for the TTAD 2026 Air Show:

1. <https://schultzairshows.com/>

Past 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			

*2024 Airshow Budget does not reflect nonprofit revenue retained from F&B activities / VIP Tent

**TTAD Staff time

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

Recommended Motion: I move to approve/modify the formation of an Air Show Committee composed of volunteers from the organizations in the staff report, and the following guidance should be followed;

1. Develop an Air Show concept for 2026, including a detailed budget of revenue and expenses for presentation to the board at the September 2025 board meeting.
2. Separate Air Show functions for contracting separate from Family Festival Functions.
3. To charge for parking and non-local visitors, to decrease the burden on use of public tax revenue funds for Air Show.

ATTACHMENTS:

CAPABILITIES DOCUMENT FOR DAVID SCHULTZ AIRSHOWS

2026 Truckee / North Tahoe Family Festivals & Air Show Non-Profit Mission Statements