

TRUCKEE TAHOE AIRPORT DISTRICT

POLICY INSTRUCTION

PI NUMBER 310

Formerly PI 214

Effective: August 28, 2003

Revised: July 26, 2007

Approved: January 26, 2012

SUBJECT: MARKETING THE DISTRICT

PURPOSE: To establish a policy for how the District will use funds for communications and outreach.

POLICY:

The basic purpose of this program is to address the dilemma, identified by the Airport Community Advisory Team, posed by the fact that our constituents are not necessarily our customers and our customers are not necessarily our constituents. The District recognizes the need to accurately and proactively represent itself in order to sustain the long-term viability of the facility and fulfill the purpose for which the District was created. As an element of the local community, the District seeks to create an image that generates support for its activities by promoting: awareness, open two-way communications, participation, and understanding about decision-making processes. As an element of the National Program of Integrated Airports System (NPIAS), the District seeks to reach out to the public in general, and the flying public in particular, with the goal of creating awareness about the Airport as a gateway to the Lake Tahoe region, and educating people about the Airport's unique operating conditions. In implementing this policy, the District shall conform to all laws and requirements relating to the expenditure of public funds.

1. Locally, the District may support events and activities that reach out to the Airport's local neighbors in a manner that promotes awareness of the Airport as an integral member of the community. Support may be in the form of: use of facilities, membership in local organizations that promote the region, purchasing advertising at event venues and in publications, jointly advertising or promoting through publicity events and activities that could draw attendees through or to the Airport, and/or entering local events as a participant, to include buying and fabricating the necessary equipment and supplies to support participation. Additionally, should the District decide to host an event, either alone or in partnership with a non-profit entity, the District will allocate appropriate support, both physical and financial, to ensure an acceptable level of quality. The District shall not support for-profit entities beyond purchasing advertising or through publicity to educate the public about the activities and value of the Airport.
 - a. It is the responsibility of an event sponsor to coordinate support with the Manager. Organization of support such as advertising or public relations requires lead time of four weeks. Requests within four weeks would need to be considered on a case-by-case basis under the discretion of the Manager. The event sponsor is responsible for presenting proposed copy and design in the formats necessary for the suggested media. The manager may perform minor reformatting to ensure success, not to exceed \$100 in time and materials.

- b. Staff is prohibited from releasing address databases in any form to third parties. The manager may use the databases to send District-approved information supporting events and/or outreach activities.
2. Nationally, the District may provide sufficient resources to ensure the flying public is aware of the proximity of this facility to a variety of activities and the services provided in the community, as well as the local flying conditions. Actions to communicate about the District nationally, should generally be limited to supporting web page development, publication and dissemination of local procedures, and advertising related to events that could draw participants through or to the Airport. The District may join organizations that promote airports, promote programs consistent with Board goals, and support businesses in general.
3. The District may budget annually to cover the costs of discretionary marketing and outreach distinct from the funding of specific programs (e.g. Noise, web development). The District may approach other entities to provide sponsorship funds to support District-hosted events.
4. The Manager shall have authority to join organizations that promote the District, and to commit up to \$3,000 for any single discretionary communications element or outreach event, provided the expenditure does not exceed the amount included in the annual budget for such activities. The Manager shall inform the Board of discretionary marketing and outreach activities at the next regular meeting.
5. District materials related to communications and outreach shall have consistent look and feel, logo, and include the District tagline: "Connected, by more than a runway", where appropriate.
6. Assessing effectiveness of communications is difficult; methods vary with the objectives and media. No less than annually, the Manager shall report effectiveness of this program to the Board using appropriate metrics. Annually, the Manager may recommend and the Board shall consider the value of conducting formal survey analysis of stakeholder views about the District.

Kathleen Eagan, President