



**CITY OF SALINAS  
CITY COUNCIL STAFF REPORT**

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**DATE:** SEPTEMBER 4, 2018  
**DEPARTMENT:** PUBLIC WORKS, AIRPORT DIVISION  
**FROM:** BRETT J. GODOWN, AIRPORT MANAGER  
**TITLE:** 2018 CALIFORNIA INTERNATIONAL AIRSHOW PERMIT AT  
THE SALINAS MUNICIPAL AIRPORT

RECOMMENDED MOTION:

A motion is sought from the Salinas City Council to approve the Airport Use Permit for the 2018 California International Airshow to be conducted by the Monterey County Airshow Association at the Salinas Municipal Airport, in accordance with the terms of said permit.

RECOMMENDATION:

City Staff has concluded that a Resolution to approve the 2018 California International Airshow permit complements the Salinas City Council Strategic Plan, goal statement for Economic Diversity and Quality of Life. Staff recommends continued support of the California International Airshow as it provides and supports the promotion of the airport, the City of Salinas, and aviation.

BACKGROUND:

The Thirty-Eight (38<sup>th</sup>) California International Airshow is scheduled to take place at the Salinas Municipal Airport on September 29 and 30, 2018. This year's airshow will feature the United States Air Force Thunderbirds Demonstration Team, and several other aircraft acts and displays. The California International Airshow has been showcasing aviation excellence for over 37 years while at the same time raising over \$8 million for local charities.

Utilizing all volunteers and service groups from the community the organization each year plans and executes the event that entertains 40,000 to 50,000 spectators annually. The top military and civilian performers in the United States and Canada thrill the crowds, and over 100 static aircraft, exhibits and displays are available for Airshow fans to enjoy during their experience. The goal each year is to produce an event that will be family oriented, educational, and entertaining for the whole family.

To most of Monterey County and the Central Coast, the California International Airshow represents a homegrown community event, based in Salinas that is a spectacle of fun and entertainment. To the City of Salinas, it is an annual economic infusion of millions of dollars to

the local economy. The airshow event planning process never ends; at the completion of each annual event, the event planners begin preparing for the next year's event.

In addition to its main goal of raising money for charity, the airshow's charter also emphasizes volunteerism and community involvement, family-oriented entertainment, aviation and its contributions to the American way of life, and pride in our nation and its military.

At the August 2, 2018 Airport Commission meeting the Airport Commission recommended City Council approve Airport Use Permit for the 2018 California International Airshow to be conducted by the Monterey County Airshow Association at the Salinas Municipal Airport.

#### ANALYSIS:

For this fiscal year, Airport Staff is not recommending contributing \$20,000.00 to the airshow to offset in-kind city services. The FY 2018/19 Budget approved by City Council does not have funds appropriated for such expenses. Currently the Airport Enterprise fund is committed to various expenses related to the Core Area development and south-side hangar development. It is anticipated that in the FY 2019/2020 budget, funds will be re-appropriated for an airshow sponsorship.

This year, Staff planned on adjusting the Administrative Fees to be more aligned with airport facility rental fees assessed to other organizations that rent-out portions of the airport. Organizations that rent out the airport for events are assessed \$2,500.00 fee for 1-3 days of airport space rental (depending on the space and type of activities associated with the event). Staff intended on assessing a \$5,000.00 fee this year for airport rental.

In consideration for staff's recommendation not to contribute \$20,000.00 to offset in-kind city services, Airport Staff recommends waiving the \$5,000.00 Permit Fee. Additionally, staff recommends not billing any staff time associated with the airshow. Typically staff time billed to the airshow is less than \$1,300.00 per year.

Because the Airport is not contributing \$20,000.00 to the airshow to offset in-kind city services, some of the historic sponsorship language has been removed from the agreement. For example, the language in past agreements that referenced Experimental Aircraft Association (EAA) as the Charitable Pass-Through Organization for the Airport has been removed.

The Airshow Organization is continuing to honor the fundraising clause in the agreement for Salinas Owners and Pilot Association (SOPA). The Airshow will continue to provide 150 tickets (75 for Saturday and 75 for Sunday) to be used to create fundraising opportunities. The Airshow is changing the VIP area and further details will be provided as we get closer to the event.

#### CEQA/NEPA CONSIDERATION:

The City of Salinas has determined that the proposed action is not a project and therefore exempt as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

Approval of the 2018 California International Airshow permit complements Salinas City Council Strategic Plan, goal statement for Economic Diversity and Quality of Life.

DEPARTMENTAL COORDINATION:

Major events involving 50 or more people are required to secure a Special Event Permit through the City of Salinas. Applicants are required to meet with the Special Event Committee. The Special Event Committee is comprised of the Police Department and Fire Department, Public Works, and the Library and Recreation Division. The Special Event Committee assists applicants through the application process and provides feedback to applicants regarding their proposed event. Each applicant is required to submit information for evaluation regarding the Event Description, Food and Alcohol Services, Proposed Entertainment Activities, Parking and Transportation Plan, Security Plan, Disabled Accessibility Plan, Medical Plan, Marketing and Public Relations effort, Waste and Recycling, Restroom Facilities, and Vendor Information. Annually, the Monterey County Airshow Association applies for and receives a Special Event Permit from the City of Salinas to host the California International Airshow. Once the Special Event Permit is completed the Special Events Permit becomes the “Exhibit A” document referenced in the Airshow Permit.

FISCAL AND SUSTAINABILITY IMPACT:

As provided in this report, it is not recommended the Airport Enterprise Fund contribute \$20,000.00 to the airshow to offset in-kind services. Staff recommends waiving the \$5,000.00 Use Permit Fee. Staff recommends the Airport Enterprise Fund absorb staff time associated with the 2018 California International Airshow.

The economic financial impact of the Airshow is hard to quantify without procuring economic impact analysis services. Money spent by the Monterey County Airshow Association hosting the Airshow and patrons of the event contribute to the local economy and to the local tax base. Past performance indicates the annual Airshow drives hundreds of thousands of dollars in economic impact to the local economy. Additionally, the Monterey County Airshow Association has contributed in excess of \$8 million dollars to charities over the last 37 years.

ATTACHMENTS:

2018 Airport Use Permit to Conduct Air Shows at the Salinas Municipal Airport  
Resolution - 2018 Airport Use Permit to Conduct Air Shows at the Salinas Municipal Airport