

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF BOARD GOVERNED COUNTY SERVICE AREAS
AND RECORD OF ACTION**

April 8, 2025

FROM

BRETT J. GODOWN, Director, Department of Airports

SUBJECT

County Service Area 60's Apple Valley Airshow for 2025, 2026, and 2027

RECOMMENDATION(S)

Acting as the governing body of County Service Area 60 – Apple Valley Airport:

1. Approve the Apple Valley Airshow 2025 and authorize the Department of Airports to:
 - a. Use portions of County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2025 to be held October 11, 2025, from 9:00 a.m. to 3:00 p.m.
 - b. Use portions of County Service Area 60's Apple Valley Airport for the period of October 10, 2025, through October 12, 2025, for set-up, tear down, and cleanup work for the Apple Valley Airshow 2025.
 - c. Charge an entry fee of \$15 per general attendee (ages 10 and over), a discount entry fee of \$10 per military attendee, and concessionaire fee of \$175 per 10 feet by 10 feet vendor space, within portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2025.
 - d. Request authorization for the Auditor-Controller/Treasurer/Tax Collector to fund the existing petty cash account in the amount of \$5,000 to provide change at the admission gates for the Apple Valley Airshow 2025 (Four votes required).
2. Approve the Apple Valley Airshow 2026 and authorize the Department of Airports to:
 - a. Use portions of County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2026 to be held on one day in 2026, as determined in accordance with Recommendation 2.e., from 9:00 a.m. to 3:00 p.m.
 - b. Use portions of County Service Area 60's Apple Valley Airport for the period of one day before the actual date of the 2026 airshow, through one day after the actual date of the 2026 airshow, for set-up, tear down, and cleanup work for the Apple Valley Airshow 2026.
 - c. Charge an entry fee of \$15 per general attendee (ages 10 and over), a discount entry fee of \$10 per military attendee, and concessionaire fee of \$175 per 10 feet by 10 feet vendor space within portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2026.
 - d. Request authorization for the Auditor-Controller/Treasurer/Tax Collector to fund the existing petty cash account in the amount of \$5,000 to provide change at the admission gates for the Apple Valley Airshow 2026 (Four votes required).
3. Approve the Apple Valley Airshow 2027 and authorize the Department of Airports to:
 - a. Use portions of County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2027 to be held on one day in 2027, as determined in accordance with Recommendation 3.e, from 9:00 a.m. to 3:00 p.m.
 - b. Use portions of County Service Area 60's Apple Valley Airport for the period of one day before the actual date of the 2027 airshow, through one day after the actual date of the

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- 2027 airshow, for set-up, tear down, and cleanup work for the Apple Valley Airshow 2027.
- c. Charge an entry fee of \$15 per general attendee (ages 10 and over), a discount entry fee of \$10 per military attendee, and concessionaire fee of \$175 per 10 feet by 10 feet vendor space within portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2027.
 - d. Request authorization for the Auditor-Controller/Treasurer/Tax Collector to fund the existing petty cash account in the amount of \$5,000 to provide change at the admission gates for the Apple Valley Airshow 2027 (Four votes required).
4. Authorize the Director of the Department of Airports as the official to select the actual date of the one-day 2026 and 2027 Apple Valley Airshows.
(Presenter: Brett J. Godown, Director, 387-8810)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Promote the Countywide Vision.

Operate in a Fiscally-Responsible and Business-Like Manner.

FINANCIAL IMPACT

Approval of this item will not require the use of Discretionary General Funding (Net County Cost). County Service Area 60 – Apple Valley Airport (CSA 60) will provide the necessary funding for the Apple Valley Airshow for 2025, 2026 and 2027, with each year's airshow event budget not to exceed \$315,000. Adequate appropriation and revenue for the airshows will be included in CSA 60's recommended budgets. The total cost of the three airshows will be an amount not to exceed \$945,000.

The funding will cover the costs for airshow performers, static displays, traffic management, petty cash, fuel, security and safety, insurance, seating, Department of Airports (Department) staff hours on airshow day, and other miscellaneous expenses. It will also fund the cost of an airshow marketer, promoter and event coordinator, which is competitively solicited by the Department. Entry and concessionaire fees historically generate about \$39,555 per airshow, which partially offsets the cost to fund each year's airshow.

BACKGROUND INFORMATION

CSA 60 has hosted the annual airshow at the Apple Valley Airport (Airport) since 2008 under the promotion and administration of the Department, except for 2020 and 2021, due to the COVID-19 pandemic. The proposed recommendations grant the Department authorization to utilize portions of the Airport for activities related to the 2025, 2026 and 2027 Airshows. This annual airshow attracts a wide audience of attendees and provides an opportunity to promote the County. Approximately 10,578 people attended the airshow in 2022, 9,636 people in 2023, and 12,000 people in 2024.

The airshow includes many attractions including individual flybys, aerobatic demonstrations, and a host of aircraft displays, such as biplanes. Other entertainment will include static displays of classic and vintage aircraft, a car show, food and beverage concessions, and aviation related memorabilia.

The 2025 Airshow will be held October 11, 2025; however, use of the portions of the Airport will occur from October 10, 2025, through October 12, 2025, to allow for set-up, tear down, and cleanup work. The public will be charged a \$15 entry fee for ages 10 and over. A discounted entry fee of \$10 will be charged to Active Duty, Reserve and National Guard service members

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and veterans. All military personnel and veterans need to provide identification verifying military service. Vendors will be charged a concession fee of \$175 per 10 feet by 10 feet space for use during the airshow.

The 2026 and 2027 Airshows will be held on one day in their respective years, as selected by the Department Director pursuant to delegated authority. Portions of the Airport will be used for the period starting on the day before each year's airshow through the day after each year's airshow for set-up, tear down, and cleanup work. The general entry fee, the discount military fee, and the concession fee for the 2026 and 2027 Airshow will be the same as the 2025 Airshow.

The delegation of authority to the Department Director to select the actual date for the 2026 and 2027 Airshows is crucial for community engagement as it allows flexibility to secure top-tiered acts in advance to attract larger audiences and create a more exciting and diverse event. Delegating authority also provides the necessary flexibility to accommodate the schedules of high demand performers and respond to booking opportunities, enhancing the overall experience for the community and fostering stronger connections with attendees.

Approval of the 2025, 2026, and 2027 Airshows would also facilitate the engagement of a single airshow marketer, promoter and event coordinator for each of these airshows. The Department will issue a Request for Proposal (RFP) for these services with the intent that the successful proposer would enter into an agreement with CSA 60 to provide services for the 2025 Airshow. The agreement with the successful proposer will be for a one-year term for the 2025 Airshow, with two one-year options to extend the agreement for the 2026 and 2027 Airshows, which will be executed under the Purchasing Agent's authority after Board of Supervisors approval of this item.

The Department also requests authorization from the Auditor-Controller/Treasurer/Tax Collector to fund the existing petty cash account in the amount of \$5,000 to provide change at the admission gates for each airshow.

The airshow aligns with the County goals and objectives by promoting economic value through community entertainment and aviation-themed concessions.

PROCUREMENT

Vendors will be competitively solicited to provide airshow performances (including flybys and aerobatic demonstrations), with fees paid by CSA 60 ranging from \$1,500 to \$30,000, and to provide static displays (including classic and vintage aircraft and a car show), with fees paid by CSA 60 ranging from \$1,500 to \$10,000. Agreements with performance and display vendors and the concessionaires will be executed by the Purchasing Agent as authorized by County Policy 11-04. The airshow marketer, promoter, and event coordinator are being solicited by RFP and any agreement will be executed by the Purchasing Agent as authorized by County Policy.

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Agnes Cheng, Deputy County Counsel, 387-5455) on March 10, 2025; Finance (Eduardo Mora, Administrative Analyst, 387-4052) on March 19, 2025; and County Finance and Administration (Valerie Clay, Deputy Executive Officer, 387-5423) March 20, 2025.

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2027
April 8, 2025**

Record of Action of the Board of Supervisors
Board Governed County Service Areas

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Curt Hagman

Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: April 8, 2025



cc: File - SDD/Board Governed County Service Area - CSA 60
(Apple Valley Airport)

CCM 04/11/2025