

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

October 7, 2025

FROM

BRETT J. GODOWN, Director, Department of Airports

SUBJECT

Sponsorships for County Service Area 60's Apple Valley Airshow 2025

RECOMMENDATION(S)

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

1. Approve the Sponsorship Agreement template, including a non-standard term, for the Apple Valley Airshow 2025.
2. Authorize the Director of the Department of Airports to make non-substantive changes to the Sponsorship Agreement for the Apple Valley Airshow 2025, as needed, and execute individual agreements, subject to County Counsel review.

(Presenter: Brett J. Godown, Director, 387-8810)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Promote the Countywide Vision.

Create, Maintain and Grow Jobs and Economic Value in the County.

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

Pursue County Goals and Objectives by Working with Other Agencies and Stakeholders.

FINANCIAL IMPACT

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). Sponsorship agreements will allow County Service Area 60 (CSA 60) to offset costs associated with producing the Apple Valley Airshow 2025.

BACKGROUND INFORMATION

CSA 60 has hosted the annual Apple Valley Airshow (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 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, which was approved by the Board of Supervisors, acting as CSA 60's governing body, on April 8, 2025 (Item No. 55), will be held October 11, 2025.

This item delegates authority to the Director of the Department of Airports to make non-substantive changes to the Sponsorship Agreements for the 2025 Airshow, as needed, and execute individual agreements, subject to County Counsel review. This will assist CSA 60 in operating the Airshow in an efficient manner. Sponsorship Agreements will provide goods,

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October 7, 2025**

services, or monetary donations for the 2025 Airshow, which will offset costs. The goods, services, or monetary donations will be collected by CSA 60 or its contractor on behalf of CSA 60, selected through a request for proposal for an airshow marketer, promoter, and event coordinator, for the Airshow. In addition, pursuant to the terms of the Sponsorship Agreement, the sponsor will receive from CSA 60 the items noted in the agreement.

The Sponsorship Agreement does not include the County's standard indemnity provision. However, each sponsor that receives a booth at the Airshow as part of its sponsorship package will be required to sign a use permit, which does include the County's standard indemnity language.

PROCUREMENT

N/A

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Agnes Cheng, Deputy County Counsel, 387-5455) on September 24, 2025; and County Finance and Administration (Eduardo Mora, Administrative Analyst, 387-4052) on September 30, 2025.

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October 7, 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: October 7, 2025



cc: File – SDD/Board Governed County Service Area (Apple Valley
Airport)
MBA 10/8/2025