

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

**March 29, 2022**

**FROM**

**James E. Jenkins, Director, Department of Airports**

**SUBJECT**

Apple Valley Airshow 2022, 2023, and 2024

**RECOMMENDATION(S)**

Acting as the governing body of the Board Governed County Service Area 60 – Apple Valley Airport (County Service Area 60):

1. Approve the Apple Valley Airshow 2022 and authorize the Department of Airports to:
  - a. Use portions of County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2022 to be held on October 8, 2022, from 9:00 a.m. – 3:00 p.m.
  - b. Use portions of the County Service Area 60's Apple Valley Airport for the period of October 7, 2022 through October 9, 2022, for set-up, tear down, and cleanup work for the Apple Valley Airshow 2022.
  - c. Charge an entry fee of \$10 per general attendee (ages 12 and over), a discount entry fee of \$7 per military attendee, and a concessionaire fee of \$175 per 10'x10' vendor space within portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2022 (Four Votes Required).
  - d. Request authorization from the Auditor-Controller/Treasurer/Tax Collector to fund the existing petty cash account in the amount of \$10,000 to provide change at the admission gates for the Apple Valley Airshow 2022 (Four Votes Required).
2. Approve the Apple Valley Airshow 2023 and authorize the Department of Airports to:
  - a. Use portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2023 to be held on October 7, 2023, from 9:00 a.m. – 3:00 p.m.
  - b. Use portions of the County Service Area 60's Apple Valley Airport for the period of October 6, 2023 through October 8, 2023, for set-up, tear down, and cleanup work for the Apple Valley Airshow 2023.
  - c. Charge an entry fee of \$10 per general attendee (ages 12 and over), a discount entry fee of \$7 per military attendee, and a concessionaire fee of \$175 per 10'x10' vendor space within portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2023 (Four Votes Required).
  - d. Request authorization from the Auditor-Controller/Treasurer/Tax Collector to fund the existing petty cash account in the amount of \$10,000 to provide change at the admission gates for the Apple Valley Airshow 2023 (Four Votes Required).
3. Approve the Apple Valley Airshow 2024 and authorize the Department of Airports to:
  - a. Use portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2024 to be held on October 12, 2024, from 9:00 a.m. – 3:00 p.m.
  - b. Use portions of the County Service Area 60's Apple Valley Airport for the period of October 11, 2024 through October 13, 2024, for set-up, tear down, and cleanup work for the Apple Valley Airshow 2024.
  - c. Charge an entry fee of \$10 per general attendee (ages 12 and over), a discount entry fee of \$7 per military attendee, and a concessionaire fee of \$175 per 10'x10' vendor

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space within portions of the County Service Area 60's Apple Valley Airport for the Apple Valley Airshow 2024 (Four Votes Required).

- d. Request authorization from the Auditor-Controller/Treasurer/Tax Collector to fund the existing petty cash account in the amount of \$10,000 to provide change at the admission gates for the Apple Valley Airshow 2024 (Four Votes Required).

(Presenter: James E. Jenkins, Director, 387-8810)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

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

**Provide for the Safety, Health and Social Service Needs of County Residents.**

**FINANCIAL IMPACT**

Approval of this item will not require Discretionary General Funding (Net County Cost). County Service Area 60 (CSA 60) will provide the necessary funding in an amount not to exceed \$200,000 for the Apple Valley Airshow 2022 (2022 Airshow). Adequate appropriation and revenue for the 2022 Airshow will be included in CSA 60's 2022-23 recommended budget. CSA 60 will also fund the Apple Valley Airshow 2023 (2023 Airshow) and Apple Valley Airshow 2024 (2024 Airshow) in an amount not to exceed \$200,000 per airshow. Adequate appropriate and revenue for the 2023 Airshow and the 2024 Airshow will be included in CSA 60's 2023-24 and 2024-25 recommended budgets. The total cost of the three airshows will be an amount not to exceed \$600,000.

The funding will cover the cost of airshow performers and static displays providers, traffic management, petty cash, fuel, security and safety, insurance, seating, Department of Airports (Department) staff hours on airshow day, and other miscellaneous expenses related to the airshow. It will also fund the cost of an airshow marketer, promoter, and event coordinator, which will be competitively solicited by the Department. Historically, entry and concessionaire fees generate approximately \$36,753 per airshow, which will partially offset 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 that the airshow was cancelled in 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 2022 Airshow, the 2023 Airshow and the 2024 Airshow. This annual airshow attracts a wide audience of attendees and provides an opportunity to promote San Bernardino County.

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

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

The 2022 Airshow will be held October 8, 2022; however, use of portions of the Airport will occur from October 7, 2022 through October 9, 2022, to allow for set-up, tear down, and cleanup work. The public will be charged an entry fee of \$10 for ages 12 and over. A discounted entry fee of \$7 will be charged to Active Duty, Reserve, and National Guard service members and veterans. All military personnel and veterans will need to provide identification verifying military service. Each proposed entry fee is a \$2 increase from the 2019 fees due to increased costs of performers and suppliers. Vendors will be charged a concession fee of \$175

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per 10'x10' space for use during the airshow. The concession fee is a \$25 increase from the 2019 fees to assist with increased costs of performers and suppliers.

The 2023 Airshow and the 2024 Airshow will be held on October 7, 2023, and October 12, 2024, respectively. 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 entry fee, and the concession fee for the 2023 Airshow and 2024 Airshow will be the same as the 2022 Airshow.

Approval of the 2022-24 Airshows would also facilitate the engagement of a single airshow marketer, promoter, and event coordinator for each of these airshows. The Department issued 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 2022 Airshow. The agreement with the successful proposer will be for a one-year term for the 2022 Airshow, with two one-year options to extend the agreement for the 2023 Airshow and 2024 Airshow, which agreement will be executed under Purchasing's authority after the Board of Supervisor's 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 \$10,000 to provide change at the admission gates for each airshow.

Approximately 15,400 people attended the airshow in 2017 and approximately 7,715 people attended in 2018, with the reduction due to inclement weather, and approximately 18,286 people attended the airshow in 2019.

**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 County Purchasing Agent as authorized by County Policy. The airshow marketer, promoter, and event coordinator are being solicited by RFP and any agreement will be executed by the County Purchasing Agent as authorized by County Policy.

**REVIEW BY OTHERS**

This item has been reviewed by Risk Management (Victor Tordesillas, Director, 386-8621) on March 1, 2022; Auditor/Controller/Treasurer/Tax Collector (Denise Mejico, Chief Deputy Auditor, 382-3107) on March 2, 2022; County Counsel (Agnes Cheng, Deputy County Counsel, 387-5455) on March 3, 2022; Purchasing (Leo Gomez, Purchasing Manager, 387-2063) on March 3, 2022; Finance (Elias Duenas, Finance Analyst, 387-4052) on March 4, 2022; and Finance and Administration (Valerie Clay, Deputy Executive Officer, 387-5423) on March 4, 2022.

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

**APPROVED (CONSENT CALENDAR)**

Moved: Joe Baca, Jr. Seconded: Dawn Rowe

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

Lynna Monell, CLERK OF THE BOARD

BY   
DATED: March 29, 2022



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

CCM 04/6/2022