



**Airports
Administration**

ACA Session #7: Airport Events

An Overview to Ensure Success

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September 14, 2017

1. Develop Key Taking Points / 2 Minute Overview
2. Engage Your PIO / Public Relations Firm /Community Outreach
 - a. Get Ahead of Developing Issues / Your Message
3. Be A Part of the Community
4. Understand the Local Airport Culture / Adapt
5. Ensure you have developed a good working relationship with your Legal Counsel
 - a. Invest In Your Counsel's Education / Send to Aviation Industry Training
6. Educate Your Elected Officials / **You are Staff** / **You Are Continuity**

7. Understand the Value of Time and Money / Business Acumen / Sophistication
 - a. Permits and Entitlements / CEQA Document That Covers Your Location As A Venue
 - i. Restroom Facilities / Hand Washing
 - ii. Cooling Stations / Water
 - b. Outside Agency Participation
 - i. Public Health
 - c. Host and Conduct a “Jump Start” Planning Session with all interested parties
 - i. Police
 - ii. Fire
 - iii. Private Security
 - iv. Local Traffic / Cal Trans / Parking Services
 - v. Emergency Services / Ambulance Services / Emergency Transport
 - vi. Local Entitlement Agency or Department
 - vii. Planners and Event Sponsors / Known Participants
 - Vendors
 - viii. Key Stakeholder Tenants
8. Engage Your Economic Development Agency/Department
9. Use Your Affiliations / Mentors
10. Recognize that your Tenants are typically experts at delivering a particular product or service, however, many may be woefully ill-prepared to manage business. Have resources at the ready.
11. Screen prospective tenants and event sponsors, conduct your research and perform your due diligence.
 - a. Secretaries of State are Good Friends.....!!!!
 - b. Contact Previous Business Affiliates

1. Codify and Adopt A Published Fee Structure
2. Develop Your Lease and Permit Documents
 - a. Use an Event Registry Service
 - b. Presale / Presale / Presale.....!!!!
 - c. Contingency / Rain Date

1. Traditional Events

- a. Air Shows / Air Faires
- b. Regional Aviation Events (Routinely Showcase The “Sounds” Associated with General Aviation)
- c. Military Outreach / Guard and Reserve Activities
- d. Young Eagles
- e. Flying Clubs
- f. Scouts/Boys and Girls
- g. Royal Rangers
- h. Civil Air Patrol
- i. Schools – JROTC & ROTC Programs
- j. Education / Higher Learning Affiliations / Vocational
- k. Antique Aircraft Display Days – Formal State/County Recognized Program
 - Certificate Program

2. Photo Shoots

3. Bill Boards

4. Magazine Spreads

5. Television Commercials

6. Civic / Rotary Events

7. As An Off Site Training Venue

8. Registrar of Voters – Polling Place

9. Farming Activities

- a. Sod
- b. Other Non-Bird Attractant Activities
- c. Host A Composting Giveaway
- d. Nursery

10. Major Community Events / Location Driven

- a. Taste of Chino / Example / 50k SF Venue
- b. Proms
- c. Dances
- d. Parking

11. Carnivals

12. Police, Fire Training / Motorcycles

- a. Disaster Staging / Base of Operations
- b. Integrate Airport Environs Into Regional Emergency Response Program

13. Short Term Storage Activity

- a. Containers
- b. Vehicles
- c. Equipment

 Your Turn.....!!!!