

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

**CONSIDER REQUEST FOR SUPPORT OF THE VICTOR VALLEY AIRSHOW
ON SEPTEMBER 27, 2008.**

Summary Statement:

The Victor Valley Airshow Association (VVASA) will be presenting an airshow at the Apple Valley Airport, and has requested the support of the Town of Apple Valley. A letter from Randy Banks, VVASA President, is attached.

This event has been held in Hesperia the last few years but has outgrown that venue. The show will include static displays, aerobatics, vendors, car show, and other elements. Parking and admission to the event is free to the public. The County of San Bernardino Economic Development Department is providing significant support of the event.

The requested support includes:

- Use of the Apple Valley Town Logo in airshow publications, advertising and website
- With the Town's status as the host community, coordinate with VVASA to officially invite the other towns and cities to the airshow.
- Consider any financial assistance you may be in a position to give to our totally free Airshow through our 501 c (6) non-profit association.

(Continued)

Recommended Action:

Provide direction to staff on:

- a) General support of event through use of logo/agency name
- b) Whether to provide cash sponsorship of more than \$1000

Proposed by: Kathie Martin _____ **Item Number** _____

T. M. Approval: _____ **Budgeted Item** Yes No N/A

Summary Statement
Support of Victor Valley Airshow
Page Two

Per council action on February 10, 2004, staff may authorize up to \$1000 in sponsorship towards a non-Town event meeting certain criteria. These funds would be available after July 1, 2008. Council action is required for amounts above that amount. No specific dollar amount has been requested.

As a point of information, the airshow is being held on the same day as the Equine Extravaganza.

Victor Valley Airshow Association
Post Office Box 402203 Hesperia CA 92340-2203
(760) 948 9594

Tim Jasper, Mayor
The Town of Apple Valley

Dear Mayor Jasper,

You may remember our meeting while waiting in a line last Friday evening at the Chino Airport VIP reception. We spoke briefly about our Airshow at your Apple Valley Airport later this year. Please express to your Town Council that our Association would like the Town of Apple Valley to officially co-host our Airshow with The County of San Bernardino 1st District on September 27th this year. We are planning on twenty-five thousand guests from throughout The County and believe this Airshow will have a major impact in both additional visitors and business within Apple Valley on that weekend. We would consider it an honor to have those officials as The Town wished to visit our VIP area, as well as the Official welcoming tent that will be the first place that our Airshow guests will enter upon leaving the Airshow parking lot.

One of our four Airshow V.I.P. Advisors, Dick Freeborg, is our official liaison to The Towns and Cities of San Bernardino County, and as such he will coordinate directly with you and your representatives from now on.

We request that the following be considered for the enhancement of our Airshow and the Town of Apple Valley;

Allow our Association use of the Apple Valley Town Logo in all of our publications and advertising, including our website www.vvasa.com.

Co-ordinate with Dick Freeborg to officially invite the other Towns and Cities of San Bernardino County to our Airshow.

Consider any financial assistance you may be in a position to give to our totally free **Airshow** through our 501 c (6) non-profit Association.

Stay well!

Randy Banks

President, **Victor Valley Airshow Association**

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