



DEPARTMENT OF THE NAVY
COMMANDER, NAVY INSTALLATIONS COMMAND
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CNICINST 5728.1A
N3
8 Aug 2012

CNIC INSTRUCTION 5728.1A

From: Commander, Navy Installations Command

Subj: MANAGEMENT AND ALLOCATION OF APPROPRIATED FUNDS FOR FLEET
WEEK AND AIR SHOW EVENTS

Ref: (a) DoD Directive 5410.18 of 20 November 2001
(b) NAVSO P-1000, Department of the Navy Financial
Management Policy Manual, 12 Dec 2002
(c) SECNAVINST 5720.44C
(d) CNATRAININST 3121.1C, Scheduling Process for the Navy
Flight Demonstration Squadron (Blue Angels), 10 Aug
2007
(e) CNICINST 1710.3

Encl: (1) Glossary of Terms
(2) CNIC APF Application Timeline
(3) Cost Estimate Template
(4) After Action Report (AAR) Template

1. Purpose. The purpose of this instruction is to provide direction to Commander, Navy Installations Command (CNIC) Region Commanders (REGCOMs) with regard to policies and procedures for requesting and allocating CNIC centrally managed Appropriated Funds (APF). These funds are intended to be applied in support of collateral costs associated with fleet weeks and air shows. The actions set forth in this instruction are intended to provide CNIC with necessary information for forecasting and phasing of annual budget requirements, while providing region and installation commanders more timely and predictable budget authority by which to plan and execute. This instruction provides overarching CNIC direction to existing region guidance to installations. REGCOMs will assess the effect of this headquarters directive on current region instructions and shall update policies and procedures as necessary. Enclosure (1) provides definitions of terms used in the context of this instruction.

2. Cancellation. CNICINST 5728.1 dated 29 Oct 2009.

3. Background. Fleet week and air show events are a component of Department of Defense (DoD) Community Relations (COMREL) policy and, as such, are governed by reference (a). The hosting of armed forces aerial demonstration events on Navy installations is an appropriate means of meeting annual open house requirements as encouraged by reference (a). Expenditure of APF is specifically authorized by paragraph 075153 of reference (b) insofar as support of COMREL and public affairs events remains within the programmed budget of the supporting activities. The Department of the Navy (DON) endorses the DoD policy in reference (c) and supports the Navy fleet week and air show program as a means to earn public support, enhance recruiting, retention and morale, and promote understanding of the DON and its mission. These events are intended to be of mutual interest to the DON and the civilian community. Participation in civilian air shows by Navy units is governed by other guidance and is outside the scope of this instruction. Although Chapter 7 of reference (c) assigns authority for determining eligibility for aerial demonstrations to the Navy Office of Information for the Navy (CHINFO) and Director of Public Affairs for the United States Marine Corps, there are certain APF costs associated with hosting these events on Navy installations that are borne by CNIC. Additionally, certain APF costs are incurred in off-site fleet week events such as the fleet weeks in New York, Fort Lauderdale and San Francisco.

4. Policy. Expenditure of APF in support of fleet week and air show expenses is limited by paragraph 0702 of reference (c). The following policies governing region participation apply:

a. Central Management of Appropriated Funds. Because the annual schedule for fleet week and air show events is largely driven by external processes and because region funding requirements vary between cycles, CNIC will allocate resources according to funding estimates and quarterly phasing requirements as submitted by regions and approved by CNIC. Central management is necessary to maintain the total annual expenditure across all regions to the amount programmed within the CNIC budget.

b. Quality and Cost Consciousness. The products and services chargeable to APF contribute directly to the safety, amenity, and quality of events, leveraging return on investment for Non-Appropriated Funds (NAF) and reinforcing partnerships with commercial sponsors and the public at large. Regions will

calculate and consider economic procurement quantities of materials and service levels to ensure value without excess. Regions are expected to take advantage of purchasing opportunities that will provide lower unit costs for commercial products and services.

c. Costs of ICAS Affiliation and Travel.

(1) The International Council of Air Shows (ICAS) is a membership organization that serves the air show industry. The annual ICAS Convention is a pivotal event in the air show coordination process. ICAS serves as the forum at which the Military Jet Demonstration Teams announce their schedules and event organizers book accompanying civilian and military performers. Attendance at ICAS by event organizers is authorized but limited to principal organizers.

(2) Organizational membership in ICAS, associated travel, and attendance at the annual ICAS convention in appropriate circumstances can be considered legitimate and necessary APF expenses. Installation representatives selected by REGCOMs to participate in the ICAS process will incorporate these expenses into cost estimates submitted to CNIC. ICAS-related expenditures should be budgeted on an annual basis.

d. Event Scheduling. Because CNIC performs a supporting role in fleet week and air show events, scheduling is not controlled by CNIC. In most cases, particularly air shows, the official schedule is not announced until after the beginning of the new fiscal year. This presents budgeting and phasing challenges that will be met by early submission of schedule preferences and accurate estimates of APF costs. In all cases, organizers will relay best information available during schedule formulation to assist the budgeting and allocation process.

(1) Navy Flight Demonstration Squadron (Blue Angels). Reference (d) governs the process for requesting and scheduling the Blue Angels. Installation COs, as supported by their corresponding regions, may make requests that include primary and secondary schedule preferences. Because CNIC supports rather than leads the process, the timeline defined within this instruction in enclosure (2) complements the existing DD Form 2535 and will be adapted for changes as necessary.

(2) Air Force Thunderbirds. Traditionally, at least one Navy installation is selected for an appearance by the United States Air Force (USAF) Thunderbirds in exchange for Blue Angels' appearance at one or more USAF bases. In this case, the same policies and procedures apply.

(3) Priority for Installations not Selected by DoD Aerial Demonstration Teams. Installations requesting air shows that are not selected for Blue Angels or Thunderbirds demonstrations remain authorized to host air show and open house events as governed by the REGCOMs. Should APF funding be inadequate to support all fleet week and air show event requests, non-DoD demonstration team shows will have lower priority.

e. Foreign Military Aerial Demonstration Teams. When performing at DoD installations, foreign military aerial demonstration teams, such as the Canadian Forces Snowbirds, generally perform in conjunction with shows hosting DoD aerial demonstration teams. If an installation considers scheduling a foreign military aerial demonstration team in the absence of DoD aerial demonstration teams, priority will be set in accordance with paragraph 4d of this instruction.

f. MWR's Role and the Use of Non-appropriated Funds. The role of Navy Morale Welfare and Recreation (MWR) programs at the region and installation level as well as rules for the proper use of non-appropriated funds (NAF) are set forth in Chapter 26 of reference (e). MWR's role is limited to executing the MWR mission at the event by providing such things as food, beverage, brochures, authorized entertainment and other support for which the use of NAF is authorized in accordance with reference (e).

g. Fleet Weeks. Scheduling of fleet week events is generally recurring in nature and therefore more predictable. For events hosted external to Navy installations, event organizers will negotiate and coordinate with hosting organizations to affirm schedules and negotiate cost and revenue sharing arrangements. Requests for APF support will be forwarded to CNIC through the REGCOM.

5. Action

a. As permitted by higher authority and directives, CNIC Operations (N3) will coordinate and host an annual planning meeting sometime in the summer. The primary focus of the

meeting will be to formulate the prioritized list of installations recommended for air shows for the next calendar year and to solidify plans that have been previously coordinated. The prioritized list will be used by CNIC HQ leadership to develop a finalized schedule that is executable within the limits of resources provided for the given fiscal year. Intended meeting participants will include representatives from each region, CHINFO, Navy Recruiting Command, and the Navy Office of Legislative Affairs. Additional participants may be invited as deemed appropriate. Determination of installation prioritization will be based on overall APF affordability, logistics, equitable distribution, and Public Affairs interests at the CNIC level. Enclosure (2) provides a notional timeline that incorporates this planning conference in the APF application process.

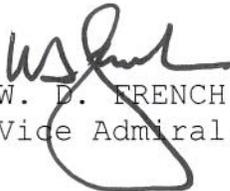
b. REGCOMs shall:

(1) Issue an instruction that assigns responsibilities for planning, coordinating and executing fleet week, air shows and other open house events within their regions. Guidance will assign specific authorities and responsibilities as necessary at the region and installation levels to aid the event organizer and will reflect planning and execution parameters delineated in this instruction and its references where appropriate. Existing instructions, directives, and regulations will be reviewed for compliance with this instruction.

(2) Submit requests for APF support of fleet week and air show events to CNIC N3 not later than seven days prior to the Air Show Planning meeting. Requests will be submitted for each event using the format shown in enclosure (3). The Cost Estimate Template is also available on the N38 Operations Integration teamsite at:
<https://g2.cnic.navy.mil/TSCNICHQ/N3/N38/Shared%20Documents/Forms/Active%20Documents.aspx?View=%7BB255AD88-BBAE-40B6-A919-38D73B8BE1A6%7D>. Event budget estimates will be accompanied by a draft DD Form 2535.

(3) Submit an after-action report to CNIC thirty days following the fleet week or air show event using enclosure (4) as a general guide to report relevant information such as attendance, commercial sponsorships, actual costs incurred (APF and NAF), and lessons learned. The AAR template is also available on the N38 Operations Integration teamsite. Any unexpended APF funds will be recovered for reapplication.

c. Region comptrollers shall distribute funds to installations in accordance with region guidance and the individual event execution plan. Regions will receive notification from CNIC N3 of preliminary allocation of fleet week and air show (Special Interest Code A0) Base Operating Services funding by quarter, prior to 1 October. Allocations will subsequently be refined after public announcement of the Blue Angels' schedule.


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GLOSSARY OF TERMS

ARMED FORCES AERIAL DEMONSTRATIONS: Includes performance by the DoD Demonstration Teams: The U.S. Air Force Thunderbirds, the U.S. Navy Blue Angels, the U.S. Navy Leap Frogs, and the U.S. Army Golden Knights parachute teams. Consists of flyovers, tactical demonstrations, aerial reviews, static displays, and other aerial activities.

APPROPRIATED FUNDS (APF): Funds made available to the Department as a result of an act of Congress that permits the Department to incur obligations and to make payments out of the Department of Treasury for specified purposes.

COLLATERAL COSTS: Essential elements of the open house/air shows and fleet weeks that would exist regardless of Services' MWR participation. Such elements include basic health, sanitation, safety, security, and comfort of the attendees.

MILITARY INSTALLATION OPEN HOUSE: An open house is a military program conducted on an installation or other military facility to which the general public is invited. It is designed to show military missions, equipment, facilities, and personnel to a local or regional civilian community to satisfy the public's interest in the defense establishment and its role in national security affairs. Military installations are encouraged to hold at least one open house each year. Open house displays, events, and attractions generally must come from the resources of the host installation or local community with the exception of military equipment or personnel who may be invited from other installations to demonstrate equipment or capabilities not found at a local installation. Military open house programs are primarily Public Affairs activities. They are not intended as Morale, Welfare and Recreation (MWR) fund-raising events. That does not prevent MWR involvement in those events, as long as fund-raising does not become the primary objective of the event. Open houses shall not take on the characteristics of commercial events, carnivals, or fairs or give that impression.

MUTUAL INTEREST EVENTS: Events in which both Department of Navy (DON) and a non-government individual or group derive benefit at no additional cost to the DON.

NON-APPROPRIATED FUNDS (NAF): Monies derived from sources other than congressional appropriations and commissary surcharge

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funds, primarily from the sale of goods and services to Department of Defense military and civilian personnel and their family members, used to support or provide MWR programs. Separate and apart from funds that are recorded on the books of the Treasurer of the United States, NAFs are government funds used for the collective benefit of those who generate them.

CNIC APF APPLICATION TIMELINE

1 April: CNIC Air Show Planning Conference coordination
memo issued by CNIC to participating regions

Not less than seven days prior to June Air Show Planning
Conference:

Regions submit fleet week and air show APF estimates
and draft DD Form 2535 transmitted electronically to
CNIC N3

10 June (Specific date announced in coordination memo):
CNIC hosts Air Show Planning Conference

1 July - 7 December:
Blue Angels scheduling process governed by CNATRA
Instruction 3121.1(series)

1 October: CNIC issues preliminary APF controls and quarterly
phasing to regions for fleet week and air shows

15 December: CNIC issues revised controls based on firm air show
schedule

Thirty days following event:
Regions submit after-action report and
estimate for funds available for recovery to CNIC N3

COST ESTIMATE TEMPLATE

Event

NAS Air Show

Dates

13-15 May 2012

Expense	Port Ops	CT	EM	Public Works	Supply	Air Ops	CA	Fire	MWR	Other	Total
<i>Travel</i>						\$5,000	\$1,100		\$1,400		\$7,500
<i>Security OT</i>		\$13,000									\$13,000
<i>Porta John</i>				\$1,200							\$1,200
<i>Smoke oil</i>						\$1,400					\$1,400
<i>Bleacher rental</i>				\$3,500							\$3,500
<i>Vehicle rental</i>					\$2,200						\$2,200
<i>Channel markers</i>	\$900										\$900
<i>Fire OT</i>								\$3,800			\$3,800
											\$0
											\$0
											\$0
											\$0
TOTALS	\$900	\$13,000	\$0	\$4,700	\$2,200	\$6,400	\$1,100	\$3,800	\$1,400	\$0	\$33,500

APF Only

Examples shown in italics

AFTER ACTION REPORT (AAR) TEMPLATE

After action reports should be submitted to CNIC N3 by Region Commanders not later than 30 days after the conclusion of the event. AAR's should include as a minimum:

1. Estimated attendance
2. Cost data
 - a. Actual APF cost
 - b. NAF expenditures
 - c. NAF revenue
3. Sponsorships
4. Lessons learned/best practices
5. Commander's assessment of:
 - a. National impact
 - b. Navy wide impact
 - c. Local impact
6. APF funds available for recovery
7. Comments
8. Points of contact