

*Yours Truly*

Lee's Summit Airport  
Marketing Plan  
2017

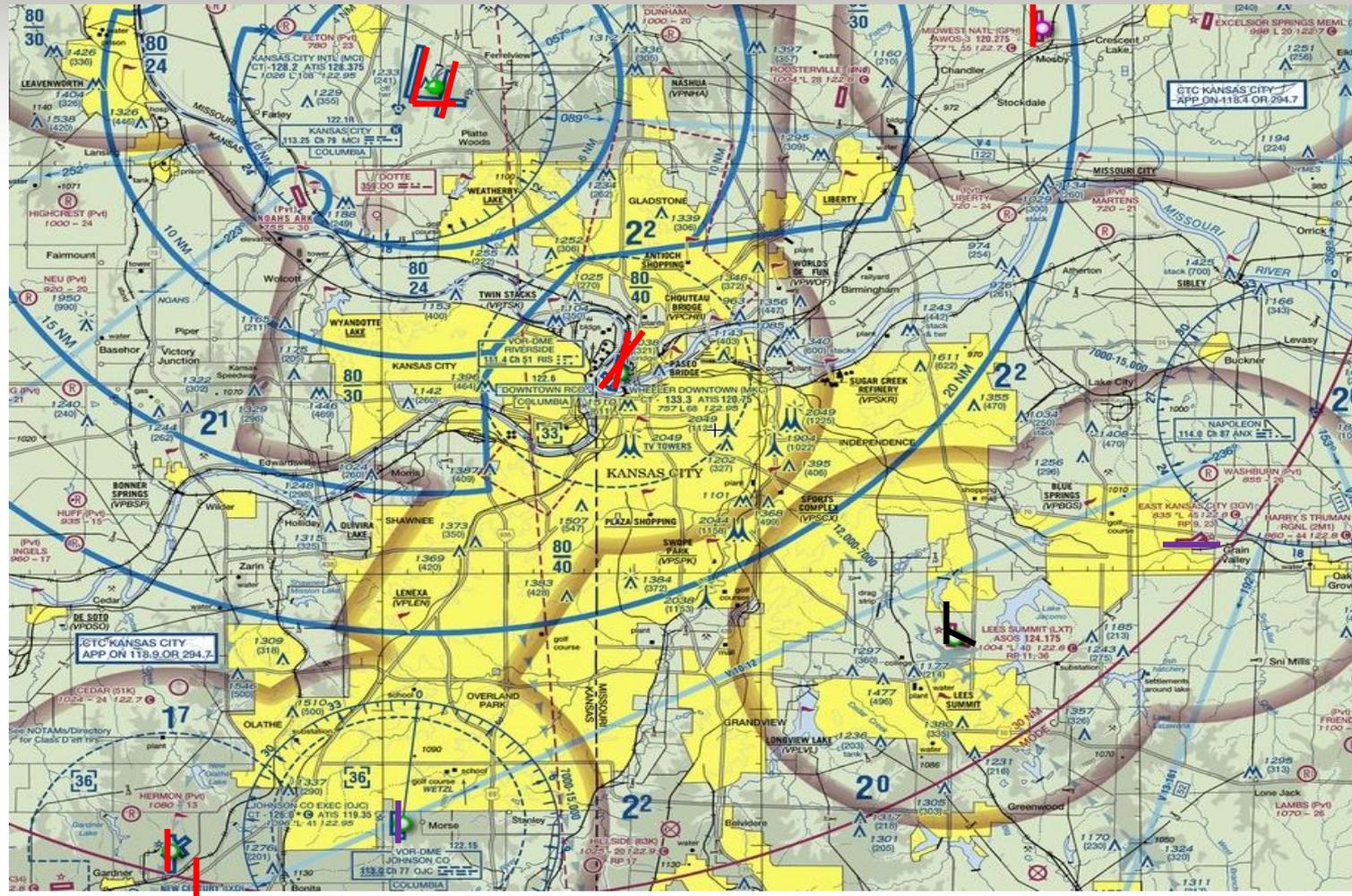
Board of Aeronautic Commissioners

April 11, 2016

# Agenda

- Airport Context
- Marketing Goals
  - Contribute to the growth and development goals of the City
  - Retain based customers
  - Engage customers
  - Attract new based/transient customers
  - Maintain a safe operating environment
  - Hangar development
  - Increase number of operations
  - Commercial Site Development
  - Service Enhancements
- Staff Recommendations

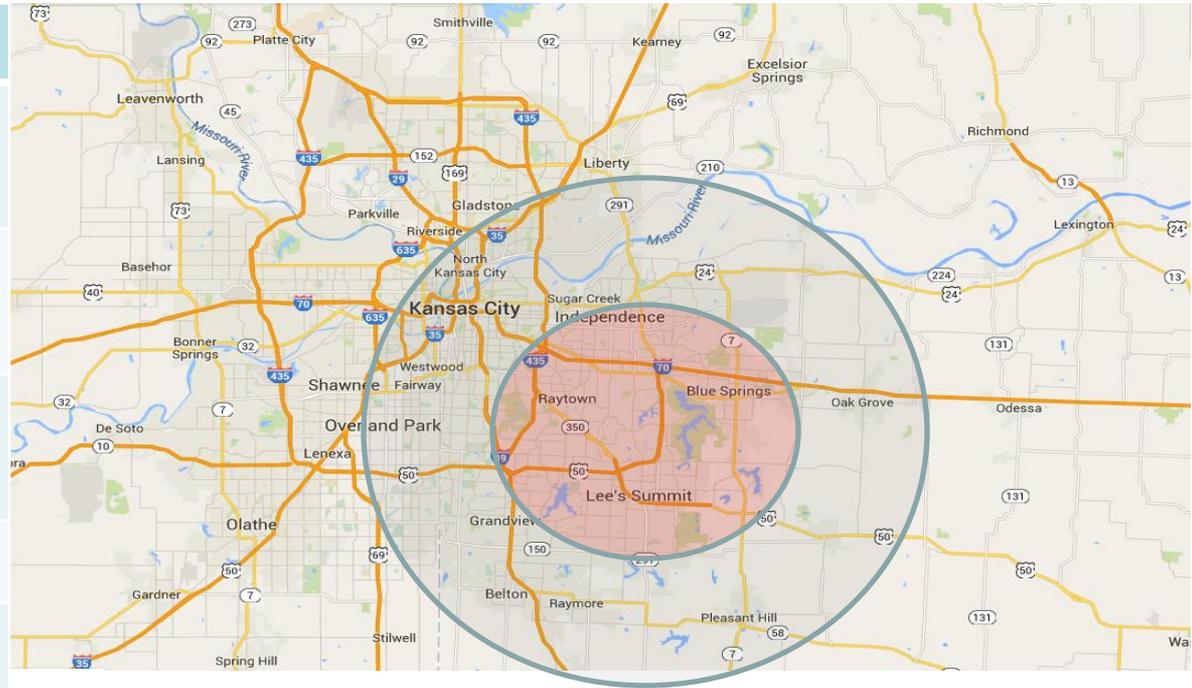
# Airport Context: Local Runway Lengths



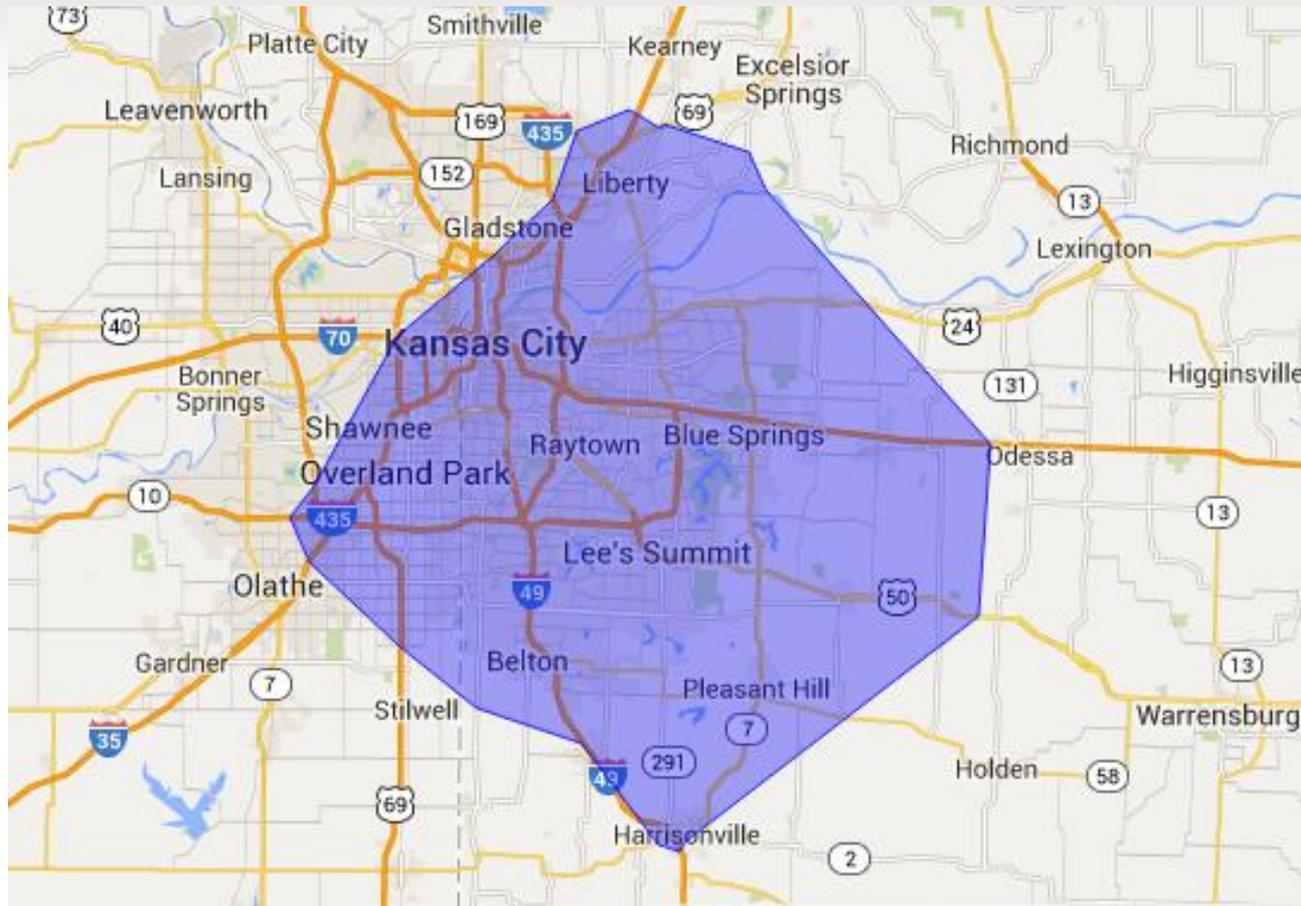
# Airport Context: Distances From KLXT

Vicinity Chart

From LXT To:	Miles	Time
Sports Complex	14	19
Downtown KC	22	25
Worlds Of Fun	28	29
Plaza	19	27
Overland Park	17	20



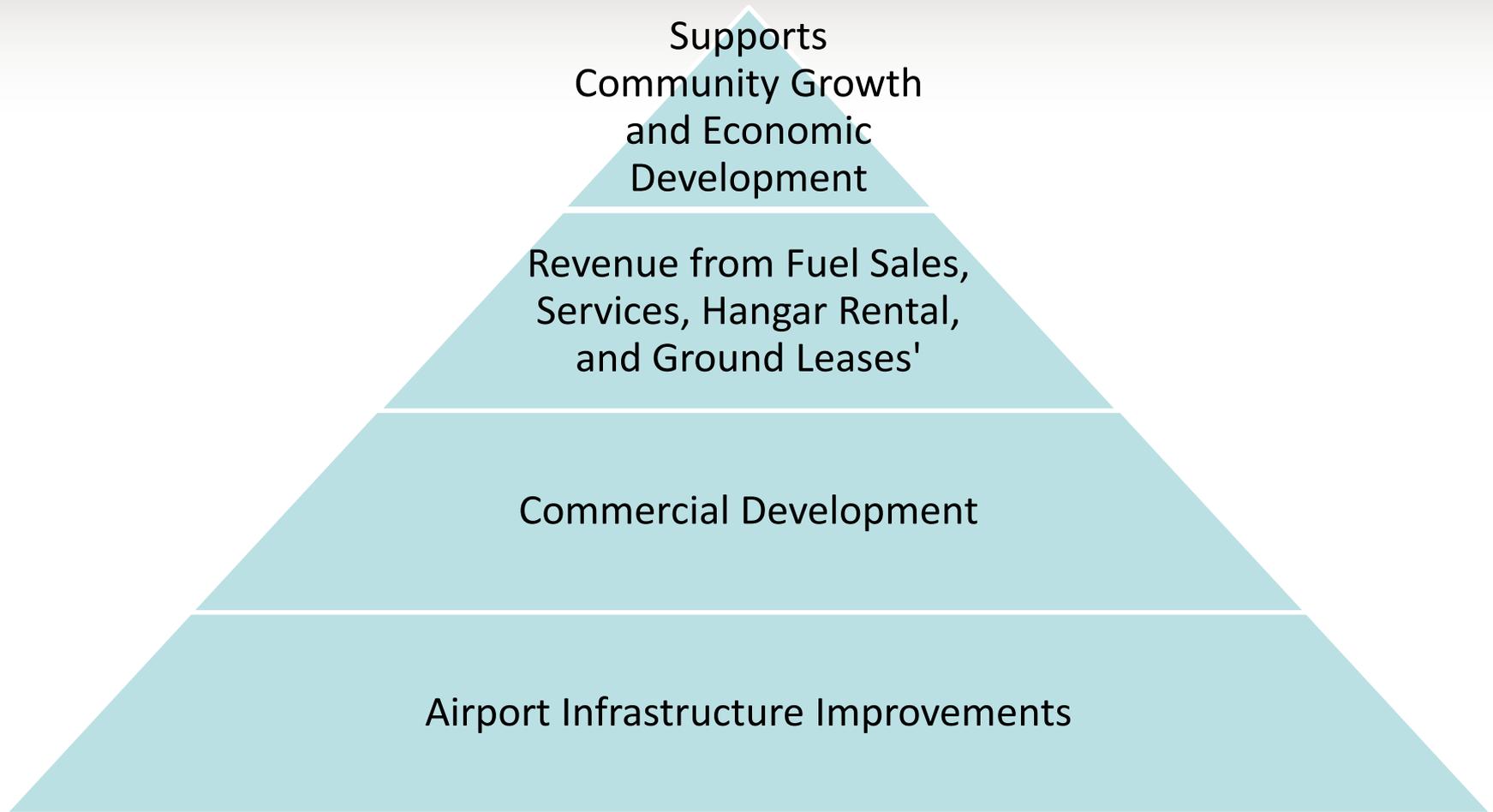
# Airport Context: 30 Min Drive Times From KLXT



# Marketing Goals

- Contribute to the growth and development goals of the City
- Retain based customers
- Engage customers
- Attract new based/transient customers
- Maintain a safe operating environment
- Hangar development
- Increase number of operations
- Commercial Site Development
- Service Enhancements

# Contribute to City's Growth & Development



# Retain Based Customers

- Customer Focus Driven
  - Maintain on call/after hours service
  - Expand hours of operations as needed
  - Improve customer amenities
- Fuel Incentive Program (effective 11-1-14)
  - Full/Self Service Discount (based aircraft only)
  - Volume and contract fuel programs

# Engage Customers

- Currently in use today
  - Facebook
  - City Website
  - Open House Events
  - Support local aviation groups and businesses
  - Airport tours
- Future plans
  - Expand social media usage
  - Local Partnerships
  - City publications

# Attract New Based/Transient Customers

- Maintain a safe operating environment
- Provide hangar space for overnight transient customers
- Implement a direct marketing plan to transient customers who can currently use the airport
- Develop and implement a targeted marketing plan to customers requiring a 5,500 ft runway one year prior to completion of runway improvements

# Maintain A Safe Operating Environment

- Twice daily Airport inspections
- Pavement Maintenance
- Pavement Sweeping
- Re-surfacing ramps
- Pre-treat/Snow removal operations
- Maintain grounds, fence line, and hangars areas

# Hangar Development

According to the Airport business plan adopted in 2010:

- A viable airport is a strong contributing partner in the economic development initiatives of the city
- The attraction of new corporate aviation users in the form of tenants and transient business activity offer the greatest long-term benefit to the city at the airport.
- Airport activity impacts in terms of revenue enhancement creates a strong opportunity to improve the long-term viability of the Airport

# Hangar Development

- Ability to store transient and based aircraft in a heated hangar
- Provides an available turnkey facility
- Airport becomes more attractive to Special Aviation Service operation businesses
  - Maintenance facilities
  - Avionics shops
  - Interiors
  - Paint shops
- Implement Fast Start Program

# Hangar Development



# Increase Number of Operations: Transient Aircraft

- Short-Term Marketing Plan
  - Co-Op direct marketing to regional pilots
    - » 6,290 Missouri/Kansas pilots (initial)
    - » 8,441 OK, AR, NE, and IA pilots

# Increase Number of Operations: Aircraft Requiring $\leq 4,000$ ft

- Short-Term Marketing Plan
  - Direct marketing mailings
  - Work with Lee's Summit Marketing and EDC

# Increase Number of Operations: Aircraft Requiring $\geq 5,000$ ft

- 2017 Marketing Plan

- Marketing program would begin in the fall of 2016 to promote the the runway improvements
- Attend annual National Business Aircraft Association (NBAA) Events in the fall of 2016
- Schedulers Convention spring of 2017
- Eastern Jackson County Business Expo spring of 2017

# Commercial Site Development

- Work with Local EDC and Chambers to Identify potential (Aviation/Non-Aviation) companies to include:
  - Corporate Headquarters
  - Flight Schools
  - Maintenance/Avionics facilities etc.
  - Market Non-Aviation Site development
  - Restaurants
  - Through the gate access

# Service Enhancements

- Short-Term

- Improve mobile communication
- Golf Cart: 6 person/baggage
- ~~Baggage cart~~ Done
- Upgrade Ground Power Unit (GPU)
- Online 3<sup>rd</sup> party hangar payment receiving system

- Intermediate

- Build a heated hangar to store overnight transient and based customers

# Service Enhancements

- Long Term (upon completion of runway improvement)
  - Full time front desk/concierge
  - Sleeper/Shower for pilots
  - Additional/Larger capacity fuel trucks
  - Improved snow removal capabilities; plans underway, propose of new facility fee.

# Staff Recommendations

- Implement short-term transient marketing plan
- Implement short-term service enhancements
- Plan for long-term marketing
- Staff to research and present hangar development plan