



Lee's Summit Municipal Airport

Airport Name Change Discussion and FBO Rebranding

September 24, 2024

Agenda

1. Introduction
2. Why is it important for an airport to have a representative name?
3. When is it time to consider an airport name change?
4. LXT growth over the last decade
5. LXT Business Plan Summary
6. Examples: metro area reliever airports and airport name changes
7. Considerations for future airport brand
8. Staff's efforts and findings
9. Recommendations

Introduction

Purpose of this presentation:

- Discuss factors involved in the decision to change the name of **Lee's Summit Municipal Airport (LXT)**



Introduction

LXT Airport Name History:

- **1977:** The City purchased the private airport owned by Bill McComas, renamed it the **McComas-Lee's Summit Municipal Airport (LXT)**, and initiated improvement work.
- **1990s:** LXT changed its name from McComas-Lee's Summit Municipal Airport to **Lee's Summit Municipal Airport**



Introduction

Factors to consider in a name change:

- Over the past decade, LXT has experienced significant growth in both **operations** and the **types of aircraft it serves**.
- As the airport transitions from a primarily **local facility** to a **hub of regional importance**, its **current name may no longer accurately represent its function or the community it serves**.

Why is it important for an airport to have a representative name?

Reflects Airport Growth

- Communicates the airport's evolution, **aligning with its current capabilities and services**

Enhances Marketability

- Accurately represents the airport's regional importance
- **Attract more businesses**, investors, and travelers

Improves Public Perception

- Clear, relevant naming fosters **better understanding and recognition** within the community and beyond

Aligns with Strategic Goals

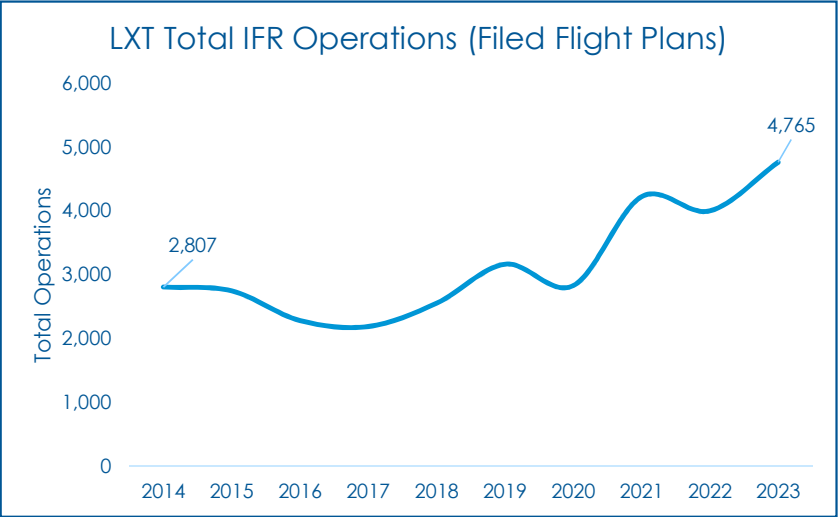
- The name supports the airport's **long-term vision** and goals
- Reinforces its role within the broader transportation network

Facilitates Economic Development

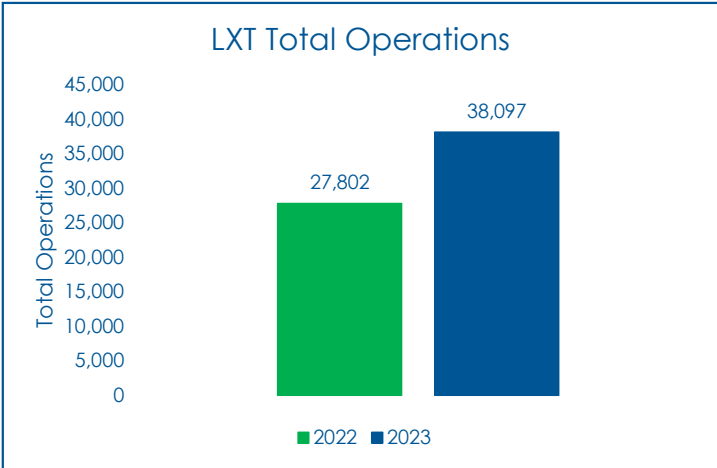
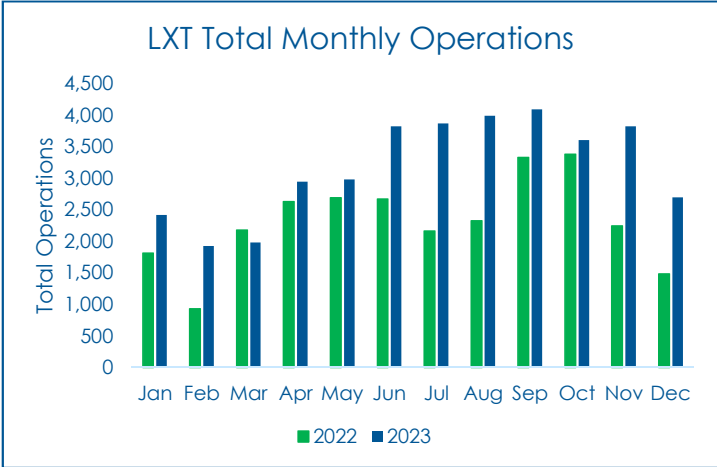
- A name reflecting higher service levels can **boost** regional **economic activity** by **attracting larger aircraft**, more businesses, and additional services

LXT Growth Over the Last Decade

Operational Growth



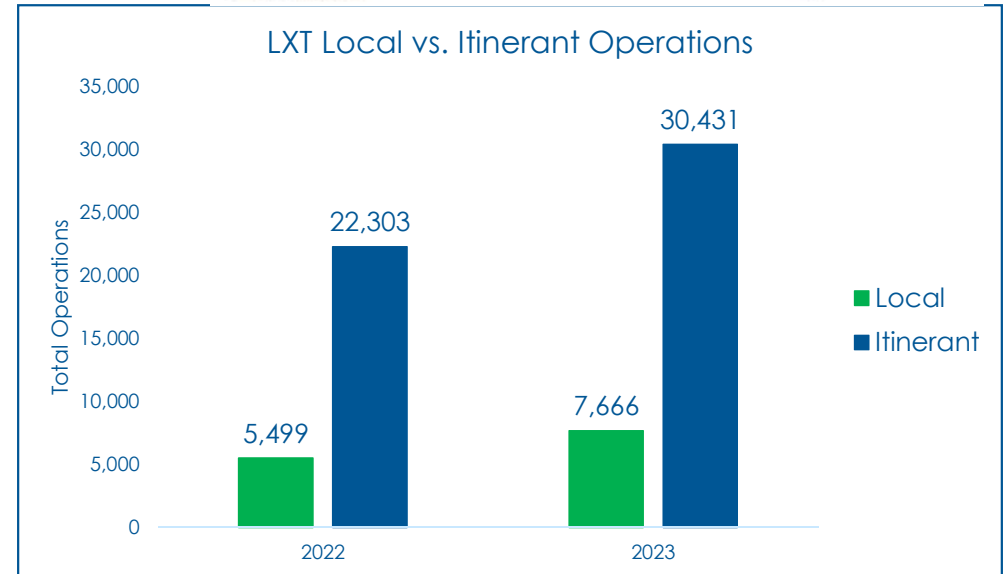
Source: FAA TFMSC (LXT 2014 TO 2023)



LXT Growth Over the Last Two Years

Traffic Patterns

- **Local Operations:** Flights that stay within the airport's immediate area, typically for training or short hops.
- **Itinerant Operations:** Flights that travel to or from different airports, often involving longer distances and varied destinations.



Source: Airport Monitoring Systems

LXT Business Plan (2022)

Existing Brand Challenges

- A key issue is the **negative perception** associated with being labeled a "**Municipal**" airport, which can suggest **inferior services**.

LXT's airfield has improved significantly

- **Extension of the primary runway** to accommodate **jet aircraft**, construction of a parallel taxiway, and acquiring a large, heated hangar with modern amenities.

Additional improvements on the works on the east side:

- Design and construction of a new community hangar (**Hangar 2**) and **new terminal** building



LXT Business Plan (2022)

Brand Perception Challenges

- Many corporate aviators perceive **municipally** operated FBOs as **inferior** compared to privately run ones, regardless of the actual quality of service.
- This **perception negatively impacts LXT's brand** among high-value customers.

Next Steps

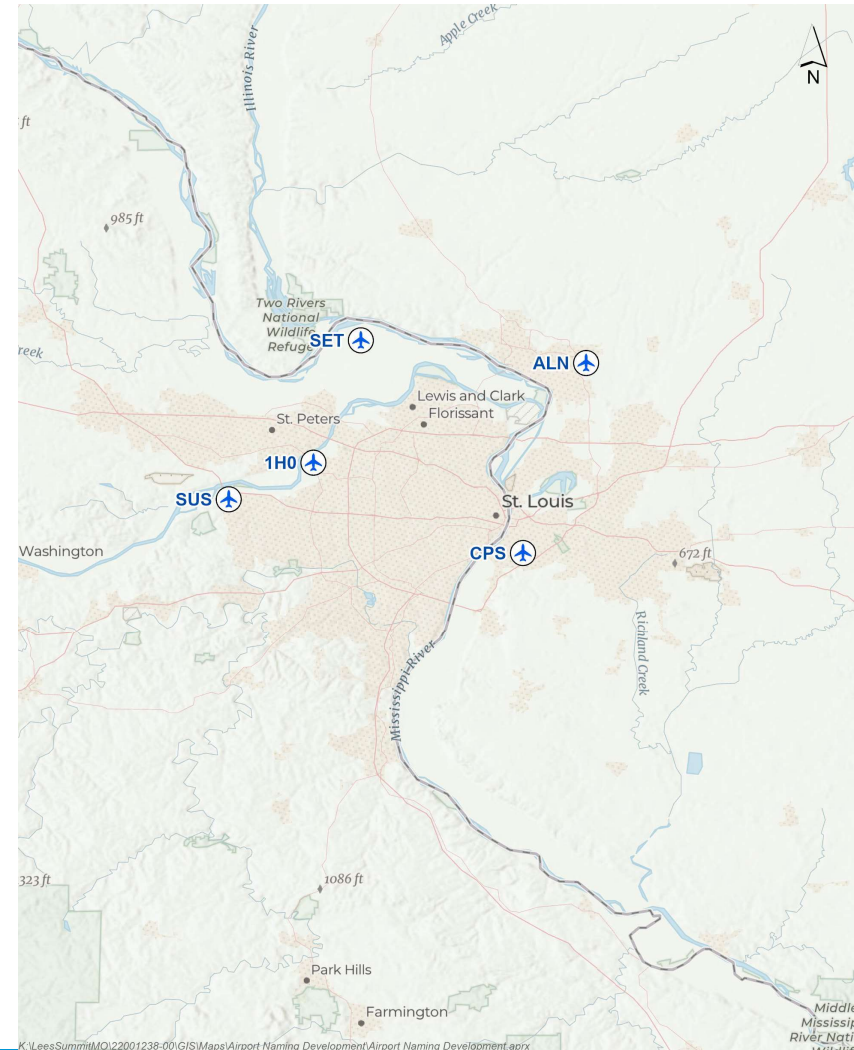
- LXT's brand should move away from the **negative connotations** of being a “**Municipal**” facility in order to attract and retain desirable corporate clients.
- **A new name could help LXT enhance its reputation.**



Examples: Metro Area Reliever Airports

St. Louis. Metro

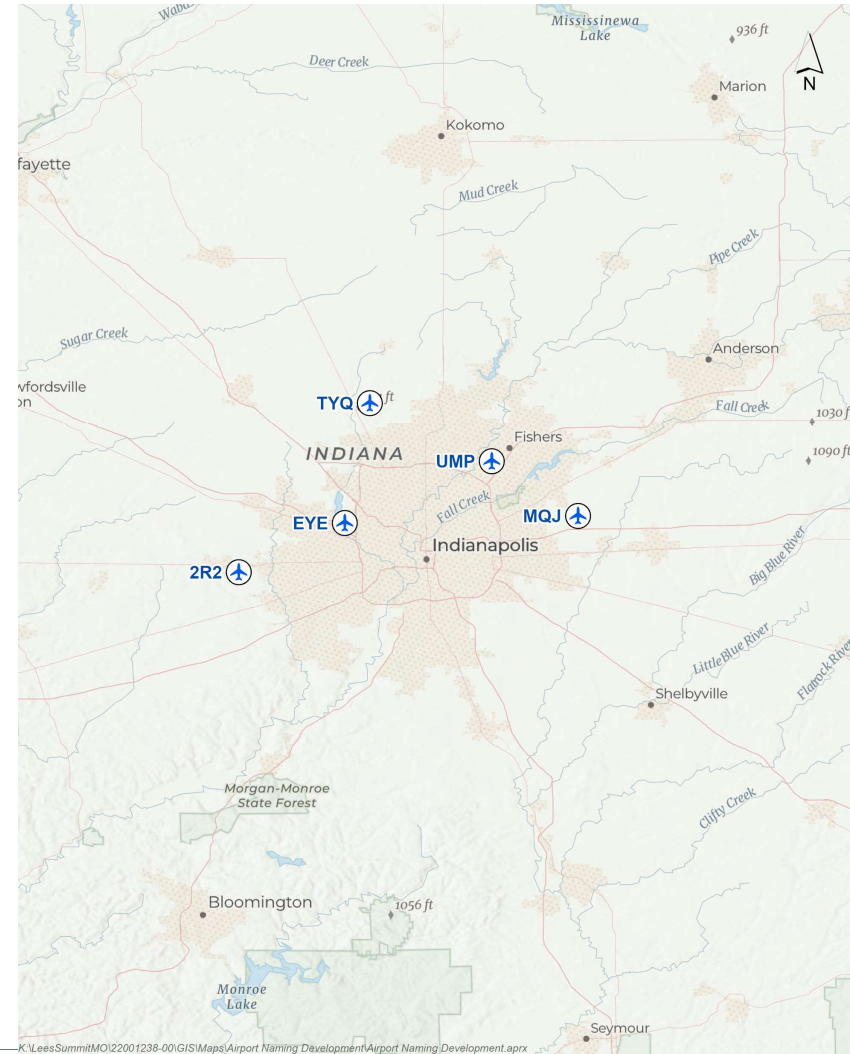
- St. Louis Downtown Airport (CPS)
- Spirit of St. Louis Airport (SUS)
- St. Louis Regional Airport (ALN)
- St Charles County Regional Airport/Smartt Field (SET)
- Creve Coeur Airport (1H0)



Examples: Metro Area Reliever Airports

Indianapolis Metro

- Indianapolis Regional Airport (MQJ)
- Indianapolis Executive Airport (TYQ)
- Hendricks County Airport (2R2)
- Indianapolis Metropolitan Airport (UMP)
- Eagle Creek Airpark (EYE)



Examples: Metro Area Reliever Airports

What do many reliever airport names have in common?



Examples: Metro Area Reliever Airports

Levels of Service

Regional

- Indicates that the airport serves a broader area beyond the immediate local community, often supporting regional business and travel needs.

Executive

- Suggests the airport caters to business aviation, often with facilities and services tailored for corporate and private jets.

National

- Implies the airport has a wider significance, often serving as a key hub for national or international flights.

Examples: Airport Name Changes

St. Louis Downtown Airport (CPS)

- Previous Name: Parks Metropolitan Airport
- Year: 1999
- Reason: Renamed to better reflect its proximity and service to the St. Louis metro area.

Indianapolis Regional Airport (MQJ)

- Previous Name: Mount Comfort Airport
- Year: 2011
- Reason: The name was changed to better reflect the airport's role as a key reliever for Indianapolis International Airport and to emphasize its importance in serving the broader Indianapolis metropolitan area.

Chicago Executive Airport (PWK)

- Previous Name: Palwaukee Municipal Airport
- Year: 2006
- Reason: The name change was made to better market the airport to business and corporate aviation by associating it with Chicago and emphasizing its executive services.



In Summary

- Over the last decade, LXT has seen **significant growth** in operations, **jet traffic**, **heavier aircraft**, and **regional business users**.
- The airport has **adapted its airfield** and **expanded services** to meet this increasing demand, catering to **more business and executive users**.
- Despite these changes, **LXT's name**—**adopted in the 1990s**—remains the same, **no longer reflecting its expanded role or current capabilities**.
- Today, LXT serves not just local users but the entire **Greater Kansas City metro area**, and it is no longer the same airport it once was.
- The time is right for the City of Lee's Summit to rebrand the Airport and its operations.
- Recommend **Greater Kansas City Regional (LXT)**



Staff Efforts and Findings

1. Survey Results
2. BOAC Discussion
3. Recommendation



Staff Efforts and Findings

1. FBO name change surveys sent to

1. Base Customers
2. Repeat Itinerant Customers
3. KC Aviators Facebook Page

2. Airport name change survey sent to

1. MoDOT Aviation
2. FAA
3. Economic Development Council
4. Lee's Summit Chamber of Commerce
5. NBAA Schedulers and Dispatchers Facebook Page



FBO Name Survey Results

Do you have any suggestions or ideas for naming the FBO that you believe would resonate well with our community?

Answered: 30 Skipped: 2

RESPONSES (30) WORD CLOUD TAGS (0)

Cloud View List View

▼ Summit		73.33%	22
▼ Aviation		30.00%	9
▼ Aviation Services		26.67%	8
▼ Airport		23.33%	7
▼ name		23.33%	7
▼ Lee Summit		20.00%	6
▼ LS		16.67%	5
▼ Services		16.67%	5
▼ Air		13.33%	4



FBO Name Survey Results

What words or terms in an FBO name give you confidence that the FBO provides world-class service?

Answered: 22 Skipped: 10

RESPONSES (22) WORD CLOUD TAGS (0)

Cloud View List View

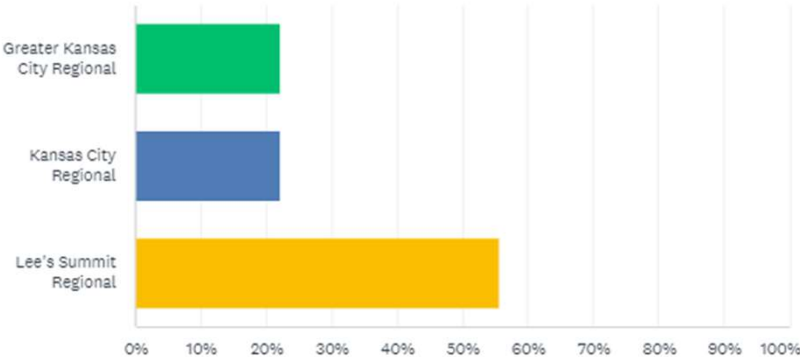
▼ Services		31.82%	7
▼ Elite		18.18%	4
▼ Aviation		18.18%	4
▼ Summit		18.18%	4
▼ Executive		13.64%	3
▼ premier		13.64%	3
▼ Center		13.64%	3



Airport Name Survey Results

Which airport name do you like the best?

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES
Greater Kansas City Regional	22.22% 2
Kansas City Regional	22.22% 2
Lee's Summit Regional	55.56% 5
TOTAL	9



BOAC Airport Name Discussion

Discussion focused on three primary areas

1. Municipal Airport Designation

- Unanimous the Municipal designation is no longer a fit.
- Given LXT is considered a Regional General Aviation Airport, the Regional designation appears to be the obvious choice.

2. Geographic Identity

- Mixed feelings regarding a local vs. regionally recognizable name.
- Recognized their bias towards a local name.
- Recognized the business benefit of a geographically relevant name.

3. Specific Airport Names

- Two names floated to the top
 - Greater Kansas City Regional
 - Lee's Summit Regional



BOAC FBO Name Discussion

Discussion Aviation focused vs. Location focused names

1. Discussed various themes – aviation, jet, location based

- All liked the term Summit.
- Stay away from jet, elite, etc. Too exclusive.
- All like the term Services over others.
- During discussions, **Summit Aero** came out and resonated with the Board.

Staff Recommendations

Airport Name

- Greater Kansas City Regional

FBO Name

- Summit Aero

