

Yours Truly

Airport and Marketing Update

Lee's Summit Municipal Airport

Board of Aeronautic Commissioners

April 10, 2017

Recent Airport and Marketing Highlights

- Acquisition of Hangar 1
- Attended NBAA Schedulers and Dispatchers Conf.
- Attended NBAA Business Aviation and Conference Expo
- Airport Open House
- Airport Tenant Open House
- Airport Hangar Survey (550 people)
- Updated the Fly Friendly brochure, newly named the “Pilots Guide to Flying Friendly in Lee’s Summit”
- Developed Airport newsletter to keep customers engaged in airport activity

Airport Open House

June 18th 2016

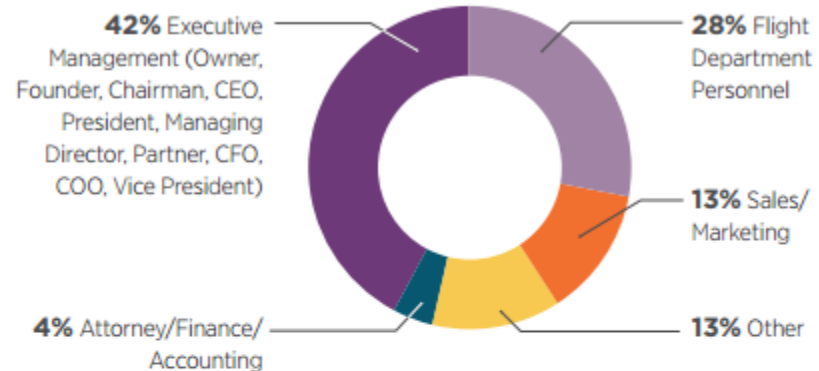
- Annual event
- Estimated 1500 people in attendance



NBAA Business Aircraft Conference and Expo 2016

- Surveys show that 87% of all convention attendees have the final say or high influence in purchasing their companies' aviation equipment and services.

Attendees' Job Functions:



Top Reasons Attendees Come to the Convention:



SOURCE: NBAA Business Aviation Convention & Exhibition Attendee & Exhibitor Surveys

Acquisition of Hangar 1



- Allows the airport to operate a facility capable enough to accommodate up to 10-13 additional based customers, and provide space for overnight transient corporate aircraft.
- Because the hangar is heated, it becomes a major marketing point and deciding factor when considering an airport to fly into.
- The length of the runway and the availability of heated hangar space was the most frequently asked question at the Schedulers and Dispatchers conference.

Additional Benefits

- Allows overnight storage of corporate aircraft during inclement weather.
- The facility would be capable of hosting Aviation and Non-Aviation related events:
 - Economic Development functions including the quarterly eastern Jackson County commercial real-estate event sponsored by MetroWireMedia (March 2017).
 - City events such as the City of Lee's Summit employee luncheon (June 2017).
 - Airport tenants events.



Airport Tenant Open House

- Opportunity for the Airport Board of Aeronautical Commissioners (BOAC), City Staff, and Airport Consultants to receive input from tenants on operational issues and future Capital Improvement projects for the Lee's Summit Municipal Airport.
- 14 Tenants
- Five City Staff
- Two staff members from CMT
- Two BOAC

NBAA Schedulers and Dispatchers Conference.

- Is the best opportunity to increase visibility for the Airports products and services on a national scale.
- Exhibited during the 2017 NBAA Schedulers and Dispatchers Conference.
- 10x10 Booth



Pilots Guide to Flying Friendly in Lee's Summit

Updates included:

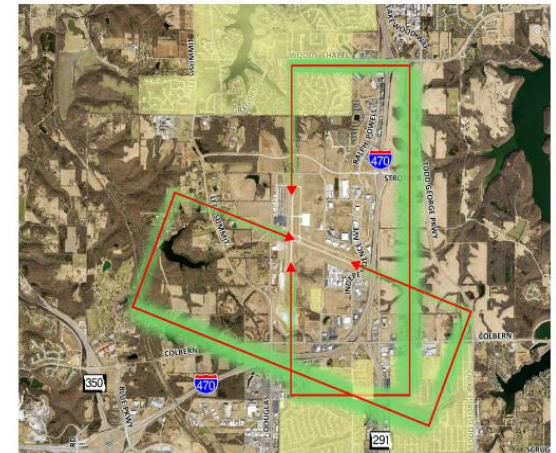
- Changed the name to (Pilots Guide to Flying Friendly in Lee's Summit).
- Improved the text that better describes the purpose of the brochure.
- Updated the recommendations to be more clear and concise.
- Better defined what the traffic pattern represents.

Lee's Summit Municipal Airport Guide to Flying Friendly in Lee's Summit

Be a Good Neighbor and
Consider These Recommendations
When Flying in Lee's Summit

- Begin take-offs at the beginning of the runway, not at an intersection, and reduce power after take-off as soon as practical to reduce noise.
- Use your best climb consistent with safety and ATC procedures.
- When departing Runway 18, turn left as soon as allowable to reduce or possibly avoid over-flight of the residential areas south of the Airport.
- When taking off on Runway 36, turn right as soon as allowable to reduce or possibly avoid over-flight of the residential areas north of the Airport.
- When using Runway 11/29, consider keeping your traffic patterns close to the Airport to reduce or possibly avoid flying over residential areas south of the Airport.
- At a minimum, follow the VASI and PAPI approach lights when landing.
- Whenever possible, avoid repeated take-offs and landings between 11 p.m. and 7 a.m.

*Residential Areas **Recommended Traffic Pattern
This brochure is for informational purposes only and is not part of any City or FAA policy.



* Areas marked as residential are for awareness purposes only and do not prevent over-flights by aircraft.

** The traffic pattern in red and shaded areas in green are representative of where most aircraft operate under normal conditions and current runway configuration. Depending on the conditions, and type of aircraft, aircraft could be seen operating outside of those areas.

Continuing FY17 Marketing Activities

- Marketing Runway Improvements, Hangar 1, and commercial development to business aviation users:
 - Direct mailings
 - Off-site visits to potential customers
- Attend Schedulers and Dispatchers Conference (Feb. 2017-2018):
 - 10x10 Booth
 - 2 staff members will attend
- Airport Open House (June 24th 2017)
- Tenant Construction Update Meeting (Summer 2017)
- Attend NBAA/Business Aviation Conference and Expo (Oct. 2017)
- Airport tenant Open House (Nov. 2017)

FY18 Marketing Activities

- Actively engaged in attracting aviation service providers including:
 - Flight School (in progress)
 - FAA testing site (in progress)
- Continue improving services to attract and retain customers:
 - Concierge staff (requested in FY18 budget)
 - Line service staff (requested in FY18 budget)
 - Ground Power Unit to service corporate aircraft (requested in FY18 budget)
 - Additional mowing and snow removal equipment (requested in FY18 budget)
 - Hangar 1 facility repairs and improvements
- Update the volume fuel discounts
- Adjust staffing hours to:
 - 6 a.m. – 10 p.m.

Questions?

