

## Legislation Details (With Text)

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<b>Title:</b>	Discussion: Initial discussions and process related to renaming the Lee's Summit Municipal Airport		
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Discussion: Initial discussions and process related to renaming the Lee's Summit Municipal Airport

Issue/Request:

Discussion: Initial discussions and process related to renaming the Lee's Summit Municipal Airport

Background:

A key component of the Lee's Summit Municipal Airport, LXT, Business Plan, is building a strong brand with immediate geographic identity, ideally focused upon attracting corporate based aircraft and itinerant operations. The first step in building a strong brand with a geographic identity is an assessment of airport name(s) that puts LXT on the map in accordance with the adopted Business Plan. Potential names identified in the Business Plan include: Lee's Summit Regional Airport or Lee's Summit Executive Airport, Kansas City Regional Airport or Kansas City Executive Airport, Greater Kansas City Regional Airport, and Heart of America Air Center. You will notice the term "municipal", as is the current name of the Lee's Summit Municipal Airport, is not included in any proposed name for LXT. Accurate or not, municipal airports paint a very stereotypical picture to corporate pilots. This picture includes an airport that may, or may not, include full time line service, Jet-A fuel sales, courtesy cars, concierge services, etc. As a result, municipal airports are often discounted or overlooked when the aviation industry plans which airports to fly into.

With the construction of the eastside infrastructure and Hangar 2 projects underway, now is the time to begin the process of renaming the Lee's Summit Municipal Airport. This discussion will briefly layout the process and highlight some preliminary work that must take place in advance of any internal discussions to choose a new airport name.

Joel Arrington, Airport Manager