

## Legislation Text

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**File #:** 2017-1103, **Version:** 1

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### **Presentation of the Airport and Marketing Update for FY17-18**

#### **Issue/Request:**

### **Presentation of the Airport and Marketing Update for FY17-18**

#### **Key Issues:**

#### **Update on marketing activities completed FY17:**

- ☐ Acquisition of Hangar 1
- ☐ Attended NBAA Schedulers and Dispatchers Conf.
- ☐ Attended NBAA Business Aircraft Conference and 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

#### **Marketing activities for FY18:**

- ☐ Continue to improve 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 based on business demand
- ☐ Actively engaged in attracting aviation service providers

#### **Background:**

The Airport markets our services through multiple medias outlets to local and transient pilots and consist of three parts including.

- Kansas City Metropolitan area pilots who are potential clients to base their aircraft at our Airport.

- Transient pilots who either are not aware of the services that the Lee's Summit Municipal Airport has to offer or close proximity to their destination.
- Provide the general public with information on the activities and workings of the Airport.

Development in the surrounding Lee's Summit area, runway improvements, and the aviation fleet has resulted in changes of the type of clients using the airport and services they are requesting. The adopted Business Plan in 2010 addressed some of these issues and the goal of the Marketing Program is to bridge some of these gaps to keep up with customer demands.

**Impact/Analysis:**

- Marketing Runway Improvements, Hangar 1, and commercial development to business aviation users
- Attend Schedulers and Dispatchers Conference (Feb 2017-2018)
- Airport Open House (June 24<sup>th</sup> 2017)
- Tenant Construction Update Meeting (Summer 2017)
- Attend NBAA/Business Aircraft Conference and Expo (Oct. 2017)
- Airport tenant Open House (November 2017)

Presenter: Joel Arrington, Assistant Airport Manager

Recommendation: Staff recommends pursuing the actions outlined in the Airport marketing update for the coming fiscal year.

Committee Recommendation: BOAC recommends pursuing the actions outlined in the Airport marketing update for the coming fiscal year.