



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Economic Development

To: City Council

From: City Manager & Staff

Council Meeting Date: December 21, 2020

Re: Authorizing an airport aid agreement with the Missouri Highways and Transportation Commission relating to air service promotion for the Columbia Regional Airport, and amending the FY 2021 Annual Budget by appropriating funds.

Executive Summary

Staff is requesting that Council authorize the City Manager to execute an airport aid agreement with the Missouri Highways and Transportation Commission (MHTC) relating to air service promotion for the Columbia Regional Airport, and amending the FY 2021 Annual Budget by appropriating funds in the amount of \$75,000. A local match of \$8,333 is required.

Discussion

The Columbia Regional Airport (COU) applied for and received an air service promotion grant from MHTC in the amount of \$75,000, for the period September 1, 2020 through December 31, 2021. The grant requires a match of \$8,333 for a total project budget of \$83,333. Staff intends to use its current marketing budget to fund the match portion. The grant funding will be used for marketing COU to air travelers throughout the 17-county catchment area and in areas served by COU through a broad mix of radio, television, print, websites, and social media.

Fiscal Impact

Short-Term Impact: Appropriating \$75,000 from the State Contributions account to the Airport's Publishing and Advertising account.

Long-Term Impact: None

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Operational Excellence, Secondary Impact: Economy, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary



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Legislative History

Date	Action
	The Missouri Highways & Transportation Commission has authorized an airport aid agreement relating to air service promotion for the Columbia Regional Airport on an annual basis since 2015.

Suggested Council Action

Authorize an airport aid agreement with the Missouri Highways and Transportation Commission relating to air service promotion for the Columbia Regional Airport, and amend the FY 2021 Annual Budget by appropriating grant funds in the amount of \$75,000.