



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Economic Development

To: City Council

From: City Manager & Staff

Council Meeting Date: August 5, 2019

Re: Authorizing an Airport Aid Agreement for Air Service Development for Columbia Regional Airport; and, appropriate funds.

Executive Summary

Authorizing the City Manager to execute an airport aid agreement with the Missouri Highways and Transportation Commission (MHTC) for air service promotion and marketing services for Columbia Regional Airport; and, appropriate funds. The grant amount is \$250,000.00 with a required local match of \$27,777.00.

Discussion

The Columbia Regional Airport (COU) applied for and received an air service promotion grant from MHTC in the amount of \$250,000.00 for air service promotion and marketing services. This will cover marketing services between July 1, 2019 and June 30, 2020. The grant requires a match of \$27,777.00 for a total project budget of \$277,777.00. 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. Staff intends to use the marketing funds to expand current advertising through a broad mix of radio, television, print, websites, and social media.

Fiscal Impact

Short-Term Impact: An appropriation of \$250,000.00 from the State Revenues 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
09/04/2018	Ord. 023632 Authorizing an airport aid agreement for air service promotion with MHTC; and appropriating funds.
08/01/2016	Ord. 22905 Authorizing an airport aid agreement for air service promotion with MHTC; and appropriating funds.
04/20/2015	Ord. 22410 Authorizing an Airport Aid Agreement with the Missouri Highways and Transportation Commission for air service marketing and promotion services; and appropriating funds.

Suggested Council Action

Authorize the City Manager to execute an airport aid agreement with MHTC for air service promotion and marketing for Columbia Regional Airport; and, appropriate funds.