



Department Source: Economic Development
To: City Council
From: City Manager & Staff
Council Meeting Date: June 7, 2021
Re: Report: Renaming Columbia Regional Airport

Executive Summary

Staff has prepared for Council consideration a report regarding renaming Columbia Regional Airport based on input received by community stakeholders and the Airport Advisory Board.

Discussion

As a result of the new Airport Terminal design review sessions held last July at Stoney Creek Conference Center, a committee was formed to consider possible name changes to Columbia Regional Airport. This committee included stakeholders from Columbia and surrounding communities. This group discussed their desire for an airport name change to better reflect the exponential growth in enplanements in recent years, as well as daily service to three major hubs across the country and anticipated opportunities for expanded service in the near future. This group also identified the opening of the new terminal in early 2022 as an opportunity in which to launch the new name of the airport, incorporate new signage, and create a brand awareness and marketing campaign reflecting such.

At the conclusion of their research, the committee came up with their three top choices: Columbia - Mid Missouri National Airport, Central Missouri National Airport, and Mid-Missouri National Airport.

Greg Steinhoff, representing the committee, presented their top choices to the Airport Advisory Board (AAB) on January 27, 2021 and February 24, 2021. The AAB members reviewed the options presented by the committee over two meetings. After discussions, the Airport Advisory Board voted unanimously that Columbia National Airport was their top choice for the new airport name. This name is a variant of the options presented to the AAB and they would like to present it to Council for consideration. As such, this vote and recommendation is reflected in the attached letter from the Airport Advisory Board Chair, B.J. Hunter.

Staff concurs with the recommendation made by the Airport Advisory Board to rename the Airport as Columbia National Airport. The potential new name will not impact the KCOU airport designation given to us by the Federal Aviation Administration.

Fiscal Impact

Short-Term Impact: There will be expense due to the name change, but that cost is unknown at this time (Primarily with signage and marketing).



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Long-Term Impact: Enter the cost of proposed legislation to the city for years **beyond two**.

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

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

[Comprehensive Plan Impacts:](#)

Primary Impact: Mobility, Connectivity, and Accessibility, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
Manually enter dates in this format: MM/DD/YYYY. Use hard returns to get to the next line of action entry.	None

Suggested Council Action

For information only.