



Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: August 1, 2016

Re: Authorizing an Airport Aid Grant Agreement for Air Service Promotion for the Columbia Regional Airport

## 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 the Columbia Regional Airport. The grant amount is \$80,000 with a required local match of \$8,889.

## Discussion

The Columbia Regional Airport (COU) applied for and received an air service promotion grant from MHTC in the amount of \$80,000 for air service promotion and marketing services, for a one year period from July 1, 2016 through June 30, 2017. The grant requires a 10% local match of \$8,889 for a total project budget of \$88,889. The grant funding will be used for marketing COU to air travelers in mid-Missouri throughout the 17 county catchment area.

In 2015, COU received a similar air service promotion grant for the period July 2015 through June 2016, and consequently entered into a formal agreement with WORD Marketing to design content, based on the current Passenger Demand Analysis reports, focus groups, and stakeholder input. With the 2016 air service promotion grant, staff intends to extend, and in some cases expand, the execution of the current marketing plan with local media and markets within the 17 county catchment area. The marketing plan focuses on business, student, and leisure travel using a broad mix of traditional marketing through radio, television, print, websites and social media.

## Fiscal Impact

Short-Term Impact: \$80,000 is being appropriated from the State Revenues Account and \$8,889 from Transportation Sales Tax to the Airport's Publishing and Advertising account.

Long-Term Impact: The grant agreement is for a one year period.

## Vision & Strategic Plan Impact

### Vision Impacts:

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

### Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## [Comprehensive Plan Impacts:](#)

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

### Legislative History

Date	Action
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 the Missouri Highways and Transportation Commission for air service promotion and marketing and services for the Columbia Regional Airport, and appropriate funds.