



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Economic Development  
To: City Council  
From: City Manager & Staff  
Council Meeting Date: March 18, 2019  
Re: Appropriating \$115,000 for air service promotion

## Executive Summary

Staff has prepared for Council consideration an ordinance appropriating \$115,000 from the Airport's retained earnings to the Airport's Publishing and Advertising budget.

## Discussion

The Columbia Regional Airport (COU) applied for an air service promotion grant from the Missouri Highway Transportation Committee (MHTC) and was awarded \$115,000.00 for promotion and marketing services on September 04, 2018. These funds cover marketing services between August 1, 2018 and June 30, 2019. The funds have been received from MHTC and were placed in retained earnings.

Staff recommends that Council adopt an ordinance appropriating \$115,000 from the airport's retained earnings to cover a portion of the agreement amount with our marketing partner and any other expenses related to promoting the airport. This appropriation will place the funds in the Airport's Publishing and Advertising budget.

## Fiscal Impact

Short-Term Impact: None  
Long-Term Impact: None

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

Primary Impact: Operational Excellence, Secondary Impact: Not Applicable, Tertiary Impact: Tertiary

### Comprehensive Plan Impacts:

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

## Legislative History

Date	Action
09/04/2018	Ord. 023632 Authorizing an airport aid agreement for air service promotion with MHTC; and appropriating funds.



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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

Staff recommends that Council adopt an ordinance appropriating \$115,000 from the airport's retained earnings to cover expenses related to the promotion of COU.