



City of Santa Barbara
Airport Department

Memorandum

DATE: February 19, 2014
TO: Airport Commission
FROM: Hazel Johns, Acting Airport Director
SUBJECT: Air Service Development at Santa Barbara

RECOMMENDATION: That Airport Commission receive a presentation regarding air service development at the Airport.

DISCUSSION:

The Airport has contracted for specialized air service development services since 1979 to assist the Airport staff in maintaining and enhancing airline service and to pursue new air service opportunities. The airlines have taken major steps to reduce costs through mergers, replacing inefficient aircraft, cutting back on capacity, and consolidating route structures.

The presentation will address the status of the airline industry, impacts to Santa Barbara, and actions being taken to maintain and enhance airline service.