



City of Santa Barbara
Airport Department

Meeting: 3/15/17
Agenda Item No. 9

DATE: March 8, 2017
TO: Airport Commission
FROM: Hazel Johns, Airport Director 
SUBJECT: New Santa Barbara Airport Marketing Plan

RECOMMENDATION:

That Airport Commission receive a presentation on a new marketing plan to support air service at Santa Barbara Airport, as well as information about an anticipated Request for Qualifications (RFQ) from marketing firms to support this plan.

DISCUSSION:

In the Airport's recent discussions with air carriers regarding new and/or increased service to Santa Barbara, they all strongly emphasize their interest in robust local marketing efforts to support their air service. In order to respond to this interest, as well as effectively as possible target the Airport's limited marketing resources, a new marketing plan was developed by Airport staff. This presentation will provide an overview of this new, two year plan.

The marketing plan summarizes the mission of the Airport:

Santa Barbara Airport exists to serve the aviation transportation needs of Santa Barbara and surrounding communities. It supports the economic vitality of the region and creates community value for the residents of Santa Barbara with its commercial, charter and general aviation operations, property management, and outreach programs.

The marketing plan structures the overall effort as a means to achieve both overarching Airport objectives and specific marketing objectives. For example, an overarching objective for the Airport is to increase enplanements, and a more specific marketing objective to make that happen is increased local awareness of SBA's offering. The plan outlines marketing strategies that translate into 'nuts and bolts' tactical efforts – from media relations and advertising to sponsorships and community events.

With the limited staff resources of the Airport, it is prudent to engage the support resources of an outside marketing firm. The Airport plans to release a Request for Qualifications to identify such a firm to serve for the next two fiscal years.

PREPARED BY: Business Development/Marketing