



City of Santa Barbara
Airport Department

DATE: January 18, 2017
TO: Airport Commission
FROM: Hazel Johns, Airport Director
SUBJECT: Santa Barbara Region Air Service Alliance

RECOMMENDATION:

That Airport Commission receive a presentation on the formation of an air service alliance for the Santa Barbara region, as well as recent air service development efforts.

DISCUSSION:

The pursuit of new or additional air service at any airport cannot be an effort spearheaded by airport administration alone. As adequate air service is a critical component of any community's economic vitality, a broad coalition of stakeholders must recognize the power of a unified mission and message when approaching commercial air carriers for new service. Even with strong community backing, successful new/expanded air service efforts are typically slow to materialize and require consistent support.

The reality of the commercial air business is that air carriers have many airports vying for their service, and thus have the ability to choose one airport or route over numerous other alternatives. In order to bolster Santa Barbara Airport's competitiveness, key stakeholders – including the Airport in a supporting role – have formed a coalition focused on air service development: the Santa Barbara Region Air Service Alliance. The partners consist of Visit Santa Barbara, the Santa Barbara Region Chamber of Commerce, and the Goleta Valley Chamber of Commerce. Each entity is committed to the goal of increased air service options for the region's businesses, residents, and tourists that are reliant on such service.

The formation of the Alliance is in its early stages and the formal framework for it is still in development. However, Visit Santa Barbara has committed to act as the administrative home of the Alliance while this takes place. The first public appearance of the Alliance has already taken place in airline presentations in January attended by Visit Santa Barbara CEO Kathy Janega-Dykes, Santa Barbara Mayor Helene Schneider, City Administrator Paul Casey, and Airport Director Hazel Johns. The group presented the case for new direct service from Santa Barbara and introduced the Alliance to them as a community force committed to new service.

PREPARED BY: Business Development/Marketing