



## AIRPORT DIRECTOR'S REPORT October 2020

### A. AIRPORT OPERATIONS

- Passenger Count
- Aircraft Operations
- Air Freight

The passenger count report will be distributed at the meeting

### B. PROGRAMS

#### 1. Marketing & Communications Program

- The Voice Magazine piece highlighted Director Thompson, September 18<sup>th</sup>
- Noozhawk sponsored piece on what to expect when traveling, September 21<sup>st</sup>
- KEYT story on changes at SBA due to COVID and in prep for Holiday travel, September 23<sup>rd</sup>
- City TV project underway to produce an episode of Inside Santa Barbara focused on what to expect and how to safely experience air travel, TBD on air date
- Support of City's United Way fundraising campaign
- Deanna and Angi selected to participate in City's large scale website redevelopment project, starting end of October
- Marketing strategy development for new Alaska service to San Diego to start in November

#### 2. Business Development

- **Air Service Development**
  - Planning initiated for inaugural event and promotion for new SAN service in November. Bookings are still light, reflective of current last minute booking climate
  - Still in negotiation with Boutique air regarding LAX service
  - Preparing for TakeOff/Routes air service conference, Oct 25-28, preparing new presentation for air carriers
- **Property Management**
  - Completing 1Q budget report for Council in November
  - Working on audit of Passenger Facility Charge revenues (PFCs)
  - Participated in AAAE Airport Law Conference, held virtually this year
  - Interviews scheduled for Business Services Manager
  - Continued work on Atlantic relocation to building 312

- Actively working with consultant Jacobs on reconciliation of airline rates and charges for FY20
- Working with consultant Jacobs on technical user interface for outreach and internally on content development including short video
- One storage/commercial tenant seeking rent deferral in accordance with City's rent deferral ordinance through March 2021

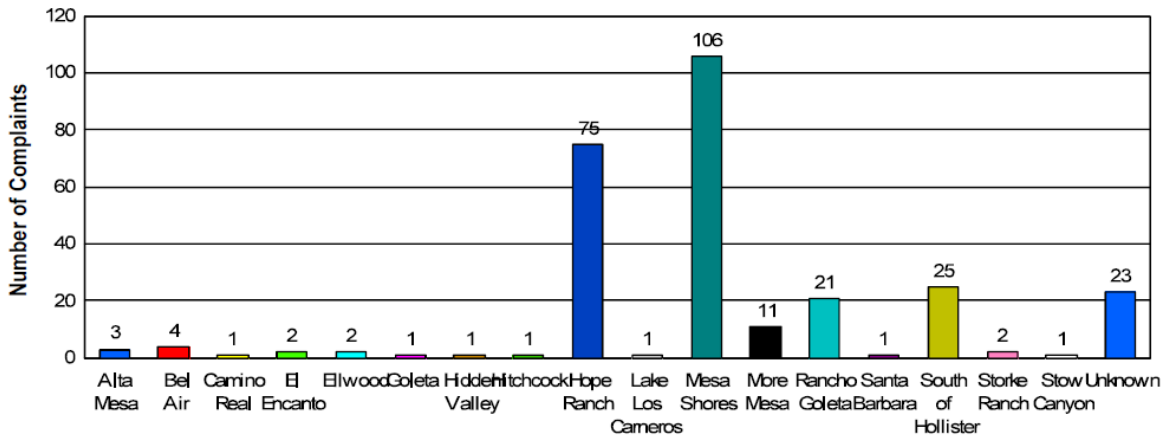
### 3. Certification & Operations

- Noise Advisory Program
  - In September, SBA received a total of 281 noise complaints.

#### Complaint – Histogram

Start Date / Time: 2020-09-01 00:00:00  
 End Date / Time: 2020-09-30 23:59:59

Group By: Community  
 Filter Name:



Total Number of Complaints: 281

## C. CAPITAL PROJECTS

### 1. Federal Aviation Administration Airport Improvement Program (AIP) Grant Projects

- Airfield Sweeper: AIP Grant 059 was awarded June 29, 2020. A purchase order has been issued and the new sweeper is expected in March 2021.
- North East Hangar: AIP Grant 060 was awarded on August 24, 2020, for the base bid (Hangar 14 pavement area). The Airport has received City Council authority to front \$830,925 to cover the cost of the bid alternate portion of the project (Hangar 15 pavement area). The project commenced on October 5, 2020 and is scheduled to be complete by December 30, 2020.

**D. FINANCIAL SUMMARY**

As of September 30, 2020 preliminary operating revenues were 2.2% below budget. Preliminary operating expenditures were 24% below budget, with encumbrances, expenditures are 42% above budget.

**August 2020 Concessions**

<b>Concession</b>	<b>Gross Revenue</b>	<b>Airport Revenue</b>	<b>Contracts</b>	<b>Gross Revenue per Enplanement</b>	<b>Gross Revenue per Enplanement for FY19</b>
Restaurant-Landside	\$0.00	\$0.00		\$0	\$0.36
Restaurant-Airside	\$43,546	\$4,238		\$3.53	\$4.60
Restaurant-Total	\$43,546	\$4,238		\$3.53	\$4.96
Gift Shop	\$42,511	\$2,342		\$3.45	\$2.76
Rental Cars	\$891,866	\$89,187	3,188	\$72.37	\$38.51

**E. CITY COUNCIL APPROVALS**

**September 15, 2020**

**Subject: Contract Funding For Construction Of Santa Barbara Airport Northeast Apron And Taxilane Reconstuction, Phase 2**

Recommendation: That Council:

- A. Approve an increase of appropriations to transfer from the Airport Operating Fund Reserves to the Airport Capital Fund, in the amount of \$630,925;
- B. Increase estimated revenue by \$630,925 in the Airport Capital Fund, funded by a transfer from the Airport Operating fund;
- C. Reduce existing appropriations of \$200,000 in the Airport Capital Fund; and
- D. Reduce estimated revenue by \$830,925 in the Airport Capital Fund from supplemental Federal Aviation Administration grant funding for construction of the Northeast Apron and Taxilane Reconstruction Phase 2 Project.

**Subject: Consent To Lease Assignment For Super 8 Hotel Parking Lot**

Recommendation: That Council authorize the Airport Director to execute Consent to Assignment of Lease Agreement No. 21,810 between the City of Santa Barbara and the H. Oliver Dixon, Inc. for a Super 8 Hotel Parking Lot adjacent to Santa Barbara Airport, to Ocean Pacific LP for remaining term of no more than 10 years.

**Subject: Airport Internet Air Service Marketing Program**

Recommendation: That Council authorize the Airport Director to execute a purchase order with Sojern, Inc. for a targeted internet marketing campaign to promote air service at Santa Barbara Airport (SBA) for a total expenditure not to exceed \$35,375.

**Subject: Airport Public Service Partnership With KEYT**

Recommendation: That Council authorize the Airport Director to execute a purchase order with News Press and Gazette Company, parent company of KEYT Television, for an eight month on-air public service partnership for residents of the greater Santa Barbara region about available air service at Santa Barbara Airport (SBA) for a total expenditure not to exceed \$40,000.