



# Airport Commission

*City of Arts & Innovation*

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**TO: HONORABLE COMMISSIONERS** **DATE: OCTOBER 14, 2015**

**FROM: GENERAL SERVICES DEPARTMENT**

**SUBJECT: CONTINUED DISCUSSION: RIVERSIDE MUNICIPAL AIRPORT MARKETING AND BRANDING**

**ISSUE:**

Discussion of marketing of the Riverside Municipal Airport.

**RECOMMENDATIONS:**

That the Airport Commission receive this update on marketing efforts for the Airport.

**BACKGROUND:**

Established in 1952, the Riverside Municipal Airport (Airport) has become a major contributor to the local economy exceeding \$45 million per year, according to a 2008 analysis of airport financial activity. Currently, there are 13 businesses providing all levels of flight training and maintenance services to aircraft owners, two aviation flight schools, two Federal Aviation Administration facilities and a restaurant. In response to the airline industry's stated need for more professional pilots, the two flight schools added more than 225 new students in 2014. Two additional corporate jets will now be based at the Airport with the completion of a new corporate hangar in July 2015. A request for proposals was recently issued for development of a major hangar complex on the Airport's west side. The proposed development will encompass approximately 21 acres and provide a 30% expansion for the Airport's tenant base. The Airport will commence several capital improvement projects totaling more than \$4 million over the next five years.

In light of these activities, a new marketing plan is in development to raise awareness about professional services currently being offered at the Airport. Key messages for the campaign will include, but not be limited to, the Airport's strategic location to major markets, competitive fuel prices, absence of landing fees, and a congestion-free environment. The campaign will also feature award winning City amenities and programs in support of Riverside's quality of life and Business First philosophies.

The Commission has requested regular discussion on marketing and branding during further evaluation of the Westside Project proposal. The following is an update on current marketing activity.

Riverside Municipal Airport ads are planned for the following publications:

- California State Civil Air Patrol newspaper – October 2015
- American Legion's 21<sup>st</sup> District Veteran's Day newspaper – November 2015
- "This is Riverside" Magazine – 2015 edition, published by the Greater Riverside Chamber of Commerce (Attachment 1)

Staff has developed a bookmark (Attachment 2) that will be available at local libraries. Bookmarks will also be provided with complimentary copies of "This is Riverside" magazine to corporate aircraft operators visiting the airport.

Staff plans to work with the City's Economic Development Department to conduct a survey of businesses in Riverside and the surrounding service area to determine interest in the Airport pursuing charter helicopter services.

**FISCAL IMPACT:**

There is no fiscal impact to the City's General Fund. Adequate funds for Riverside Municipal Airport marketing and branding are budgeted in Fiscal Year 2015/16 General Services Department, Airport Administration Account No. 2245000-421000 (Professional Services).

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**Attachments**

1. "This is Riverside" advertisement samples
2. Bookmark