



City of Arts & Innovation

Airport Commission

TO: HONORABLE COMMISSIONERS **DATE: NOVEMBER 12, 2015**

FROM: GENERAL SERVICES DEPARTMENT

SUBJECT: CONTINUED DISCUSSION: RIVERSIDE MUNICIPAL AIRPORT MARKETING AND BRANDING

ISSUE:

To provide an update on the Riverside Municipal Airport marketing and branding efforts.

RECOMMENDATION:

That the Airport Commission receive this update.

BACKGROUND:

The Airport 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 purchased advertisements in the following publications:

- California State Civil Air Patrol magazine – October 2015
- American Legion's 21st District Legionnaire newspaper, Veteran's Day edition – November 2015
- "This is Riverside" Magazine – 2015 edition, published by the Greater Riverside Chamber of Commerce

The Airport has also developed an Infographic to be used in future marketing opportunities.

Staff has engaged with the City's Community and Economic Development Department to coordinate efforts on business development and marketing. For example, we will be partnering on 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.

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Approved by: Marianna Marysheva-Martinez, Assistant City Manager

Attachments:

1. Civil Air Patrol magazine advertisement sample
2. Veterans Day advertisement sample, Legionnaire newspaper
3. Airport Infographic