

# Salina Airport Authority Board of Directors Regular Meeting

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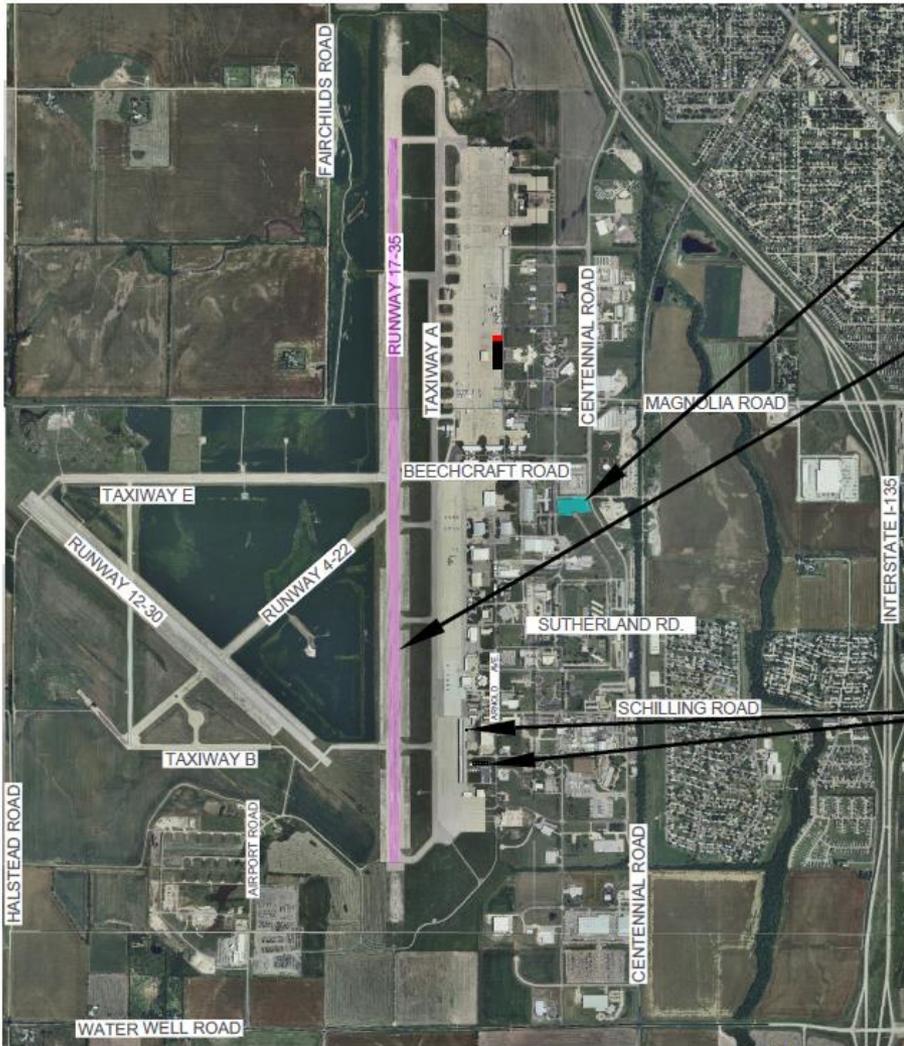
JANUARY 20, 2021



# Agenda Review

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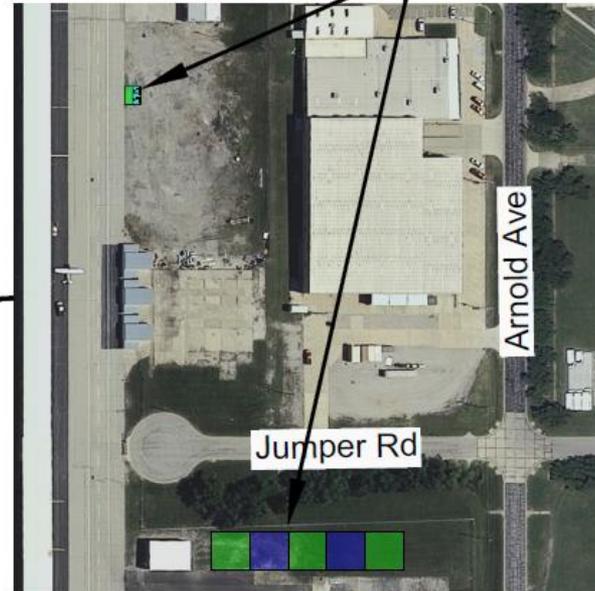
- Aviation and aerospace workforce recruitment
- Scheduled air service recovery and development
- Support the growth and development plans of other Salina Airport Industrial Center organizations
- Complete GA aircraft storage hangar design and bidding



Salina Area Technical College (Agenda Item #10)

Runway 17-35 Rehabilitation (Agenda Item #9)

GA Aircraft Storage Hangars & Public Restroom (Agenda Item #12)



Drawing Number 2893-01-21



3237 ARNOLD, SALINA, KS 67401  
 (785-827-3914 FAX: 785-827-2221)

None : REVISIONS

KRB : DESIGNED BY

KRB : DRAWN BY

T - 2000 : SCALE

1/20/21, 1806 : DATE

SALINA AIRPORT AUTHORITY  
 January 2021 Board Meeting Location Map

1  
 OF  
 1

# Review of Airport Activity and Financial Reports for the Month ending December 31, 2020

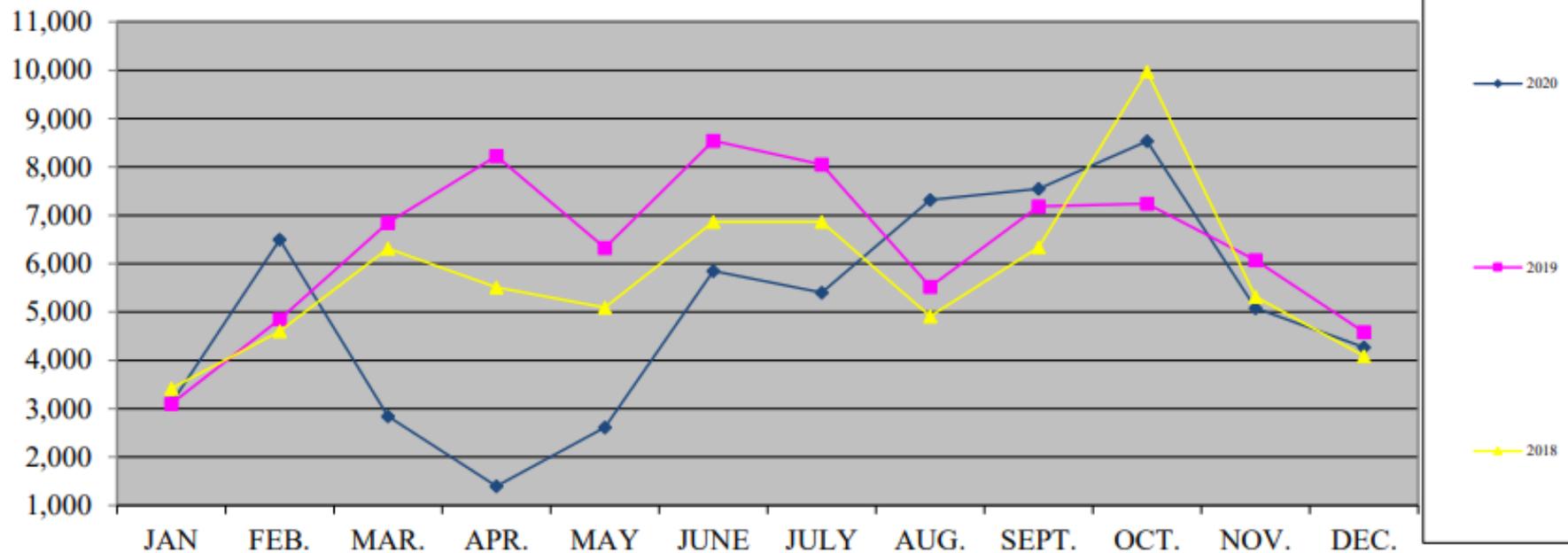
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TIM ROGERS, A.A.E.

SHELLI SWANSON, C.M.

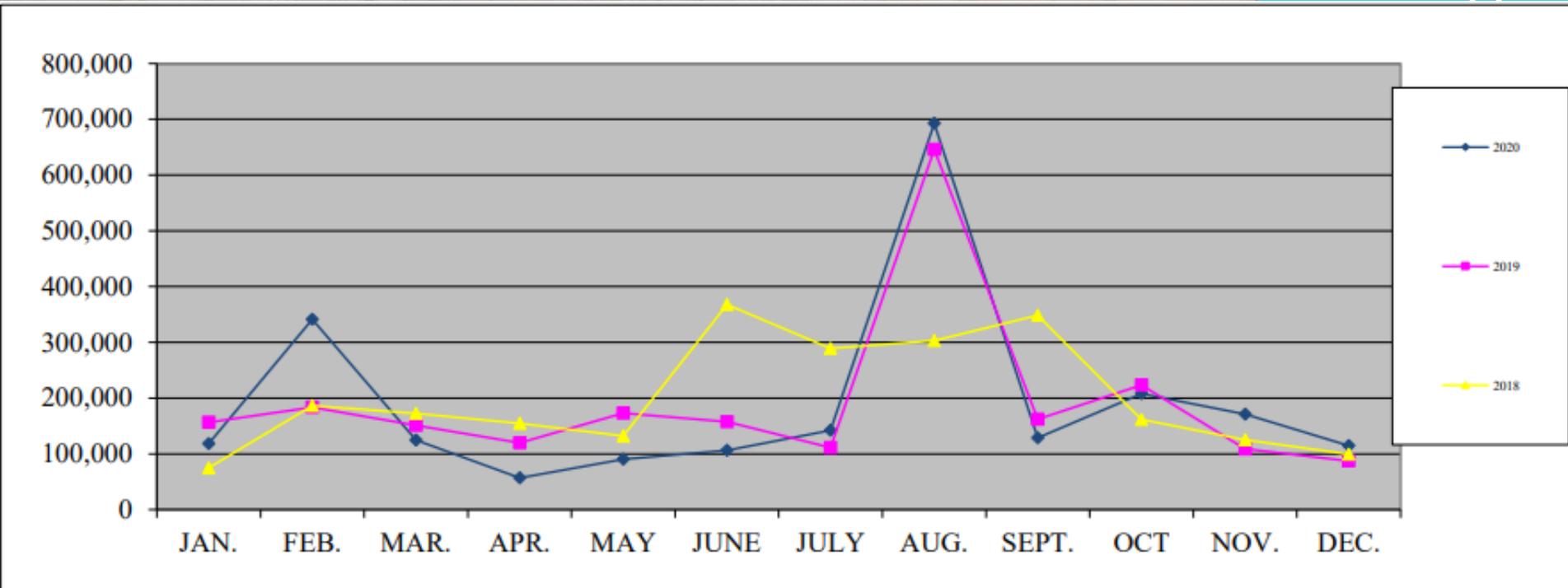


# Air Traffic



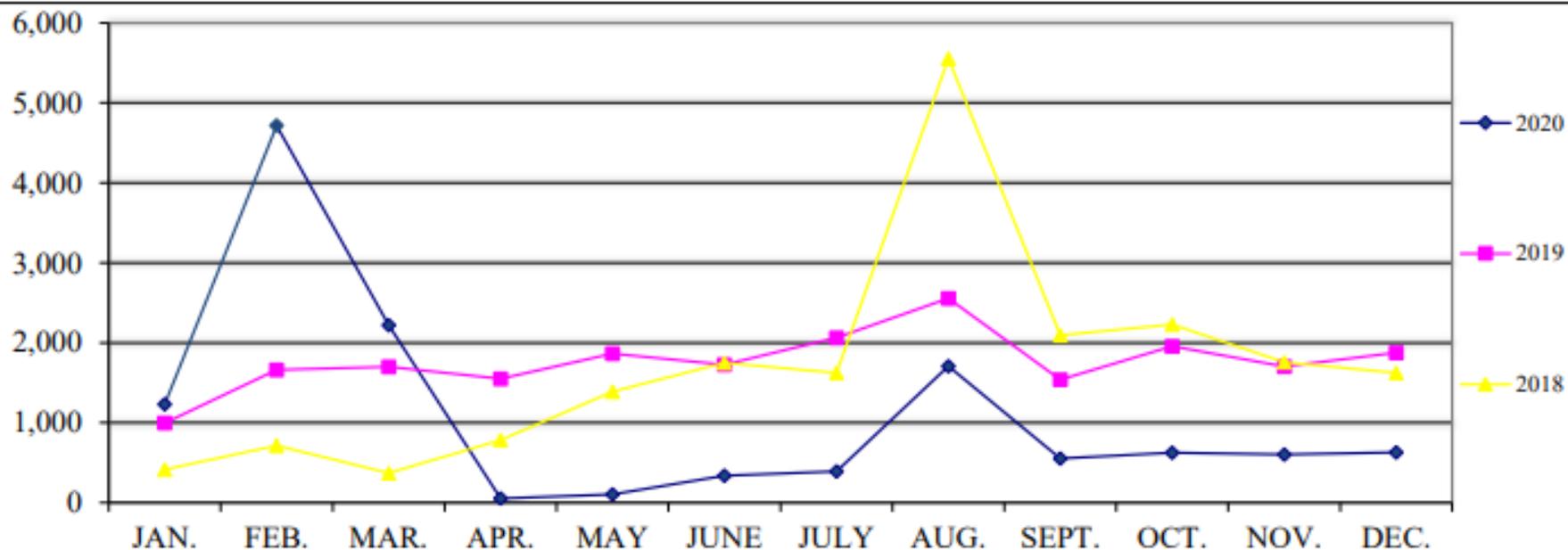


# Fuel Flowage



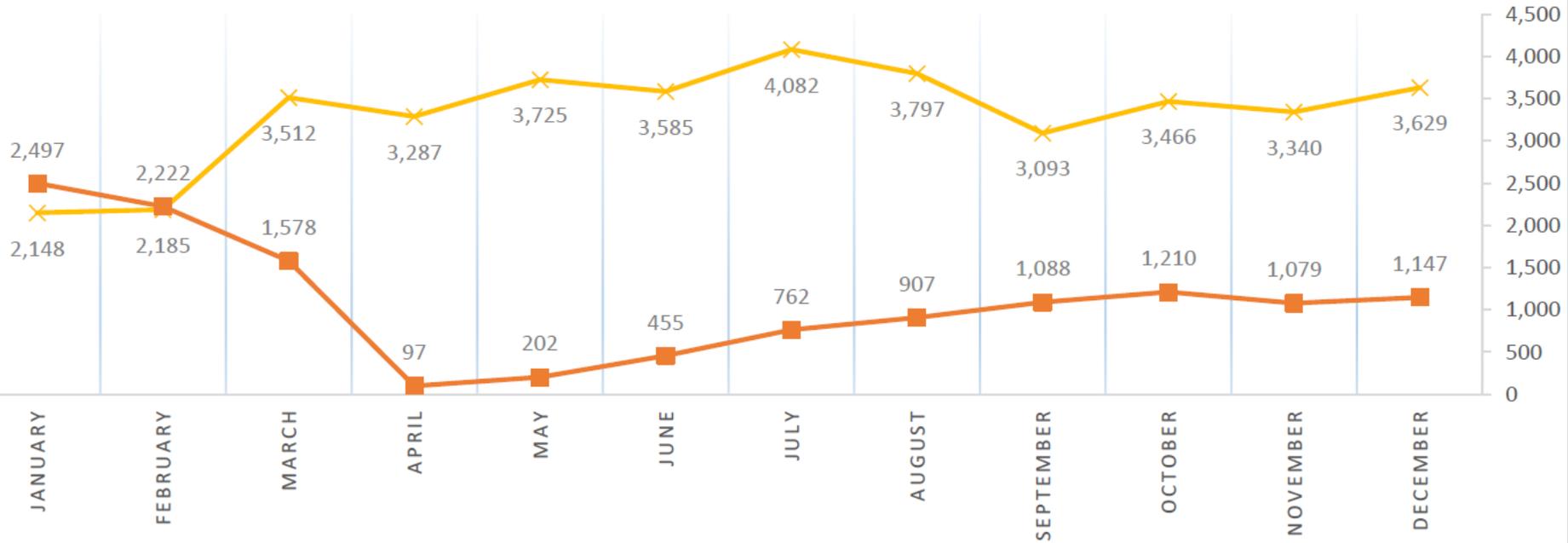


# Enplanements



## SLN PASSENGERS - PER MONTH

✕ 2019 TOTAL    ■ 2020 TOTAL



# 2020 - 2021 SkyWest Airlines

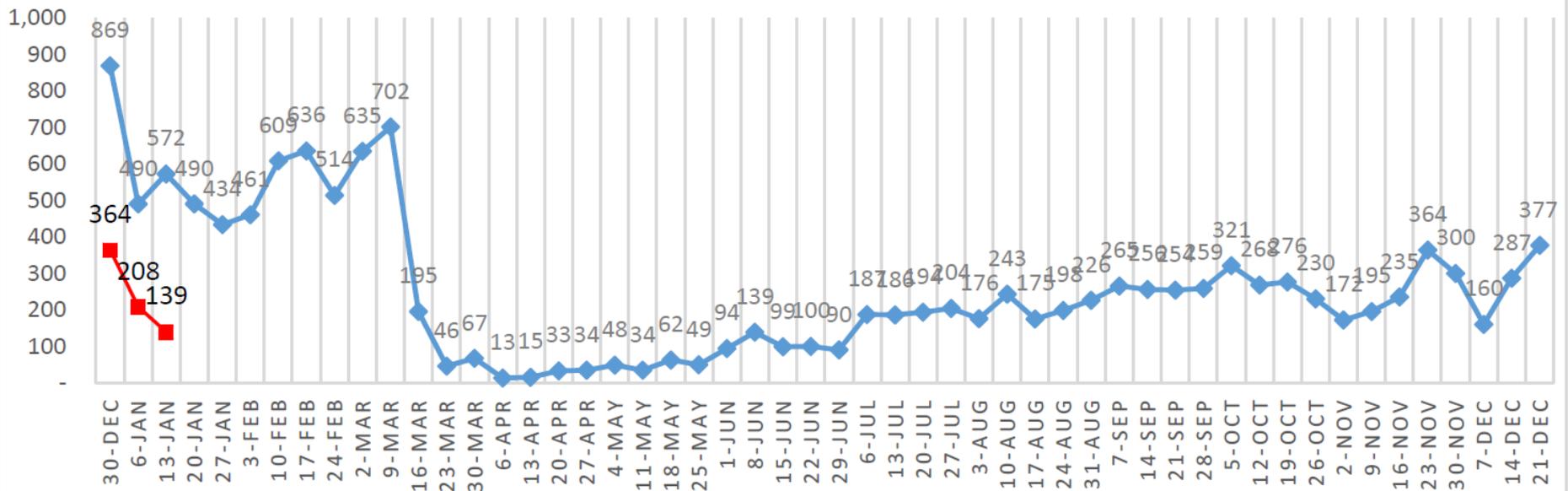
Weekly Enplane and Deplane (Monday thru Sunday)

Note: SKW EAS service at SLN started on April 9, 2018

## TOTAL SLN PASSENGERS - PER WEEK

—◆— 2020 TOTAL

—■— 2021 TOTAL



# Financial Reports

## Salina Airport Authority Profit & Loss Prev Year Comparison January through December 2020

9:21 AM  
01/15/2021  
Accrual Basis

	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/Expense				
Income				
Total Airfield revenue	941,043.40	927,921.45	13,121.95	1.41%
Total Building and land rent	1,550,299.38	1,349,788.12	200,511.26	14.86%
Total Other revenue	166,269.12	155,248.89	11,020.23	7.1%
Total Income	<u>2,657,611.90</u>	<u>2,432,958.46</u>	<u>224,653.44</u>	<u>9.23%</u>
Gross Income	2,657,611.90	2,432,958.46	224,653.44	9.23%
Expense				
Total Administrative expenses	1,602,206.52	1,524,897.45	77,309.07	5.07%
Total Maintenance expenses	831,025.22	830,537.66	487.56	0.06%
Total Expense	<u>2,433,231.74</u>	<u>2,355,435.11</u>	<u>77,796.63</u>	<u>3.3%</u>
Net Ordinary Income	224,380.16	77,523.35	146,856.81	189.44%
Other Income/Expense				
Total Other Income	2,132,499.94	4,138,354.26	-2,005,854.32	-48.47%
Total Other Expense	3,608,944.03	3,812,224.36	-203,280.33	-5.33%
Net Other Income	<u>-1,476,444.09</u>	<u>326,129.90</u>	<u>-1,802,573.99</u>	<u>-552.72%</u>
Net Income	<u><u>-1,252,063.93</u></u>	<u><u>403,653.25</u></u>	<u><u>-1,655,717.18</u></u>	<u><u>-410.18%</u></u>

# Financial Reports

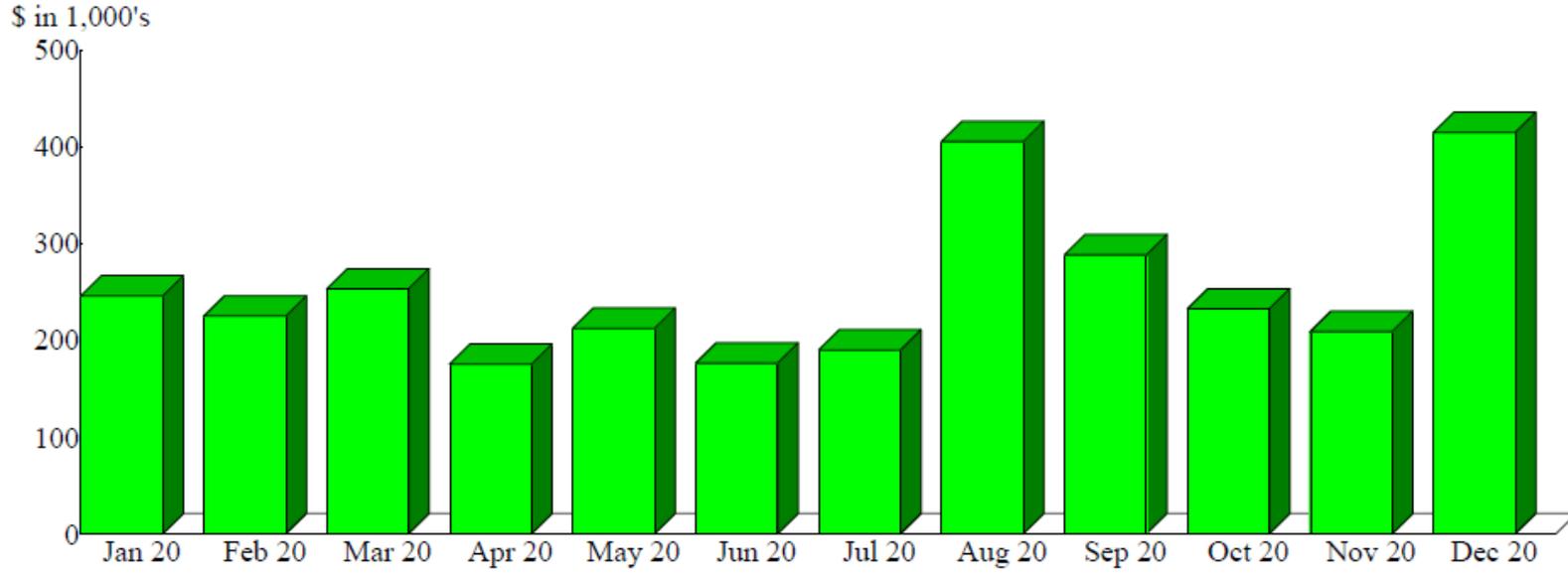
**Salina Airport Authority**  
**Capital Additions Budget vs. Actual**  
 As of December 31, 2020

9:22 AM  
 01/15/2021  
 Accrual Basis

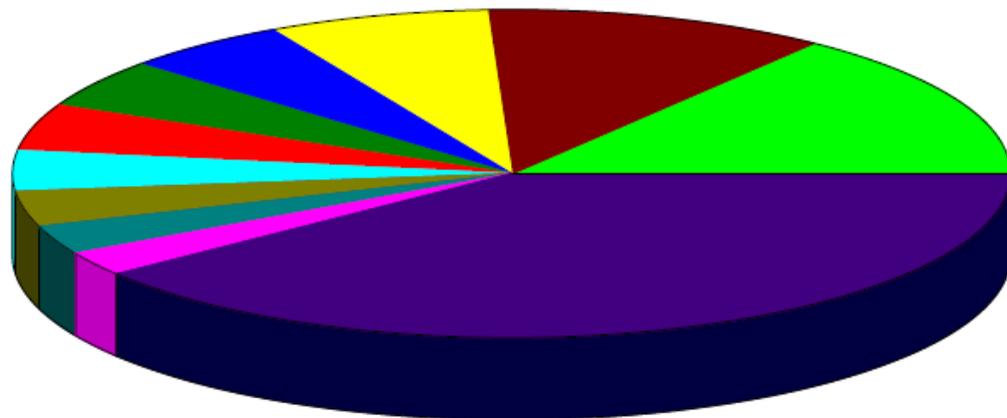
	<u>Dec 20</u>	<u>Jan - Dec 20</u>	<u>Annual Budget</u>	<u>+/- Annual Budget</u>	<u>% of Annual Budget</u>
<b>ASSETS</b>					
Fixed Assets					
Fixed assets at cost					
Total Airfeld	0	560,322	480,000	80,322	117%
Total Buildings & Improvements	20,923	680,931	705,002	-24,071	97%
Total Equipment	92,780	212,661	473,500	-260,839	45%
Total Land	744	42,042	75,000	-32,958	56%
<b>Total Fixed assets at cost</b>	<b>114,447</b>	<b>1,495,956</b>	<b>1,733,502</b>	<b>-237,546</b>	<b>86%</b>

Sales by Month  
January through December 2020

Dollar Sales



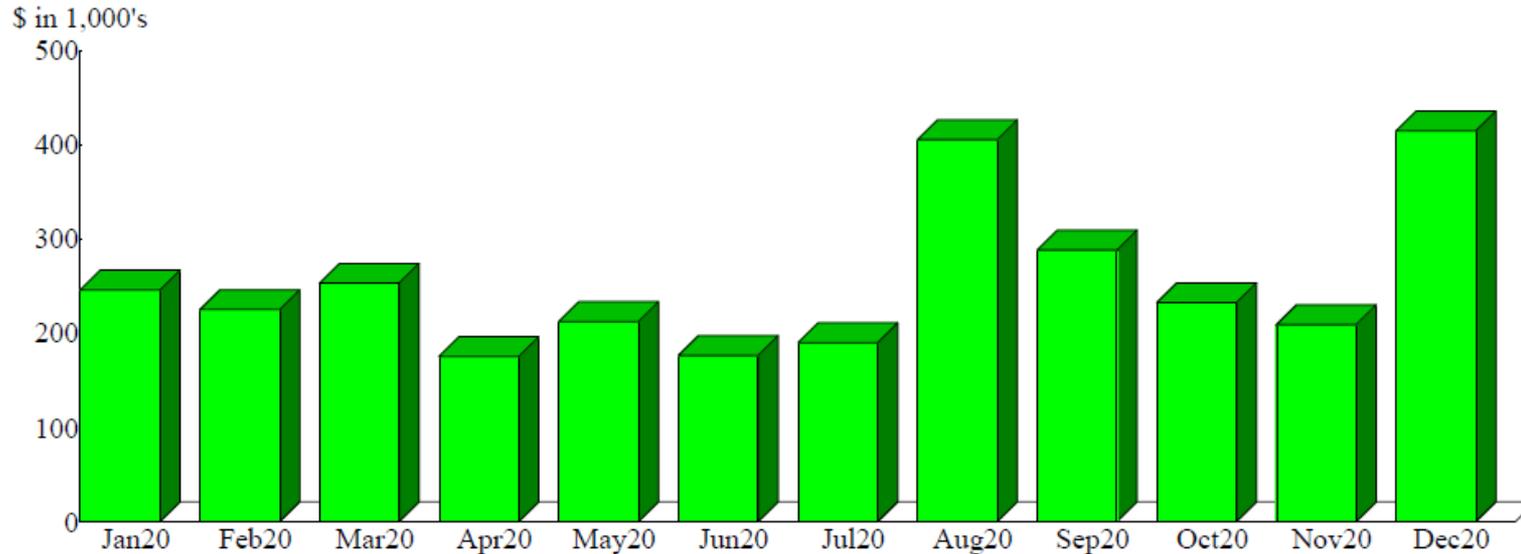
Sales Summary  
January through December 2020



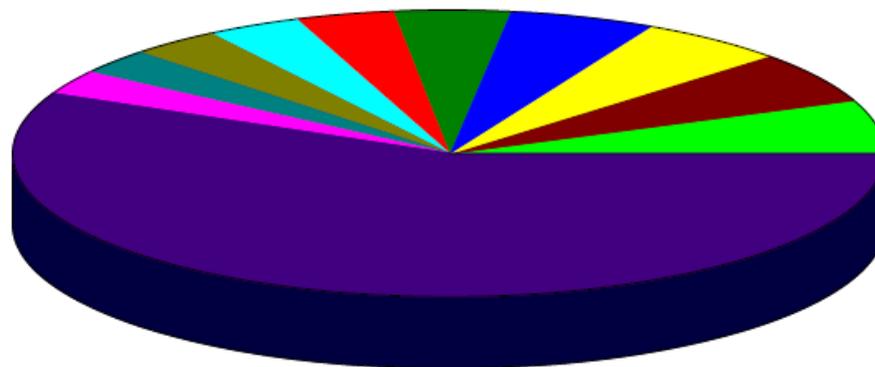
Kansas Erosion Products, LLC.	14.70%
Avflight Salina	11.16
1 Vision Aviation, PLLC	7.21
Exide	5.56
USSOCOM (Jaded Thunder)	4.86
SFC Global Supply Chain	4.64
Universal Forest Products (UFP)	4.13
City of Salina, KS	3.52
Kansas State Polytechnic - Salina	2.87
Nellis AFB	2.49
Other	38.85
<b>Total</b>	<b>\$3,028,626.15</b>

Sales by Month  
January through December 2020

Dollar Sales



Sales Summary  
January through December 2020

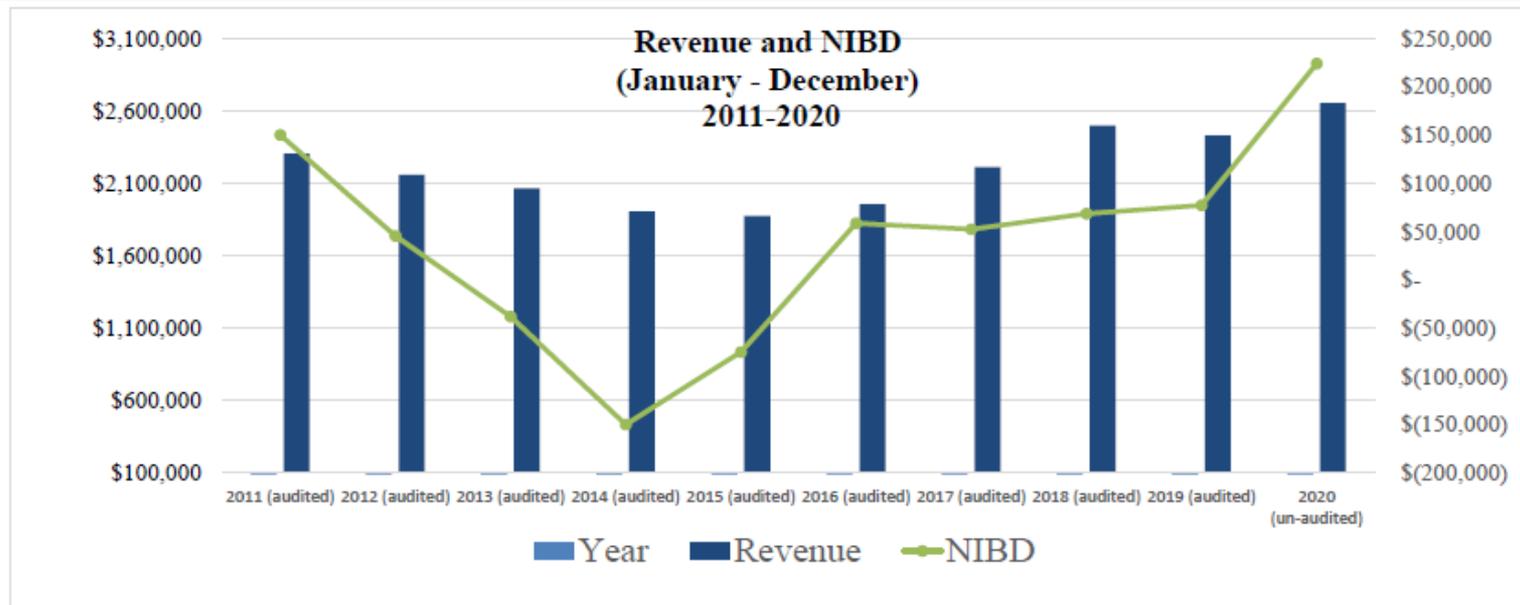


H-00959-1 (Hangar Facility H959 - 2044 S	6.14%
FFF-Avflight Salina (Fuel Flowage Fee @	5.94
B-01021 (Building #1021 located at 3600	5.47
Utility Reimbursement (Utility Reimburse	5.41
B-00655-3 (Bldg. #655 (56,961 SF) - 2656	4.44
B-00620-1 (Building #620 (30,000 SF) an	3.76
Env. Legal Fees (Schilling Project Reimb	3.52
pptx (2020 Real Estate Taxes (see attach	3.40
B-00626-1 (Manufacturing facility #626 (	2.94
H-0600-1 (Hangar 600 - 20,217 sq. ft.)	2.75
Other	56.23
<b>Total</b>	<b>\$3,028,626.15</b>

# 10-Year Operating Revenue and Expense Analysis

## January - December 2011-2020

	2011 (audited)	2012 (audited)	2013 (audited)	2014 (audited)	2015 (audited)	2016 (audited)	2017 (audited)	2018 (audited)	2019 (audited)	2020 (un-audited)
<b>TOTAL REVENUES</b>										
<b>OPERATING REVENUES</b>										
Airfield	\$ 613,721	\$ 548,193	\$ 411,522	\$ 572,681	\$ 529,973	\$ 530,889	\$ 510,263	\$ 586,108	\$ 742,672	750,376
Fuel flowage fees	167,569	189,370	128,277	150,110	189,532	145,280	202,727	194,647	185,249	190,668
Building and land rent	1,491,710	1,365,853	1,474,057	1,136,063	1,068,335	1,174,553	1,310,833	1,383,282	1,349,788	1,550,301
Other revenue	33,965	56,752	53,902	50,499	88,664	106,144	189,477	335,855	155,249	166,270
<b>TOTAL OPERATING REVENUES</b>	<b>2,306,965</b>	<b>2,160,168</b>	<b>2,067,758</b>	<b>1,909,353</b>	<b>1,876,504</b>	<b>1,956,866</b>	<b>2,213,300</b>	<b>2,499,892</b>	<b>2,432,958</b>	<b>2,657,615</b>
<b>TOTAL EXPENSES</b>										
<b>OPERATING EXPENSES</b>										
Administrative	1,385,079	1,245,267	1,232,833	1,198,445	1,253,045	1,183,681	1,264,135	1,567,514	1,524,897	1,602,204
Maintenance	771,450	869,091	872,877	860,760	698,173	714,188	896,488	863,656	830,538	831,025
<b>TOTAL OPERATING EXPENSES</b>	<b>2,156,529</b>	<b>2,114,358</b>	<b>2,105,710</b>	<b>2,059,205</b>	<b>1,951,218</b>	<b>1,897,869</b>	<b>2,160,623</b>	<b>2,431,170</b>	<b>2,355,435</b>	<b>2,433,229</b>
<b>OPERATING INCOME BEFORE DEPRECIATION</b>	<b>\$ 150,436</b>	<b>\$ 45,810</b>	<b>\$ (37,952)</b>	<b>\$ (149,852)</b>	<b>\$ (74,714)</b>	<b>\$ 58,997</b>	<b>\$ 52,677</b>	<b>\$ 68,722</b>	<b>\$ 77,523</b>	<b>\$ 224,386</b>



# Salina Area Chamber of Commerce Economic Development Services Update

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Shelli Swanson, C.M.

Tim Rogers, A.A.E.

January 20, 2021

Salina Area Chamber of  
Commerce

# Airport Authority Board Meeting

The logo for "Imagine Salina" is centered within a white rounded rectangle with a teal border. The text "Imagine Salina" is written in a bold, blue, sans-serif font. The word "Imagine" is on the top line and "Salina" is on the bottom line. The text is partially enclosed by a stylized, dark blue cloud-like shape that arches over the top and curves under the bottom of the words.

**Imagine  
Salina**

## Progress So Far (2019 & 2020)

- Launch of basic website and expansion of online information for potential employees and those looking to relocate
- Basic inventory of available jobs currently accessible via website
- Launch of digital marketing campaign to draw traffic to website and information
- Creation of 'sizzle' video to be used in digital marketing, website, and other marketing materials. Also will be available to employers.
- Creation of testimonial videos to be used in digital marketing and social media
- Launch of organic social media presence and internal marketing/civic pride and engagement

# The Imagine Salina Website

- Launched in February 2020/ Digital campaign launched in May
- 28,619 visitors from May 1-December 3 (28,496 new users)
- Digital campaign takes users directly to three key industry landing pages: Advanced Manufacturing, Education and Healthcare
- Site average for Conversion Goal (clicking through to job listings) was 6.53% with targeted campaigns (Facebook and Instagram) performing 223% to 512% higher than average
- Almost 50% of users accessed via iPhone (IOS), 39.54% via Android device, and remaining on PC or Mac
- Demographics of Users:
  - 18.2% from Wichita, 6.48% Kansas City, 5.32% Oklahoma City, 3.49% Dallas, and 2.88% Topeka (with other locations including Tulsa, Overland Park, and Chicago)
  - 53.6% male and 46.4% female
  - 22.26% ages 55-64, 19.52% ages 65+, 17.86% ages 45-54, 16.14% ages 35-44, 15.84% ages 25-34, and 8.39% ages 18-24



Salina Airport Authority. x Imagine Salina - x +

imagesalina.com

Apps KMUW Imagine Salina Salina Area Chamb... CEDBR - Center for... LinkedIn Salina Airport Auth... Spotify City of Salina Salina SHRMA COVID-19 Cases in...

Imagine Salina

INVESTOR LOGIN

ABOUT CAREERS HOUSING ACTIVITIES EDUCATION BUSINESS CONTACT

IMAGINE YOURSELF IN SALINA

# DON'T KNOW WHERE TO BEGIN?

Looking to relocate and not sure where to start? Contact us and we will help you take care of the rest.

[CONTACT US](#)

[Not right now](#)

WHERE TO WORK

WHERE TO LIVE

WHERE TO PLAY

WHERE TO LEARN

# Digital Marketing Ads

**Imagine Salina**  
Sponsored · 🇺🇸

Imagine a teaching career with competitive pay, flexible schedules, and a supportive community. Imagine Salina.



IMAGINESALINA.COM  
**Education Careers in Salina** [LEARN MORE](#)  
"Best place to raise your kids in K..."

👍 Like    💬 Comment    ➦ Share

👤 Kamy Valdez Grisham and ...    3 Shares

**Imagine Salina**  
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Make the move to Salina and advance your healthcare career. Salina is a regional hub for medical services and many job ...See More



IMAGINESALINA.COM  
**Calling All Healthcare Professionals!** [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

👤 Barbara Muset and 11 ot...    5 Shares

**Imagine Salina**  
Sponsored · 🇺🇸

Now is the time to make a move and advance your career.



IMAGINESALINA.COM  
**Manufacturing Jobs in Salina** [LEARN MORE](#)  
Imagine the Possibilities

👍 Like    💬 Comment    ➦ Share

👤 Johnat...    10 Comments    39 Shares

**Imagine Salina**  
Sponsored · 🇺🇸

Advance your manufacturing career in Salina. Many companies are offering sign-on bonuses and relocation support for qualified Supervisors.



IMAGINESALINA.COM  
**Imagine the Possibilities** [LEARN MORE](#)  
Sign-on Bonuses + Relocation Su...

👍 Like    💬 Comment    ➦ Share

👤 Steve Frison and 2 ...    5 Shares



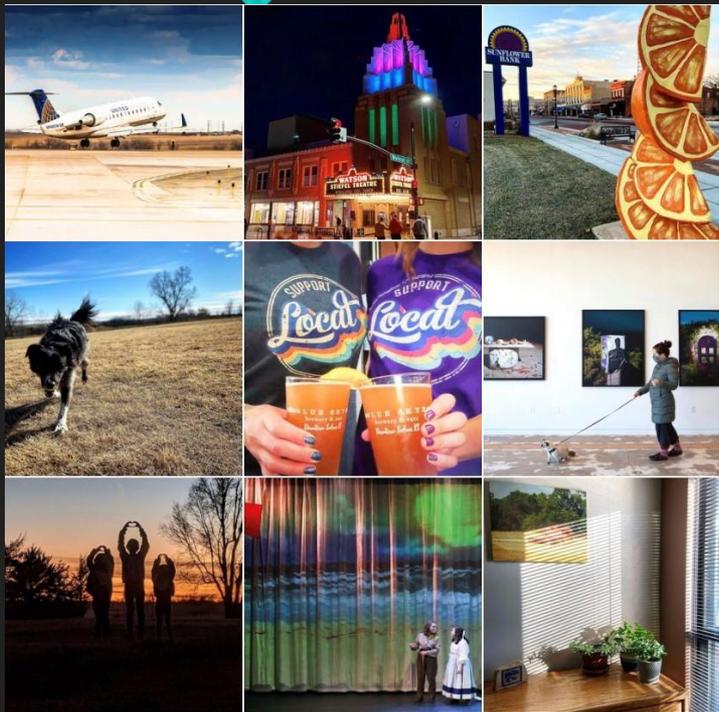
# Alternative Creative Options



# Website/Marketing Improvements

- Average amount of time actually spent on site before clicking through to job site (Indeed.com): approx 2 minutes
- Site was also not capturing information about users for us to further engage
- Addition of pop-up windows to collect emails/resumes
- Future addition of blog, social media feed, and other features to provide continued content
- Future digital marketing will target previous users with curated content
- Future email list to send follow-up content and information

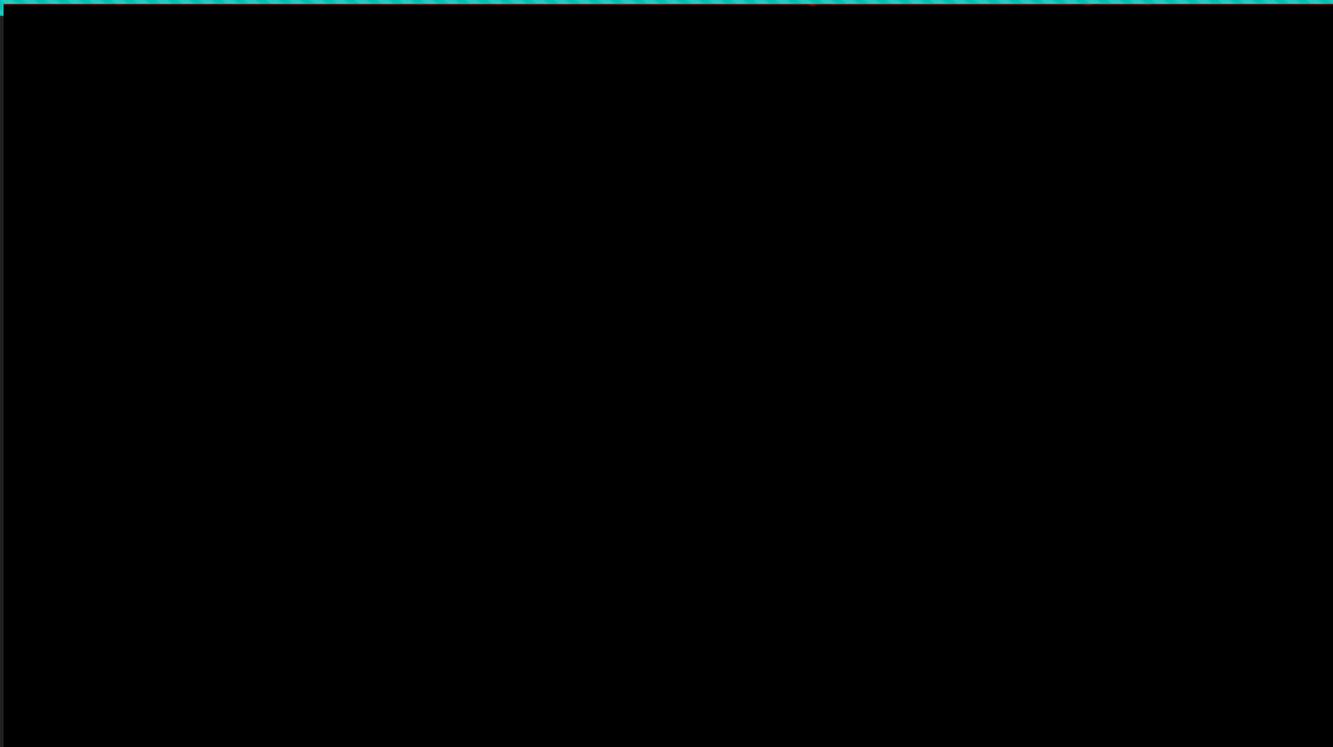
# Organic Social Media/Internal Engagement



- Begin to encourage use of #ImagineSalina and #6740wonderful hashtags to cultivate content on Facebook and Instagram
- Encouraging engagement and sharing on social media platforms
- Possible ambassador program that utilizes young professionals/community members to share and create content



# Sizzle Video



# Testimonial Videos

- Another component of digital marketing/social media campaign
- Interviewed 2 individuals from each key industry: Manufacturing, Education and Healthcare, plus a young professional and an entrepreneur
- These will compliment all branding and content that we are currently using



# Salina Recruiting Package Materials

- Development of one-sheets that present basic information quickly and easily
- Mimic organization and information that is also presented on website
- Revamp of Relocation Packet to include more information, and to bring everything together in branding and consistency
- Everything will be available in PDF version for employers to download and utilize as necessary
- One-sheets and Relocation Packet will be utilized in coordination with current Imagine Salina folders for career fairs and other priority marketing opportunities



# Career Fairs/Marketing

- Participation in several virtual events to get in front of potential employees or graduates with information and marketing materials
- Future plans to record instructional video on navigating the Imagine Salina website/sharing what all it has to offer



# Partnership with



- Provides integrated certification and career-readiness training to transitioning service members, veterans, National Guard, reservists, and military spouses for rewarding careers in manufacturing
- We receive resumes of upcoming graduating classes who have expressed interest in Salina or staying in Kansas
- Opportunities to present virtual 'tours' of Salina to students, as well as have manufacturing companies present on career opportunities available. Next one is scheduled **January 29**.

# Community Tours/Trailing Spouse

- Continuing to provide community tours safely- two community tours performed in September and November for Schwan's have helped in relocating employees here
- Continuing to provide Trailing Spouse program benefits

Hello!

Thank you so much for reaching out and for the great help before! My husband started at Vortex not too long ago and we ended up, luckily, with a place at Airport Apartments. I love my job at Rolling Hills Zoo! I want to thank you so much again for all your help!! Have a wonderful day and a very Merry Christmas!!!



# Next Quarter Priorities

- Multi-faceted digital marketing strategy that targets specific geographic areas, and provides follow-up content and marketing to users that engage
- More content on website to include blogs, social media feed, etc.
- Seeking out continued opportunities to virtually get in front of secondary and post-secondary students
- Conduct survey/needs assessment of employers to coordinate project industry needs with local training resources
- Strengthen workforce pipeline between secondary and post-secondary programs/training and employers

# Salina Regional Airport Air Service Development Annual Review and Discussion

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TIM ROGERS, A.A.E.

# Year End 2020 Results

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Salina Regional Airport



- **Provided analysis and lobbying support instrumental to launching non-stop Denver service on March 5**
- **Worked to develop the business market in 1Q20 through United's Status Match and other loyalty programs**
- **Helped navigate the SkyWest system pulldown of service to minimize disruption, given the ArkStar special relationship**
- **Ensured that the non-stop Denver service was reinstated September 9, before other SkyWest Essential Air Service markets with service to two hubs**
- **Shifted the marketing plan from business / general leisure to the *Visiting Friends and Relatives* and *Socially Distanced Destination* markets, redesigning the media plan and negotiating a special \$84 fare to both Chicago and Denver**
  - **Generated 4.6 million impressions in 78 zip codes**

- **Worked with SkyWest to optimize the reinstated schedule, moving departures earlier to build more connections**
- **Presented a Deep-Dive analysis to SkyWest at their St. George, UT headquarters highlighting the economic and demographic strengths of Salina to include our regional drawing power to ensure top of mind awareness**
- **Demonstrated that Houston Intercontinental (IAH) service could be a viable substitute for Chicago (ORD) service on a seasonal basis in the post-pandemic world maintaining eastbound connections and providing a Beta test as to whether there is more eastbound synergy to Houston than Chicago**
- **Charted the landscape with weekly strategy sessions and Industry Updates as well as monthly reporting on Key Performance Indicators such as fare competitiveness and schedules at neighboring airports**
- **Helped *1Vision* land a contract with United Express carrier Commutair, given a pre-existing relationship with their COO**

- **Assisted K-State Polytechnic positioning to be a key pilot recruitment center for SkyWest post-pandemic**
- **Strengthened the special relationship with United Airlines**
  - **Attend United Airlines Sales staff meetings monthly**
    - **The only 3<sup>rd</sup> party to do so**
  - **Work directly with their Revenue Management department to adjust fares where needed**
  - **Sponsored the second annual United Airlines PRO-AM Golf Tournament - - the only Essential Air Service market where they host a special event**
  - **Have negotiated a lowering of the dollar threshold for upfront discounts for Salina area businesses**
- **Strengthened the relationship with SkyWest**
  - **Regular updates on performance and initiatives**
    - **SkyWest sees the Salina Regional Airport as the most aggressive in their Essential Air Service portfolio**

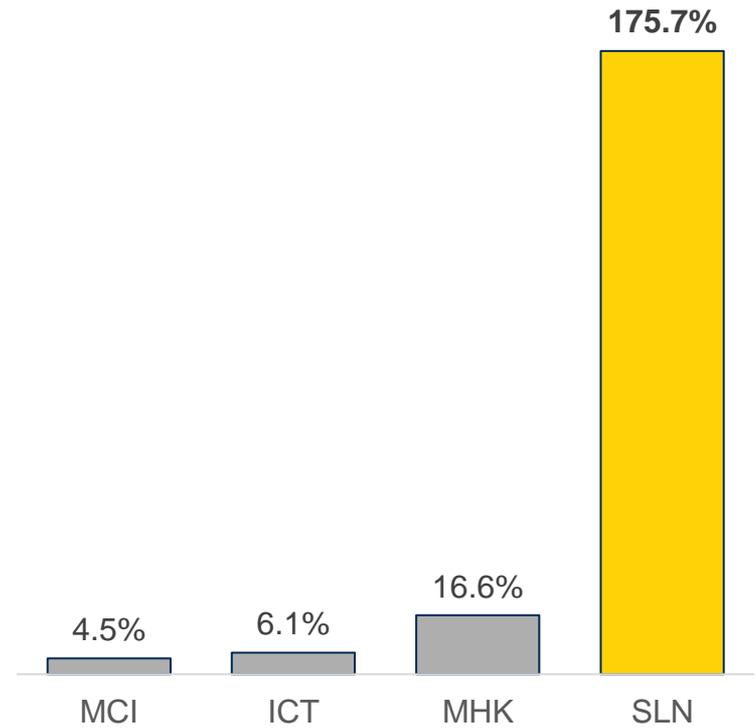
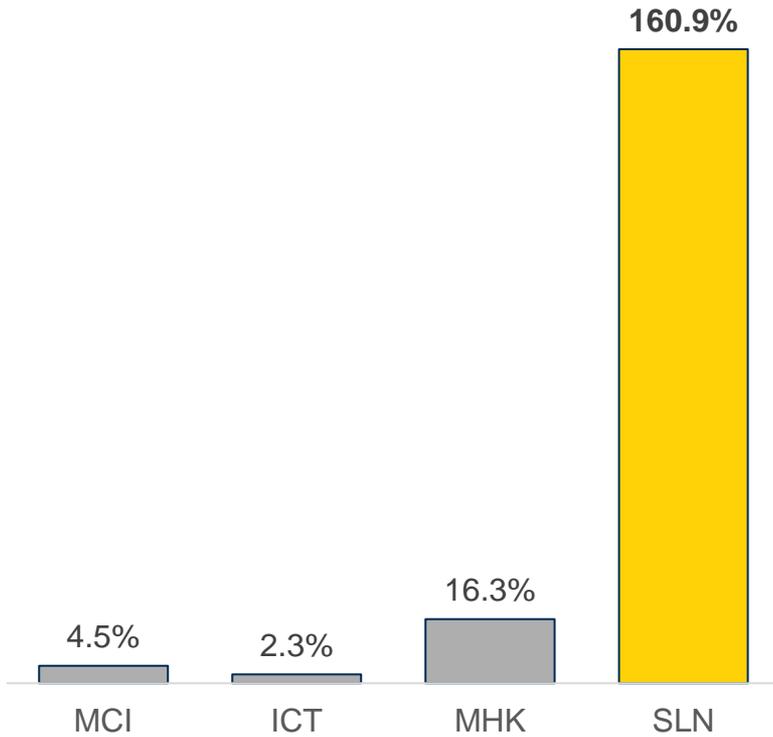
A Transitional Year

The Salina Regional Airport was poised for a tremendous 2020

### Seat and Passenger Growth 2019 v. 2018

#### Seat Growth

#### Passenger Growth

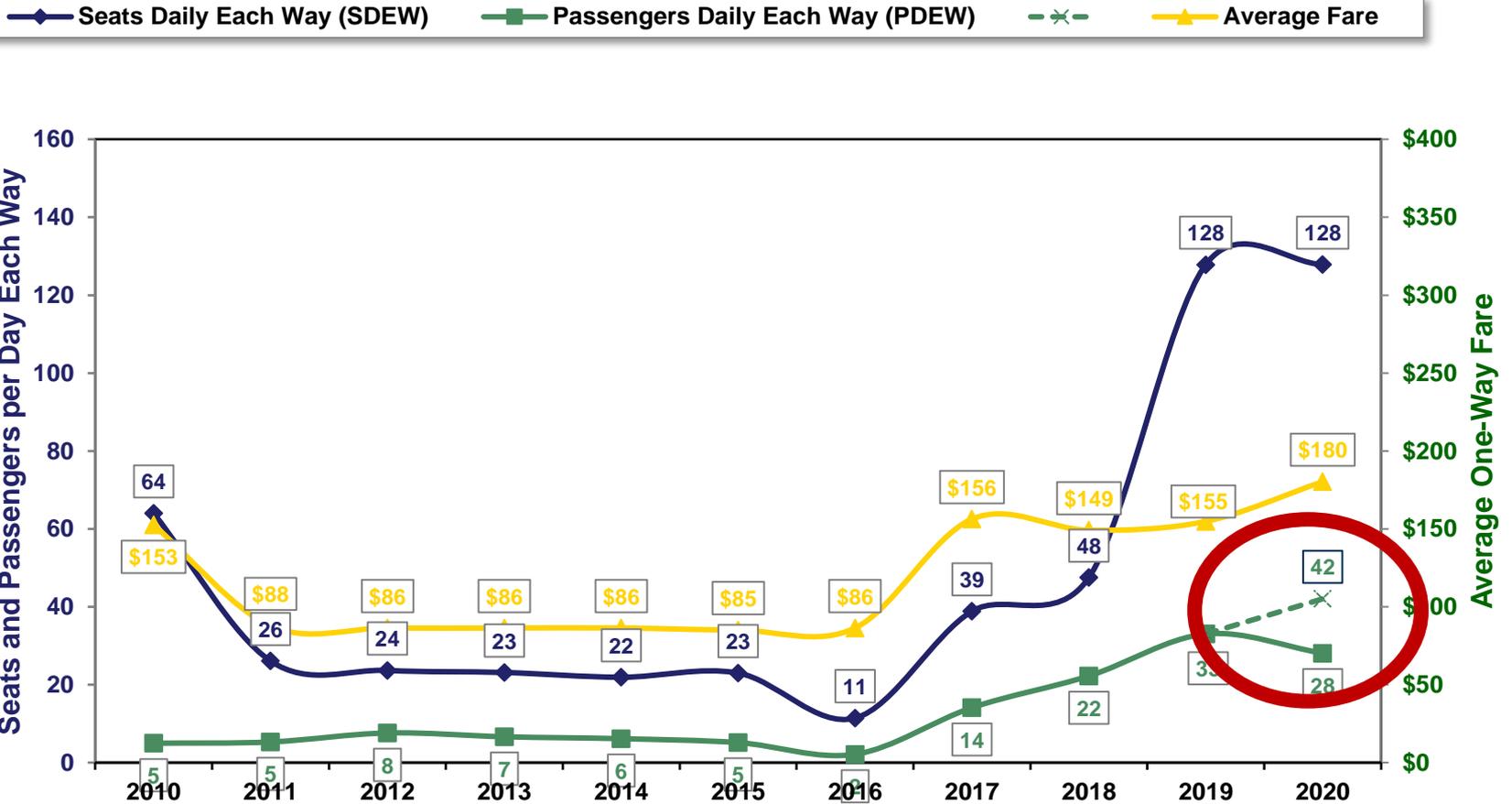


A Transitional Year

With both Denver and Chicago jets non-stop, we were anticipating 42 Passengers per Day Each Way in 2020

Salina Air Service History Since 2010

YE March

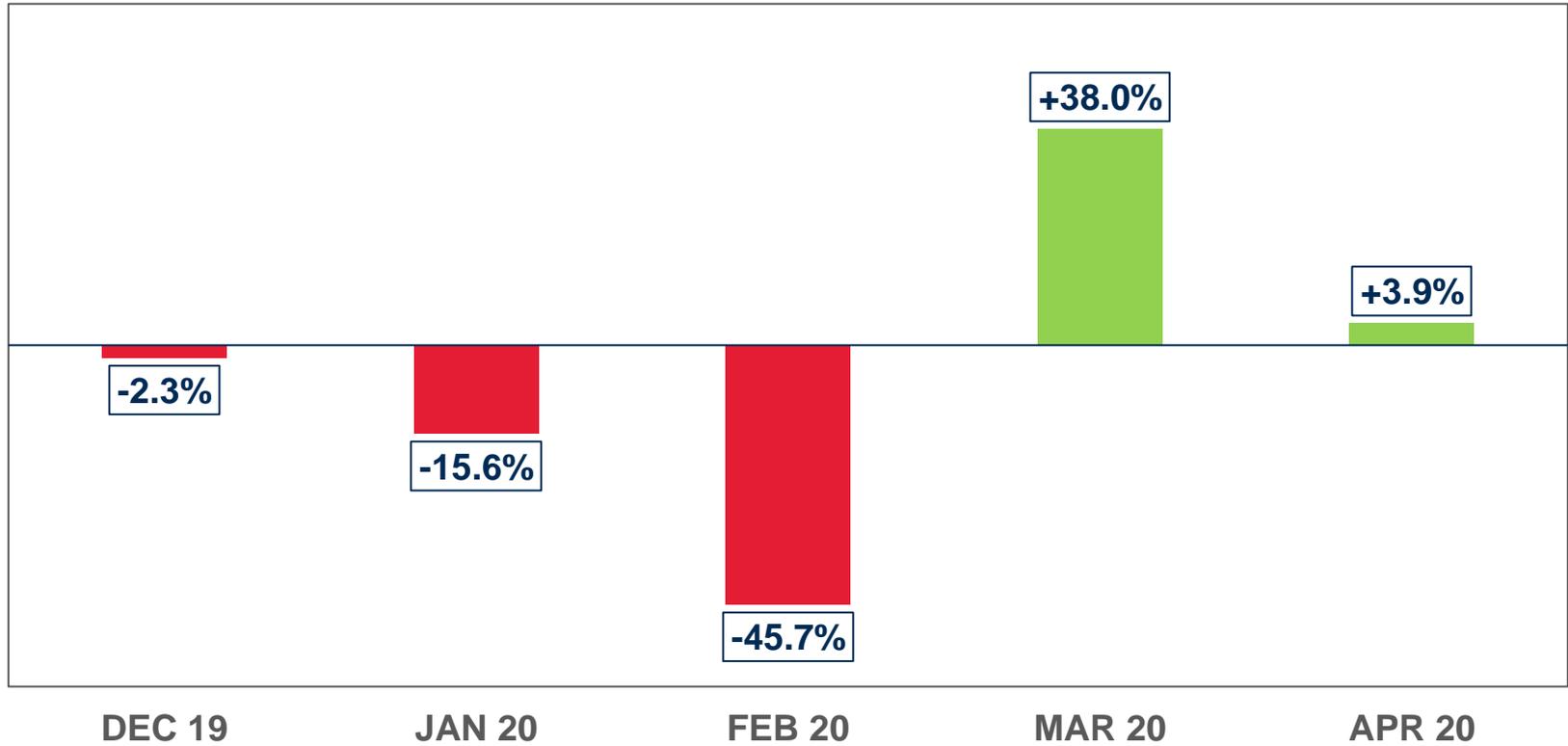


A Transitional Year

In the ramp up to March 5 non-stop DEN flight, Salina Regional Airport eclipsed the Hays Airport in bookings for the first time in recent memory showing how strong the flight would have performed

### A Comparison of Advance Bookings in SLN and HYS Percentage Difference – December 2019 to April 2020

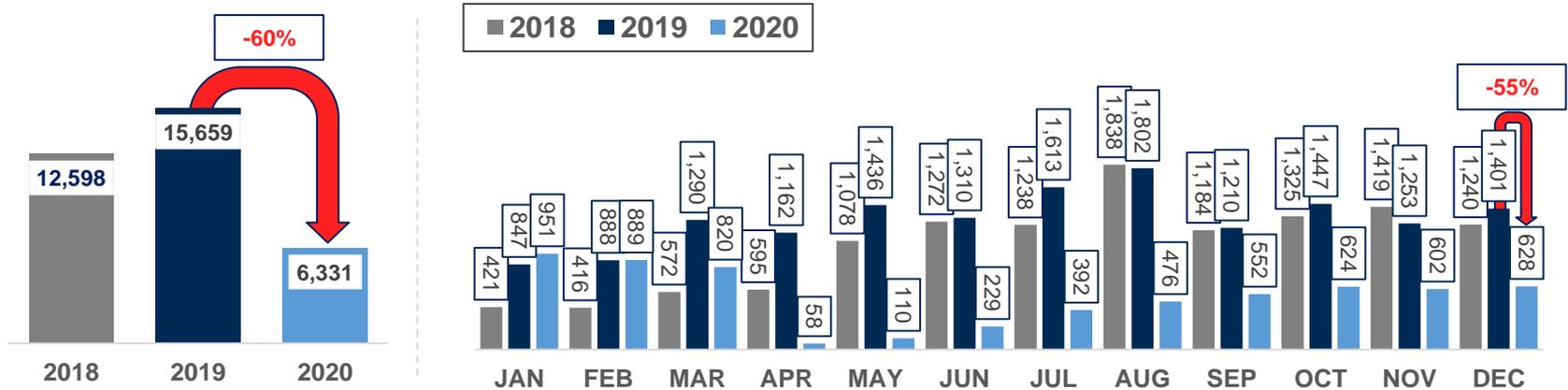
→ As Salina had a higher concentration of business traffic pre-pandemic bookings are closer to departure



# Key Performance Indicators – Salina Regional Airport

## Airport Board Dashboard

### 1 Salina Outbound Passenger Enplanements

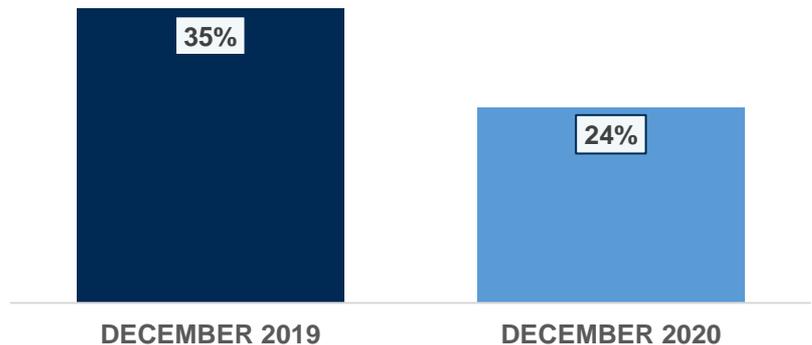


Source: 2018: California Pacific Airlines, Jan 2019 – Sep 2020: US Department of Transportation, Oct – Dec 2020: SkyWest

### 2 Salina Outbound Operated Departures and Seats: December 2020 vs. December 2019



### 3 Salina Load Factor: December 2020 vs. December 2019



Source: 2019 – US Department of Transportation. 2020 – SkyWest

# Key Performance Indicators – Salina Regional Airport

## Airport Board Dashboard

### 4 Leisure Market Fare Differential

#### Salina vs. United at Wichita

→ 10 of 15 leisure fares are within the \$75 each way friction cost of United at Wichita, with four cheaper



Source: itasoftware.com as of 01/08/21 - Roundtrip Fare for Travel 2/11/21 returning 2/18/21

#### Last Month - Salina vs. United at Wichita

→ 14 of 15 leisure markets were within a \$75 each way friction cost of United at Wichita last month, with two cheaper



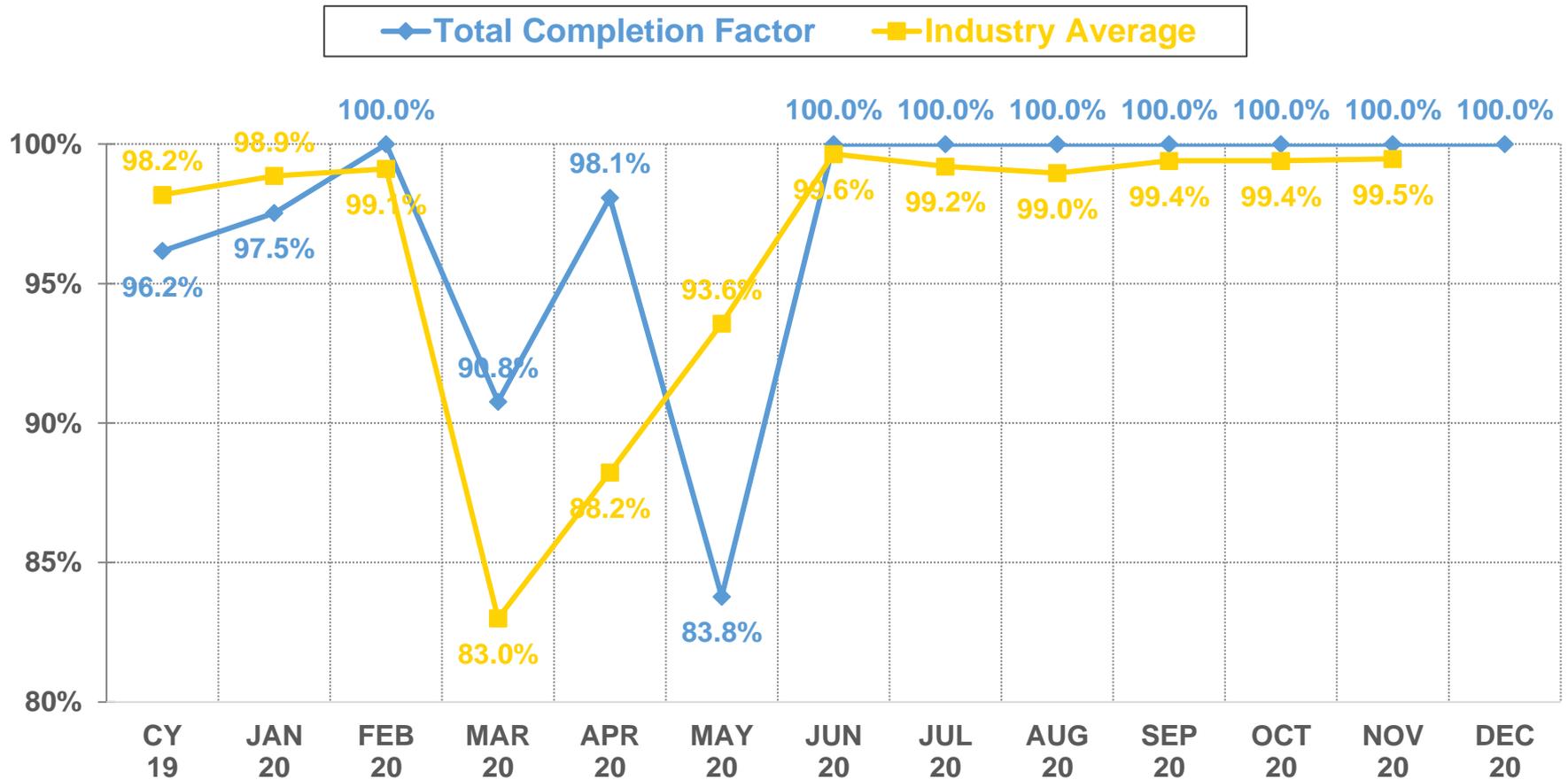
Source: itasoftware.com as of 12/3/20 - Roundtrip Fare for Travel 1/14/21 returning 1/21/21

# Key Performance Indicators – Salina Regional Airport

## Airport Board Dashboard

5

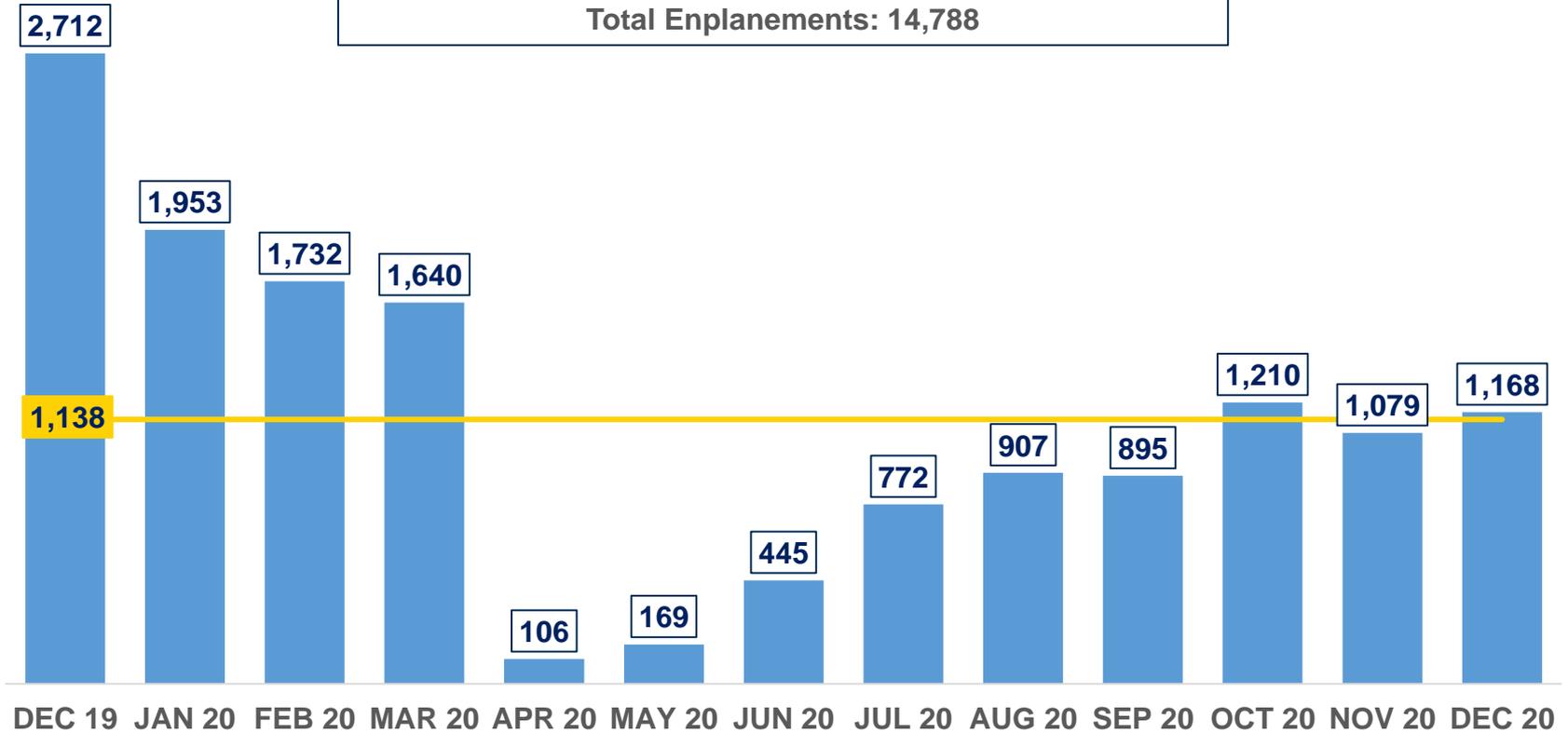
### Total Completion Factor (Including Weather) at Salina



Where Are We Now?

Traffic has been returning steadily to include some business traffic

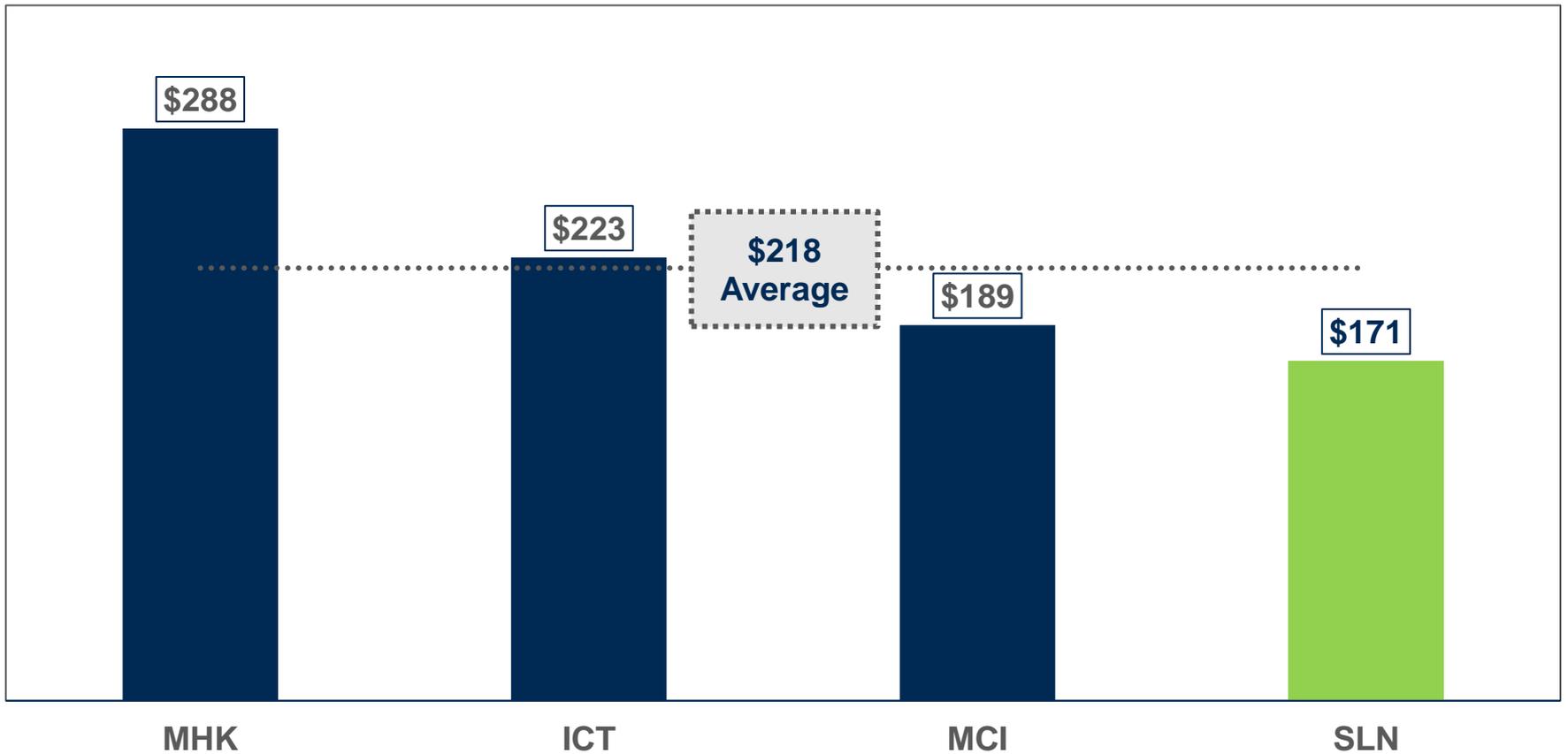
### Salina Total Roundtrip Passengers 13 Months Ending December 2020



Where Are We  
Now?

SLN has maintained a fare advantage relative to other  
Kansas airports

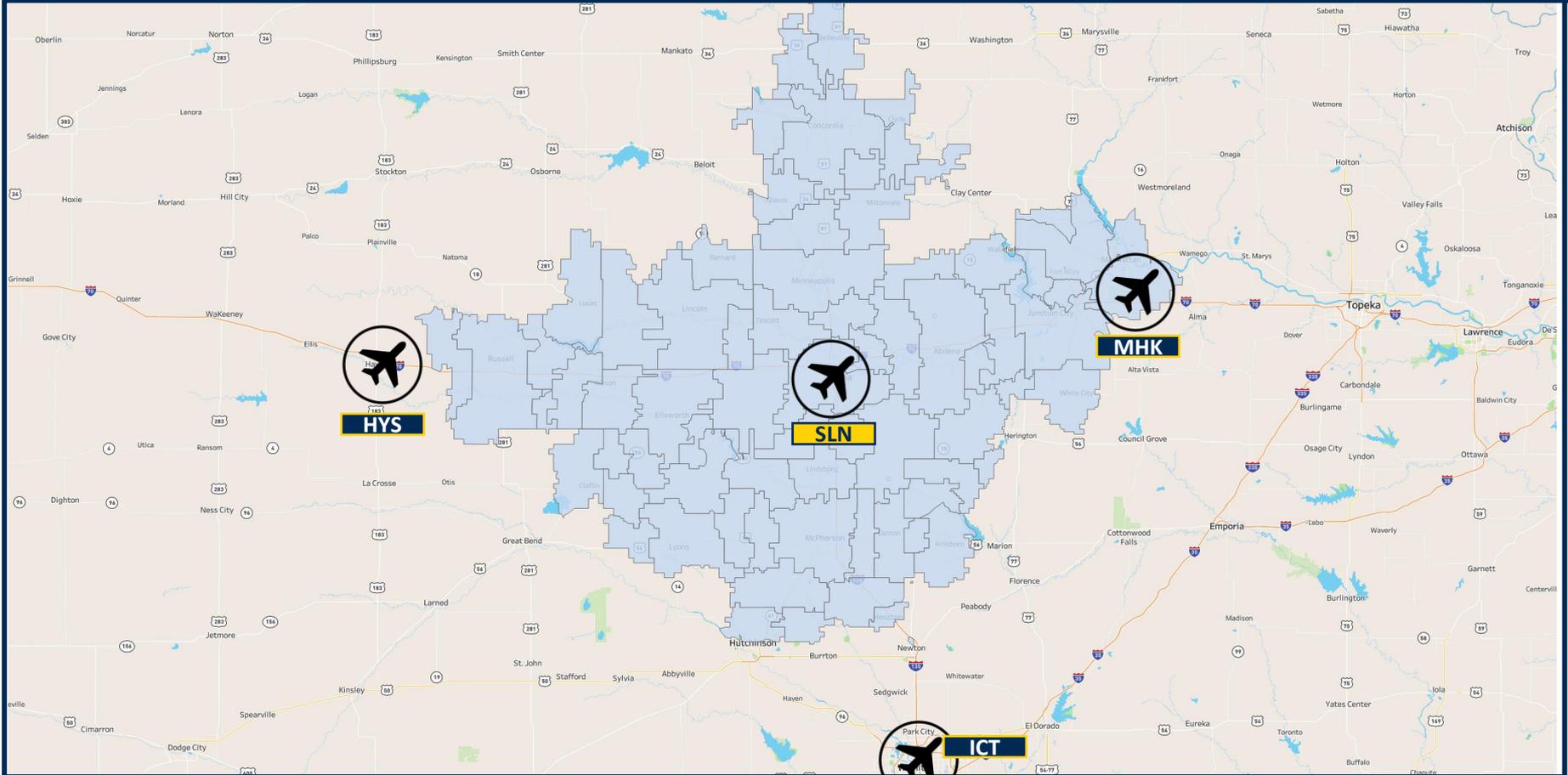
### Average One-Way Fares Paid by SLN-Area Passengers by Origin Airport Calendar Year 2019



## Where Are We Now?

Passengers are using the Salina Regional Airport from as far east as Manhattan, Hutchinson to the south and approaching Hays to the west

### 78 Zip Codes Experiencing Passenger Capture in 2019



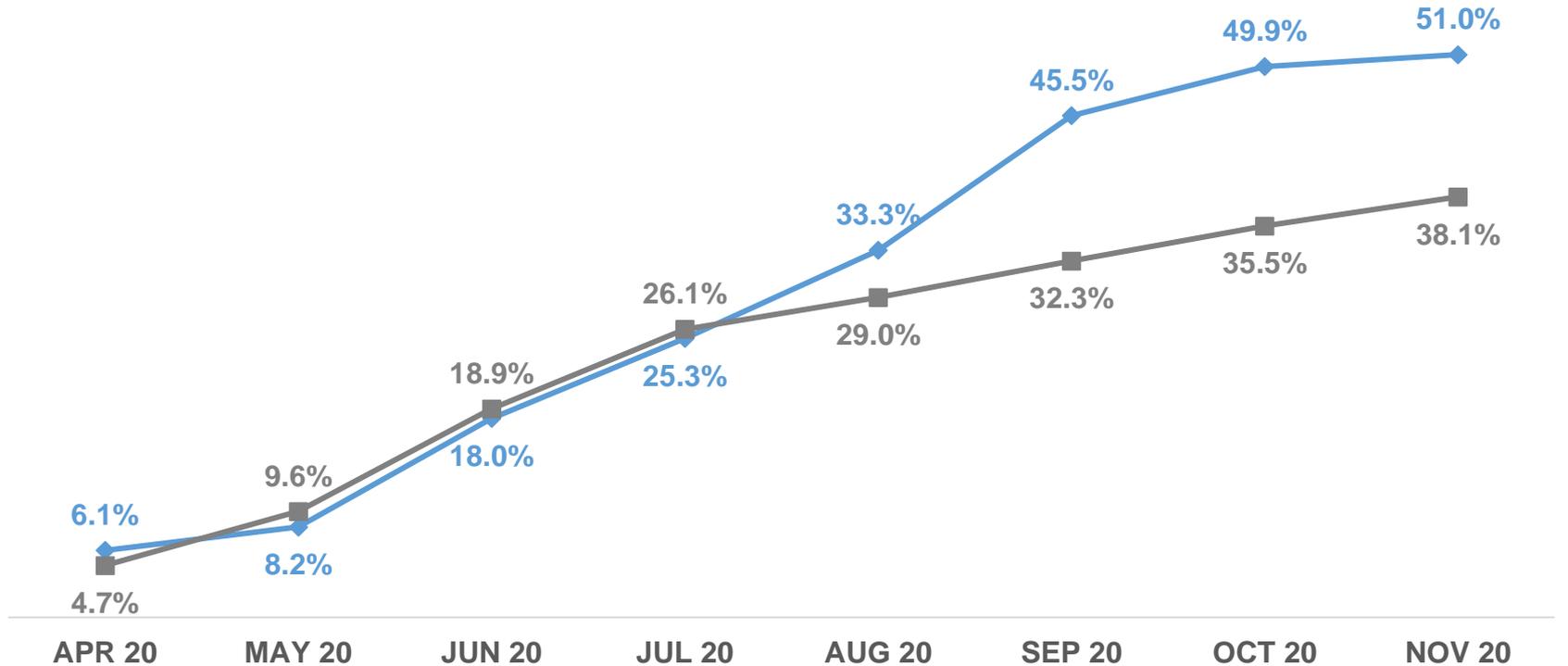
Where Are We Now?

Between August and November, traffic returned to Salina at a faster rate than the national average

Return of Traffic at Salina vs. Nationally  
As a Percentage of Last Year

◆ Salina TSA Screenings  
% of Last Year

■ National TSA Screenings  
% of Last Year



## Traffic Generation

Some of the relative strength in traffic recovery is related to our three-pronged media efforts which generated 4.6M impressions from June 22 to year end and over 41,000 click throughs to united.com

### *Be There (Outbound) Campaign Ad Samples*

- The *Be There* outbound campaign targeted the *Visiting Friends and Relatives* demographic and *Socially Distanced* destinations
- Targeted people in the SLN catchment area that use Wichita or Kansas City airports or who are showing real time travel intent by being on a travel website
- Platforms included Google Ad Search, Facebook, Instagram, Digital ads placed on popular online media, videos and Connected TV



Fly SLN Airport

## Be There

It's time to celebrate with family and friends. When you're ready, the Salina Regional Airport is ready for you! Book Now!

**UNITED** 

Operated by SkyWest Airlines



Fly SLN Airport

## Be There

It's time to get out of the house and celebrate with family and friends. Daily service from Salina to Denver International! Book Now!

**UNITED** 

Operated by SkyWest Airlines



Fly SLN Airport

## Be There

Take advantage of our Low Fares and Book Now!

**UNITED** 

Operated by SkyWest Airlines

## Traffic Generation

Over 385,000 impressions were generated on an inbound to Salina campaign called *Be Here*. 5,591 clicks were made to united.com through a display ad or Facebook video

### *Be Here* (Inbound) Campaign Ad Samples

- Targeted to people across the country who have visited Salina in the last two years



Facebook/Instagram



ConnectedTV



Digital

## Traffic Generation

Before seeing any inbound or outbound destination ads, a potential customer would first see an ad which focused on what Salina Regional Airport, United Airlines and SkyWest Airlines are doing to keep them safe

### Clean Get-a-Way Campaign Ad Samples

**world safety**  
We're raising the bar to bring you a safe and clean travel experience. Here's how you can join us:

- Practice social distancing: Help out by spreading out
- Wear face coverings: See a United representative if you need one
- Use the United app: For a more touchless experience and



**Make a Clean Getaway**

United Airlines and the Salina Regional Airport are delivering the highest standard of safety and cleanliness! When you're ready, we are! Take advantage of our Low Fares and Book Now!

**UNITED** 

Operated by SkyWest Airlines



**Make a Clean Getaway**

United Airlines and the Salina Regional Airport are delivering the highest standard of safety and cleanliness! When you're ready, we are! Take advantage of our Low Fares and Book Now!

**UNITED** 

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**Make a Clean Getaway**

United Airlines and the Salina Regional Airport are delivering the highest standard of safety and cleanliness! When you're ready, we are! Take advantage of our Low Fares and Book Now!

**UNITED** 

Operated by SkyWest Airlines

Each platform is tracked discretely for 'Click-Throughs'. All metrics exceeded industry standards

## Be There/Clean Get-a-way Performance Summary for June 22 – December 31

- ➔ A summary of the campaign performance can be seen below, broken down into respective mediums:

Display Medium	Impressions	Clicks	Click-Through Rate	Percentage of Total Impressions
Digital	2,697,495	3,215	0.12%	0.58%
Facebook	869,374	13,954	1.61%	0.19%
Google Search	67,206	7,537	11.21%	0.01%
<b>Total</b>	<b>3,634,075</b>	<b>24,706</b>	<b>0.68%</b>	<b>0.78%</b>

Video Medium	Impressions	Clicks	Click-Through Rate	Completed Views	Percentage of Total Impressions
Facebook Video	523,581	11,149	2.13%	14,171	0.11%
CTV	94,507	26	0.03%	92,755	0.02%
<b>Total</b>	<b>618,088</b>	<b>11,175</b>	<b>1.81%</b>	<b>106,926</b>	<b>0.13%</b>

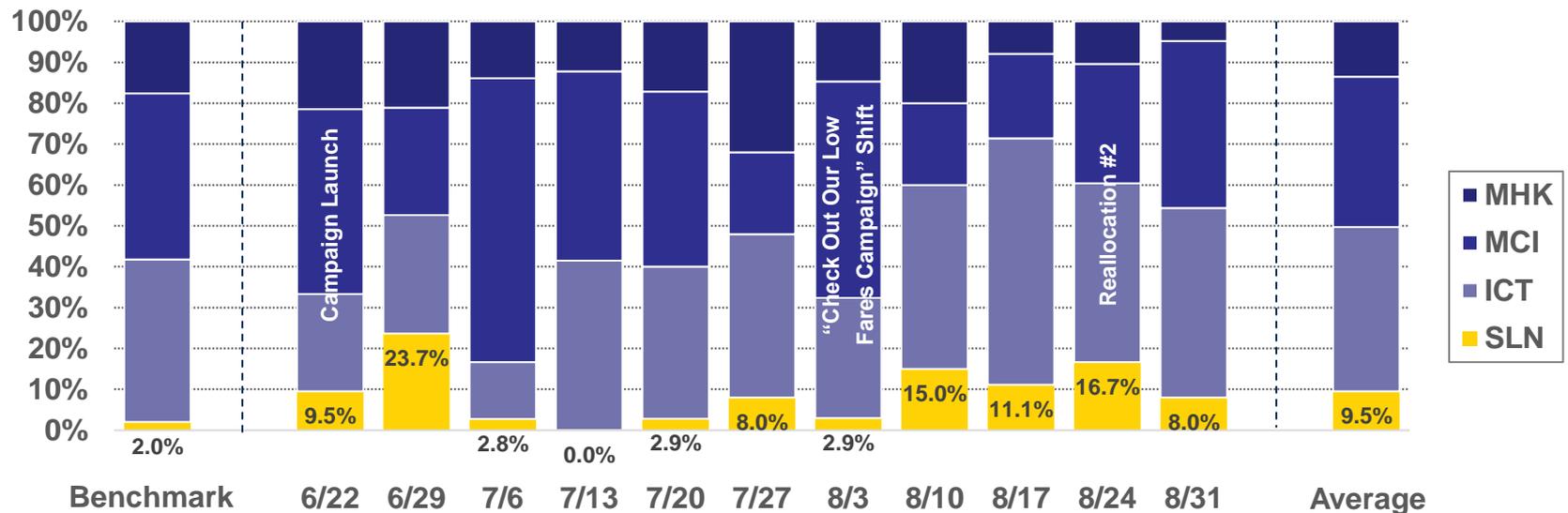
- ➔ For comparison, the *Interactive Advertising Bureau Travel* Benchmarks are as follows:
- Digital Banner Ads: 0.10%
  - Facebook Ads: 0.90%
  - Search Engine Marketing: 4.70%

## Traffic Generation

Using actual booking data from the Airline Reporting Corporation, a travel agency clearinghouse, we can see the effectiveness of the campaign in ticket sales

- Salina captured 2.0% of the tickets issued in the area during the first three weeks of June before the campaign
- The average increased nearly 5x to 9.5% of tickets issued in the catchment area during the next 11 weeks of the campaign

### Salina Share of Tickets Lifted by Week in Summer 2020 Campaign



There are four major leverage points to generating airline traffic- - schedule, air fares market awareness and corporate penetration

## Going Forward

### → Schedule

- Will continue to provide business case analysis to SkyWest to optimize the schedule with early morning departures that can connect east at the hubs
- Will ensure the Houston Intercontinental opportunity stays on SkyWest's radar

### → Air Fares

- Will continue to monitor leisure and business fares at Wichita and Kansas City and make the business case to United for adjustment
- Will market the fare advantage - - "Why Drive for Higher Fares?"

### → Market Awareness

- Short term
  - Will continue to market to the leisure traveler looking for socially distanced destinations and those who want to visit family and friends

There are four major leverage points to generating airline traffic- - schedule, air fares market awareness and corporate penetration

## Going Forward

### → Market Awareness

- Longer term
  - Will develop a B-2-B media plan and sales campaign for the return of business travel as people return to the office. The goal is to preempt Wichita International Airport in outreach to this key group
  - Will work to educate the market as to how both hubs can be used for connections at the same fare

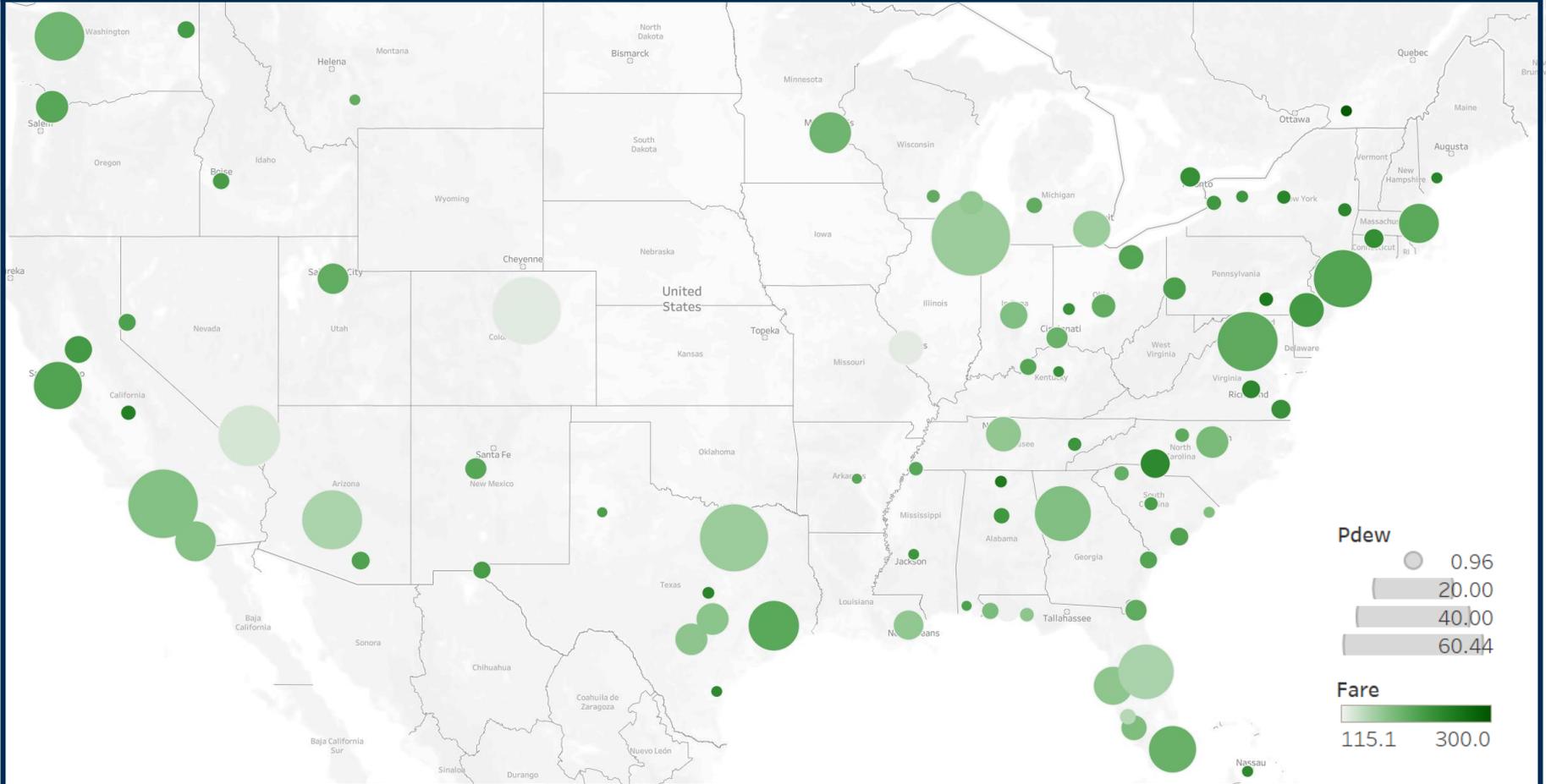
### → Corporate Penetration

- United has lowered the dollar threshold at which a company can qualify for an upfront discount on United as a Beta Test in Salina
  - For any company that qualifies, employees receive a 10% discount on leisure travel valid for family and friends
- Activating National Account programs that may be in place for Salina businesses
- United Airlines Status Matches for top travelers
- *Perks Plus* loyalty program for small and medium enterprise businesses

# Going Forward

57% of all passengers in the Salina catchment area flew eastbound in 2019

## 100 Largest True O&D Revenue Markets to/from the Salina Area Calendar Year 2019



# Going Forward

ArkStar monitors schedules, evaluates connections and iterates with SkyWest. Generally, the earlier the flight, the more connecting cities are built from the hub arrival

## SLN Schedule

December 2020 – March 2021

December 2020								
Flight Number	Station	Departure Time Hub	Arrival Time Spoke	Selected Station	Departure Time Spoke	Arrival Time Hub	Station	Flight Number
5110	ORD	08:50	10:53	SLN	06:10	06:57	DEN	5114
					11:23	13:20	ORD	5065
5062	DEN	18:30	20:55					
Present to February 10								
Flight Number	Station	Departure Time Hub	Arrival Time Spoke	Selected Station	Departure Time Spoke	Arrival Time Hub	Station	Flight Number
5110	ORD	08:50	11:03	SLN	09:30	10:09	DEN	5133
					11:33	13:37	ORD	5065
5061	DEN	16:45	19:12					
February 11 to March 3								
Flight Number	Station	Departure Time Hub	Arrival Time Spoke	Selected Station	Departure Time Spoke	Arrival Time Hub	Station	Flight Number
5110	ORD	09:15	11:20	SLN	07:40	09:35	ORD	5203
					11:00	12:33	DEN	5123
5061	DEN	16:25	18:42					
March 4 to March 31								
Flight Number	Station	Departure Time Hub	Arrival Time Spoke	Selected Station	Departure Time Spoke	Arrival Time Hub	Station	Flight Number
5110	ORD	08:50	10:55	SLN	07:00	08:55	ORD	
					11:50	12:23	DEN	
5061	DEN	17:50	20:10					

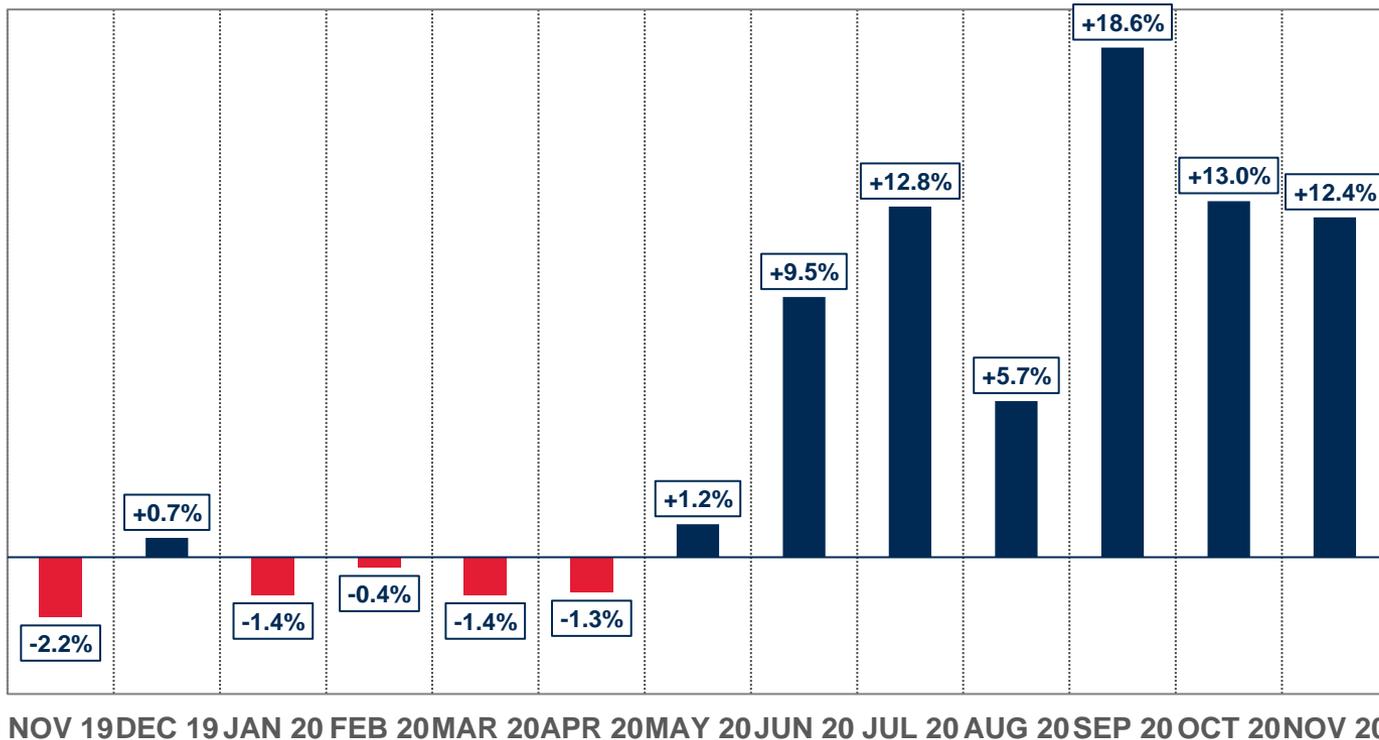
Key
Time change 30 mins or less
Time change 30-60 mins
Time change 60 mins or more

## Other Opportunities

Pandemic driven increases to worldwide cargo demand and Salina's ideal geography in the center of the country - - at the crossroads of interstate highway systems and railroads - - make it a unique opportunity

### Yearly Change in Systemwide US Cargo (by Weight) by Month November 2019 to November 2020

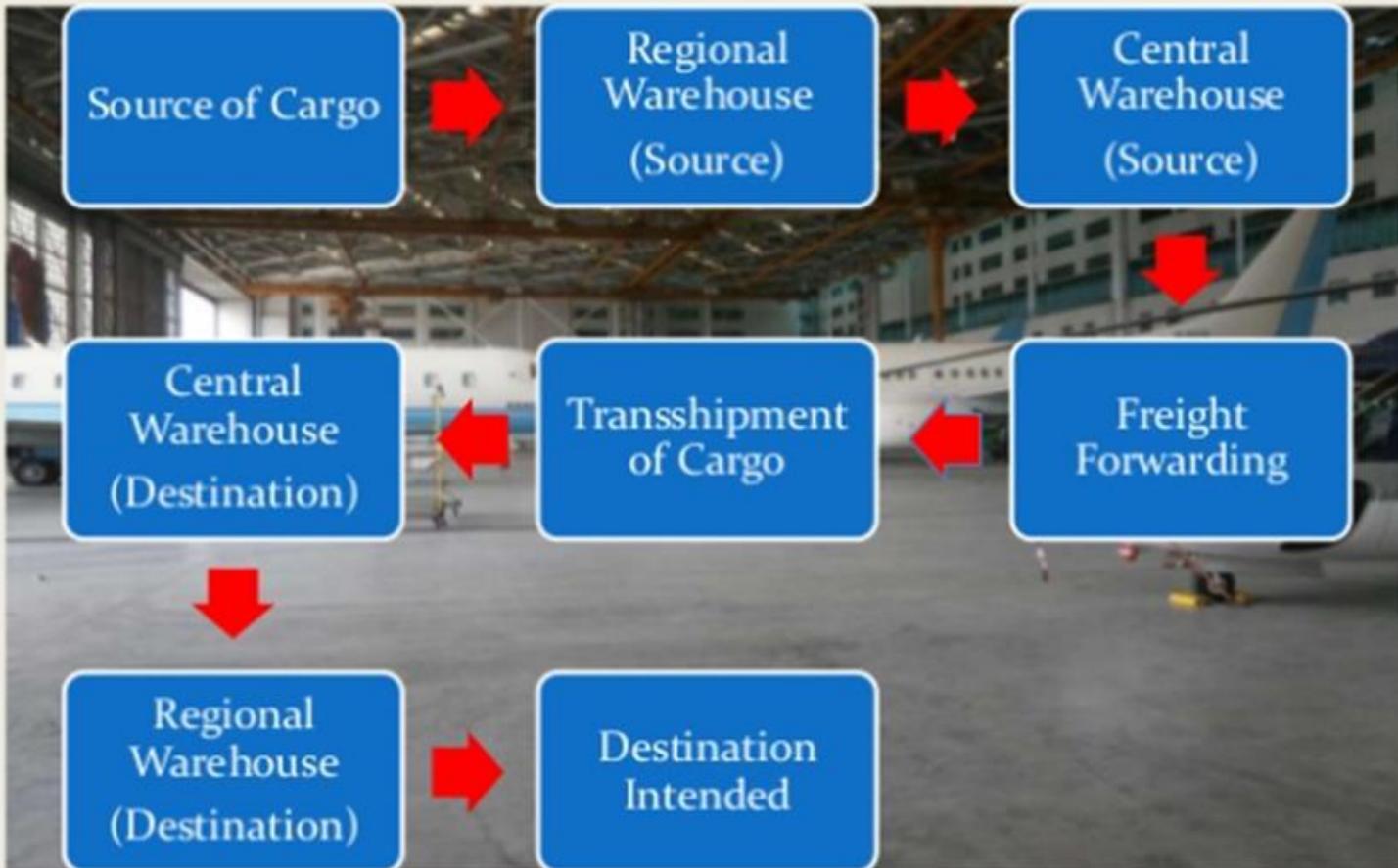
→ US airlines carried more cargo than the year prior in every month between May 2020 and November 2020



## Other Opportunities

Warehouse space is a critical part of Air Cargo Logistics with both regional and central warehouse space required at the origin and destination

### Steps Involved in Air Cargo Logistics



# Review of available FAA Airport Improvement Program (AIP) grant funding for the Runway 17/35 rehabilitation project

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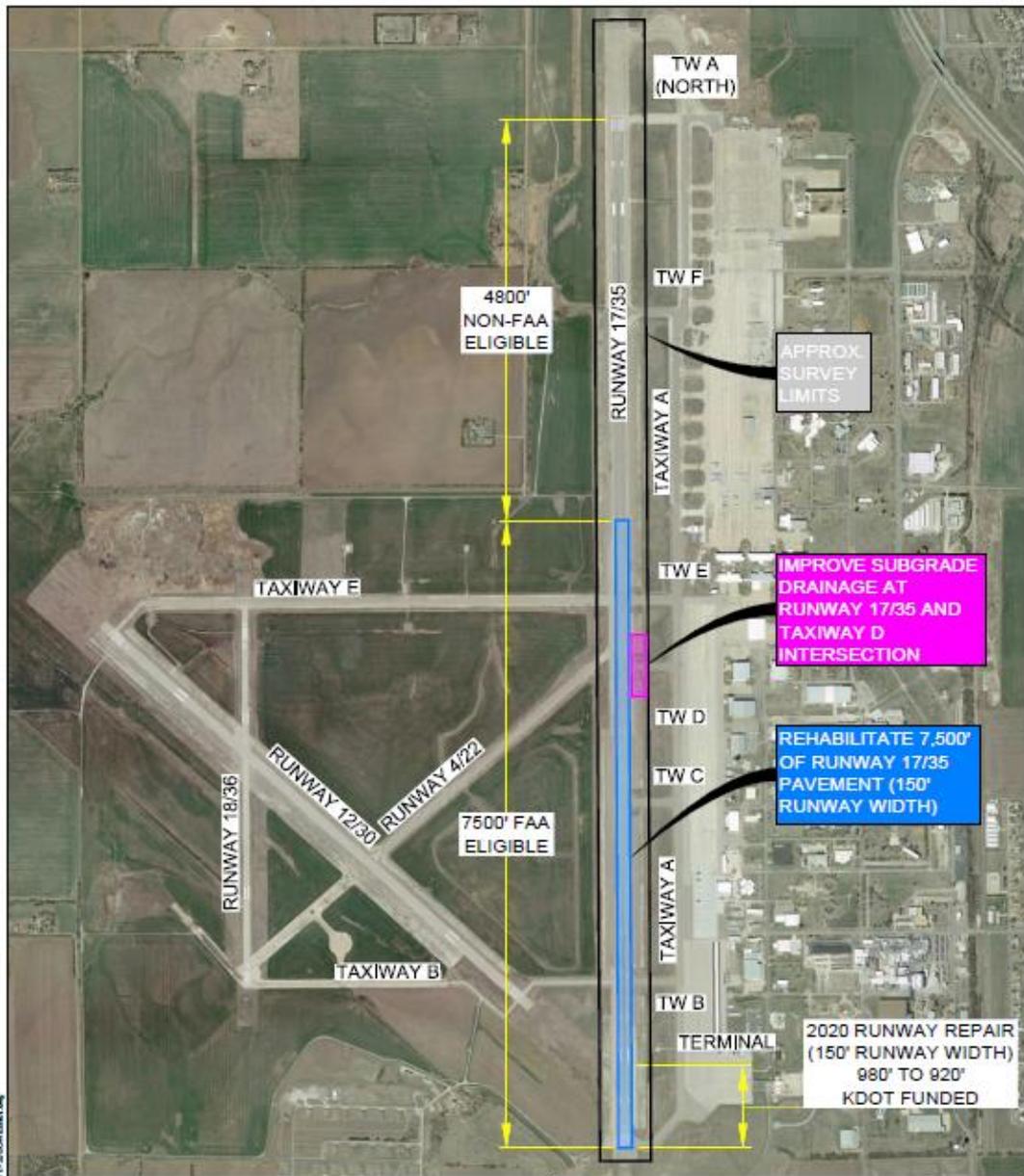
TIM ROGERS, A.A.E.

SHELLI SWANSON, C.M.

Salina Regional Airport / KSLN				
AIP Funding				
Updated: 01/01/2021				
<b>FUNDS</b>				
**FFY 21-23 dependent on final enplanements and appropriation)				
<b>FAA Entitlement</b>				
CY	Passenger Enplanements	Description	Activity	Balance
2017	13,850	FFY 2019 Entitlements	1,000,000	1,000,000
2019		AIP 3-20-0072-040-2019 (Terminal Master Plan)	(196,189.00)	803,811
2018	20,299	FFY 2020 Entitlements	1,000,000.00	1,803,811
2019	16,026	FFY 2021 Entitlements	1,000,000.00	2,803,811
2020	13,165	FFY 2022 Entitlements	1,000,000.00	3,803,811
2021	-	FFY 2023 Entitlements	1,000,000.00	4,803,811

# Runway 17/35 Rehabilitation Engineering & Design

<b>Rwy 17/35 Rehabilitation</b>		
Engineering (Aviation Contract)		
	Basic Services	\$ 357,912.58
	Design Survey Phase	36,967.00
	Geotechnical Investigation	59,500.00
	Total	<u>\$ 454,379.58</u>
	NTP Authorized 8-31-2020	200,000.00
	Additional Authorization Request to Finalize Design	254,379.58
	Total	<u>\$ 454,379.58</u>



PROJECT NUMBER: 14-2020-0220-0010 - AIRPORT  
 14-2020-0011-0020-0001-TAXIWAY 17/35 CONSTRUCTION

# JVIATION®

900 S BROADWAY - SUITE 350 - DENVER, CO 80209

PHONE: 303-524-3030 • FAX: 303-524-3031

• WWW.JVIATION.COM •

## RUNWAY 17/35 REHABILITATION PROJECT SCOPE OF WORK EXHIBIT

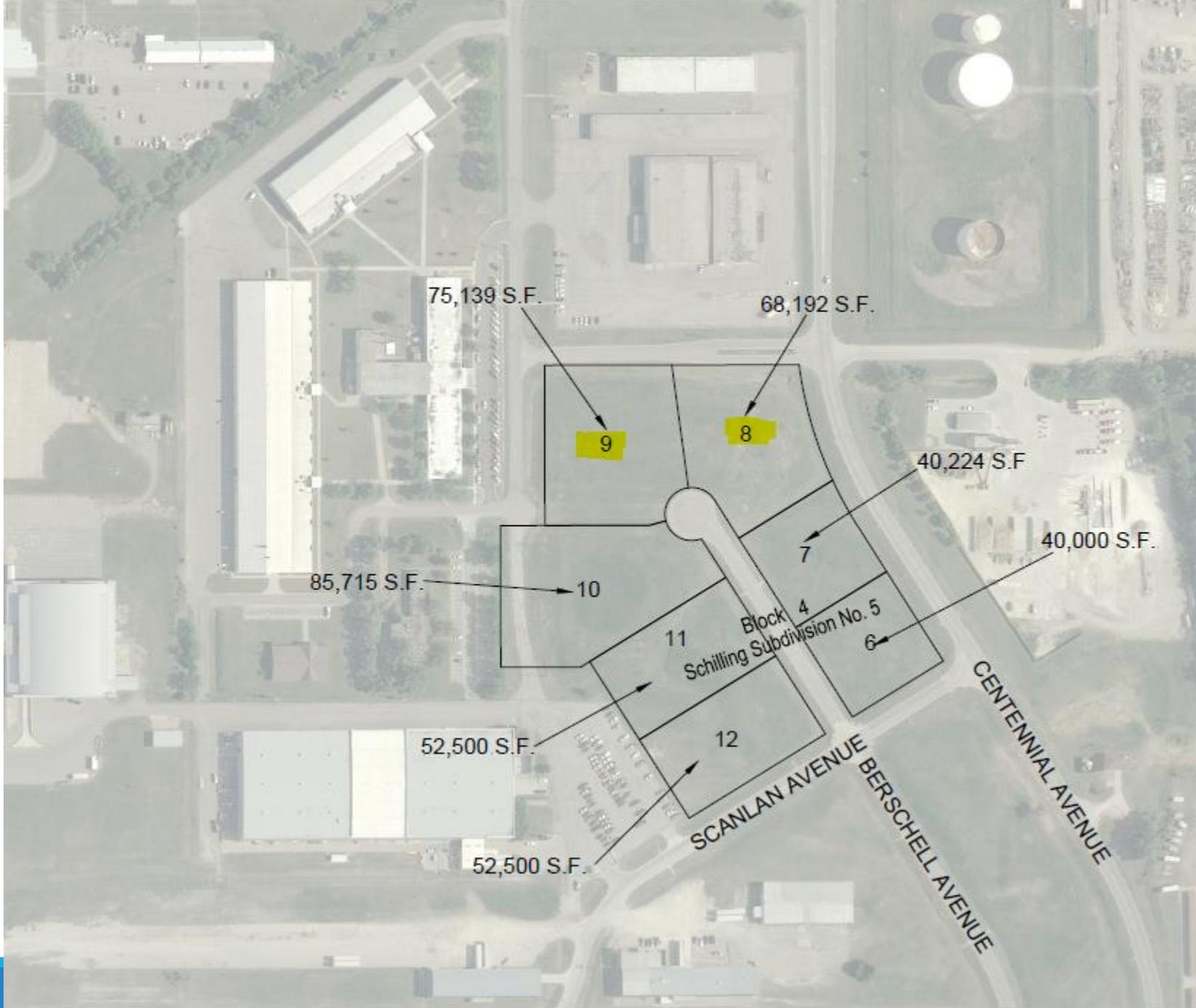
DATE: 02/14/2020

SHEET 1 of 1

# Consideration of a request from the Board of Trustees for Salina Area Technical College for the acquisition of 3.2 acres of Airport Authority Property

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TIM ROGERS, A.A.E



# Staff Reports

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TIM ROGERS, A.A.E.

# Overview of COVID19 financial assistance available through the FAA's Airport Coronavirus Response Grant Program

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TIM ROGERS, A.A.E.

SHELLI SWANSON, C.M.

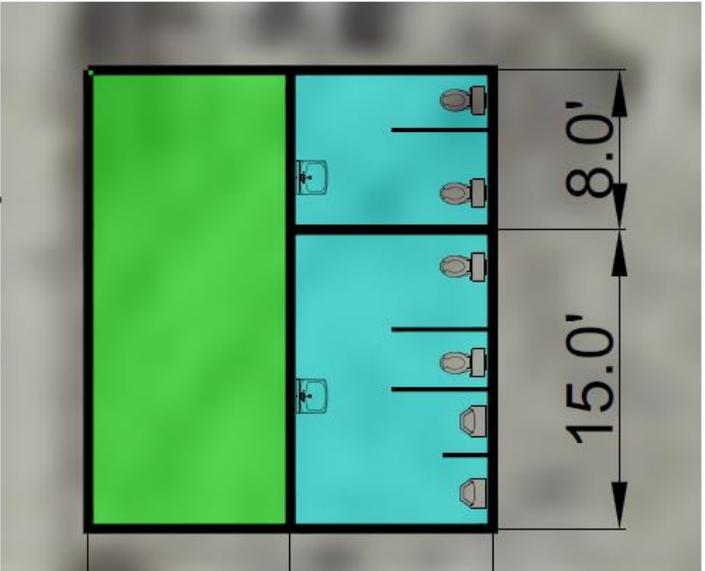




# Aircraft storage hangar construction design and bidding schedule

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KENNY BIEKER



10.0' Concrete Approach  
 10.0' Building  
 8.0'  
 15.0'  
 Construct Mens & Women's Public Restroom

Construct 5 - Box Hangars

Drawing Number 2894-01-21



3237 ARNOLD, SALINA, KS 67401  
 (785-827-3914 FAX: 785-827-2221)

Name : REVISIONS  
 KRB : DESIGNED BY  
 KRB : DRAWN BY  
 T - 2000 : SCALE  
 1/20/21 1005 : DATE

SALINA AIRPORT AUTHORITY  
 January 2021 Board Meeting Location Map

1  
 OF  
 1

## DESIGN TIMELINE

DATE: JANUARY 15, 2021  
PROJECT: SAA - 12,000sf Box Hangar  
DESIGN START DATE: JANUARY 4, 2021

### MILESTONES

01.19.21 INITIAL CONCEPT PACKAGE - REVIEW SET TO OWNER

- SITE PLAN
- FLOOR PLAN
- ELEVATIONS

01.22.21 30% CD'S - REVIEW SET TO OWNER

02.05.21 60% CD'S - REVIEW SET TO OWNER

02.16.21 90% CD'S - REVIEW SET FOR 02.17 BOARD MEETING

02.24.21 100% CD'S COMPLETE - PACKAGE SENT OUT TO BID

03.12.21 BIDS DUE

03.17.21 REVIEW BID PRICING AT BOARD MEETING

# Directors' Forum

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ALAN EICHELBERGER, CHAIRMAN

# Visitor's Questions & Comments

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# Announcements

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# Adjournment

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