



DATE: October 11, 2018

TO: Council Airport Committee

FROM: Airport Manager

SUBJECT Promotional Materials for the Airport

RECOMMENDATION

That the Committee reviews and comments on this information regarding airport promotional materials.

SUMMARY

This report highlights promotional materials successfully used by general aviation airports throughout the country and presents staff recommendations for materials to be used at Hayward Executive Airport (HWD).

BACKGROUND

General Aviation (GA) airports such as HWD each have a unique mix of customer benefits, and these must be communicated to potential customers to persuade them to visit or base their aircraft at the airport. Promotional or “collateral” materials are widely used by GA airports to communicate with potential customers and the public. Staff has identified two immediate needs that will be outlined below. A discussion about an overall communications plan will be the subject of a future staff report.

A review of the few HWD promotional materials found in airport files reveals they were created in support of a certain event or with specific objectives. Examples include a flyer targeting corporate aircraft pilots (Attachment II) and brochures in support of the airport’s noise abatement program (Attachment III). It appears that newspaper articles and display ads in local newspapers (Attachment IV) were among the primary promotional media used in the past.

DISCUSSION

Promotional materials at GA airports are typically used for the following purposes:

- Attract additional activity or business to the airport
- Keep existing tenants
- Increase the number of based aircraft
- Increase the number of transient aircraft
- Rally support for the airport
- Inform area residents of the airport's community services and economic impact
- Include with written response to noise complaints

Examples of airport brochures are attached to this report (Attachment V). They are upscale in concept and can employ sophisticated design elements (die cut, embossing, and foil stamp, for example), employ the use of facility photographs to highlight benefits to transient customers, and provide information useful in trip planning (street maps and lists of local hotels and restaurants). The brochures are intended for pilots, and particularly corporate pilots due to the revenue potential in serving this market.

A brochure can potentially be used as part of a direct mail campaign. Another way to promote the airport is through staff attendance at industry and regional conferences, such as the *National Business Aviation Association Schedulers and Dispatchers Conference*. There is a need to distribute brochures at such events to highlight the many benefits of using the Hayward Executive Airport, including central geographic location and the presence of two world-class fixed base operators. The brochure will be similar in content to the examples included with this report.

ECONOMIC IMPACT

The cost to produce the two brochures will vary according to the complexity of the design and the quantity of brochures printed, but staff estimates a cost for both brochures of approximately \$5,000.

FISCAL IMPACT

No fiscal impacts are associated with this report.

STRATEGIC INITIATIVES

This agenda item does not directly relate to one of the Council's Strategic Initiatives.

SUSTAINABILITY FEATURES

The action taken for this report will not result in physical development, purchase, or service, or a new policy of legislation.

PUBLIC CONTACT

This is a preliminary informational report; no public contact was made.

NEXT STEPS

No next steps are contemplated unless directed by the CAC.

Prepared by: Douglas McNeeley, Airport Manager

Recommended by: Alex Ameri, Interim Director of Public Works

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is positioned above a horizontal line.

Kelly McAdoo, City Manager