DO YOU SRQ?

YOUR **TOWN.** YOUR **AIRPORT**

966, 11K, 2.4, 1.1

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Authority Structure

- Independent Special District
- Six Member Board – Governor appoints (2000)

Robert Waechter

Gary Kompothecras

Carlos M. Beruff

Leslie Wells

Jack Rynerson

Henri Rodriguez

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Authority Infrastructure

Mini-City - Police, Fire, Public Works, Administration

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Noise Abatement Office

- The "270 Turn", implemented in June 2006
- Average altitude over Longboat Key: 2,800 ft

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DO YOU SRQ?
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Noise Abatement Office

- All noisy Stage II jet aircraft phased out in 2000
- All post 2006 aircraft are quieter Stage IV jets.

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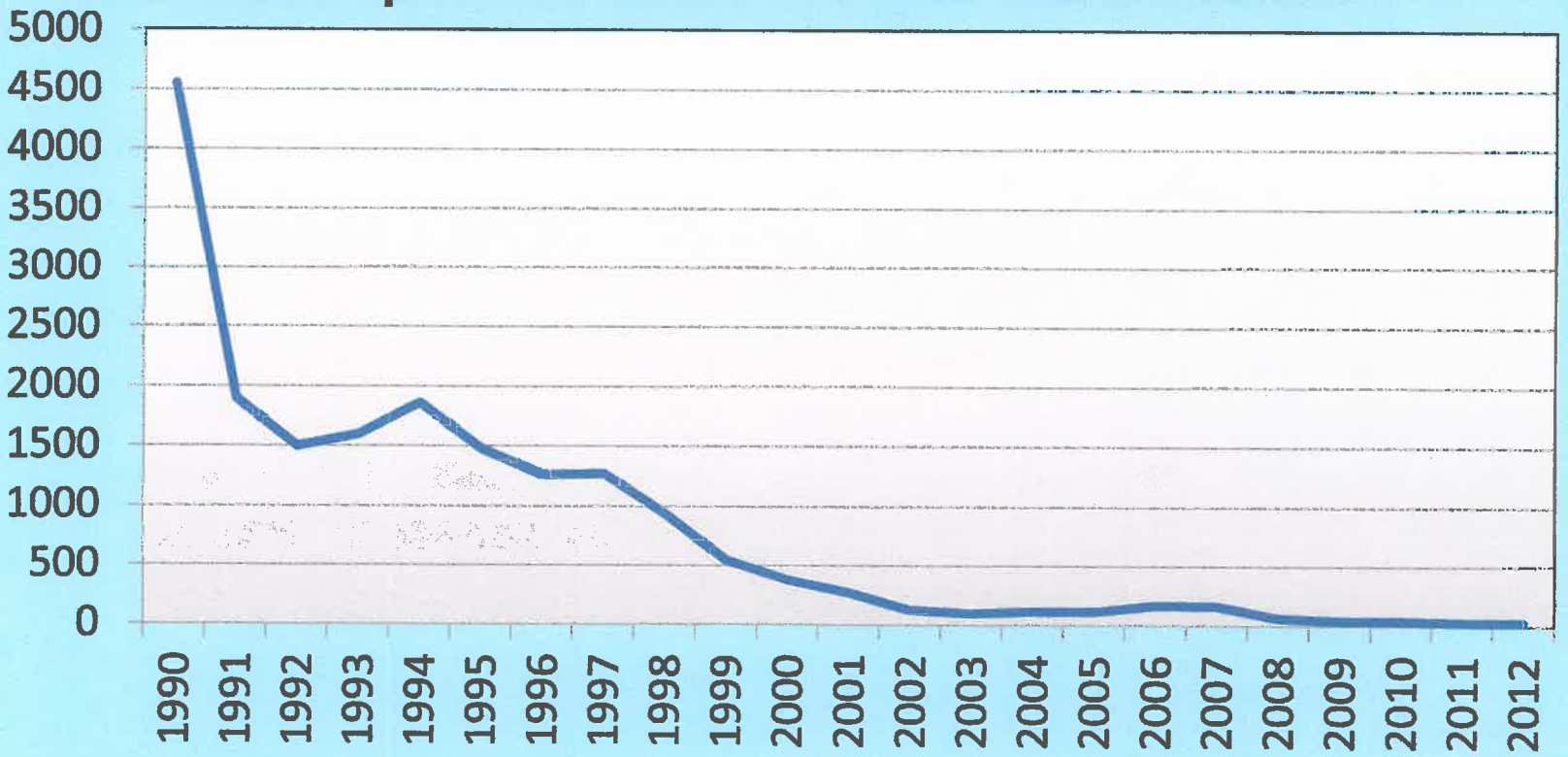
DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Noise Abatement Office

- Noise Complaint Calls Trend: Downward



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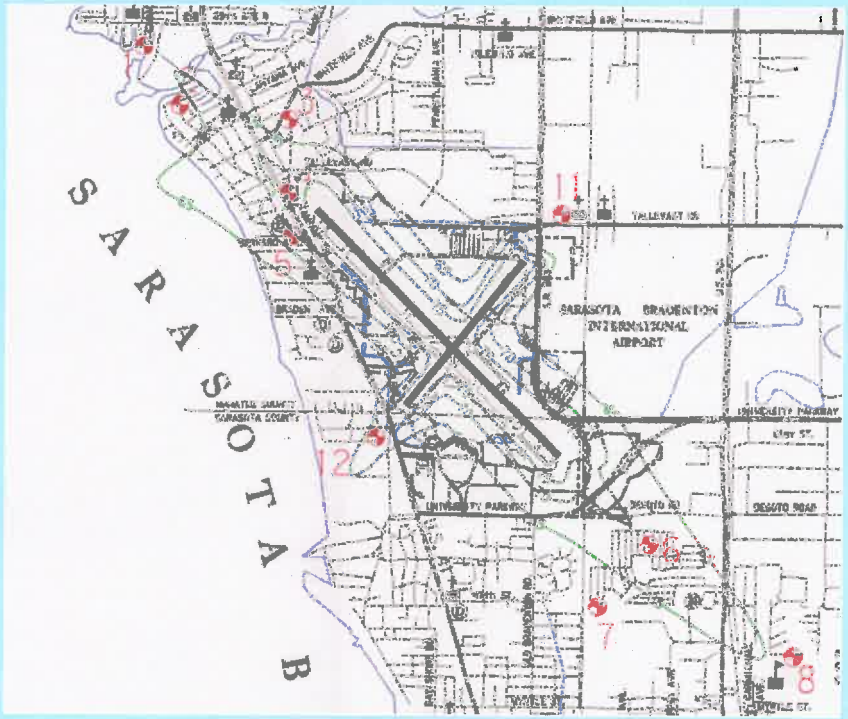
Noise Abatement Office

- Noise Exposure Maps
  - Represent yearly cumulative noise levels
  - Are calculated based on actual aircraft activity
  - Highest level has been geographically located within airport boundary



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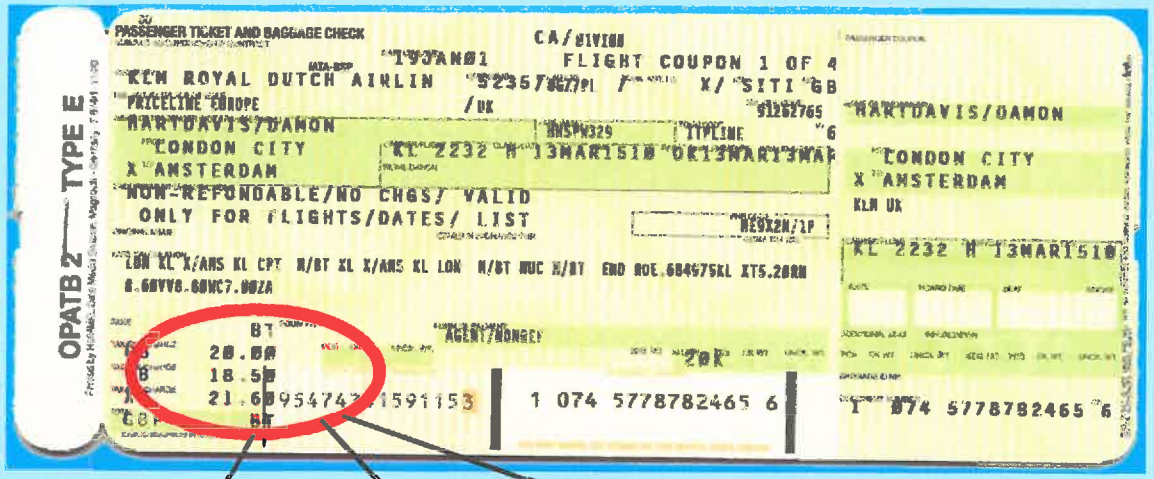
Authority Finances

- **No Taxing Power** – similar to enterprise funded departments with one major difference: Competition
- Only taxes received are from airline tickets and aviation fuel.



Federal Tax
(AIP Grants)

State Tax
(FDOT Grants)

PFC
(Local)

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

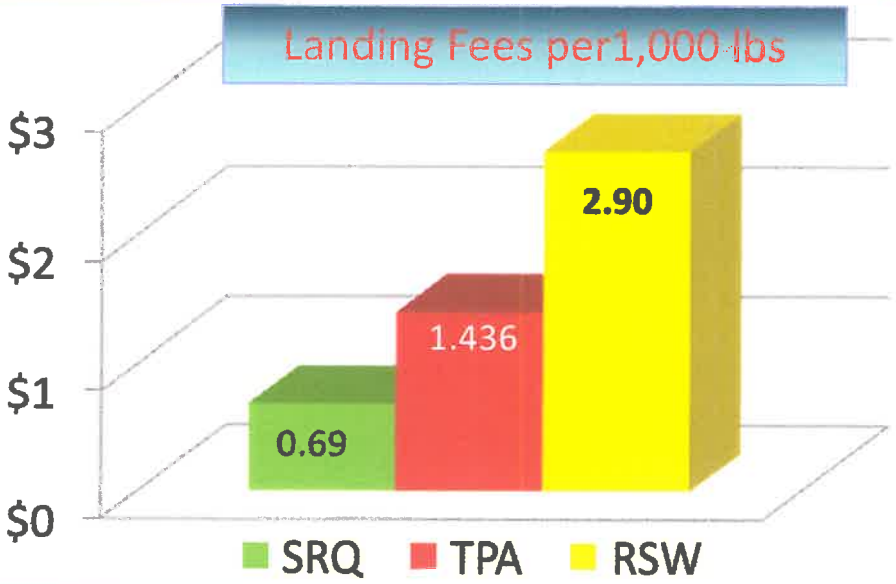
Authority Finances

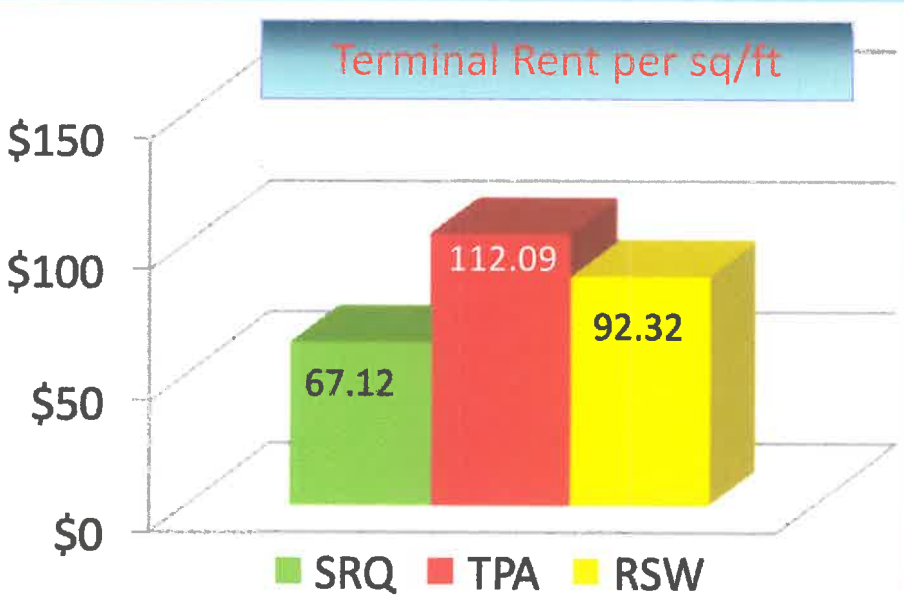
- $28 Million in Cash & Investments
- $215 Million in Fixed Assets
- $9.3 Million remaining debt will be retired in Aug. 2014
- Residual Signatory Airline Agreements Guarantee Budget and Require Annual Year End Adjustment
- * FY 11 Refunded $1,065,231 to Airlines
- Received $678,707.20 from Continental in FY11
- Will receive approximately $568,000 from Southwest until 2014
- Airport operations are totally self sufficient

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Authority Finances

- **Costs:**
  - Airport is only 5% of airline budget / $9.30 per passenger
- **SRQ's Fees:**
  - Landing fee is 52% lower than TPA's, 76% less than RSW's
  - Rental rate is 40% lower than TPA's, 28% less than RSW's





DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Investments

- **$110 million** last decade/no borrowing – runway extension, taxiways, industrial park

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DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Security Improvements

- Expanded Screening from 3 to 6 lanes
- New Communications/EOC center
- New Access Control System to all gates and doors with 70+ cameras.

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Security Improvements

- New In-Line Baggage Screening System

Terminal Improvements

- New Restrooms, Terminal Roof, Aquarium

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Investments

- Off Airfield Improvements:

  Finergy, Honeywell, Sun State Trucking, Postan's Antiques, Rip's Golf, University Self Storage

- **Airport Non-Aviation Revenue - $1,380,000 annually**

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YOUR TOWN. YOUR AIRPORT

General Aviation Facilities

- Three FBO's – APP Jet Center, Dolphin Aviation, Rectrix Aerodrome - **$638,000** rental income, **$220,000** fuel flowage fees.

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DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Investments

Terminal Improvements

- New Concessions

US Customs Facility Improvements

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Authority Finances

New Terminal Built in 1989

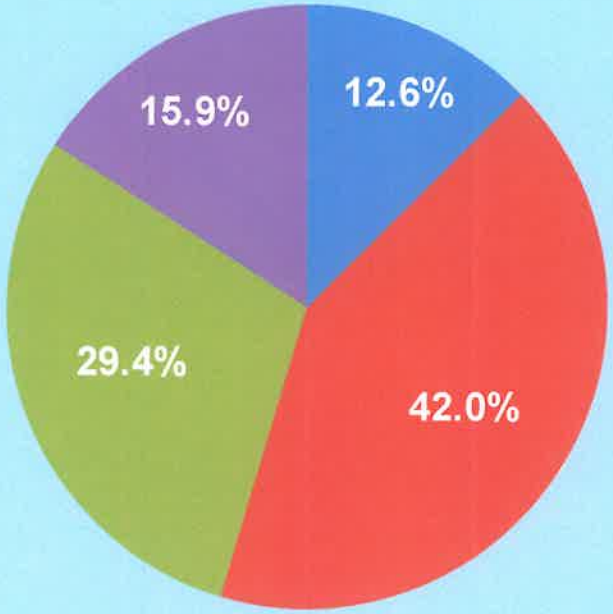
$150 Million in Improvements

Paid off $115 Million since 1995

Debt Free in 2014 !

Passenger History

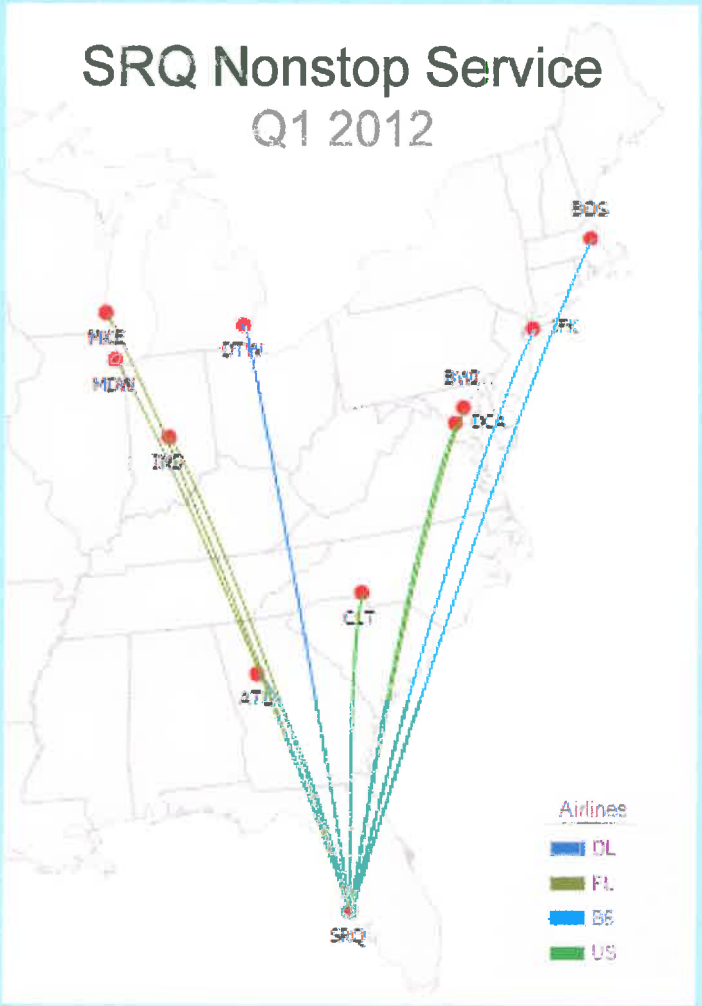
Passenger Share By Airline – CY 2011



- Southwest/AirTran decision to withdraw from SRQ market leaves over 360,000 annual passengers and $48M in net revenue up for grabs

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Now and After AirTran



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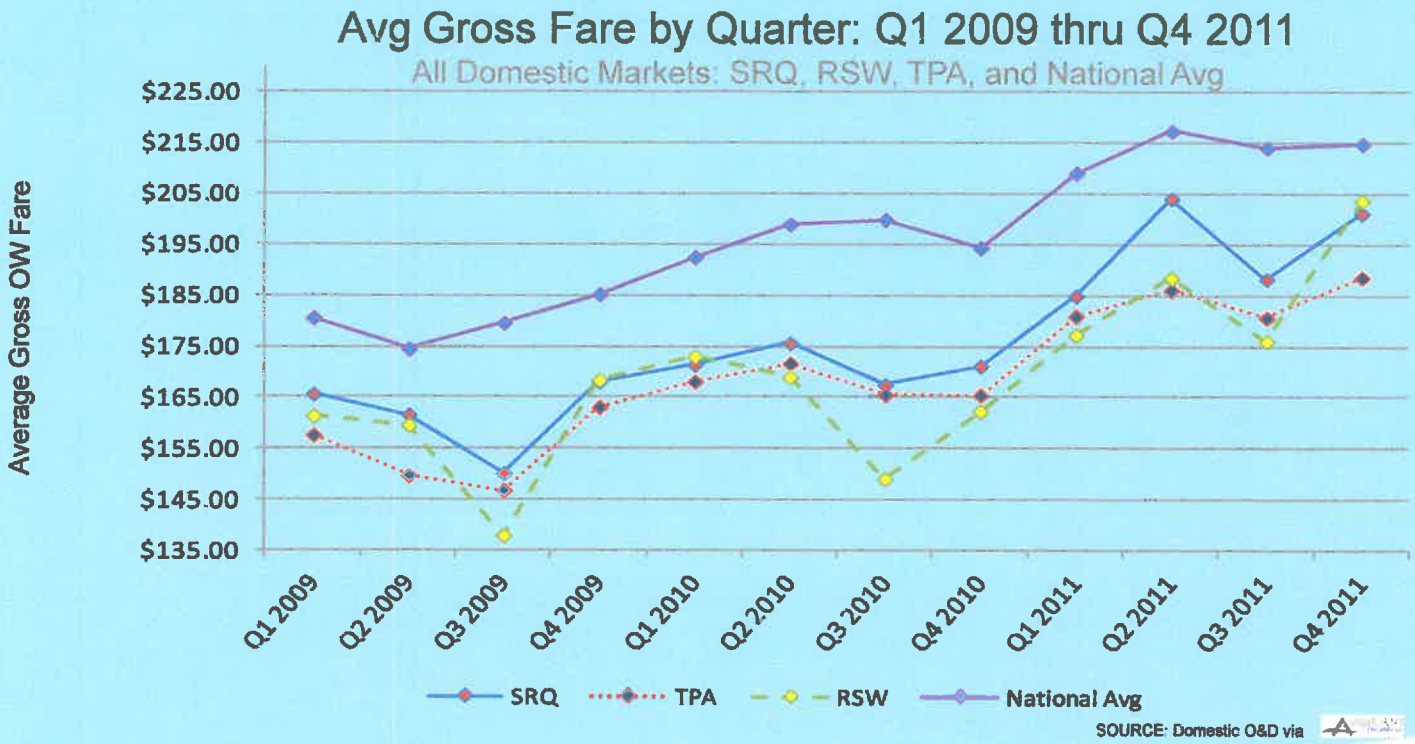
Passenger History

SRQ Fare Premium

- Sarasota-Bradenton International Airport generally maintains a pricing premium relative to other Gulf Coast airports
- 21.5% increase in Avg Gross Fare since Q1 2009
- Average SRQ Round Trip ticket **$27.54** higher than TPA (1.4M tickets)



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DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

SRQ Marketing Initiatives

SRQ offers a robust Airline incentive program:

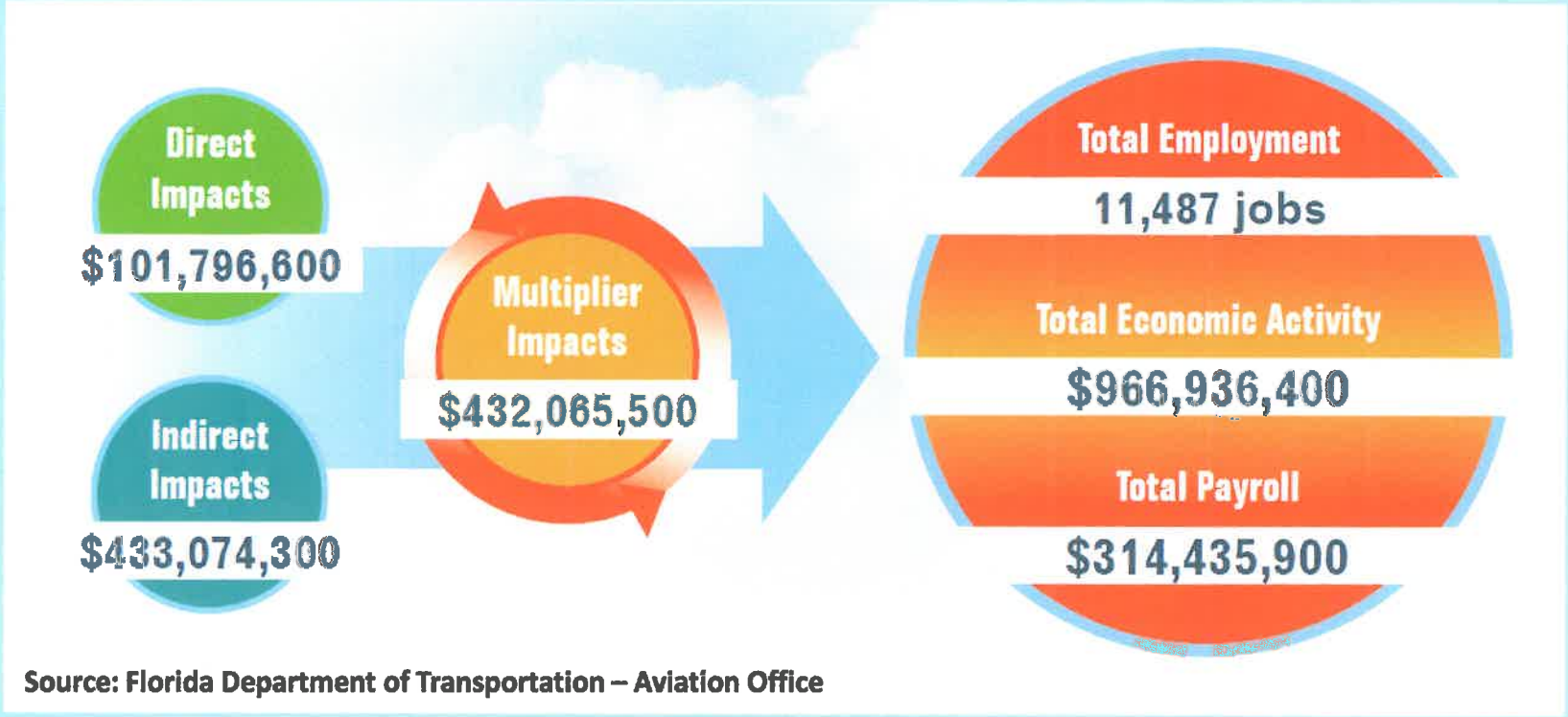
- Up to $615,000 for single daily service in marketing and fee abatements
- SRQ visits airline HDQ's and attends multiple trade events promoting SRQ
- SRQ partners with both The BACVB and Visit Sarasota both domestically and internationally to drive more visitations to our direct region

- New service announced since withdrawal of AirTran announcement:
  - JetBlue daily to LGA, commenced June 11
  - Delta additional service to ATL, commenced June 1
  - United daily to ORD, commencing November 4
  - Delta double daily to LGA, commencing December 15

- **Capacity at SRQ projected at 95% following AirTran departure.**

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Aviation Impact on Economy



Source: Florida Department of Transportation – Aviation Office

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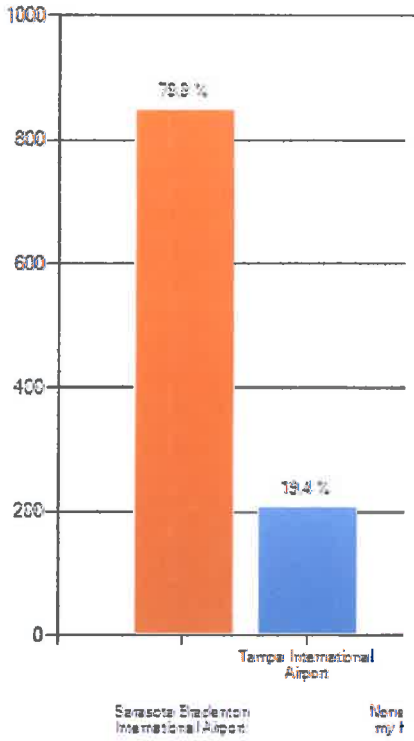
DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

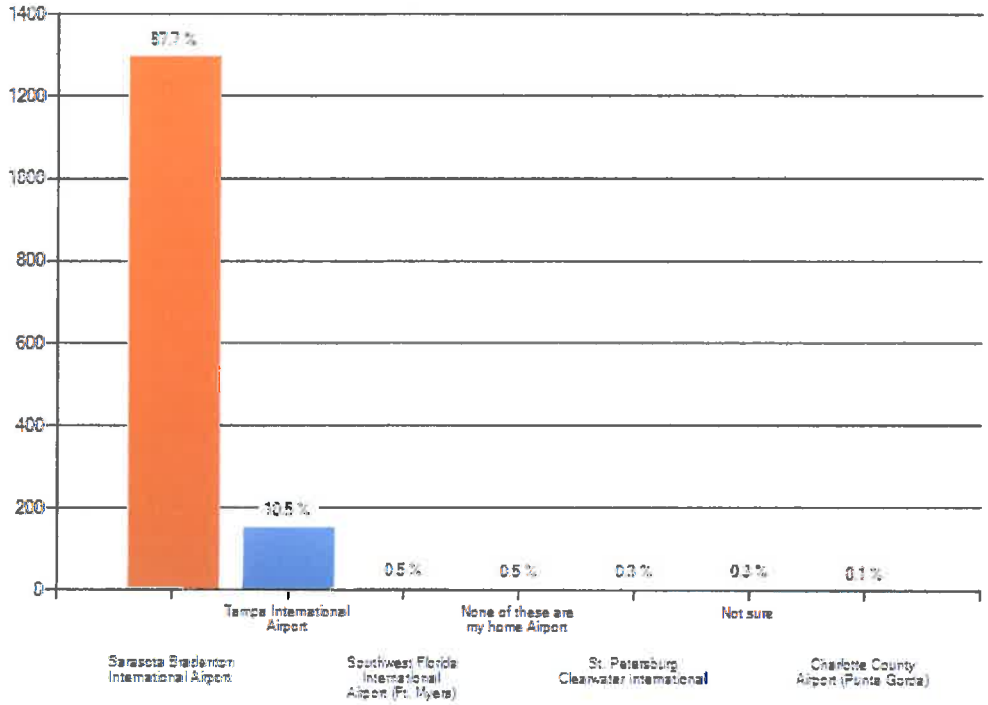
Survey Results

Which Airport is your home airport?

Which Airport do you consider to be your home Airport? (Manatee County)



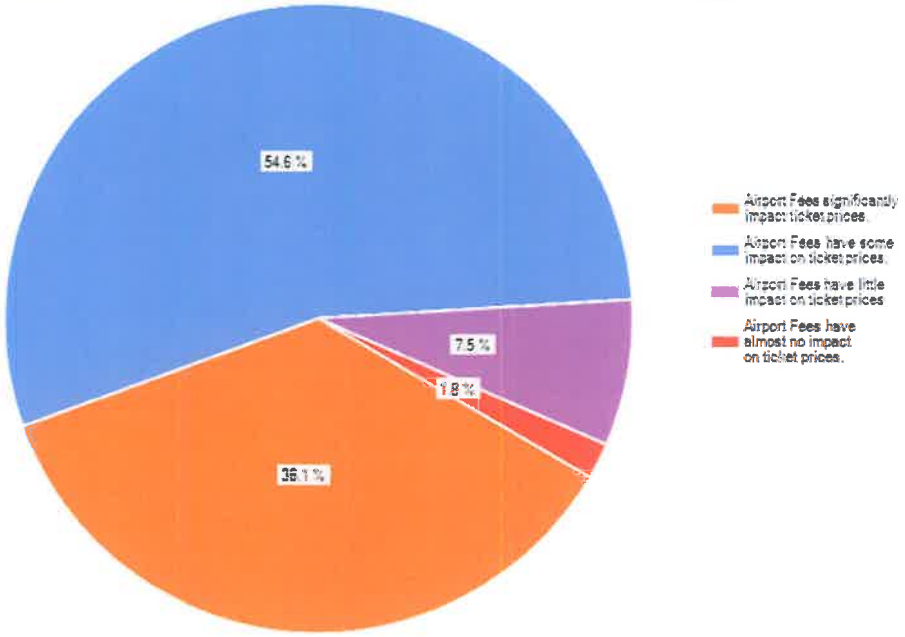
Which Airport do you consider to be your home Airport? (Sarasota County)



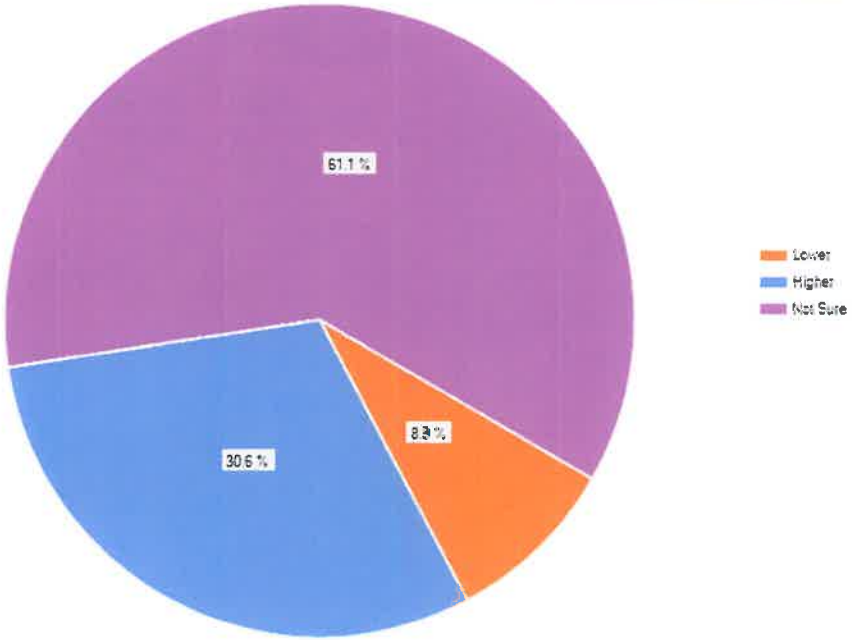
DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Survey Results

Does Airport Fees impact Ticket Price?



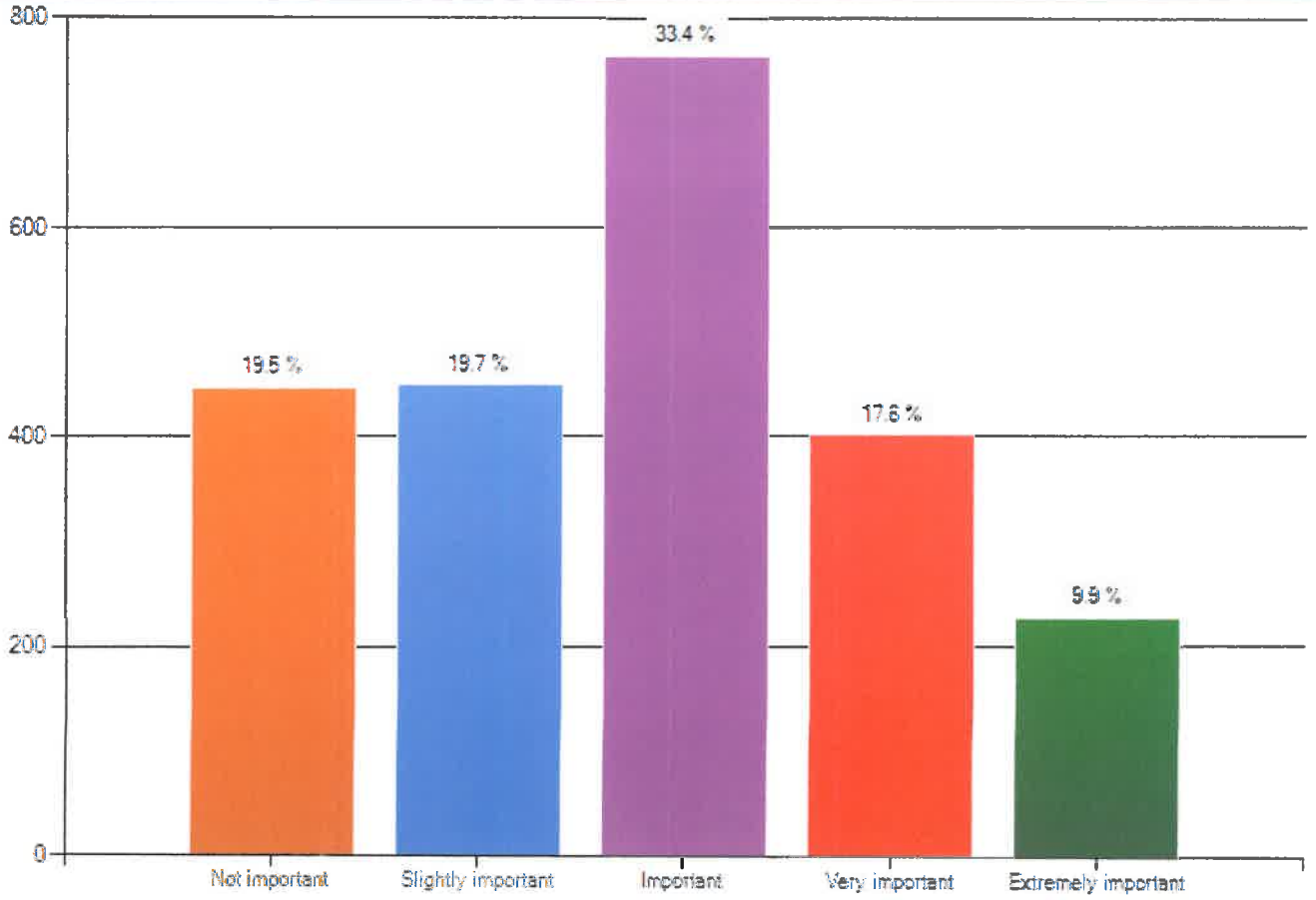
When compared to RSW and TPA are SRQ Fees Higher or Lower?



DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Survey Results

How important is it that SRQ is a self-sustaining business without taxing authority?



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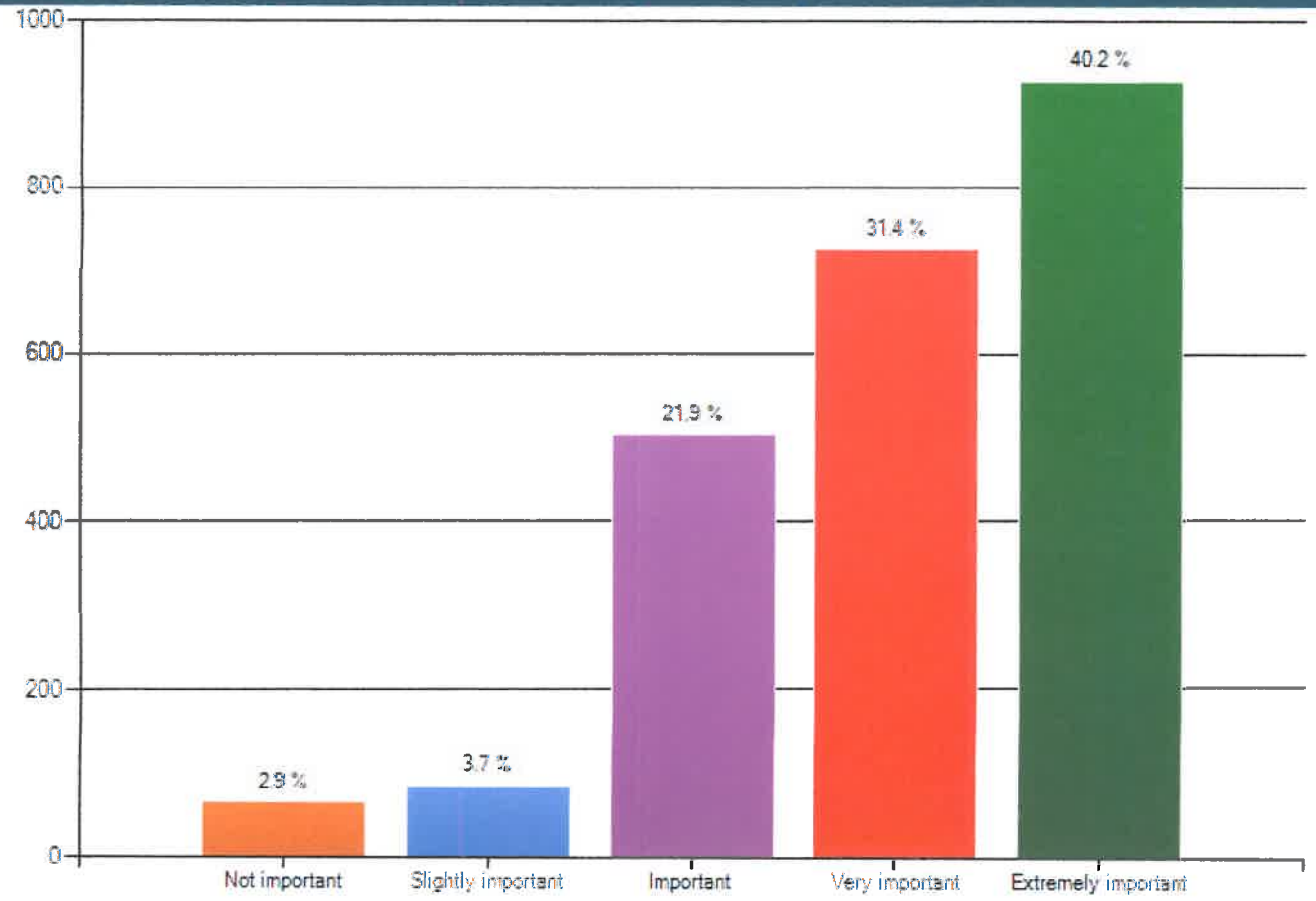
DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Survey Results

How important is it that SRQ generates nearly $1Billion in economic activity and over 11,400 jobs for your community?



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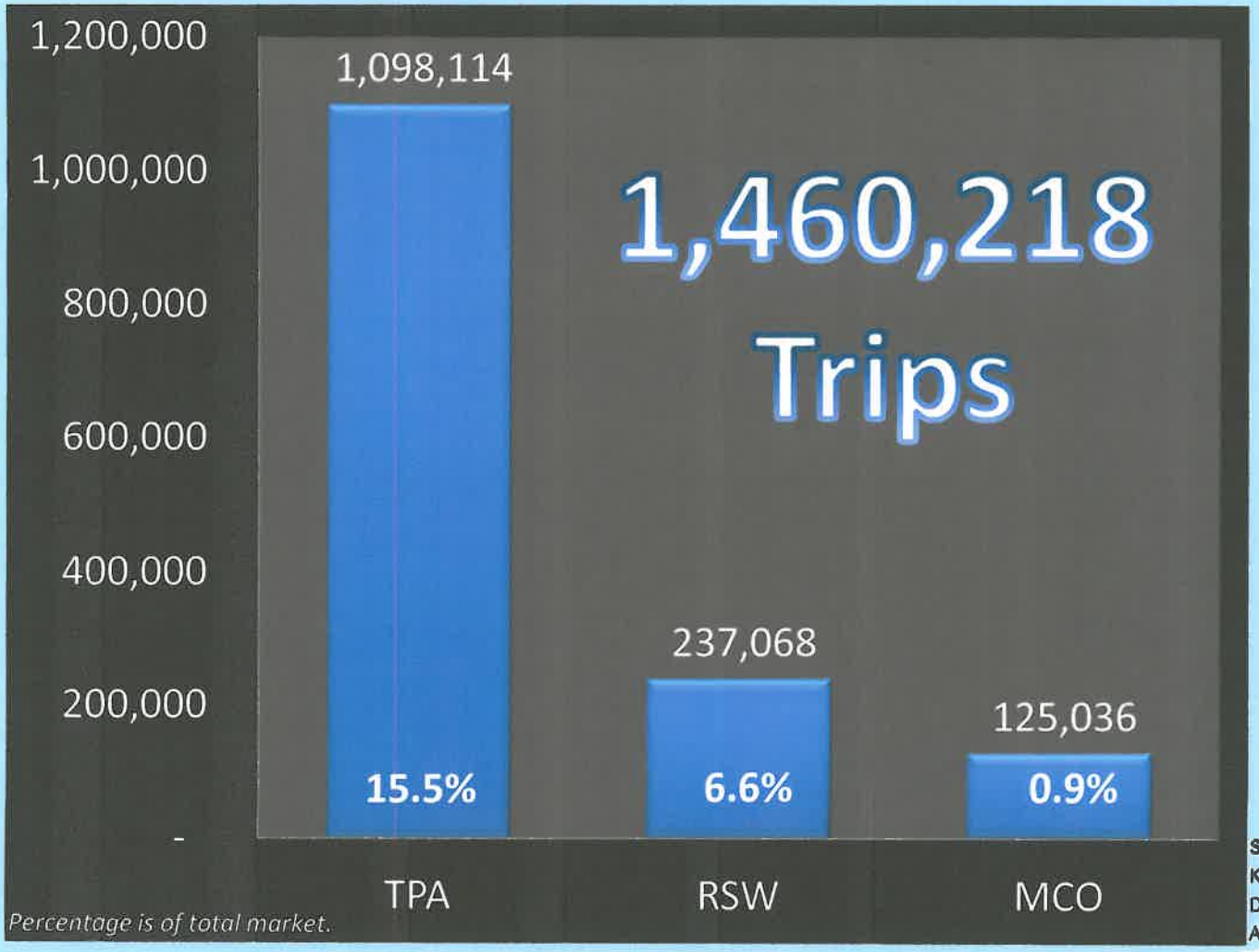
DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

SRQ Passenger Leakage



Source:
Kimley-Horn and Associates
DOT T-100
ARC

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DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Community Taxes from Passengers

SRQ Generates:

- **$ 32,259,181** Passenger Retail Activity in SRQ terminal, FY2011
- Generated **$2,427,632** (est.) local sales taxes

However

- Sarasota Bradenton leakage evaporates **$4,508,459** (est.) in local sales taxes

and

- **$756,000** (est.) annually in sales taxes is lost from car rental fill ups alone!

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Community Engagement
Your Town, Your Airport

SRQ Leaks 70% of our Air Travel.

- Leakage COSTS local jobs
- Leakage COSTS local businesses revenue
- Leakage shifts Millions in TAXES to with NO benefit to our community WHAT-SO-EVER
- Leakage results in fewer flights and destinations to SRQ
- Leakage costs you time, and Time is Money

It is time to say ENOUGH!

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Community Engagement
Your Town, Your Airport

SRQ is Targeting Reducing leakage 3-8% annually over the next five years.

- **Increasing** business revenues in our community
- **Increasing** TAX Revenues lost from our community
- **Creating** more Jobs in our community
- **Strengthening** argument for more flights to SRQ based on reducing leakage
- **Strengthening** argument for more destinations from SRQ based on reducing leakage

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Community Engagement
Your Town, Your Airport

SRQ unveiled our new marketing campaign June 27th.

- SRQ is asking our community to support our initiatives to reduce leakage and support our local economy through the "SRQ ADVOCACY" program

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Community Engagement
Your Town, Your Airport

What we are asking you and our Community to do to support your Airport?

1. We asking your organization become a "**SRQ Advocate**" towards a stronger airport
2. We ask you Pledge your support to SRQ, your airport

The SRQ Advocate Pledge:

A. Having a corporate travel executive or designee review and approve any air travel not originating from SRQ
B. Always checking flights to and from SRQ first for air travel
C. Supporting the airlines that serve and in turn support our airport and community
D. Passing the word on to inbound travelers that SRQ **is** your airport of choice
E. Passing the message on to other organizations, colleagues, friends in the community ..... **Do You SRQ, We Do**!
F. Asking others to Pledge their support

DO YOU SRQ?
YOUR TOWN. YOUR AIRPORT

Community Engagement
Your Town, Your Airport

What SMAA offers in return...

1. Each Organization **Pledging** will be displayed on our Advocate wall in terminal.

2. Each organization will receive an official signed SRQ advocate certificate for framing and hanging.

3. Each Organization will receive support items to help strengthen our community, and will become "Honored" partners of SRQ. (ie. Door stickers, bumper stickers, counter displays)

4. SRQ management will randomly visit organizations that have pledged to thank them personally for supporting their community.

5. SRQ will use the signed pledge as a tool to motivate our Airlines to bring increased capacity and more destinations to Sarasota Bradenton.
    - If they know you strongly support the local economy and Your Airport they will take notice.

DO YOU SRQ?

YOUR TOWN. YOUR AIRPORT

THANK YOU!

End of Agenda Item