



AGENDA
AIRPORT ADVISORY COMMISSION
REGULAR MEETING
DECEMBER 14, 2017
6:00 PM
CITY HALL COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES**
 - 3.1 November 9, 2017
- 4. PUBLIC COMMENT REGARDING ITEMS NOT ON THE AGENDA**
- 5. OLD BUSINESS**
 - 5.1 Airport Terminal Construction Project Update(s)
 - 5.2 Runway 4 GPS Approach Procedure Development Update
 - 5.3 Airport AWOS Repairs and CIP Planning Update
 - 5.4 Airport Financial Report
- 6. NEW BUSINESS**
 - 6.1 Airport Property Development Proposal - Bob Allison
 - 6.2 Airport Community Engagement Discussion
 - 6.3 Airport Economic Development Discussion
 - 6.4 Russo and Steele Draft Facility Use Agreement Review
 - 6.5 Florida Army National Guard ATC Services Draft Facility Use Agreement Review
 - 6.6 Driving Dynamics Draft Facility Use Agreement Review
 - 6.7 Buccaneer Region Sports Car Club of America Airport Draft Facility Use Agreement Review
 - 6.8 Appointment of AAC Chairperson, Effective January 1, 2018
 - 6.9 Appointment of AAC Vice-Chairperson, Effective January 1, 2018
- 7. AIRPORT MANAGER AND STAFF REPORTS**

7.1 Department Report

8. COMMISSION MEMBER REPORTS/COMMENTS

9. NEXT MEETING DATE

10. ADJOURNMENT

All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired). All interested parties may appear at said meeting and be heard as to the advisability of any action, which may be considered with respect to such matter. For information regarding this matter, please contact the Airport Manager.

1. **Call to Order:** Vice-Chair Chuck Colcord called the meeting to order at 6:00 pm.
2. **Members Present:** Chuck Colcord (Vice-Chair), Don Edlin, George Haffey
Members Absent: Paul Behan, Aaron Morgan, Kent Mckee

Others Present: Nick Feakes, Tom Piscitello, Brian Echard, Kathryn Echard, Andy Curtin, Mickey Baity
3. **Approval of Minutes:** The minutes of the October 12, 2017 regular meeting were presented for approval. **A motion was made by Member Haffey, seconded by Member Edlin, to approve the minutes. A vote upon passage of the motion was taken by ayes and nays and being all ayes, carried.**
4. **Public Comment Regarding Items Not On The Agenda:** No public comment was received.
5. **Old Business:**
 - 5.1 **Airport Terminal Construction Project and Financing Update(s)**

Airport Manager Coyle provided Commission members with a copy of a presentation given to the City Commission on November 8th for consideration of a construction and financial agreement between the City of Fernandina Beach and Eight Flags Aviation. Mr. Coyle provided a recap of the components of this agreement, and stated that the City Commission approved the agreement, thereby providing funds needed to acquire and install a nose and tail to the airport terminal facility, at a cost of \$286,500, through a change order to the contract for construction.

Vice-Chair Colcord asked if approval of this agreement would initiate the purchase of steel and components for the nose and tail. Airport Manager Coyle confirmed that this is correct, and stated that F&G Construction would begin coordinating purchase of materials for the nose and tail.

Member Edlin inquired as to the financial position of the airport following expenditure of roughly \$750,000 from airport fund balance. Member Edlin stated that City Manager Martin had made a previous comment that revenues produced at the airport will continue to increase fund balance, and wanted to know if the 50% rent credit allocation in the agreement with Eight Flags Aviation would be sufficient. Airport Manager Coyle stated that there is new revenue being produced through non-aeronautical events being hosted at the airport. Mr. Coyle also stated that the new debt service at the airport would increase the cost of annual principal and interest payments, however the anticipated payment schedule for this debt service is not yet available. Mr. Coyle stated that he would return to the group with this information when it became available.

Airport Manager Coyle provided the group with an updated timeline for construction of the terminal facility, pointing out the current substantial completion date of April 30, 2018.

Vice-Chair Colcord stated that there was discussion during the November 8th Commission meeting among Commissioners which indicated that there was surprise related to an initial shift in construction timeline of the terminal building, and that the Airport Advisory Commission was aware of the timeline shift. Vice-Mayor Kreger commented that the Commission was indeed aware of the initial timeline shift, and that he believed the comment heard from a Commissioner was more related to a concern with the bidding process for award of the construction bid and subsequent nose and tail change order.

5.2 Status of Terminal Generator, Nose, and Tail Projects

Vice-Chair Colcord stated that he believed that this topic was covered in the last agenda item. Airport Manager Coyle stated that he recalled a question from the previous Advisory Commission meeting from Member McKee regarding the placement of generator for the terminal building. Mr. Coyle stated that the design phase for the project resulted in placement of a potential future generator on the first floor in close proximity to the electrical junction box to ensure that cost for hook-up of electrical components to the generator remained reasonable.

5.3 Update on plans for the current FBO building and CAP trailer on leasehold after the April 1st FBO transition

Airport Manager Coyle provided an update stating that he had discussed the disposition of the pink-colored concrete building adjacent to the McGill Aviation FBO building. Mr. Coyle stated that Eight Flags Aviation (8FA) does intend to lease that facility, which currently resides on the ground lease to 8FA, from the City.

5.4 Plans for Bulk Hangar Space Associated with the new FBO

Airport Manager Coyle stated that there were still no new developments on this topic. Mr. Coyle asked if he should temporarily pull this item from the agenda until updates were provided. Vice-Chair Colcord stated that he thought this item should be pulled until updates are available.

Vice-Chair Colcord inquired as to the current state of the McGill Aviation FBO facility. Airport Manager Coyle stated that insurance adjusters had reviewed the damaged facility and that McGill Aviation and the City of Fernandina Beach are awaiting the outcome of insurance adjuster reports to determine feasibility of reconstruction of the existing office facility, which are expected at any time.

5.5 Runway 4/22 GPS Approach Procedure Development

Airport Manager Coyle provided an update on the request for development of a GPS procedure to Runway 4. Mr. Coyle provided an overview of feedback which came back from the FAA Flight Procedures office after completion of its feasibility analysis.

1. Mr. Coyle provided an overview of the Glideslope Qualification Surface, which must be free of penetrations for development of a GPS procedure. Currently the FAA database shows two penetrations within this surface. Mr. Coyle stated that he would need to obtain lat/long coordinate information to evaluate if these penetrations currently exist.
2. Mr. Coyle also stated that he believed the more important step in the process is obtaining approval from Air Traffic Control for development of the procedure. Mr. Coyle stated that he had found that ATC denied development of this procedure following a similar request made in 2009. Mr. Coyle stated that he contacted the ATC Support Specialist at the Jacksonville TRACON, Sherry Lawless, and linked her to review this request with the Flight Procedures office. A review of this potential procedure is underway by ATC.

Member Edlin asked about a third penetration shown on the image provided to the AAC. Airport Manager Coyle stated that he had seen that penetration and asked for clarification from Flight Procedures but did not believe this penetration existed within the GQS.

5.6 Airport AWOS Repairs Update

Airport Manager Coyle provided an update to the repairs of the AWOS stating that purchase orders have been issued to provide for a permanent repair of the AWOS wind sensor (which was currently functional with a temporary repair) and for acquisition of a radio data connection component to repair the damaged AWOS data connection. Mr. Coyle stated that the wind sensor components should be received and installed relatively soon, however there is a lead time to coordinate with the FCC for use of a frequency to enable the new mobile data connection component for the AWOS. Mr. Coyle stated that he is awaiting a timeline from our AWOS maintenance technicians for repair of the data connection component, and will provide an update when available.

Airport Manager Coyle also stated that he is working with the FAA to determine if a replacement project for the AWOS could be shifted to an earlier year within the airport's CIP. Mr. Coyle stated that an update would be provided to the group when available.

5.7 Airport Financial Report

Airport Manager Coyle provided the monthly financial report for the commission's review. There were no comments nor discussion on the report.

6. New Business:**6.1 Review Airport Advisory Commission Airport Survey**

Airport Manager Coyle provided copies of the airport surveys he had received from AAC Commissioners. Mr. Coyle stated that some of the common themes he saw were improving availability of GPS procedures and finding ways to better connect the airport to the community. Mr. Coyle stated that he would consolidate the comments from all AAC members, when received, and provide the consolidated document to Commissioners.

Member Edlin stated that he believed that the group should take two or three items of value and schedule discussions with the Airport Advisory Commission. Member Edlin stated that he thought improving the image to the community would be the highest priority.

Mr. Tom Piscitello provided comment and recommended that the group remember non-profit aviation groups who may also provide input into functions which might improve the airport's image to the airport.

Vice-Chair Colcord stated that he believes the City can provide a partnership to advertise non-profit events and offerings. Mr. Colcord also stated that he believes a grand opening for the terminal building would be important to show the value of the new terminal building to the general public.

Vice-Mayor Kreger stated that a project, such as an airport park, would bring the community to the airport, and that the group should consider these types of projects.

6.2 Airport Coyote Safety Concern

Airport Manager Coyle stated that the airport had engaged professional, licensed and permitted, assistance in an attempt to mitigate the hazard to aircraft operations from coyotes on the airfield. The contracted agency has, first, assisted with identifying the population and location of coyotes on the airport. The photo attached to the meeting packet showed six coyotes adjacent to west-side of closed Runway 18/36, which airport staff estimates to be the number of resident coyotes based on this surveillance effort. The agency will next attempt to trap and remove coyotes from airport property.

Mr. Coyle also stated that, at some point, depredation of coyotes on the airport would need to be considered and he asked if the AAC members supported this method of removal. Member Edlin stated that this is a current flight safety issue which needs to be dealt with before somebody is injured from a coyote strike. Member Haffey agreed that this is a significant safety concern which must be resolved. The group agreed that depredation would be reasonable given the threat to life and safety which exists.

Vice-Mayor Kreger stated that coyotes had been discussed by the Commission previously and that he did not image that there would be a concern with depredation of coyotes. He stated that he would mention this issue to the City Commission at the next meeting.

Airport Manager Coyle stated that he believes a long term consideration for the airport would be completion of a wildlife hazard assessment, which is eligible for grant support from the FAA, and that he would look to include this in the airport's CIP in future years.

6.3 March 2018 Events Update

Airport Manager Coyle provided an update regarding events to be held at the airport in March of 2018. Mr. Coyle reminded the group that SVRA had cancelled its event at the airport in 2018, and that any interest to return to the airport in the future would require renegotiation of a new facility use agreement. Mr. Coyle also stated that Russo and Steele has pushed its first event at the airport back until March of 2019, and that the agency is interested in relocating its event to the approach end of Runway 27, as previously discussed. Mr. Coyle stated that he is currently negotiating a long term agreement with Russo and Steele, and provided an overview of the proposed terms for this agreement. Mr. Coyle asked the AAC for input regarding the proposed agreement components. There were no concerns voiced from AAC members for the proposed agreement components. Mr. Coyle stated that he would bring the draft agreement back for review of the AAC, when available.

6.4 Airport Rate Analysis Proposal

Airport Manager Coyle provided overview of a proposal from Slack, Johnston, and Magenheimer Inc. for completion of a market analysis of airport facilities and lease rates associated with aeronautical property on the airport.

Member Haffey asked if the agency would complete a site visit to see the facilities and property. Airport Manager Coyle stated that the group would indeed complete a site visit as a part of the analysis process.

Member Haffey asked if Mr. Coyle had seen any work completed by the agency at other airports. Mr. Coyle stated that he had not, but will ask for a copy of a completed report for review before moving forward with the proposal.

Vice-Chair Colcord recommended consideration of the golf course non-aeronautical property. Airport Manager Coyle stated that he would ask Slack, Johnston, and Magenheimer Inc. if this service would be something that the agency is willing to complete. Vice-Mayor Kreger stated that he agreed that an analysis should be completed for the non-aeronautical rates given the discussion which has occurred in the past regarding the golf course property.

Mr. Austin stated that he supports the survey and believes that the data will help validate the airport's application of rates within existing and future agreements.

All AAC members agreed that Mr. Coyle should proceed with the proposed scope of work after inclusion of an analysis of non-aeronautical property. Mr. Coyle stated that he would return to the group if inclusion of this work significantly changed the proposal.

7. Airport Manager and Staff Reports:

Airport Manager Coyle reviewed the report provided to the commission within the agenda packet. There were no questions or concerns from AAC members on this report.

8. Commission Member Reports and Comments:

Member Edlin asked when the Hurricane Irma debris would be removed from airport property. Mr. Kozakoff stated that the City is awaiting arrival of a mulching machine to process the material, and that he would reach out to receive an estimated timeline for arrival of the mulching machine.

9. Next Meeting Date: The group agreed that the next meeting date would be held on Thursday December 14, 2018.

10. Adjournment: There being no further business to come before the Airport Advisory Commission, the meeting was adjourned at 7:28 pm.

Secretary

Chuck Colcord, Vice-Chair

12/04/2017 16:59
ncoyle

City of Fernandina Beach
YEAR-TO-DATE BUDGET REPORT
530- EXPENSES

P
glytdbud 1

FOR 2018 02

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
420 AIRPORT							
420 33120		FEMA GRANT					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 33220		FAA GRANT					
	-350,000.00	-350,000.00	0.00	0.00	0.00	-350,000.00	.0%
420 33323		FDOT GRANT					
	-1,625,000.00	-1,625,000.00	0.00	0.00	0.00	-1,625,000.00	.0%
420 33420		FEMA STATE					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 33440		OTHER GRANT					
	-470,000.00	-470,000.00	0.00	0.00	0.00	-470,000.00	.0%
420 34970		FUEL SALES					
	-35,000.00	-35,000.00	-3,549.78	-2,604.45	0.00	-31,450.22	10.1%
420 34971		LEASE PAYMENTS-LAND LEASE					
	-37,240.00	-37,240.00	-3,924.05	0.00	0.00	-33,315.95	10.5%
420 34972		BUILDING LEASE					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 34973		LAND LEASE- AMELIA RIVER					
	-199,500.00	-199,500.00	-16,367.70	-2,869.37	0.00	-183,132.30	8.2%
420 34974		LAND LEASE PAYMENTS-NON TAXABL					
	-33,295.00	-33,295.00	-3,831.77	-1,045.75	0.00	-29,463.23	11.5%
420 34975		RENT/LEASE PAYMENTS					
	-306,503.00	-306,503.00	-24,141.11	0.00	0.00	-282,361.89	7.9%
420 34976		8 FLAGS RENT (TAXABLE)					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 34978		8 FLAGS RENT NON-TAXABLE					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 36110		INTEREST					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 36420		INSURANCE PROCEEDS					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 36990		OTHER REVENUE					
	-90,000.00	-90,000.00	-2,756.00	-965.00	0.00	-87,244.00	3.1%
420 36992		GAIN ON SALE OF ASSET					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 36995		LATE FEES					
	0.00	0.00	-99.20	0.00	0.00	99.20	100.0%
420 38101		FROM GENERAL FUND					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 38410		LOAN PROCEEDS					
	-1,000,000.00	-1,000,000.00	0.00	0.00	0.00	-1,000,000.00	.0%

12/04/2017 16:59
ncoyle

City of Fernandina Beach
YEAR-TO-DATE BUDGET REPORT
530- EXPENSES

P
glytdbud 2

FOR 2018 02

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
420 38910		CASH BALANCE FORWARD					
	-1,020,700.00	-1,020,700.00	0.00	0.00	0.00	-1,020,700.00	.0%
420 51200		SALARIES					
	119,340.00	119,340.00	17,625.40	8,830.00	0.00	101,714.60	14.8%
420 51350		PART-TIME					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 51400		OVERTIME					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 52100		FICA					
	9,130.00	9,130.00	1,288.83	645.74	0.00	7,841.17	14.1%
420 52200		RETIREMENT					
	40,600.00	40,600.00	6,766.66	3,383.33	0.00	33,833.34	16.7%
420 52300		HEALTH INSUR					
	18,448.00	18,448.00	4,709.40	2,357.24	0.00	13,738.60	25.5%
420 52301		LIFE INSUR					
	743.00	743.00	98.90	49.45	0.00	644.10	13.3%
420 52350		OPEB COSTS					
	785.00	785.00	130.84	65.42	0.00	654.16	16.7%
420 52400		WORKERS' COMP					
	2,067.00	2,067.00	344.50	172.25	0.00	1,722.50	16.7%
420 52500		UNEMPLOYMENT					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 53100		PROFESSIONAL SERVICES					
	40,000.00	40,000.00	0.00	0.00	0.00	40,000.00	.0%
420 53200		AUDITING					
	6,795.00	6,795.00	1,132.50	566.25	0.00	5,662.50	16.7%
420 53400		CONTRACTUAL					
	53,535.00	53,535.00	2,084.01	529.01	0.00	51,450.99	3.9%
420 53910		HOUSING ALLOWANCE					
	2,000.00	2,000.00	1,000.00	500.00	0.00	1,000.00	50.0%
420 54000		TRAINING/TRAVEL					
	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	.0%
420 54100		COMM - PHONE/FAX/ALARM					
	1,922.00	1,922.00	0.00	0.00	0.00	1,922.00	.0%
420 54101		COMMUNICATIONS-CELLULAR					
	2,000.00	2,000.00	115.07	115.07	0.00	1,884.93	5.8%
420 54103		COMMUNICATIONS-INTERNET					
	5,750.00	5,750.00	0.00	0.00	0.00	5,750.00	.0%
420 54200		POSTAGE					
	100.00	100.00	25.50	25.50	0.00	74.50	25.5%
420 54300		UTILITIES ELECTRIC					
	20,000.00	20,000.00	1,761.15	1,761.15	0.00	18,238.85	8.8%
420 54310		UTILITIES-WATER & WASTEWATER					
	11,000.00	11,000.00	716.64	716.64	0.00	10,283.36	6.5%

12/04/2017 16:59
 ncoyle

City of Fernandina Beach
 YEAR-TO-DATE BUDGET REPORT
 530- EXPENSES

P
 glytdbud 3

FOR 2018 02

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
420 54400		RENTALS/LEASES					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 54500		INSURANCE					
	47,928.00	47,928.00	7,988.00	3,994.00	0.00	39,940.00	16.7%
420 54610		R/M BLDG & GROUNDS					
	78,000.00	280,850.00	4,739.46	4,625.96	225,193.17	50,917.37	81.9%
420 54620		R/M EQUIPMENT					
	1,500.00	1,500.00	650.00	50.00	0.00	850.00	43.3%
420 54630		R/M VEHICLES-LABOR					
	3,500.00	3,500.00	55.00	0.00	0.00	3,445.00	1.6%
420 54640		R/M VEHICLES-PARTS					
	3,500.00	3,500.00	37.08	0.00	0.00	3,462.92	1.1%
420 54700		PRINTING					
	2,500.00	2,500.00	0.00	0.00	0.00	2,500.00	.0%
420 54800		PROMOTIONAL					
	1,500.00	1,500.00	0.00	0.00	0.00	1,500.00	.0%
420 54902		BAD DEBT EXPENSE					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 54910		BILLING COSTS					
	7,000.00	7,000.00	1,166.68	583.34	0.00	5,833.32	16.7%
420 55100		OFFICE SUPPLIES					
	300.00	300.00	0.00	0.00	0.00	300.00	.0%
420 55200		OPERATING SUPPLIES					
	4,810.00	4,810.00	915.71	915.71	0.00	3,894.29	19.0%
420 55210		UNIFORMS					
	300.00	300.00	0.00	0.00	0.00	300.00	.0%
420 55230		GAS/OIL					
	8,500.00	8,500.00	1,553.79	1,283.45	0.00	6,946.21	18.3%
420 55240		CHEMICALS					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 55300		ROAD MATERIALS					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 55400		BOOKS/SUBS/DUES					
	725.00	725.00	330.00	330.00	0.00	395.00	45.5%
420 56200		BUILDING					
	3,845,000.00	3,845,000.00	265,404.30	229,770.55	3,532,099.79	47,495.91	98.8%
420 56300		IMPROVEMENTS					
	225,000.00	225,000.00	0.00	0.00	0.00	225,000.00	.0%
420 56301		NON CAP IMPROVEMENT					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 56400		MACH/EQUIP					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 56401		EQUIP-NON CAPITAL					
	5,500.00	5,500.00	0.00	0.00	0.00	5,500.00	.0%

12/04/2017 16:59
ncoyle

City of Fernandina Beach
YEAR-TO-DATE BUDGET REPORT
530- EXPENSES

P
glytdbud 4

FOR 2018 02

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	% USED
420 57000		SETTLEMENT EXPENSE					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 57100		PRINCIPAL					
	198,000.00	198,000.00	0.00	0.00	0.00	198,000.00	.0%
420 57200		INTEREST					
	52,266.00	52,266.00	0.00	0.00	0.00	52,266.00	.0%
420 57300		FINANCING COSTS					
	36,000.00	36,000.00	0.00	0.00	0.00	36,000.00	.0%
420 59100		TRANSFER TO GENERAL FUND					
	0.00	0.00	0.00	0.00	0.00	0.00	.0%
420 59900		CONTINGENCY					
	308,194.00	0.00	0.00	0.00	0.00	0.00	.0%
420 59990		RESERVE					
	0.00	105,344.00	0.00	0.00	0.00	105,344.00	.0%
TOTAL AIRPORT	0.00	0.00	265,969.81	253,785.49	3,757,292.96	-4,023,262.77	100.0%
		TOTAL REVENUES					
	-5,167,238.00	-5,167,238.00	-54,669.61	-7,484.57	0.00	-5,112,568.39	
		TOTAL EXPENSES					
	5,167,238.00	5,167,238.00	320,639.42	261,270.06	3,757,292.96	1,089,305.62	
		GRAND TOTAL					
	0.00	0.00	265,969.81	253,785.49	3,757,292.96	-4,023,262.77	100.0%

** END OF REPORT - Generated by Nathan Coyle **



ALLISON PROPERTIES
I N C O R P O R A T E D

SINCE 1968

December 2, 2017

Mr. Dale Martin
Mayor Robin Lentz
Vice-Mayor Len Kreger
Commissioners Tim Poynter, Roy Smith and John Miller

Re: Proposed Lease of Vacant Airport Property for Luxury Motorhome Park

Madam Mayor and fellow Commissioners:

With this letter I am enclosing a number of documents, pictures and copies of e-mails relating to my company's interest in leasing vacant property at the City's Airport for development into Florida's most beautiful Motorhome Park. I have asked Mr. Martin for permission to appear at the City Commission's regular meeting on December 19 to answer your questions regarding this material.

It seems reasonable to briefly describe the history of my efforts to bring this facility to Amelia Island. In April of 2013, I appeared before the previous Commission with a complete team of experts on this subject. Using generally accepted RV industry statistics they projected the facility would produce over \$10 million in new local spending by visiting RV patrons and enough new visiting golfers to permanently end the City taxpayer's subsidy of the Fernandina Beach Golf Club. These benefits were in addition to ground lease fees we proposed to pay directly to the Golf Club for extensive improvements to the golf course.

Collectively, and in this effort, we presented a PowerPoint presentation including over 135 slides. We targeted the City owned vacant and undeveloped 25 acres along Canopy Drive. Unfortunately, the previous developers of the Parkway North Subdivision had represented to those who bought building lots that this City property would never be developed and would forever exist as their own private park. Needless to say there was significant "push back" from these neighbors leading to our abandonment of any continuing interest in this site.

In the spring of 2014 our team developed a complete site plan for the development of the City's 35 acre property off the south end of 14th Street. This property has a small amount of frontage on Simmons Road and considerable frontage along the

northern boundary of the City's Golf Club. We were quickly shut down on this effort in our first meeting with the City Manager, Joe Garrity when he said "I live down there. I don't want this there". Mr. Garrity then maneuvered for the rest of his tenure as City Manager to never bring our lease proposal before the full City Commission for discussion and a simple yes or no, up or down vote.

In December of 2015 we were delighted to receive a copy of the City's September 15, Airport Master Plan Update which identified several idle and vacant Airport Properties for lease for non-aviation related uses. The Master Plan described these properties as having "limited value overall" and properties which could be used "possibly as a storage facility".

We physically inspected these properties identified in the Master Plan as "Core Development Areas Seven and Eight" and found them to be ideal for our prospective use. In March of 2016 I toured the properties with Mayor Lentz and subsequently met with the Mayor and Mr. Martin to present a lease proposal. To indicate our seriousness, in this meeting, we also produced letter of commitment from CBC National Bank certifying \$3 million in available financing evidencing our ability to substantially improve this City owned property. Our proposed ground lease rate is four times higher than the lease rate paid by the Amelia River Golf Course for property that is neither improved or riverfront as is the Golf Course property.

In the summer of 2016 Mayor Lentz informed me that our proposed project had made its' way to a place on Mr. Martin's bulletin board so we were encouraged to finally be moving forward. At the beginning of 2017, when I inquired as to our progress, I was informed by Mr. Martin we should wait until the hiring of the new Airport Manager which was scheduled for April of 2017. I have since further followed up with Mr. Martin and now understand his current intention is for this item to be discussed at the City Commission' annual goal setting session to be scheduled in January of 2018.

Included in the attachments to this letter is a complete list of my previous land developments which are considered by many to be the most beautiful residential neighborhoods in Nassau County. At the end of a career where I can look back and see all the forest on Amelia Island I have protected and all the land I have beautified with tree planting, landscape and careful development procedures I have no interest in building, what some might describe as a "trailer park". The luxury RV Park we have proposed would be one of the most beautiful in all of Florida.

Our business plan provides for most of the Park's management and staff to be composed of disabled U.S. military veterans.

One of my associates, Tim McIlwain, has developed the great idea of surrounding the RV park area with an arboretum dedicated to the public display of Florida citrus and other indigenous Florida trees. Along an improved bike and walking trail individual specimen trees would be identified along with descriptions of their unique characteristics and histories. Tim worked for Container Corporation/Smurfit-Stone for 43 years including in the roll of R&D manager directing two nurseries producing over 50 million seedlings a year. I also happen to be the largest citrus grower in Nassau County growing over 21 different varieties of citrus in groves off of Barnwell Road. Tim and I have the skill sets and the professional experience to create this valuable Amelia Island public amenity.

The arboretum can provide a gorgeous visual buffer for the RV Park and be integrated with the current Amelia Island bike trail system. This is a wonderful idea that would easily garner the interest and potential participation of the Amelia Tree Conservancy and others but we hesitate to promote the plan without some evidence the City can actually ever seriously respond to our lease proposal.

I look forward to coming before you on December 19 to answer your questions on our proposal and on the various enclosures attached to this letter.

Sincerely,



Bob Allison
CEO Allison Properties, Inc.

Copies to:
Commissioner Elect Philip Chapman
Candidates for City Commission Orlando Avila and Chip Ross
Mr. Nathan Coyle, Fernandina Airport Manager
Margaret Kirkland, Director Amelia Tree Conservancy
Fernandina Beach NewsLeader
Fernandina Beach Observer

FERNANDINA BEACH MUNICIPAL AIRPORT



Sept. 2015 Airport Master Plan Update

Prepared For:
The City of Fernandina Beach, Florida

Prepared By:
Passero Associates

FAA AIP # 3-12-0022-024-2014
FDOT # 4347030-1-94-15

ingress/egress routes from and development here and impacts that may have on the traffic flow on Amelia Island Parkway. As such the TAC group suggest that any development within Core Two should have a very limited impact on Amelia Island Parkway. One such option could include a solar array project provided the photovoltaic panels could be installed in such a way so as to not create a glare impact on pilots utilizing the local airspace.

This area is depicted in **Figure 7-6**.

7.2.4. Core Development Area Three

Core Development Area Three includes approximately 49 acres of airfield fronting property on the Airport's east side. This area is bordered by the Runway 9-27 ROFA, Runway 4-22 ROFA, the runway visibility zone (RVZ), and the Airport property line. The majority of this area is identified to be best suited for aviation related development, however, portions of the property north and east of Jamestown Road will not have airfield access and are best suited for non-aviation developments. Additionally connector roadways could be developed between Jamestown road to both Via Del Mar Road and Lynndale Road.

This area is depicted in **Figure 7-7**.

7.2.5. Core Development Area Four

Core Development Area consist of 163 acres of land on the Airport's south side bounded by the Runway 4-22 and Runway 13-31 ROFA and the Airport property line. This area is entirely leased and developed as the Amelia River Golf Course and not considered for any additional development as part of this planning effort.

This area is depicted in **Figure 7-8**.

7.2.6. Core Development Area Five

Core Development Area Five includes roughly 96 acres of land on the airports west side and removed from the airfield environment. This land is currently not accessible, however, the access road currently being developed for Crane Island could be extended to the south, remaining outside of the Runway 9-27 ROFA and RSA, to provide access. Portions of this land abut the river system and the southernmost, just north of the Runway 4 RPZ, section is preserved through a conservation easement. At this time this land area is under long-term lease to an airport non-aeronautical user and if, or when, development occurs it will most likely be privately funded. While this area does have significant potential for a variety of airport compatible non-aviation uses, the general consensus from the TAC was to not specify future development for this area but rather label the area as being reserved for future non-aviation development.

This area is depicted in **Figure 7-9**.

7.2.7. Core Development Area Six

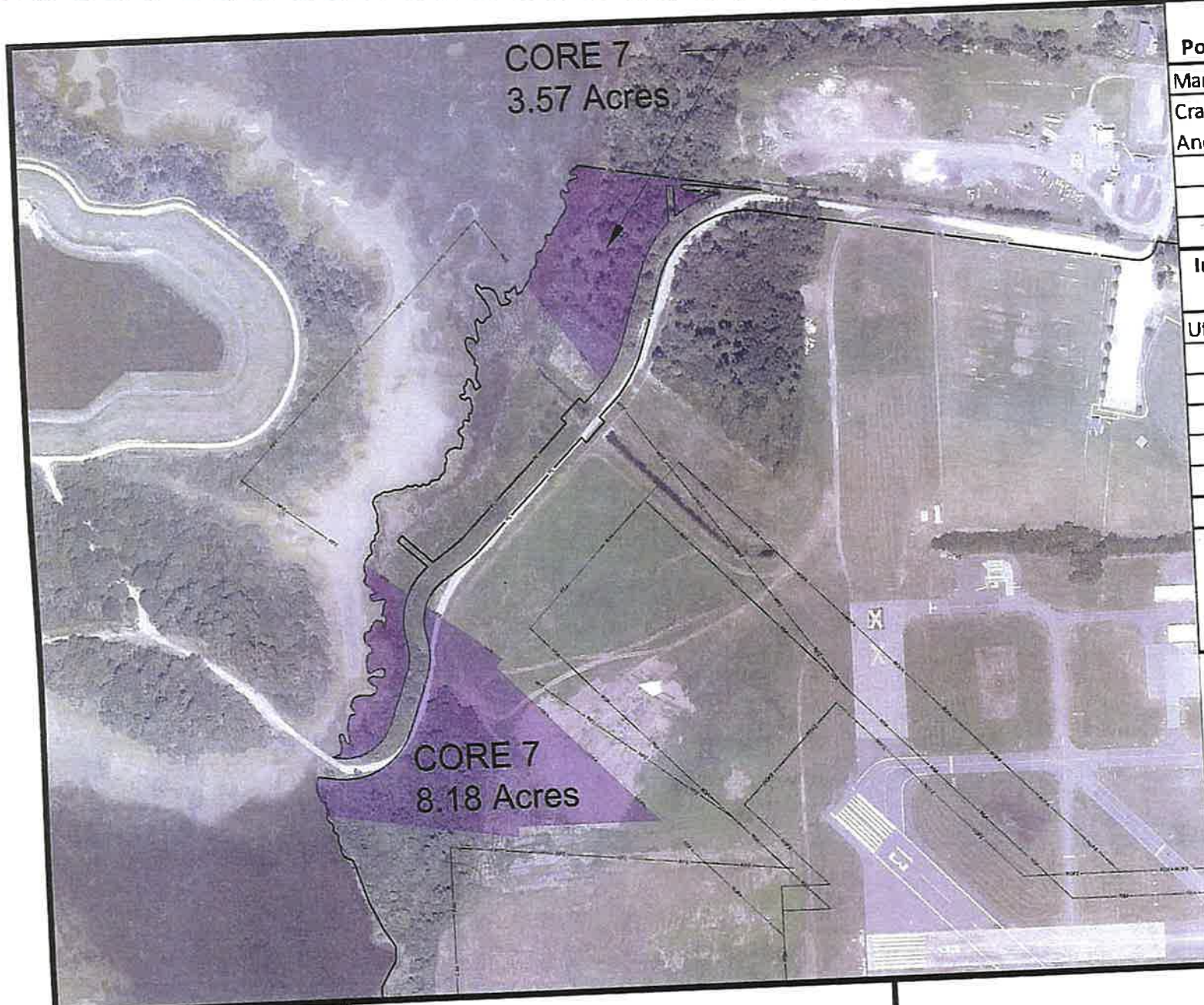
Core Development Area Six is adjacent to Core Five and the airfield environment. This area consist of approximately 33 acres and would be ideal for aviation related development should the western properties ever be provided roadway access. Similar you Core Development Area Five, the TAC group desired to simply label this area as available for future aviation related development and not show any prescriptive development detail on the airport layout plan.

This area is depicted in **Figure 7-10**.

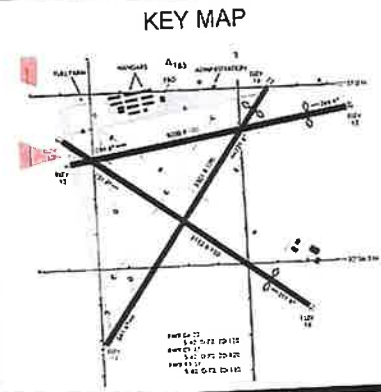
7.2.8. Core Development Area Seven

Core Development Area Seven includes two small parcels located along the Bailey Road extension on either side of the Runway 13-31 runway protection zone (RPZ). The northern most parcel is approximately 3.5 acres and the southernmost is just over 8 acres. These areas were identified by the TAC to have limited value overall, however, some plausible non-aviation developments did come to mind, such as a marina facility or even possibly a storage facility to support the future crane island development.

This area is depicted in **Figure 7-11**.



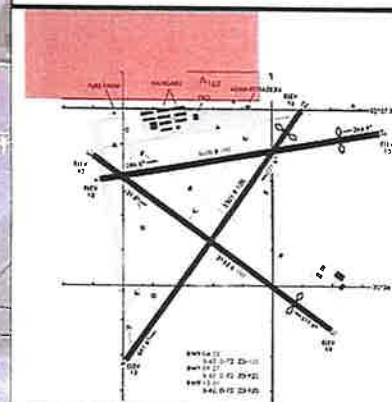
Potential Uses	Potential Limitations
Marina	Height restrictions
Crane Island Ancillaries	
Improvements Needed	Likelihood for Development
Utility extension	Low
General Notes	

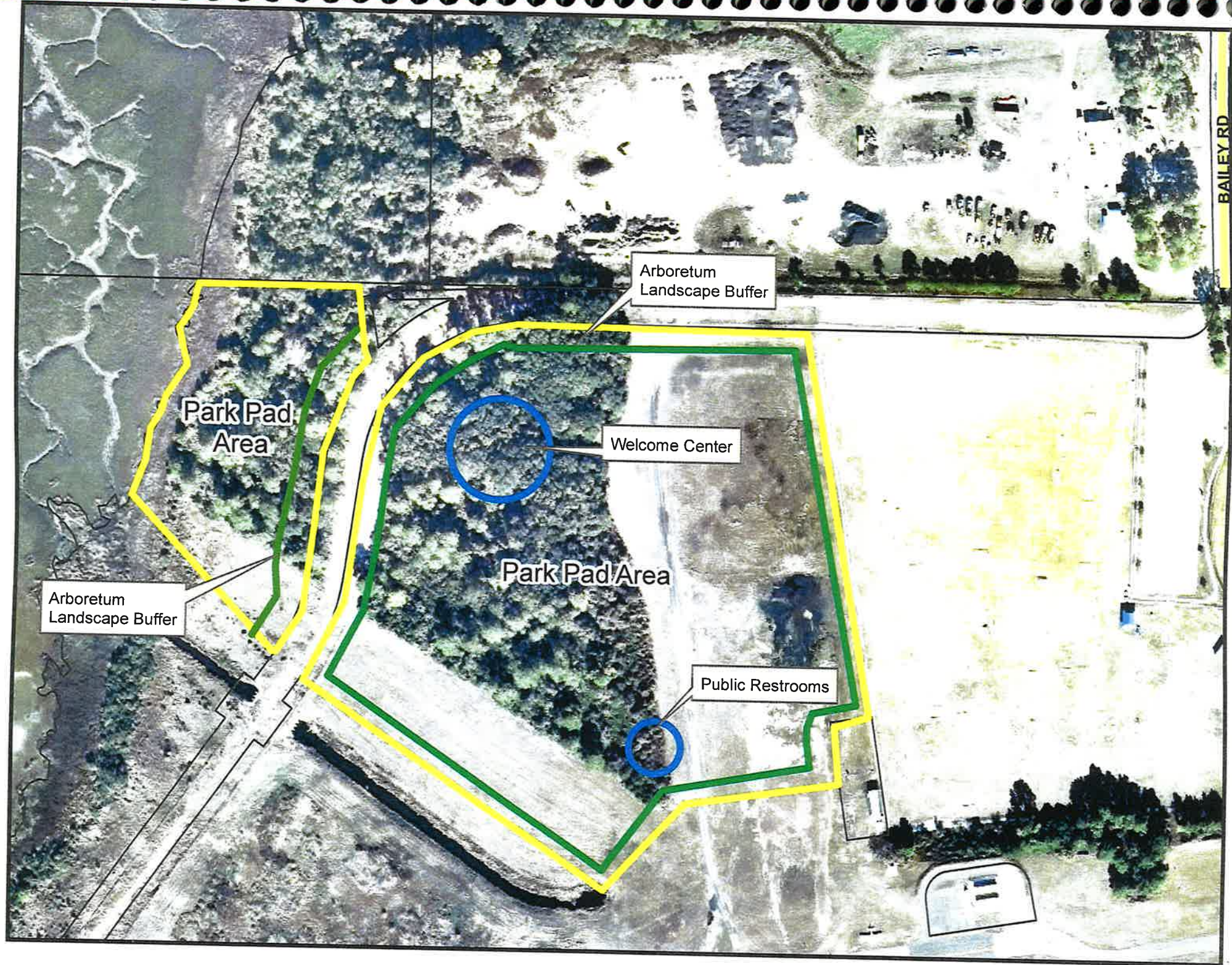




Potential Uses	Potential Limitations
Amenity oriented commerce park	Relocation of rec. fields
- light industrial	
- office/research	
- Aviation bus.	
Improvements Needed	Likelihood for Development
Ingress/egress	Med-High

General Notes







It's your future. Own it.

4/11/16

City Manager and City Commissioners
City of Fernandina Beach
204 Ash Street, Fernandina Beach, FL 32034

RE: FINANCING FOR MOTORCOACH PROJECT at the FERNANDINA BEACH AIRPORT

Dear Sirs,

Mr. Allison is a long-time customer at our bank and is considered a valued customer.

We have reviewed his project for the Motor Coach Park he would like to construct on Amelia Island near the airport. It is our intent to provide Mr. Allison funds up to \$2.5 million for the construction of this project subject to the following requirements of the bank:

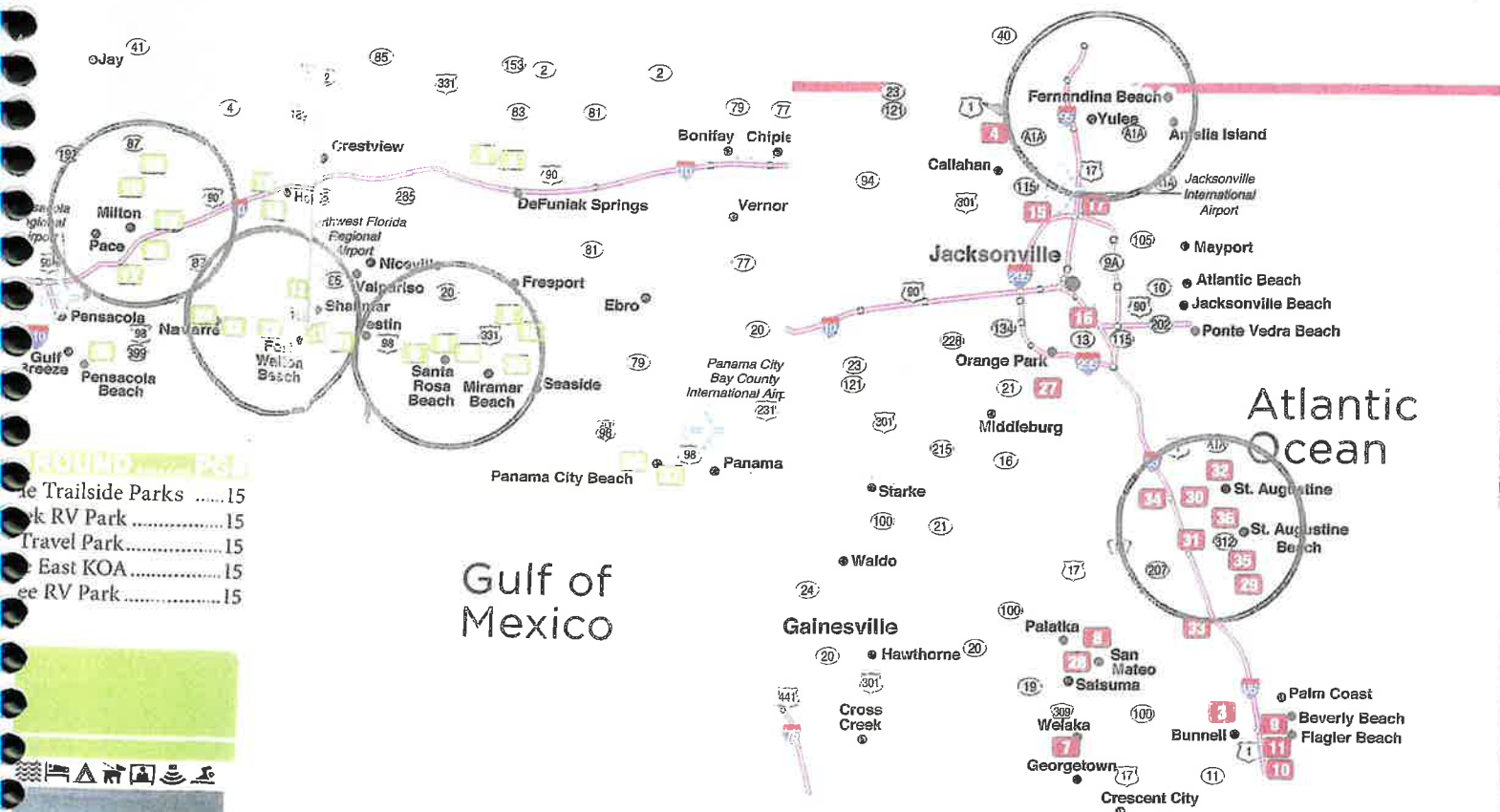
1. Cash funds in the amount of \$500,000 be placed with the Bank as additional collateral for the subject loan.
2. There is no material change in the financial condition of Mr. Allison or his companies Allison Lands Inc. and Allison Properties, Inc. between the date of this letter and the closing of the subject loan.
3. His project produce a minimum of 110 rentable motor coach pad parking sites with full utilities including water, sewer, and electric power.
4. His lease with the City of Fernandina Beach be for a term in excess of 75 years and be for rents identical to those currently paid by the Amelia River Golf Course for the lease of similar Airport Property. Our review of this lease indicates Amelia River Golf Course pays a base annual ground rent of \$530 per acre and then rent calculated at 2.5% percent of the its total business revenues.

Please feel free to contact me if you have any questions with regard to this letter at 904-491-9824.

Sincerely,

Mark Sobolewski
Regional Vice President
CBC National Bank

ANALYSIS OF FACILITIES AVAILABLE FOR OVERNIGHT STAYS FOR CLASS "A" RVS IN TOP NORTH FLORIDA TOURIST DESTINATIONS



GEOGRAPHIC AREA	NUMBER OF FACILITIES	ACTUAL NUMBER OF CAMPSITES
Pensacola	10	601
Ft. Walton Beach	10	590
St. Augustine	8	996
Amelia Island and East Nassau County	0	0



Loropetalums used for color



Washingtonian Palms are inexpensive fast growers. We will use over 100.



Landscape makes the campsite



PARTIAL LISTING OF BOB ALLISON'S PROJECTS ON AMELIA ISLAND AND NASSAU COUNTY

FERNANDINA HARBOR MARINA....as managing partner/owner responsible for conception, leasing City owned property, marina design, permitting, financing, construction management to completion, and creating marina management and staffing.

REBUILD OF FRONT STREET....as managing partner responsible for conception, leasing of City owned property and obtaining for the City of Fernandina Beach \$100,000 in grants from the Florida Department of Transportation to pay for these improvements.

BRETT'S RESTAURANT.....as managing partner/owner responsible for conception, leasing City owned property, building design, and obtaining for the City of Fernandina Beach \$675,000 in Community Development Block Grants to pay for construction of the restaurant building.

WILL HARDEE ROAD PROJECT....as managing partner/owner responsible for conception, land acquisition, right of way dedications, land planning design, permits, financing, and management of the road construction to connect Saddler Road with Simmons Road in the middle of Amelia Island.

SIMMONS ROAD LAKE....as managing partner/owner responsible for conception, land acquisition, land and lake planning design, permits, financing, and construction management to completion.

EGANS BLUFF UNITS I and II...as managing partner/owner responsible for conception, land acquisition, land planning design, permits, financing, and construction management to completion

SWEETWATER OAKS....as managing partner/owner responsible for conception, land acquisition, land planning design, permits, financing, and construction management to completion.

CASHENWOOD....as managing partner/owner responsible for conception, land acquisition, land planning design, permits, financing, and construction management to completion.

BELLS RIVER RANCH...as owner responsible for conception, land acquisition, design, permits, arranging financing and construction management to completion.

NORTHSHORE....as managing partner/owner responsible for conception, land acquisition, land planning design, permits, financing, and construction management to completion.

RIVERSIDE...as managing partner/owner responsible for conception, land acquisition, land planning design, permits, financing, and construction management to completion.

PALM BLUFF...as owner responsible for conception, land acquisition, land planning design, permits, financing and construction management to completion.

HIGH POINTE...as owner responsible for conception, land acquisition, land planning design, permits, financing and construction management to completion.

THE GRANDVIEW RANCH...as owner responsible for conception, land acquisition, land use design, financing, and construction and operational management of the largest irrigated pecan orchard in Nassau County.

PAGE HILL...as partner responsible for conception, land acquisition, and land planning design.

KINGS PLANTATION...as owner responsible for conception, land acquisition, land planning design, financing and construction management to completion.

SANDY POINT....as owner responsible for conception, land acquisition, land planning and building design, arranging financing and construction management to completion.

Current owner and manager of the largest citrus groves and largest irrigated pecan orchard in Nassau County.



There are very few land uses that are as kind to the environment as a wilderness park for motorhomes. Also, there is no other use which can have as much positive economic impact to local businesses or create as many new full time permanent jobs.

FLORIDA'S OLDEST WEEKLY NEWSPAPER

NEWS LEADER

April 1st, 2005

"If you take a drive down Barnwell Road, you will see very nice housing communities that have been developed so that we can live in harmony with nature, rather than decimate it. Large, mature trees are a predominant feature as well as vegetative buffers. All of this provides the property owners with privacy, the much sought after aesthetics of large trees, as well as some habitat for the wildlife.

The brainchild of the bulk of the developments in Nassau County with such character and consideration for nature is Mr. Bob Allison. He has tastefully and thoughtfully developed acres of land without ravaging the landscape with heavy equipment. Why can't every developer conform to these standards?"

- Lucy A. Kwapnioski-Nadeau

Fernandina Observer

A JOURNAL OF NEWS AND OPINION



Kathleen Maurer *says:*

JANUARY 24, 2013 AT 7:44 PM

My sister and brother-in-law come down every March in their motorhome and can't use Ft.Clinch either. I can't wait to let them know about this future plan with hope that Mr. Allison will be able to make happen. Since living here on Amelia Island since 1979 I have seen him accomplish many good things! This sounds like another good project!



Jan & Bill estimate that they spend \$400 per day in the places they visit in their motorhome. Jan says this is because they always eat out and Bill tries to play golf everyday. "We have always wanted to visit Amelia Island but there is no place to park our coach. When we pass Amelia Island by we usually place a phone call to Fort Clinch, but it is always booked years in advance."

Excerpt from ACRP 28 - "Marketing Guidebook for Small Airports"

CHAPTER 10

PUBLIC RELATIONS TOOLS

- 10.1 What Is Public Relations?
- 10.2 Earned Media
- 10.3 Public Speaking
- 10.4 Events
- 10.5 Promotions
- 10.6 Sponsorships and Volunteering
- 10.7 Other Public Relations Materials

10.1 WHAT IS PUBLIC RELATIONS?

AOPA is known for its effective public relations efforts. In AOPA's "The Guide to Obtaining Community Support for Your Local Airport" (AOPA, Frederick, Maryland, 2008), public relations is defined as follows:

"PR is not just publicity—it involves EVERYTHING the airport is and does that addresses or affects the public interest. The best time to start a planned, positive public relations program is before you need it, probably right now."

The AOPA Guide continues by pointing out that "some airport operators and aviation people believe that a low profile will avoid difficulties."

"Actually, there is no such thing as a low profile for an active airport. The mere fact that an airport exists means people will have opinions about it. The low profile approach is a head-in-the-sand self-delusion.

A public relations program should include community involvement, political action, and media relations. Ideally, it should be launched BEFORE negative public opinion builds into action and continued even when no crisis threatens."

In the end, public relations is about influencing opinion. Since no airport exists in a vacuum, your airport probably already has a formal or informal public relations program. This chapter presents tools you can use to initiate or add to your existing public relations program.

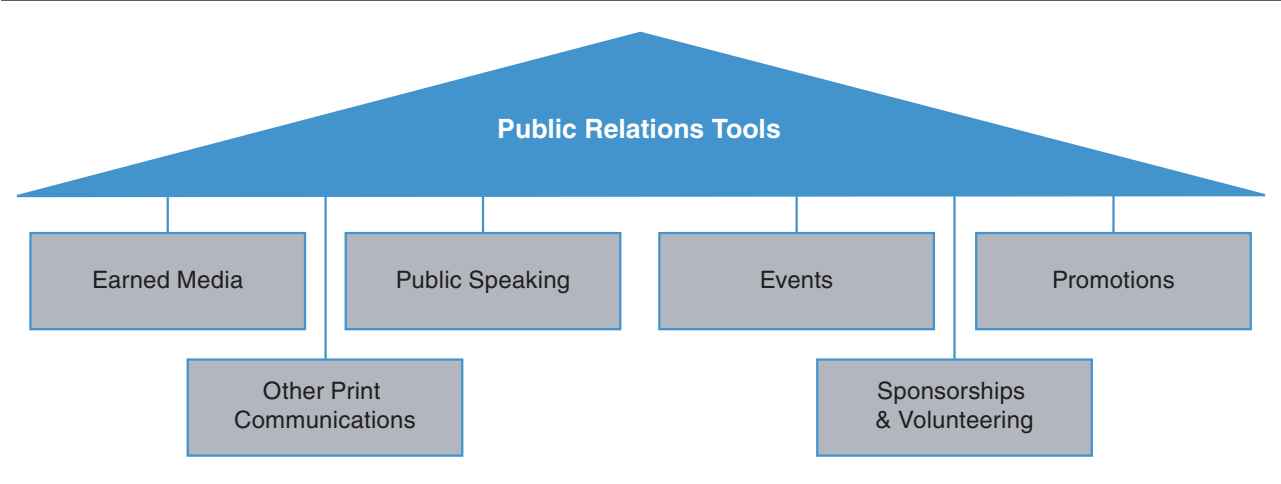
10.1.1 PUBLIC RELATIONS VERSUS ADVERTISING

The basic difference between public relations and advertising is that public relations involves getting free publicity for the airport—from news conferences to press releases—while advertising involves payment for advertising. Although public relations activities are not truly free because they require staff time and other resources, they involve much less cost than traditional advertising. Public relations also produces particularly effective airport marketing results.

10.1.2 THE SCOPE OF PUBLIC RELATIONS ACTIVITIES

The scope of public relations activities is very broad and includes the activities as shown in Exhibit 10.1, as well as others.

Exhibit 10.1—Public Relations Tools.



Source: Oliver Wyman

The following sections cover each of these activities. Within each section, the specific marketing tools are analyzed. For example, earned media includes press releases, featured articles and stories, radio and television, and so forth.

10.2 EARNED MEDIA

	Effectiveness		
Cost	Commercial Service	General Aviation	Essential Tool ☆
\$	...	...	

Definition: *Earned media refers to favorable publicity gained through an article in the newspaper or an interview on television or a radio station. Unlike paid advertising, earned media coverage often carries more credibility in the minds of consumers because the information is delivered and received through the filter of a credible news organization. Earned media is NOT free. Significant effort, persistence and follow-up are required to successfully generate and sustain earned media coverage.*

Skillful use of free and low cost marketing techniques can provide a marketing campaign that is larger and more pervasive than often thought possible with a modest budget. Perhaps the most effective tool in the quest to have the largest possible marketing campaign at the lowest cost is earned media.

Many airports are adept at getting media attention through press releases, featured articles and stories, interviews on radio and television, and public services announcements. Special awards and recognition earned by airports also provide an excellent means to attract attention and coverage. Earned media goes out across several channels including: radio, television, newspapers and magazines, and the Internet.

This section describes a variety of ways to get earned media and how to put together a good press kit that is always available to the media that answers basic questions about the airport. Exhibit 10.2 shows the types of earned media described in this section.

Exhibit 10.2—Types of Earned Media.

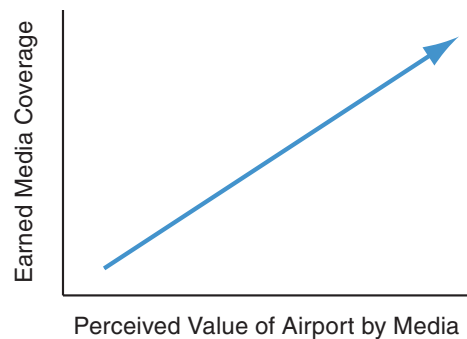
Types of Earned Media		
Press Kit & Media Contact List	Press Releases	Featured Articles & Stories
Interviews (Radio & TV)	Public Service Announcements	Awards & Special Recognition

Source: KRAMER aerotek, inc.

10.2.1 HOW TO “EARN” FREE PUBLICITY

It should not be assumed that the media outlet knows about or understands the value of the airport to the community and its overall economic contribution. Thus, a vital objective of the airport manager is to educate the media outlet about the airport’s value. The more the media recognizes this value, the greater the chances for coverage (see Exhibit 10.3). Knowledge of the community and of the audience and a carefully thought out approach to the media can pay big dividends in garnering free publicity.

Exhibit 10.3—Coverage versus Perceived Value.



Source: KRAMER aerotek, inc.

Apart from being free, another important aspect of earned media is that the coverage may have *greater credibility* because it is news, not advertising, and the coverage may attract more attention than paid advertising because it is news.

10.2.2 THE PRESS KIT

	Effectiveness		
Cost	Commercial Service	General Aviation	Essential Tool ✦
\$	...	...	

Definition: A Press Kit contains information and photos about the airport. It is used to submit publicity materials to media for consideration.

A typical Press Kit includes the following:

- A website or physical cover with the airport's brand (logo, message, graphics, and colors)
- Information for media inquiries
 - Office hours
 - Phone numbers
 - How to request an interview
 - Parking and "live broadcast trucks"
 - Airport access
- Factsheet about the airport
- Image library (photos of the airport)
- Airport newsletter
- News releases
- Staff biographies
- Members of the airport governing group (airport commission or authority)
- Airport tenants and businesses
- Airport statistics
- Airport financial records
- Business cards and stationery that carry the airport's brand are used in the press kit

Radio, print, and television media all have different lead times for submission of publicity materials. Generally, television requires the longest lead time of 1 to 6 months, and radio and print have the shortest, 1 week to 2 months. To learn about lead time requirements, contact the producer or editor of the specific publication or station.

Except in the case of breaking news, press kits need to be sent in hardcopy or electronically well in advance of publication deadlines in order to be considered for placement. Following this general practice will improve the odds for placement of publicity in relevant publications and or at shows.

10.2.3 THE PRESS RELEASE

	Effectiveness		
Cost	Commercial Service	General Aviation	Essential Tool ✚
\$	...	...	

Definition: The press release or news release is a short, written document with a clear headline at the top, sufficient facts and quotes to support a news story, brief supporting background on the airport, a date, and contact information for journalists who want to follow up with a telephone call to get more information or to arrange an interview.

Small airports use press releases to attract media attention, and airport managers report that this is a particularly effective and inexpensive way to market the airport. Press releases may get lost in larger markets where they are competing against many other information sources, but in smaller markets, they appear to draw attention. The press releases prompt local newspapers, magazines, and radio and television stations to provide coverage both through their primary medium and on the Internet.

TYPICAL FORMAT FOR A PRESS RELEASE

Press releases are structured using a very specific format (see Exhibit 10.4). Make sure to include the 5 Ws of advertising (who, what, when, where, and why) in the body of the press release. Other techniques to grab attention include (1) a strong lead in sentence, (2) the use of quotes to give the press release a personal touch, and (3) inclusion of human interest highlights. Make sure to include the airport's brand/logo at the top of the press release for easy identification.

Exhibit 10.4—Press Release Format.



(Your Airport Logo)

NEWS RELEASE

Date: The date you are sending this to the media

FOR IMMEDIATE RELEASE

For more information, contact:

(Name, Department, Title)

(Phone Number)

(Email Address) optional

SUBJECT: A brief topic or event description, typically 5 words or less

(The body of the press release is very basic; who, what, where, when and why. The first paragraph of the press release should contain in brief detail what the press release is about.)

(The second paragraph explains, in detail: who cares; why you should care; where one can find it; when it will happen. Also, included in the second paragraph is generally a quote that gives the release a personal touch.)

“Touchy-feelies” go a long way with journalists. Press releases and news stories are boring to journalists without a “human interest.” The third and generally final paragraph identifies department contact information and where the reader can get information, i.e., website, telephone numbers, etc.).

(The content of the press release should be typed in a clear, basic font (Times New Roman is preferred). Your release should be about a page and generally no more than 400 to 500 words. If your press release exceeds one page, the second page should indicate “Page Two” in the upper right hand corner and “more” should appear at the bottom of the first page. Journalistic standards have set basic parameters to define the end of a press release: ### these three # symbols, centered directly underneath the last line of the release indicate the end of a press release. Finally, verify your facts and check your spelling. Once a mistake is printed or reported in the media it is difficult to get it corrected.)

###

Source: Content provided by the Greeley-Weld County Airport; Public Information Plan, posted on their website at www.gxy.net

IMPROVING THE ODDS THAT THE AIRPORT’S PRESS RELEASE WILL GET MEDIA ATTENTION

A press release is more likely to get media attention when it follows some basic rules.

- Target specific media (e.g., local community newspaper) that will be interested and a good fit for your airport’s specific press release.
- Use generally accepted press release formatting.
- Provide facts and pertinent information in the press release.
- Check your facts and make sure the document is without error.
- Include something helpful that the media can quote.
- Find human interest topics to include in the content of the press release.
- Meet all media deadlines.
- Provide complete contact information on *all* pages of a press release.
- Develop relationships with contacts within media organizations over time and nurture those relationships.

EXAMPLES OF AIRPORT PRESS RELEASES

Exhibit 10.5 is an excerpt from a press release issued by the Arnold Palmer Regional Airport in Westmoreland County, Pennsylvania. It announces an initiative to enhance passengers’ travel experience at this small Pennsylvania commercial service airport with 13,000 enplanements in 2006. The press release includes a quote from the airport director and could be run as an earned media story with minimal changes.

Exhibit 10.5—Press Release Excerpt from Arnold Palmer Regional Airport.

NEWS RELEASE

FOR IMMEDIATE RELEASE

Tuesday, Apr. 11, 2006

Airport Authority Launches
“Passenger PLUS”

The Westmoreland County Airport Authority has given its nod to a new passenger comfort and convenience initiative at Arnold Palmer Regional Airport.

It’s called “Passenger PLUS” and it’s designed to enhance the travel experience before passengers even enter the terminal.

After parking at no cost, new luggage carts will soon be available to make getting luggage from the trunk to the counter less of a chore. Carts will also be stationed inside the terminal to ease arriving passengers’ burdens. The plan also calls for reconfiguring the walkway from the parking area to the terminal, which should make the short trek even smoother.

But the cornerstone of the new convenience-based initiative is the opening of a flight lounge in the terminal lobby where travelers can relax, enjoy a cup of coffee or a soft drink and a snack or even a sandwich (at certain times) while they await boarding.

“We’re playing to our strengths,” said Airport Manager Gabe Monzo. “Comfort and convenience have always been a hallmark of this airport, so we’re focusing on the most important aspect of air travel—the passenger.”

The lounge will feature continental-style offerings in the morning and passengers on the afternoon flights will be able to place food and drink orders with DeNunzio’s Italian Chophouse, located on the second floor of the terminal. They won’t need to worry about climbing the stairs or missing a boarding call. Wait staff will deliver those orders to the lounge, only a few steps from the security screening area. . . .

Source: Arnold Palmer Regional Airport

10.2.4 FEATURED ARTICLES AND STORIES

	Effectiveness		
Cost	Commercial Service	General Aviation	Essential Tool ⚙
\$	...	...	

Definition: Airports usually have good relationships with local newspapers and can encourage travel articles that mention the fares and air service available from the local airport. In some communities, local newspapers and television stations have run stories highlighting the economic importance of the local airport. Airport open houses, air shows, competitions, and educational events also provide opportunities for featured articles and stories.

Featured articles provide excellent free publicity and can be obtained for newsworthy topics. Chances of obtaining a feature article can be increased by sending out a press release on newsworthy airport topics or events, or a press kit with a media advisory or cover letter that provides the particular details about the topic or event.

In some cases, journalists will want to interview the airport manager as a means of expanding on the content of the featured article, so be prepared.

10.2.5 INTERVIEWS (RADIO AND TELEVISION)

	Effectiveness		
Cost	Commercial Service	General Aviation	Essential Tool ✕
\$	•••	•••	

Definition: Airport managers have an opportunity to be interviewed by the media for airing on local radio and television shows, especially newscasts.

As the person being interviewed, there are some general guidelines to follow for radio and television shows. They may sound obvious, but they are still worth remembering.

- Be prepared. Bring pertinent materials with you to the interview, even if you have sent them in advance.
- Deliver your message. Prepare your own message and make sure that you have thought of a short, memorable way to explain it.
- Augment the interview. For a television, use visuals including photos, slides, and print materials.
- Develop a list of questions. Prepare the list for the interviewer to follow. This will make the interviewer's work easier, will guide the content of the interview, and will ensure that the main topics are covered.
- Find out the details of the interview. Beforehand, find out the length and topics that the interviewer wants to cover (in addition to the questions you provide).
- Dress appropriately. You represent the airport, so dress appropriately for both television and radio interviews.
- Obtain a tape of the interview. Use the tape in future marketing efforts (e.g., website stream).

10.2.6 PUBLIC SERVICE ANNOUNCEMENTS

	Effectiveness		
Cost	Commercial Service	General Aviation	
\$	•	•	

Definition: A public service or community service announcement is a non-commercial advertisement broadcast on radio or television that is intended to raise public awareness about specific issues at the airport. These days, public service announcements about airports are typically about security levels and safety.

10.2.7 AWARDS AND SPECIAL RECOGNITION

	Effectiveness		
Cost	Commercial Service	General Aviation	
\$	•	•	

Definition: Awards and special recognition provide a way for airports to attract earned media, either through a press release, featured article, or interview.

Exhibit 10.6 is an example of an announcement from the Greeley-Weld County Airport regarding receipt of the “Outstanding Airport Award” from the Colorado Pilots Association.

Exhibit 10.6—Greeley-Weld County Airport Outstanding Service Announcement.

GREELEY-WELD COUNTY AIRPORT AND BUSINESSES RECEIVE SERVICE AWARD

The Greeley-Weld County Airport, and two of its based businesses, will be the recipients of the “2005 Outstanding Airport” awarded by the Colorado Pilots Association this Saturday, November 5th, 2005 at Centennial Airport in Englewood.

The award is presented by the Colorado Pilots Association to those airports and airport businesses which have provided exceptional service to the flying public. Harris Aviation, which also operates Peak Flight Support at the airport, and the Barnstormer Restaurant, were both named as key contributors in the success of the airport in the association’s decision to make this award.

The level of customer support provided by both businesses was noted by members of the Colorado Pilots Association as being exceptional in nature. Additionally, the association, in making their decision, quoted the Greeley-Weld County Airport Authority’s commitment in making numerous physical improvements to the airport over the past few years, and its exceptional management of the facility, as another key factor.

Source: Greeley-Weld County Airport; www.gxy.net

10.2.8 TIPS FOR USING EARNED MEDIA

An important ingredient to any publicity campaign is making the right media contacts and then developing and nurturing those relationships over time. However, it is not enough to know the contact person; it is also important to have newsworthy stories. That means it is important for the airport to be (1) innovative and creative in the activities it chooses to pursue and (2) strategic about the ways it publicizes those activities.

Earned Media = the Right Media Contact Plus a Newsworthy Story

MEDIA CONTACTS

Regarding contacts, each media organization is run differently, and the most efficient way to identify the right individual in a given organization is to call and ask who covers the airport. Some general guidelines for locating the right person in media organizations follow:

- News stations—assignment editor, further delineated as morning, evening, and weekend assignment editors
- Television programs or features—producer
- Public service announcements—director of public or community affairs
- Radio programs—program director or, for a news item, news director
- Newswires—reporters for specialized stories; or editor or bureau chief for smaller shops
- Newspapers—reporter who covers airports

ESTABLISH AND MAINTAIN A MEDIA CONTACT LIST

Airports should establish and maintain a media contact list:

- A media contact list will provide a thorough and easy way to distribute your airport’s media content over time. Include email addresses because this may be the main method for the airport to keep in touch with the media.
- People change jobs frequently, so it is important to keep the media contact list and all contact information current.
- Expand the media contact list as you develop new media relationships.

THE HIDDEN COST OF EARNED MEDIA

Earned media is known as “free” publicity in that there is no cost to place or run the publicity. However, there are some hidden costs involved when pursuing earned media opportunities.

The most significant of these hidden costs is labor. Someone has to develop, maintain, and distribute the airport’s press kit, write the press releases, cultivate relationships with journalists and producers, and so forth. In small airports, that “someone” may be, solely, the airport manager. Hence, it is important to pursue earned media opportunities that are likely to yield results for the airport—where the airport’s story is likely to be chosen by those who make decisions about what is newsworthy.

To cut down on these hidden costs, look for volunteers who can provide assistance. Student interns looking to gain experience in public relations would be an excellent place to start. Consider partnering with other organizations in the community that share similar goals, such as the chamber of commerce. In this manner, the work that is required to generate earned media interest, such as cultivating relationships, can be shared.

The Internet is also an excellent way to distribute press releases and press kits.

10.3 PUBLIC SPEAKING

	Effectiveness		
Cost	Commercial Service	General Aviation	Essential Tool ☆
\$	...	...	

Definition: Public speaking opportunities permit airport managers to tell their story in a public setting and are available in a variety of arenas including business, civic, professional, and educational, some certainly more formal than others. For this chapter, public speaking is discussed from two perspectives: (1) guest speaking at local events and (2) presentations at conferences or tradeshow.

Public speaking engagements are one of the most effective and inexpensive ways that you can influence opinion and communicate a positive image of the airport to your stakeholders and the community at large. Public speaking is also a concrete way for airport managers to develop and maintain good relationships across many different organizations and groups. These relationships in turn can help the airport achieve its development goals, its air service objectives, and its revenue and funding objectives.

Public speaking is also an important vehicle for expanding your network of colleagues, friends, and champions of the airport. These relationships, cultivated over time, can be a resource of community leadership, financial support, and joint ventures to accomplish the community's and airport's goals.

Speaking engagements are mostly a volunteer effort. It is important to let people know that you enjoy and welcome the opportunity to speak in public. If they know you are open and available, they will ask for your participation.

Here is a list of local speaking opportunities:

- Chamber of commerce, Rotary, and Kiwanis club events
- Dedications and ribbon cutting events
- Educational workshops
- High school and college graduations
- Charity events
- Opening remarks at recognition ceremonies

Chapter 12 contains a description of conferences and conventions that airport personnel frequently attend. These meetings include exhibit halls, social events, panels of speakers, and key note speakers. Participation on panels and organizational committees provides an excellent opportunity to increase your airport's visibility.

There is a large (and often overlooked) body of material on becoming an effective public speaker. An effective speaker will be invited to speak more often just because he or she is interesting and engaging. Therefore, do not overlook the value of improving your public speaking skills. It is important for all public speakers to obtain objective feedback so that they can improve their skills.

TIPS FOR VISUAL AIDS

- Make sure visual aids are visible to the audience.
- Keep visual aids content at a "high level" and easy to understand.
- Use creative and colorful visual aids, but do not let them upstage you.
- Use visual aids to enhance the content of the speech.
- Use visual aids to engage the audience and encourage participation.

Visual aids are an important part of many presentations, and they assist the speaker in achieving a variety of goals including breaking the ice, engaging the audience, building rapport, getting the message across, and so forth. The most commonly used visual aids are computer-based presentation programs and flip charts. Many airport managers develop a basic presentation using Microsoft PowerPoint and customize a few slides for specific audiences.

USING POWERPOINT PRESENTATIONS EFFECTIVELY

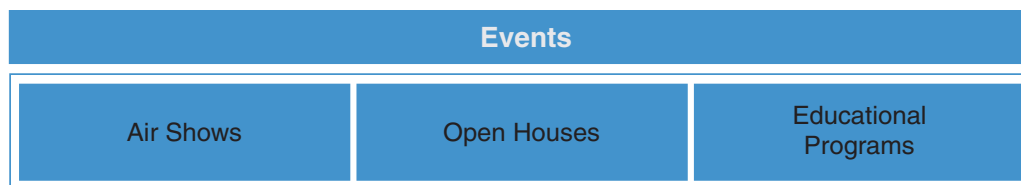
- Do not read the slides to your audience.
- Make sure the audience can see and read the text.

- Choose colors that make the text easier to read.
- Use bullet points instead of full sentences.
- Incorporate images that your audience can relate to and enjoy.
- PowerPoint should be a “visual aid”—not the entire show.

10.4 EVENTS

Events are a common form of public relations and have been embraced by airports over the years. They are usually structured as open houses, air shows, or educational programs such as Young Eagles. These events provide an opportunity for the airport to showcase its facilities and services and to create a memorable, positive experience for the general public. Exhibit 10.7 contains events commonly used for public relations.

Exhibit 10.7—Types of Airport Events.



Source: KRAMER aerotek, inc.

Many airport managers believe events such as open houses, air shows, and educational programs help build community awareness about the airport, its facilities, and its services. Programs such as Young Eagles are used to help pull in the next generation of pilots. Air shows showcase outstanding talent and can draw large crowds to the airport during the event. These events also provide great earned media opportunities, a definite plus for airports working to raise public awareness about their presence in the community.

Other airport managers question the value of air shows and open houses because of the amount of work involved and the disruption to airport operations. There is also some question among airport managers as to whether these events result in new or increased business for the airport during the rest of the year. These events can be very labor intensive. The pros and cons of “putting on an event” should be weighed carefully before embarking on such an endeavor.

Regardless of which type of airport event is being considered, here are important questions to answer:

1. What are the specific marketing objectives of the event?
2. Is the event likely to be successful in terms of achieving the marketing objectives of the airport?
3. What activities will take place at the event, and does the airport have the resources, such as parking, safety, and security to adequately support them?
4. Can the airport staff put on the event while conducting regular airport business, or does the airport need to recruit volunteers from the community to help with the event?
5. Will the event interfere with any critical airport activities?
6. Do the airport's current tenants, immediate neighbors, and other key stakeholders support the idea of the event?

7. Does this event have a historical foundation or tradition, and if so, what will be the impact of canceling or changing the concept of the event on the airport's relationship with the community?
8. How much will it cost to put on the event, and does the airport have the funds?
9. Is this event the best use of the airport's available marketing budget?
10. What are other sources of volunteers, funding, or sponsorship for the event?

10.4.1 AIR SHOWS

	Effectiveness	
	Commercial Service	General Aviation
Cost		
\$\$\$	○	○

Definition: Air shows are events in which the public gets to see aircraft perform, as well to view the aircraft on the ground. They are the most elaborate type of event that an airport can undertake. An article published in *The Journal Record* (Oklahoma City) titled “Air Show Planning Not So Simple” by Bill May, *The Journal Record* staff reporter (September 26, 1997) describes the transformation of air shows, historically, from simple affairs to complex and competitive events today.

“Back in olden times, putting on an air show was a relatively simple thing. All you had to do was find a few people who owned airplanes and would agree to fly, bring a couple of jets and the crowd was thrilled. Nowadays, things are not so simple. Wing walkers, parachute jumps and “loop-de-loops” are not enough. Audiences are much more sophisticated and they demand more—and not just in numbers, but in variety. The problem is there is more and more competition for the truly good air show acts and for the available airplanes.”

For airports that decide to pursue an air show, check out “The Complete Guide to Holding an Airport Open House,” a publication of the AOPA Airport Support Network at www.aopa.org/asn (AOPA, Frederick, Maryland). Included in this comprehensive publication are planning and scheduling tools, checklists, promotion, marketing and sponsorship ideas, and so forth.

One of the main public relations benefits of air shows is the volume and variety of earned media that accompanies such an event.

10.4.2 OPEN HOUSES

	Effectiveness	
	Commercial Service	General Aviation
Cost		
\$-\$\$\$	●-●●	○

Definition: Airport open houses are events where the public is invited to see and learn more about the airport. Open houses take on many different forms depending on the resources and time available to plan and manage them. Often, airport open houses are held annually and sometimes correspond with another annual community event or national holiday such as Memorial Day or the 4th of July.

Programs at an airport open house include the following:

- Static displays of airplanes (sometimes historical in nature)
- Aerial demonstrations
- High speed “fly-bys”
- Activities for children
- Free airplane rides
- Exhibitors and booths
- Food and beverages

Open houses are a common type of promotional event used to increase public awareness and build community support. They are most effective when conducted with other community stakeholders, which enables airports to benefit from joint advertising, increased earned media coverage, and shared resources and costs.

The following are suggestions for an airport open house:

- Pick an annual date for the open house and stick to it; this is a good way to develop community awareness and increase attendance over time.
- Couple the airport open house with an annual holiday such as Memorial Day or the 4th of July to give it a holiday theme.
- Consider putting on a joint airport/community event and share in the work and the recognition.
- Debrief with airport staff and volunteers after the event to better understand what worked and what did not work for next time.
- Offer amenities such as free entry, free rides, and free parking.
- Run a contest or drawing.
- Provide activities for kids so they will want to come back to the open house again next year.
- Ask for help from community sponsors such as local businesses to garner corporate or in-kind contributions.
- Take advantage of earned media to promote the event and then report on the event’s success afterwards.

10.4.3 EDUCATIONAL PROGRAMS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$\$	•	••

Definition: Educational programs include a variety of programs such as the Young Eagles designed to educate young people (primarily) about aviation and to promote an interest in aviation.

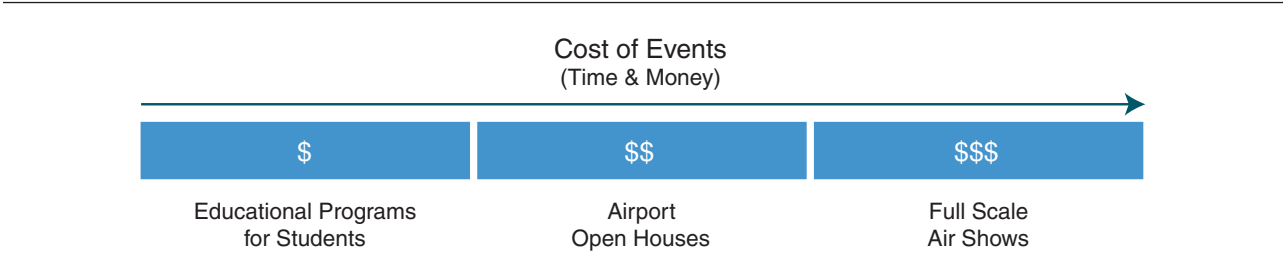
“The EAA Young Eagles program was launched in 1992 to give interested young people, ages 8–17, the opportunity to go flying in an airplane. These flights are offered free of charge and are made possible through the generosity of EAA member volunteers” (from the EAA website, www.young-eagles.org).

In addition to programs such as the Young Eagles, airports often offer educational programs for primary and secondary students through their local school district including tours of the airport and aviation activities geared

for younger students. Airports also coordinate educational programs with high schools, community, and 4-year colleges to promote awareness of, and interest in, aviation-related careers.

10.4.4 RELATIVE COST OF EVENTS

Exhibit 10.8—Cost of Events.



Source: Oliver Wyman

Airport events can take on many shapes and sizes. Typically the cost, in both time and money invested by the airport will increase as the level of complexity, duration, and size of participation increase (see Exhibit 10.8). Events have a way of “getting away from us,” meaning they start to expand beyond their original scope, and the time, energy, and funds invested in the event expand as well. When considering the scope of the event, try to make sure that it is structured in such a way as to achieve the public relations and marketing objectives of the airport. AOPA has published the following advice:

“How much will it cost to hold an airport open house, and what are the income sources?

The answers to these two basic budget questions are as varied as the events themselves. Harriet Alexander Field in Salida, Colorado, held a one-day airport open house on a budget of just \$800. Admission was free, but the nonprofit organization that sponsored the open house earned income from dime-a-pound aircraft rides donated by local pilots.

That contrasts with the million dollars-plus budget required to conduct a major two-day open house and air show at a large metropolitan airport.

In-between is an event the size of the Scottsdale Air Fair. The two-day open house features a range of civil, military, and war bird static displays and fly-bys, attracts about 25,000 people, and operates on a budget of about \$300,000.” (From the AOPA “Complete Guide to Holding an Airport Open House”)

Tip: Try to find a corporate sponsor for the event who may be able to donate cash and/or in-kind contributions. This is a means for the sponsor, through publicity, to generate good will in the community while benefiting the airport.

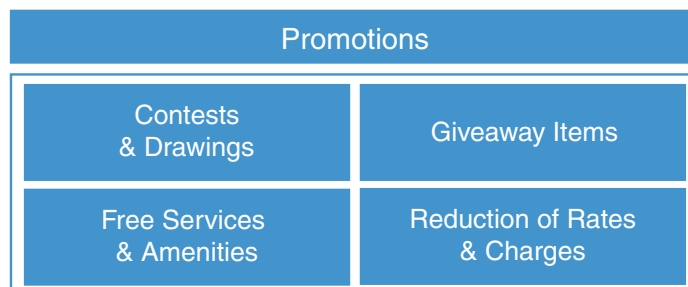
10.5 PROMOTIONS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$\$	•	•

Definition: Promotions include tools such as contests and drawings, giveaway items, and free services and amenities. Both general aviation and commercial service airports use promotions to promote the airport and improve its public image (see Exhibit 10.9).

Rates and charges reductions are also frequently offered. These are described in Section 10.5.4 for general aviation. For a full discussion of rates and charges reductions directed to commercial service air carriers, see *ACRP Report 18: Passenger Air Service Development Techniques*.

Exhibit 10.9—Types of Airport Promotions.



Source: KRAMER aerotek, inc.

10.5.1 CONTESTS AND DRAWINGS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$\$	•	•

Definition: Airports have used a nearly endless array of contests to market themselves. Ideally, these contests rely on prizes donated by airlines, travel agencies, and local businesses. The contests may be held in conjunction with open houses or as independent events. They work best when they are widely publicized and not simply promoted at the airport.

Contests and drawings are used to achieve various public relations goals: to expose the airport's brand, to attract new users to the airport, to promote a positive image of the airport, and so forth. How contests and drawings are structured will depend on which of these goals the airport hopes to achieve, as well as the funds available.

One example of a successful promotion in conjunction with the launch of new service occurred at Tri-State Airport (Huntington, West Virginia) when Allegiant inaugurated nonstop service to Orlando, Florida. The airline donated a number of complimentary tickets to be used by the airport to promote the new service. Rather than devote all the tickets to a contest, the airport also donated some to the local Make-A-Wish Foundation. The event received a great deal of media coverage—good publicity for the airport, the airline, and the foundation.

KEY CONSIDERATIONS FOR CONTESTS

- Make sure that the contest or drawing is “targeted,” reaching its intended audience.
- Adequately promote the contest or drawing to increase participation by the targeted group.

- Structure the contest or drawing to encourage specific action to be taken by the targeted group.
- Define the budget for the contest/drawing and stay within it.
- Reduce the cost by finding sponsors to donate items for the contest or drawing.
- Incorporate the airport's brand in the contest or drawing to increase awareness.
- Use earned media opportunities to announce the contest, the winners, and so forth.
- Repeat the contest or drawing over time (e.g., run a monthly drawing) to build momentum.

IDEAS TO STRUCTURE A CONTEST OR DRAWING

- Set up a contest box or bowl in the terminal, at a tradeshow booth, or at the FBO where participants can either drop in their business card or fill out a simple postcard with some basic information (name, contact information). Names drawn win a prize. Additionally, entrants' information can be added into the airport's contact database for future marketing efforts.
- Run a contest on the airport's website, asking participants to complete an online registration form to enter the contest. Randomly select a winner from the registrant list and add entrant names into the airport's contact database.
- Jointly run a contest or drawing with another community group, such as the chamber of commerce. Have first, second, and third place winners with three different prizes of increasing value. Ask chamber members (businesses) to help sponsor the contest.
- Structure a contest in such a way that requires the participants to use airport facilities to enter. Then select the winner from that pool of the contestants. Incorporate the airport's brand in the prize.

10.5.2 GIVEAWAYS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$\$	•	•

Definition: Giveaway items are used to promote or advertise the airport, creating a top of mind awareness by incorporating the airport's brand (name, logo, and tag line) into the specific items.

To improve their effectiveness, giveaways should include items that people want to keep and use. These items can range from inexpensive ones such as luggage tags, pens, magnets, coffee mugs, water bottles, key chains, and calendars to more expensive one-of-a-kind items with an aviation theme. Typically, giveaways are handed out at tradeshow, conferences, public speeches, open houses, educational programs, and pretty much at any event that involves the airport. They can also be used as conversation ice breakers. There are a number of promotional item suppliers listed on the Internet, so do some comparative shopping for items, prices, and quality.

10.5.3 FREE SERVICES AND AMENITIES

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$\$	•	•

Definition: Some common free services include free parking, free wireless Internet, complementary coffee, business centers, and so forth. At some airports, volunteer ambassadors meet and greet passengers entering the facility to answer questions and offer assistance.

Airports often use free services and amenities to promote the airport. They use customer service and convenience as a means to stand out from the competition. Giveaways can also be used as incentives. For example, give away an item to each person who completes an airport customer satisfaction survey to increase the overall response rate of the survey and to add this person to the airport's contact list.

$$\text{Giveaway Item} + \text{Specific Call to Action} = \text{Desired Outcome}$$

At general aviation airports, the FBOs frequently set the level of services offered. Some of the larger FBOs offer such amenities as conference rooms, sleeping and bathing facilities, gourmet catering, audio and video entertainment, crew lounge, exercise room, rental cars, and shuttle services to and from the airport. Sometimes the airport will co-sponsor services and facilities for general aviation passengers and pilots with the FBO.

10.5.4 RATES AND CHARGES REDUCTIONS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$\$	•	•

Definition: Rates and charges discounts are another way to promote the airport. In some cases, these discounts are tied directly to utilization by the passenger or general aviation user. At a certain level of utilization, these discounts “kick in” and accelerate to the point where certain fees are waived altogether.

One example is Sugar Land Regional Airport, the fourth largest airport in the greater Houston area and a significant general reliever airport. Touted as “the destination of choice for the business traveler in the Houston area,” the airport waives ramp fees with a minimum fuel purchase of 100LL or 50 gallons of Jet-A fuel. Commercial service airports can also waive rates and charges for passenger airlines, provided that reductions in rates or charges are for a promotional period or available to all carriers serving the particular airport.

To effectively use discounts on rates and charges, consider the following suggestions:

- Periodically, compare your airport's rates and charges to the competition; see what they are charging and whether they offer discounts, and if so, what types.
- Structure your airports rates and charges to be competitive and attractive.
- Then, promote them to your target audience using advertising and public relations tools.

10.5.5 OTHER PROMOTIONS USED TO INCREASE COMMERCIAL SERVICE

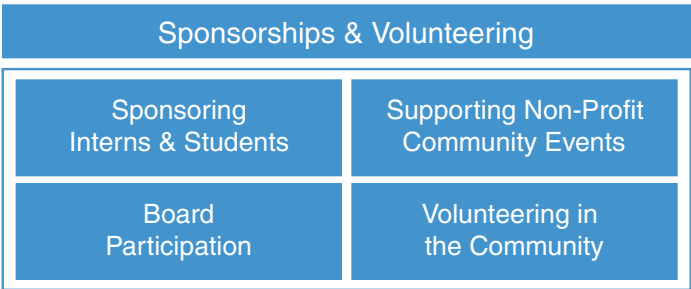
A variety of other promotional techniques have been applied to persuade passenger air carriers to initiate or continue air service. These include financial contributions from local businesses to market the airport, special local taxation earmarked for air service programs, frequent flyer incentives purchased by the local community, business fare reductions in exchange for community support, advance ticket purchase programs, and direct

passenger subsidies. Many of these promotions require the participation of the airlines serving the airport, as well as substantial local participation. This Guidebook does not cover airport marketing directed at the air carriers. Instead, that subject is covered in the broader discussion of air service development techniques contained in *ACRP Report 18: Passenger Air Service Development Techniques*.

Sponsorships and volunteering are two very effective public relations tools that can generate a significant amount of good will in the community on behalf of the airport (see Exhibit 10.10). In the Section 10.4, we described finding corporate sponsors to help financially support airport events such as open houses and air shows. “Sponsorships” in this chapter refer to the opportunities where the airport is the sponsor for a worthy cause. Volunteering or putting in time in the community is another way to help. Finally, participating on various non-profit boards is also a way to build relationships in the community, possibly with key stakeholders. All of these efforts will be noticed and appreciated.

10.6 SPONSORSHIPS AND VOLUNTEERING

Exhibit 10.10—Types of Airport Sponsorships and Volunteering.



Source: KRAMER aerotek, inc.

10.6.1 SPONSORING INTERNS AND STUDENTS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$\$	•	••

Definition: Airports may hire student interns or sponsor aviation students at local schools.

Small airports provide a great opportunity and training ground for students interested in aviation careers. Developing reciprocal relationships through student internships with high schools, community, and 4-year colleges benefits the students, the schools, and the airport. It is a winning arrangement for the community and the airport, and one that airport managers should seriously consider when looking for resources to help with airport marketing and public relations activities.

An example of an airport sponsorship is provided by Centennial Airport, located in the south Denver metropolitan area. In addition to providing opportunities for interns and students seeking experience in aviation, the airport has

created a non-profit foundation, the Centennial Airport Foundation, which promotes aviation education and provides scholarships for aviation students. Exhibit 10.11 is a press release excerpt that highlights this scholarship:

Exhibit 10.11—Excerpt from Press Release Announcing Centennial Airport’s 40th Birthday Celebration.

“Over 450 people were in attendance to honor Centennial Airport’s 40th Anniversary Celebration. The event held in Parker on May 28th, 2008, was hosted by Centennial Airport, The South Metro Denver Chamber of Commerce, and The Wildlife Experience.

Distinguished guests included former and current airport commissioners, local and state government officials, founding airport supporters, aviation businesses, local aviation personalities, and aviation enthusiasts.

Keynote speaker Barrington Irving, the youngest person ever and the first black round-the-world solo pilot gave a remarkable and fascinating account of his record setting experience.

Aviation student, Skyler Shaw was also in attendance and recognized for receiving the Centennial Airport Scholarship to Metropolitan State College of Denver.

The Captain Elrey Jeppesen Award was presented by Jim Jeppesen, son of the late great aviation pioneer Elrey Jeppesen, to Larry Ulrich, founder and president of the Denver jetCenter, for his record of unique and meritorious work in and outside aviation.

Silent auctions were held for the commemorative and signed limited edition lithographs and taxiway desk light centerpieces, imbedded with special 40th Anniversary Centennial Airport challenge coins. **Over \$57,000 was raised in support of the Centennial Airport Foundation which promotes aviation education.**

An exquisite slide show played in the background during the luncheon which profiled Centennial Airport from its humble beginnings as an idea to support George Wallace’s struggling Denver Technological Center (DTC), to its essential key role as an economic supporter in the surrounding communities and its rise to the 3rd busiest general aviation airport in the country.

The event was a tremendous success which celebrated the many amazing stories, businesses, events, and people who have uniquely shaped Centennial to become the exceptional airport it is today.”

Source: Centennial Airport via <http://www.centennialairport.com/article-1213820548>, 2008

10.6.2 SPONSORING NON-PROFIT COMMUNITY EVENTS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$\$	••	••

Definition: Airports can make small cash contributions or help host charitable events, by offering the use of empty hangar space that can be turned into the venue for such events.

There are many good causes to support—education, health care, housing, the environment, and others—that, with the proper attention, build strong communities. Non-profit organizations that spearhead many of these

causes rely on the business and civic groups within the communities they serve to provide support. Airport sponsorships provide publicity for the airport and build community support. They also get people to the airport who might not otherwise visit.

10.6.3 VOLUNTEERING

	Effectiveness	
Cost	Commercial Service	General Aviation
\$	•	•

Definition: There are many volunteer opportunities where airport staff can get involved. They are available during the holiday season and year round. Sometimes the opportunities to get involved reach further a field. For example, many airports rallied to help victims of Hurricane Katrina. Apart from building community support, volunteering helps build team spirit among the airport staff.

10.6.4 BOARD PARTICIPATION

	Effectiveness	
Cost	Commercial Service	General Aviation
\$	•	•

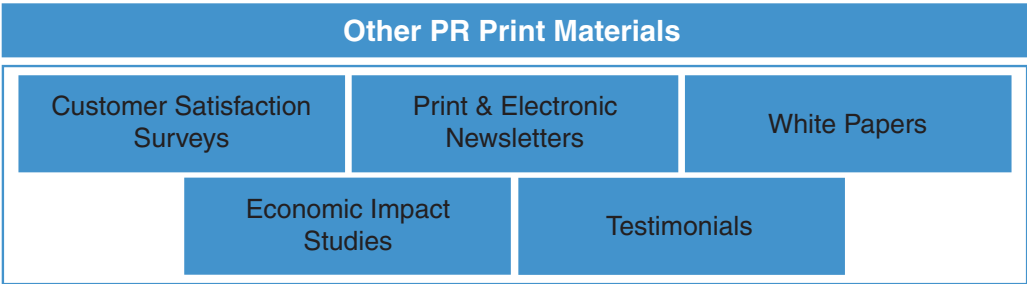
Definition: Board participation involves representation by airport managers on non-profit boards. Many community non-profit organizations need community representation on their boards.

This is yet another way for airport managers to get involved in the community. It is also a great way to build relationships with business people, educators, and civic leaders who also choose to serve. It can be time consuming, but very rewarding work.

10.7 OTHER PUBLIC RELATIONS MATERIALS

There are other types of public relations materials that airports commonly use to support their marketing efforts. They include customer satisfaction surveys, print (and electronic) newsletters, economic impact studies, testimonials, and white papers (see Exhibit 10.12).

Exhibit 10.12—Other Public Relations Print Materials.



Source: KRAMER aerotek, inc.

10.7.1 CUSTOMER AND TENANT SATISFACTION SURVEYS

	Effectiveness	
	Commercial Service	General Aviation
Cost		
\$	•	•

Definition: Customer and tenant satisfaction surveys are used both to provide realistic feedback to airport managers and to highlight the benefits of the local airport. As noted, many small airports acknowledge their value, but have not conducted surveys.

Surveys have the benefit of providing objective evidence of the degree to which customers and tenants value the services and facilities offered by the airport. Surveys can also provide ideas for airport improvements. There are a variety of ways to conduct surveys, including free online survey tools that allow you to set up questions, distribute the survey, and tabulate the results.

10.7.2 PRINT AND ELECTRONIC NEWSLETTERS

	Effectiveness	
	Commercial Service	General Aviation
Cost		
\$-\$\$	••	••

Definition: Some airports use email newsletters to get out their message. Others publish print newsletters, which are more expensive because of printing and mailing costs.

Many airports publish an electronic version of their newsletter on the airport website. Those interested in receiving a copy via email can make a request on the website. Other ways to assemble a distribution list would include collecting email contact information during airport events. Airports can also request contact lists from other civic organizations. Typically though, the airport would have to invite individuals to receive the newsletter via an email and ask for a return email with a request to “subscribe” or “unsubscribe.”

These methods work well to communicate with travelers who already know about and are interested in the airport. However, because of the difficulty in compiling comprehensive email lists, email newsletters usually are not an effective way to reach potential travelers or customers who are not already interested in the airport.

10.7.3 ECONOMIC IMPACT STUDIES

	Effectiveness	
	Commercial Service	General Aviation
Cost		
\$-\$\$\$	•	••

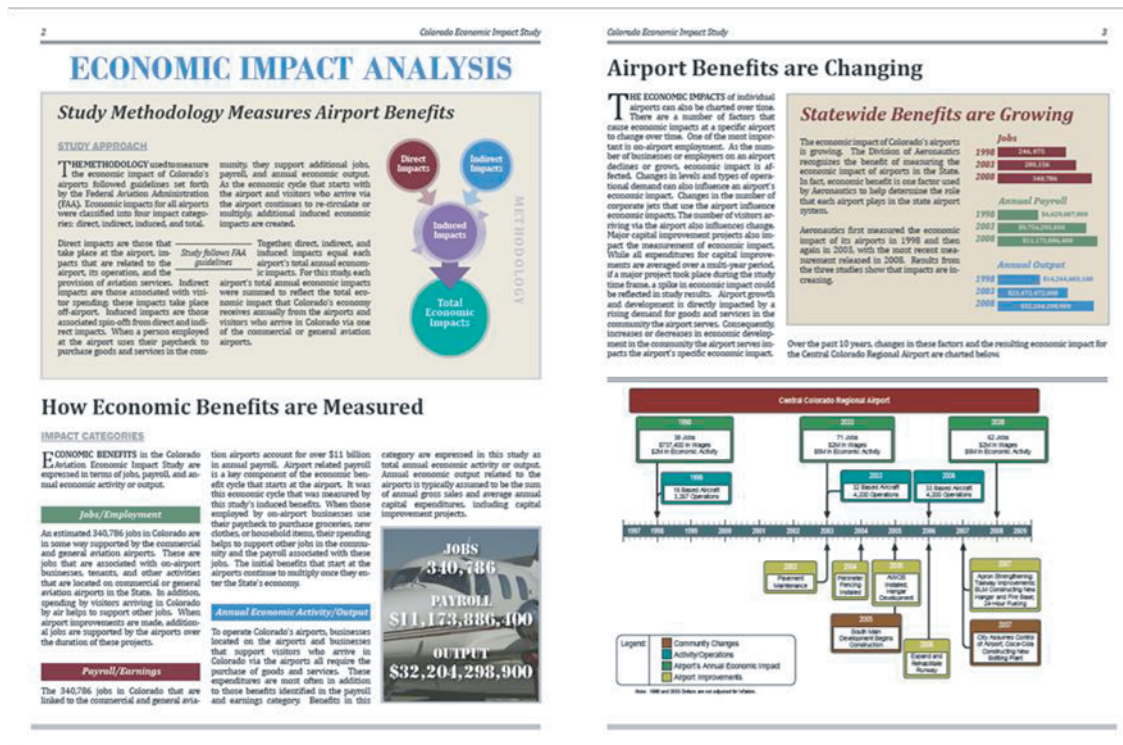
Definition: Economic impact studies estimate the economic contributions to the community of a particular airport. They are typically posted on the airport website, summarized as part of the airport’s marketing brochure, or issued as a stand-alone document.

These studies are used to persuade public officials, business leaders, and news media to support the local airport. Usually, they are an element of larger campaigns to engage the local community. When printed as brochures, they may serve as the cornerstone of an airport's press kit or printed media.

These studies are often funded by the FAA and state DOTs. If a state has not sponsored this type of study or the last study is out-of-date, airports can contract with consultants or a university to prepare a report. The American Association of Airport Executives (AAAE) also sells use of a model to estimate the economic impact of general aviation airports.

Exhibit 10.13 is an example of an economic impact brochure prepared by the State of Colorado for a small general aviation airport, Central Colorado Regional Airport in Buena Vista, Colorado.

Exhibit 10.13—Excerpt for Economic Impact Brochure.



Source: Colorado Airports Economic Impact Study 2008

10.7.4 TESTIMONIALS

Effectiveness

Cost Commercial Service General Aviation
\$

Definition: Testimonials are positive statements that come from satisfied passengers, pilots, tenants, and friends of the airport. These can and should be used across all forms of promotional materials and advertising.

Testimonials work and carry great weight when promoting the airport to airlines or to potential passengers that are using other nearby airports (see Exhibit 10.14).

Exhibit 10.14—Sample Testimonial from Region of Waterloo International Airport, Breslau Canada.

“I would just like to take a minute to tell you what a great experience it was to fly from Waterloo Airport a couple of weeks ago. My wife and I flew to Mexico from there and it was such a treat to not have to drive to Toronto and deal with the traffic. The staff was very professional and everything from boarding to Customs on the return was smooth and enjoyable. I hope this continues as we take a trip at least once a year. All the best!!!!”

Dean Dajko @ Webplas Inc., Custom Injection Molding



“Getting off the plane, through customs, getting our luggage and home in about 30 min was the best. I can only hope that others who have the same good experience let you know. Thanks again!”

Lori Kelly

Source: Region of Waterloo International Airport

10.7.5 WHITE PAPERS

	Effectiveness	
Cost	Commercial Service	General Aviation
\$-\$\$	•	•

Definition: “White papers” cover a broad category of general issue papers written to further a specific airport goal. They may cover the issues surrounding a particular development project, sensitive noise issues, changes in air service, and so forth. They are a broad category of promotional material that is called upon in special circumstances.

White papers are used to promote the airport’s position, but are generally written in a thoughtful and analytical style. Frequently, they are written with the goal of generating earned media.

This draft agreement is being finalized, and will be presented to the AAC when completed.

CITY OF FERNANDINA BEACH FACILITIES USE AGREEMENT

This FACILITIES USE AGREEMENT (herein after called the AGREEMENT) is made and entered into this 17 day of November 2017, by and between the CITY OF FERNANDINA BEACH, a Florida municipal corporation, whose address is 204 Ash Street, Fernandina Beach, FL 32034 (herein called "CITY"), and 2-111th Aviation Regiment, Airfield Operations Battalion, Florida Army National Guard whose address is 5629 SR 16 W Bldg 3581, Starke, FL, 32091 (herein called "USER").

WHEREAS, CITY owns, controls and operates that certain public facility known as the Fernandina Beach Municipal Airport (herein called "FACILITY"); and

WHEREAS, USER has expressed a desire to use said FACILITY to provide local airport advisory services, Instrument Flight Rules (IFR) Clearance Delivery, and IFR arrival downtime reports in support of Federal Aviation (FAA), Air Traffic Services (ATS) and general aviation use relating to the FACILITY during the 2018 Amelia Island Concours d' Elegance. FACILITY utilization by the USER will be March 7-12, 2018.

NOW, THEREFORE, the parties agree as follows:

1. USER shall be permitted to use the FACILITY described above for the purpose of providing local airport advisory services, IFR Clearance Delivery, and IFR arrival downtime reports in support of FAA, ATS, and general aviation activity. Equipment set up and take down will occur no earlier than Mar 7 and no later than Mar 12, 2018. Aviation support activities will occur March 8-11, 2018. USER will set up and use the FACILITY Management Office Trailer. Equipment will be established in such a way that it will not occupy available aircraft ramp parking space.
2. USER shall pay CITY the sum of \$N/A for use of FACILITY during the period designated, payable with returning this signed AGREEMENT.
3. As condition to USER's right to use the facilities herein, USER agrees to and shall comply with the following:
 - a. USER shall not exclude any person from its services because of race, sex, age, religion, disability, national origin or other prohibited discrimination.
 - b. USER shall have competent, responsible, and able supervision on the premises at all times that its service is operational.
 - c. USER shall not interfere with emergency operations of CITY or other authorized users of the FACILITY.
 - d. USER shall keep premises in a clean and sanitary condition, and be responsible for cleanup on a daily basis and removal of temporary structures at the site upon completion of the event and returning property to same condition as when received.
 - e. CITY shall have the right, acting through its agents or employees, to enter upon the premise at reasonable hours and times for the purpose of making inspections.
 - f. USER will obtain all required Federal, State, County and City permits including any applicable fees.
 - g. USER shall not undertake any alterations or changes in the construction of the facility premises, without prior written consent of CITY.
 - h. ~~USER agrees to assume liability for and indemnify, hold harmless, and defend the CITY, its commissioners, mayor, officers, employees, agents, and attorneys of, from, and against all liability and expense, including reasonable attorney's fees, in connection with any and all claims, demands, damages, actions, causes of action, and suits in equity of whatever kind or nature, including claims for personal injury, property damage, equitable relief, or loss of use,~~

~~arising directly or indirectly out of or in connection with any negligent and/or deliberate act or omission of USER, its officers, employees, agents, and representatives. USER's liability hereunder shall include all attorney's fees and costs incurred by the CITY in the enforcement of this indemnification provision. This includes claims made by the employees of USER against the CITY and USER hereby waives its entitlement, if any, to immunity under Section 440.11, Florida Statutes. The obligations contained in this provision shall survive termination of this Agreement and shall not be limited by the amount of any insurance required to be obtained or maintained under this Agreement. Nothing contained in the foregoing indemnification shall be construed to be a waiver of any immunity or limitation of liability the CITY may have under the doctrine of sovereign immunity or Section 768.28, Florida Statutes.~~

- i. USER shall not rent, sublet, or assign space in the FACILITY premises without the prior written consent of CITY.
- j. USER has priority over the portion of the FACILITY as described during the time agreed upon in this AGREEMENT, and can use specified areas during the time of this AGREEMENT.
- k. CITY reserves the right to cancel this AGREEMENT at any time, without cause, by giving USER 30 days notice of such cancellation.
- ~~l. USER shall maintain liability insurance, in amounts as deemed necessary and appropriate by the City Attorney, show the CITY as additional insured thereon, and shall provide proof of it to CITY, upon commencement of this AGREEMENT, and thereafter, as required by CITY. USER will provide insurance on all their equipment being used in the FACILITY.~~
- m. USER shall, at all times, abide by Federal, State, and local laws, in the operation of its programs or services at the FACILITY. Sale and/or consumption of alcohol not allowed on Airport property unless properly permitted by the City.

4. Term of Agreement: The term of the AGREEMENT is as noted in paragraphs 1 and 2 above, unless terminated sooner.

5. The addresses for giving notices are as follows:

USER: 2-111th AVN (AOB)
5629 State Road, 16W, Building 3581
Starke, FL 32091-9703
Attn: Commander

CITY: City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034
Attn: City Manager

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals this day and year first above written.

USER: 2-111th AVN (AOB)

CITY OF FERNANDINA BEACH

By: 
Lynn A. Pate, Lieutenant Colonel
Its: Commander

By: _____
Dale L. Martin
Its: City Manager

N/A
Employer ID #

By: _____
Caroline Best
Its: City Clerk

WITNESS:

APPROVED AS TO FORM AND LEGALITY:

Print Name: _____

Tammi E. Bach
Its: City Attorney

Facilities Use Agreement

CITY OF FERNANDINA BEACH FACILITIES USE AGREEMENT

This FACILITIES USE AGREEMENT (herein after called the AGREEMENT) is made and entered into this ____ day of _ 2017, by and between the CITY OF FERNANDINA BEACH, a Florida municipal corporation, whose address is 204 Ash Street, Fernandina Beach, FL 32034 (herein called "CITY"), and Driving Dynamics, Inc. whose address is 256 Chapman Road, Suite 202, Newark, DE 19720 (herein called "USER").

WHEREAS, CITY owns, controls and operates that certain public facility known as the Fernandina Beach Municipal Airport (herein called "FACILITY"); and

WHEREAS, USER has expressed a desire to use said FACILITY for Defensive Driver Safety Training Classes.

NOW, THEREFORE, the parties agree as follows:

1. USER shall be permitted to use the FACILITY described above for the purpose of conducting its driver training classes during the period February 10, 12 and 13, 2018, and May 10 and 11, 2018.
2. USER will set up and use the FACILITY on a continuous basis during this period on the remote parking pavement area between Runway 9/27 and Taxiway C.
3. USER shall pay CITY the sum of \$925.00 per day for use of FACILITY during the period designated, payable with returning this signed AGREEMENT.
4. As condition to USER's right to use the facilities herein, USER agrees to and shall comply with the following:
 - a. USER shall not exclude any person from its services because of race, sex, age, religion, disability, national origin or other prohibited discrimination.
 - b. USER shall have competent, responsible, and able supervision on the premises at all times that its service is operational.
 - c. USER shall not interfere with emergency operations of CITY or other authorized users of the FACILITY.
 - d. USER shall keep premises in a clean and sanitary condition, and be responsible for cleanup on a daily basis and removal of temporary structures at the site upon completion of the event and returning property to same condition as when received.
 - e. CITY shall have the right, acting through its agents or employees, to enter upon the premise at reasonable hours and times for the purpose of making inspections.
 - f. USER will obtain all required Federal, State, County and City permits including any applicable fees.
 - g. USER shall not undertake any alterations or changes in the construction of the facility premises, without prior written consent of CITY.
 - h. USER agrees to assume liability for and indemnify, hold harmless, and defend the CITY, its commissioners, mayor, officers, employees, agents, and attorneys of, from, and against all liability and expense, including reasonable attorney's fees, in connection with any and all claims, demands, damages, actions, causes of action, and suits in equity of whatever kind or nature, including claims for personal injury, property damage, equitable relief, or loss of use, arising directly or indirectly out of or in connection with any negligent and/or deliberate act or omission of USER, its officers, employees, agents, and representatives. USER's liability hereunder shall include all attorney's fees and costs incurred by the CITY in the enforcement of this indemnification provision. This includes claims made by the employees of USER against

the CITY and USER hereby waives its entitlement, if any, to immunity under Section 440.11, Florida Statutes. The obligations contained in this provision shall survive termination of this Agreement and shall not be limited by the amount of any insurance required to be obtained or maintained under this Agreement. Nothing contained in the foregoing indemnification shall be construed to be a waiver of any immunity or limitation of liability the CITY may have under the doctrine of sovereign immunity or Section 768.28, Florida Statutes.

- i. USER shall not rent, sublet, or assign space in the FACILITY premises without the prior written consent of CITY.
 - j. USER has priority over the portion of the FACILITY as described during the time agreed upon in this AGREEMENT, and can use specified areas during the time of this AGREEMENT.
 - k. CITY reserves the right to cancel this AGREEMENT at any time, without cause, by giving USER 30 days notice of such cancellation.
 - l. USER shall maintain liability insurance, in amounts as deemed necessary and appropriate by the City Attorney, show the CITY as additional insured thereon, and shall provide proof of it to CITY, upon commencement of this AGREEMENT, and thereafter, as required by CITY. USER will provide insurance on all their equipment being used in the FACILITY.
 - m. USER shall, at all times, abide by Federal, State, and local laws, in the operation of its programs or services at the FACILITY. Sale and/or consumption of alcohol not allowed on Airport property unless properly permitted by the City.
5. Term of Agreement: The term of the AGREEMENT is as noted in paragraphs 1 and 2 above, unless terminated sooner.
6. The addresses for giving notices are as follows:

USER: Paul Andreas for Driving Dynamics
256 Chapman Road, Suite 202
Newark, DE 19720

CITY: City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034
Attn: City Manager

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals this day and year first above written.

USER: 

CITY OF FERNANDINA BEACH

By: Paul Andreas
Driving Dynamics
Its: Logistics Manager

By: _____
Dale Martin
Its: City Manager

101 _____
Employer ID #

By: _____
Caroline Best
Its: City Clerk

Approved as to Form and Legality:

Tammi E. Bach, City Attorney



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

9/1/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Liberty Insurance Associates, Inc. 525 State Route 33 Millstone Twp. NJ 08535		CONTACT NAME: Kathleen Samodio PHONE (A/C, No, Ext): (732) 792-7000 E-MAIL ADDRESS: ksamodio@lianet.com FAX (A/C, No):	
INSURED Driving Dynamics, Inc. 256 Chapman Road Suite 202 Newark DE 19702		INSURER(S) AFFORDING COVERAGE INSURER A: Citizens Insurance of America INSURER B: National Liability & Fire Ins INSURER C: Hanover Insurance INSURER D: INSURER E: INSURER F:	
		NAIC # 31534 22292	

COVERAGES**CERTIFICATE NUMBER:** 2017-18 Master**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	☒ COMMERCIAL GENERAL LIABILITY			ZBY885271506	9/1/2017	9/1/2018	EACH OCCURRENCE	\$ 1,000,000
	☐ CLAIMS-MADE ☒ OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 100,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	\$ 2,000,000
	☒ POLICY ☐ PRO-JECT ☐ LOC						PRODUCTS - COM/PO/AGG	\$
	OTHER:						Employee Benefits	\$ 1,000,000
B	AUTOMOBILE LIABILITY			73APB0001941	7/16/2017	7/16/2018	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000
	☒ ANY AUTO						BODILY INJURY (Per person)	\$
	☐ ALL OWNED AUTOS	☐ SCHEDULED AUTOS					BODILY INJURY (Per accident)	\$
	☐ HIRED AUTOS	☐ NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident)	\$
								\$
C	☒ UMBRELLA LIAB			UHY878487505	9/1/2017	9/1/2018	EACH OCCURRENCE	\$ 4,000,000
	☐ EXCESS LIAB	☐ OCCUR					AGGREGATE	\$ 4,000,000
	☐ DED ☒ RETENTION \$ 0	☐ CLAIMS-MADE						\$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY			WHY906675206	4/9/2017	4/9/2018	☒ PER STATUTE ☐ OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	☐ Y ☒ N	N/A				E.L. EACH ACCIDENT	\$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	\$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	\$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

City of Fernandina Beach included as additional insured if required in s a written contract with our named insured subject to the policy terms and conditions. Attached additional insured form CG2026 07/04, CG2010 07/04 and CG2033 07/04 applies for General Liability.

CERTIFICATE HOLDER**CANCELLATION**

Fernandina Beach Municipal
Airport
204 Ash Street
Fernandina Beach , FL 32034

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

K Samodio/WAHVE

© 1988-2014 ACORD CORPORATION. All rights reserved.

IMPORTANT

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

DISCLAIMER

This Certificate of Insurance does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

**COMMERCIAL GENERAL LIABILITY
CG 20 33 07 04**

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED — OWNERS, LESSEES OR
CONTRACTORS — AUTOMATIC STATUS WHEN
REQUIRED IN CONSTRUCTION AGREEMENT WITH YOU**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

A. Section II — Who Is An Insured is amended to include as an additional insured any person or organization for whom you are performing operations when you and such person or organization have agreed in writing in a contract or agreement that such person or organization be added as an additional insured on your policy. Such person or organization is an additional insured only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by:

1. Your acts or omissions; or
2. The acts or omissions of those acting on your behalf;

in the performance of your ongoing operations for the additional insured.

A person's or organization's status as an additional insured under this endorsement ends when your operations for that additional insured are completed.

B. With respect to the insurance afforded to these additional insureds, the following additional exclusions apply:

This insurance does not apply to:

1. "Bodily injury", "property damage" or "personal and advertising injury" arising out of the rendering of, or the failure to render, any professional architectural, engineering or surveying services, including:

- a. The preparing, approving, or failing to prepare or approve, maps, shop drawings, opinions, reports, surveys, field orders, change orders or drawings and specifications; or
- b. Supervisory, inspection, architectural or engineering activities.

2. "Bodily injury" or "property damage" occurring after:

- a. All work, including materials, parts or equipment furnished in connection with such work, on the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured(s) at the location of the covered operations has been completed; or
- b. That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as a part of the same project.

CITY OF FERNANDINA BEACH FACILITIES USE AGREEMENT

This FACILITIES USE AGREEMENT (herein after called the AGREEMENT) is made and entered into this 16th day of January, 2018, by and between the CITY OF FERNANDINA BEACH, a Florida municipal corporation, whose address is 204 Ash Street, Fernandina Beach, FL 32034 (herein called "CITY"), and **Buccaneer Region SCCA** whose address is 1135 Roebling Road, Bloomingdale, GA 31302 (herein called "USER").

WHEREAS, CITY owns, controls and operates that certain public facility known as the Fernandina Beach Municipal Airport (herein called "FACILITY"); and

WHEREAS, USER has expressed a desire to use said FACILITY to conduct autocross driving events.

NOW, THEREFORE, the parties agree as follows:

1. USER shall be permitted to use the FACILITY described above for the purpose of autocross solo driving events on 4-February, 25-February, 8-April, 21-April, 9-June, 11-August, 8-September, 4-November, 2-December.
2. USER will set up and use the FACILITY on a continuous basis during this period using **the remote parking pavement area between Runway 9 and Taxiway C**. It is noted this pavement is not in good condition and USER will be responsible for any damage to its vehicles or personnel.
3. USER shall pay CITY the sum of **\$875 per day** for use of FACILITY during the period designated, payable with returning this signed AGREEMENT.
4. As condition to USER's right to use the facilities herein, USER agrees to and shall comply with the following:
 - a. USER shall not exclude any person from its services because of race, sex, age, religion, disability, national origin or other prohibited discrimination.
 - b. USER shall have competent, responsible, and able supervision on the premises at all times that its service is operational.
 - c. USER shall not interfere with emergency operations of CITY or other authorized users of the FACILITY.
 - d. USER shall keep premises in a clean and sanitary condition, and be responsible for cleanup on a daily basis and removal of temporary structures at the site upon completion of the event and returning property to same condition as when received.
 - e. CITY shall have the right, acting through its agents or employees, to enter upon the premise at reasonable hours and times for the purpose of making inspections.
 - f. USER will obtain all required Federal, State, County and City permits including any applicable fees.
 - g. USER shall not undertake any alterations or changes in the construction of the facility premises, without prior written consent of CITY.
 - h. USER agrees to assume liability for and indemnify, hold harmless, and defend the CITY, its commissioners, mayor, officers, employees, agents, and attorneys of, from, and against all liability and expense, including reasonable attorney's fees, in connection with any and all claims, demands, damages, actions, causes of action, and suits in equity of whatever kind or nature, including claims for personal injury, property damage, equitable relief, or loss of use, arising directly or indirectly out of or in connection with any negligent and/or deliberate act or omission of USER, its officers, employees, agents, and representatives. USER's liability hereunder shall include all attorney's fees and costs incurred by the CITY in the enforcement of

this indemnification provision. This includes claims made by the employees of USER against the CITY and USER hereby waives its entitlement, if any, to immunity under Section 440.11, Florida Statutes. The obligations contained in this provision shall survive termination of this Agreement and shall not be limited by the amount of any insurance required to be obtained or maintained under this Agreement. Nothing contained in the foregoing indemnification shall be construed to be a waiver of any immunity or limitation of liability the CITY may have under the doctrine of sovereign immunity or Section 768.28, Florida Statutes.

- i. USER shall not rent, sublet, or assign space in the FACILITY premises without the prior written consent of CITY.
- j. USER has priority over the portion of the FACILITY as described during the time agreed upon in this AGREEMENT, and can use specified areas during the time of this AGREEMENT.
- k. CITY reserves the right to cancel this AGREEMENT at any time, without cause, by giving USER 30 days notice of such cancellation.
- l. USER shall maintain liability insurance, in amounts as deemed necessary and appropriate by the City Attorney, show the CITY as additional insured thereon, and shall provide proof of it to CITY, upon commencement of this AGREEMENT, and thereafter, as required by CITY. USER will provide insurance on all their equipment being used in the FACILITY.
- m. USER shall, at all times, abide by Federal, State, and local laws, in the operation of its programs or services at the FACILITY. Sale and/or consumption of alcohol not allowed on Airport property unless properly permitted by the City.

5. Term of Agreement: The term of the AGREEMENT is as noted in paragraphs 1 and 2 above, unless terminated sooner.

6. The addresses for giving notices are as follows:

USER: Buccaneer Region SCCA
1135 Roebling Road
Bloomington, GA 31302
ATTN: CORTLAND BAILEY

CITY: City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034
Attn: City Manager

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals this day and year first above written.

USER: BUCCANEER REGION SCCA

CITY OF FERNANDINA BEACH

By: _____
DON JOHNSON
Its: REGIONAL EXECUTIVE

By: _____
Dale L. Martin
Its: City Manager

SCCA MEMBER # _____
Employer ID # _____

By: _____
Caroline Best
Its: City Clerk

WITNESS:

APPROVED AS TO FORM AND LEGALITY:

Print Name: _____

Tammi E. Bach
Its: City Attorney



MEMORANDUM

TO: AIRPORT ADVISORY COMMISSION

FROM: AIRPORT MANAGER

DATE: December 14, 2017

RE: MONTHLY REPORT

- Airport terminal construction continued through the month of November. During the November 8th City Commission Meeting, the City approved execution of a construction and financial agreement with Eight Flags Aviation providing the funding needed to include a nose and tail to the Terminal Building. A Change Order to the contract with F&G Construction was issued following approval of this agreement, and the City is working to update its plans/permits to reflect addition of the nose and tail. Airport staff, Passero, and Eight Flags Aviation also met in late November to finalize interior finishes for the facility. Eight Flags Aviation will be proposing a series of tenant-funded improvements to the facility, which will be presented to the City Commission in early January as a change order to the contract with F&G Construction.
- AWOS technicians are awaiting a frequency license from the FCC to allow installation of the new data connection for the AWOS.

In late November, airport staff discussed, with the FAA and FDOT, shifting the AWOS replacement project on the airport's CIP from 2023 to the next grant cycle (2018). The FAA is supportive for use of the airport's entitlement funds (\$150,000) in the upcoming grant cycle to replace the airport's AWOS, however FDOT does not have additional funds available to support this project. The airport has submitted a preliminary grant application to solidify this potential funding support from the FAA in 2018 for this project. Airport staff is awaiting an estimate, from AWOS technicians, to provide an estimated cost for replacement of this system. There are components of the existing system which could be re-used, such as the foundation slab and AWOS tower/structure, which would reduce the cost of the system acquisition. I believe this quote will allow the Airport to determine the feasibility of acquisition in the upcoming grant cycle given the availability of entitlement funds from the FAA. Of note, the \$12,500 for repair of the data

connection module has not been expensed and could potentially be rolled into an AWOS replacement project.

- Airport staff has continued to work with McGill Aviation on the potential restoration of the, now, McGill Aviation Office facility. At the end of November, McGill Aviation received preliminary reports from its insurance adjuster for repair of the facility. I will plan to discuss this with the AAC during the upcoming meeting.
- The Ben Byrns 5K Run, scheduled to occur in January of 2018, has been cancelled. A new date/time has not yet been proposed by NACDAC.
- On November 30th, Airport staff and McGill Aviation staff hosted 30 middle-school aged children for a tour of the airport and FBO. The visit went very well, and I was able to convince roughly 1/3 of the group to have a desire to become an airport manager!
- As mentioned during the November 9th AAC meeting, the Runway 4 GPS procedure is awaiting consideration for approval by ATC Support Specialist at Jacksonville TRACON. At my last contact in late November, this review was still underway. Once I have a timeline for completion of this review I will ensure that I follow-up with the AAC. If ATC approval is granted, I will also be prepared to conduct a presentation to the City Commission requesting that the previous position regarding airport GPS procedures (from 2011) be rescinded.
- The airport has engaged professional, licensed and permitted, assistance in an attempt to mitigate the hazard to aircraft operations from coyotes on the airfield. In the month of November, three coyotes were removed from airport property.
- The AAC still carries a vacancy, advertised on the City's website, for its non-voting member. This member does need to live within the City limits.
- The airport's livestream camera has gone-live, and can be found on the airport's website. The camera does seem to lose connectivity from time to time, requiring that I re-establish the link. The City's IT Department is diagnosing this issue to determine if a fix-action can be developed. To date, I have noted peak viewing to be 30 individuals at one time.
- During our November 9th AAC meeting, the group reviewed a proposal from Slack, Johnston, and Magenheimer Inc. for completion of a market rate analysis at the airport. The AAC recommended that I include non-aeronautical property within this scope of services. I passed this request back to Slack, Johnston, and Magenheimer Inc. The agency which specializes in aeronautical property valuation, recommended that we consider a separate/local appraiser to assist with evaluation of the non-aeronautical property analysis. I will discuss this during the business agenda with the group.