

VANCE BRAND MUNICIPAL AIRPORT

MARKETING PLAN



VANCE BRAND AIRPORT
LONGMONT COLORADO



229 AIRPORT ROAD

LONGMONT, COLORADO 80503

Introduction

This plan has been prepared as a section of the Business Plan for the Vance Brand Airport. Certain assumptions are made pertaining to the projected revenue of the airport. These projections are found in the Revenue Plan section of the overall business plan. These assumptions should be considered while reading this section.

The objective of the marketing effort is two-fold: first and foremost to maximize the revenue potential of the airport to support its operation, maintenance and capital needs; and secondly to secure favorable public opinion for the airport in the community to ensure its long term success and growth.

Given budgetary challenges and lack of runway length, the challenges of attracting aviation businesses and support companies to re-locate here are significant. It is therefore proposed that the marketing efforts be structured as a targeted informational approach whereby we begin getting the word out to the industry, through a marketing packet and advertisements, that the airport not only has development opportunities, but also incentives that are beneficial to their success.

Due to the limited number of aviation businesses, and the desire of airport sponsors and airport owners to maximize the use of their industrially-zoned lands on airport sites, the competition for attracting those within the aviation business sector, is significant.

This plan is focused on the following target markets:

1. Marketing to aeronautical service providers
 - a. Avionics Maintenance Operators
 - b. Turbine Maintenance Operators (Including FAR Part 145)
 - c. Propeller/MRO Operators
2. Marketing to Small General Aviation (GA)
 - a. Piston Single and Light Twin
 - b. Light Sport
 - c. Existing Waiting List
3. Marketing to Corporate Aviation
 - a. Fractional Ownership

- b. Charter Services
- 4. Marketing to Air Terminal Usage
 - a. Aviation supply store/Pilot Shop
 - b. Restaurant Operator
- 5. Work with Existing Business Operators relating to Marketing Efforts
 - a. FBO
 - b. SASO

Marketing Philosophy and Approach

The Vance Brand Airport is located at one of the best locations along the Front Range of the Rocky Mountains as compared to other airports in the surrounding area. It is somewhat protected by Longs Peak and Mt. Meeker with regards to weather conditions and events. Additionally, the view created by this backdrop has proven to be an attractant for both operators who wish to base here, as well as transient pilots who want to find a great place to stop. By combining the location of the airport along with the competitive lease rates, overnight fees and fuel prices, it would be advantageous to capitalize on these positive aspects in the marketing approach.

Prospective tenants for the airport that are aviation businesses are recommended as a high priority target of the marketing effort. Finding aviation service providers that offer a service not currently on the field is an important step in revenue generation and attracting other operators to the airport.

Land that is adjacent to the taxiway and runway infrastructure is most suited to aviation businesses. Aviation companies are also most likely to be already aware of and more comfortable with the constraints of operating in and around an airport such as height and lighting restrictions, etc.

It is recommended that a targeted marketing effort with aviation businesses be done before a more a broader industrially-based marketing effort. The approach recommended is one-on one-contact approach with three separate levels of effort. It is recommended that:

- Tier one targets should be visited by a marketing team, armed with marketing materials and a short video or presentation.

- Tier two targets should be sent a customized letter that speaks specifically to their business and the opportunities for their business at the Vance Brand Airport. The letter would be attached to the general marketing package.
- Tier three targets would be sent a standard letter with information about the airport and the community.

It is further recommended that this effort be complemented with an advertising campaign specifically directed to the aviation sector. Advertisements highlighting the features of the available land, incentives that may be available, and the positive aspects of the community be placed in aviation-related publications.

Because the airport has successfully filled nearly all of the land on the north side of the runway, the geographical area of focus in this marketing plan would be the undeveloped area on the south west side of the airport property. As part of planning for development, the City of Longmont opted to expend \$40,000 on a Utility Infrastructure and Drainage Plan.

While the focus is to attract aeronautical service providers in the specialties not yet serviced at the airport, there is also a significant shortage of hangar space for small GA. With a hangar waiting list that currently has approximately 35 potential tenants, it is also equally important to market to developers who have an interest in building and/or providing hangar space for the small GA community. This includes advertisement of Requests For Proposals (RFP) on available land parcels

Teaming With Aviation Marketing Firms

Many airports have found it helpful to hire a firm that has expertise in marketing to aviation companies. While many have experienced success, both great and small, many others have found that the costs far outweigh the benefits. Due to the fact that Vance Brand Airport has certain budgetary constraints, it is recommended that a small amount of funds be set aside in order to team with an marketing firm that specializes in marketing to aviation firms so that a very defined and strategic approach can be performed with the limited resources the airport has. By having City staff and airport volunteers leading the marketing approach with the small GA community, the marketing firm will be able to focus on the key companies and needs of the airport with the less accessible aviation companies.

Incentives for Development

The Vance Brand Airport is able to offer different incentives to different types of development and companies. Because the airport is designated by the State of Colorado as an Airport

Development Zone (ADZ), eligible companies may register for ADZ recognition. The following information applies:

Purpose

The Aviation Development Zone (ADZ) is a calendar-year performance-based job creation incentive program. Businesses must create net new jobs within a recognized ADZ at an airport before requesting credits.

Program Description

- The original 2005 legislation allowed aircraft manufacturers located in a recognized Colorado ADZ to obtain state income tax credits for each net new employee they hire.
- Starting January 1, 2013, House Bill No 1080 amended the act to include companies involved in maintenance and repair, completion, and modification of aircraft. (HB No. 1080)
- The state income tax credit is \$1,200 per net new employee.
- Eligible airports must register with the OEDIT for ADZ recognition.
- Approved ADZ Airports include: Boulder - Centennial - Colorado Springs - DIA - Erie - Fort Collins/Loveland - Front Range - Grand Junction - Greeley/Weld - Pueblo Memorial - Rocky Mountain - Stevens Field – Nucla Hopkins Field Airport.

Requirements/Eligibility Rules

- ADZ eligible companies are businesses involved in:
 - Production of aircraft parts specifically used in the manufacture of aircraft
 - Proof of concept, prototyping, test and evaluation, certification or production of aircraft
 - Maintenance and repair, completion, or modification of aircraft
 - Unmanned Aerial Vehicles (UAVs) are considered aircrafts
- An ADZ is any airport in Colorado that is a public-use facility designated by the FAA in its latest National Plan of Integrated Airport Systems, which has registered with OEDIT.
- Only the area included within the boundaries of the airport is included in the ADZ.
- The facility must employ ten or more employees in the ADZ to claim credits.

Credit Calculation

- The credit applies to full-time employees (working at least 35 hours per week).
- The number of ADZ employees at a qualifying facility is calculated as the average of the number of employees on the last business day of each month during the calendar year.
- The credit is \$1,200 times the increase in the average number of ADZ employees for the calendar year over the previous base number of employees at the facility.

Other Program Elements

- Under current law, the credit program expires January 1, 2024.
- The credit is available to all types of business entities. LLC's, Partnerships and S Corporations may pass the credit through to their members.
- Any credit in excess of tax liability may be carried forward for a period of up to 5 years.

Application Process

- Unregistered Airports must apply to the OEDIT for ADZ recognition.
- Any company that claims a new employee credit must file Form DR 0085 "Aircraft Manufacturer New Employees Credit Progress Report" with the Department of Revenue and the OEDIT. (Form DR 0085)

Additionally, the airport is able to offer incentives to private developers as well. An example would be if a hangar developer wished to pay for the installation of utility infrastructure to serve the undeveloped area, a credit for the land lease could be provided by the airport in order to pay the developer for the infrastructure improvements.

By including the information of such incentives in presentations and advertisements, the build-out of the vacant property is likely to occur sooner rather than later.

Conclusion

The City of Longmont as the owner and sponsor of the Vance Brand Airport has created marketing materials to go into a marketing packet. The materials include brochures that show 1) Airport Land for Development and a description of the airport and community; 2) Airport Rate Comparison; and 3) Executive Summary of the Economic Impact which was provided by the Colorado Department of Transportation – Aviation Division. It also includes a short

marketing video that was created and produced by The Longmont Channel (local television channel).

This information is available on the airport's webpage, along with the marketing packets provided by the Airport Administration. The airport's webpage can be located on the internet at www.longmontcolorado.gov/airport.

Attached to this plan are the most current versions of the three (3) marketing brochures described.

For more information, contact the Airport Manager via email at david.slayter@longmontcolorado.gov, or by phone at (303) 651-8431.