



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 13, 2011

TO: Mayor and Councilmembers

FROM: Airport Administration, Airport Department

SUBJECT: Contract with InterVISTAS Consulting, LLC, for Air Service Development

RECOMMENDATION:

That Council authorize the Airport Director to execute a contract with InterVISTAS Consulting, LLC, for specialized air service development support for the Santa Barbara Airport, in an amount not to exceed \$80,000.

DISCUSSION:

Since 1979, the Airport has contracted with three firms for specialized air carrier development services to assist the Airport in meeting its strategic goals of maintaining existing service and attracting new domestic service. In 2007, Kevin Shorr, InterVISTAS Consulting LLC, was selected after a competitive process to assist the Airport staff in maintaining and enhancing airline service and pursuing new air service opportunities.

Mr. Schorr has extensive airline experience. He was the former Director of Domestic Strategies and Alliances with TWA, and has been involved with air service development with over 25 different airports. Mr. Schorr has assisted the Airport in working with airlines to provide route specific service. He works closely with airline corporate executives and keeps pace with trends in the airline industry.

Under this contract, the following services will be provided:

- Interview local stakeholders and community groups to identify strategies for use in air service pursuits;
- Schedule and meet with current airlines to discuss service improvements, fare pricing, routing, and equipment;
- Develop and present business cases to new airlines; and
- Provide air service support and strategic advice to Airport staff as needed.

BUDGET/FINANCIAL INFORMATION:

This contract is at the direction of the Airport Director and is charged on a time and materials basis. Funding for the contract was established in the Airport Department's Fiscal Year 2012 operating budget.

PREPARED BY: Hazel Johns, Assistant Airport Director

SUBMITTED BY: Karen Ramsdell, Airport Director

APPROVED BY: City Administrator's Office