



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: October 12, 2010
TO: Mayor and Councilmembers
FROM: Airport Administration, Airport Department
SUBJECT: Air Service Development

RECOMMENDATION:

That Council receive a presentation on air service development at the Airport.

DISCUSSION:

Since 1978 the Airport Department has actively pursued air service development through the services of specialized air service development professionals and department staff. The objective of the air service development program is to maintain and enhance airline service and pursue new air service opportunities.

During the last decade the airlines have taken major steps to reduce costs by shifting types of aircraft, cutting back on capacity, and, through mergers, consolidating route structures.

The airline industry growth corresponds to the state of the economy and world events but, over the long term, passenger use continues to increase. Recently, due to a weak economy and changes within the airline industry, the Airport has seen the addition as well as the loss of air service.

The staff presentation will address the status of the airline industry, impacts to Santa Barbara's service, and actions being taken to maintain and enhance service.

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APPROVED BY: City Administrator's Office