



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** August 5, 2014

**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 \$50,000.

### DISCUSSION:

#### Background

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 2013 Airport staff solicited Statements of Qualifications (RFQ) from experienced firms providing air service development consulting services. The proposals were evaluated based on the experience and qualifications of the consultant's team, the approach to the project scope of services, the project manager's experience and references.

As a result of the interviews and reference check, InterVISTAS was selected to continue providing air service consulting services for the Department. The project manager, Chris Warren, has 15 years of airline related experience in commercial and financial roles, including American Airlines, Continental Airlines, and Express Jet Airlines. He works closely with airline corporate executives and keeps pace with trends in the airline industry. Additionally, InterVISTAS employs 80 people from a wide range of fields, including airports, airlines, government, academia, and tourism.

### Contract Scope of Services

InterVISTAS will work with the Airport to develop and present an effective, comprehensive passenger development program to maintain and improve domestic air service, including:

- Evaluating specific passenger routes and services at SBA and recommending strategic actions to address deficiencies and competitive opportunities to the airlines.
- Providing in-depth analysis of the Santa Barbara market and preparing a detailed plan to reach local, target markets to stimulate outbound travel from Santa Barbara.
- Assisting the Airport in scheduling and facilitating meetings at the highest levels with domestic air carriers regarding potential new and/or improved air service routes, including developing detailed, written proposals and professional presentations.
- Preparing additional market analyses and conducting research, as needed, related to airport business and operational issues.

### **BUDGET/FINANCIAL INFORMATION:**

This contract is at the direction of the Airport Director and is charged on a time and materials basis, not to exceed \$50,000. Funding for the contract was established in the Airport Department's Fiscal Year 2015 Operating Fund budget.

**SUBMITTED BY:** Hazel Johns, Airport Director

**APPROVED BY:** City Administrator's Office