



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 21, 2015

TO: Mayor and Councilmembers

FROM: Airport Administration, Airport Department

SUBJECT: Contract With InterVISTAS Consulting Inc. For Air Service Development Services

RECOMMENDATION:

That Council authorize the Airport Director to execute a contract with InterVISTAS Consulting Inc. for specialized air service development support for the Santa Barbara Airport, in an amount not to exceed \$56,000.

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 (SOQ) 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 17 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 action 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.
- Assist the Airport with the preparation of a U.S. Department of Transportation, Small Community Air Service Grant to provide an incentive for new air service.

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 is included in the Airport Department's Fiscal Year 2016 operating budget.

PREPARED BY: Hazel Johns, Airport Director

SUBMITTED BY: Hazel Johns, Airport Director

APPROVED BY: City Administrator's Office