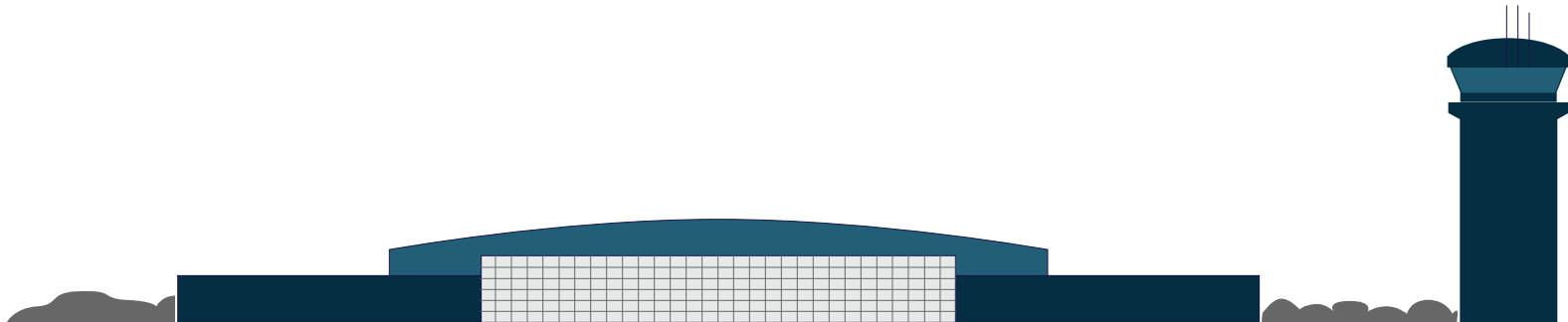


Airport Website Re-Development

Town Council Presentation

February 18, 2021

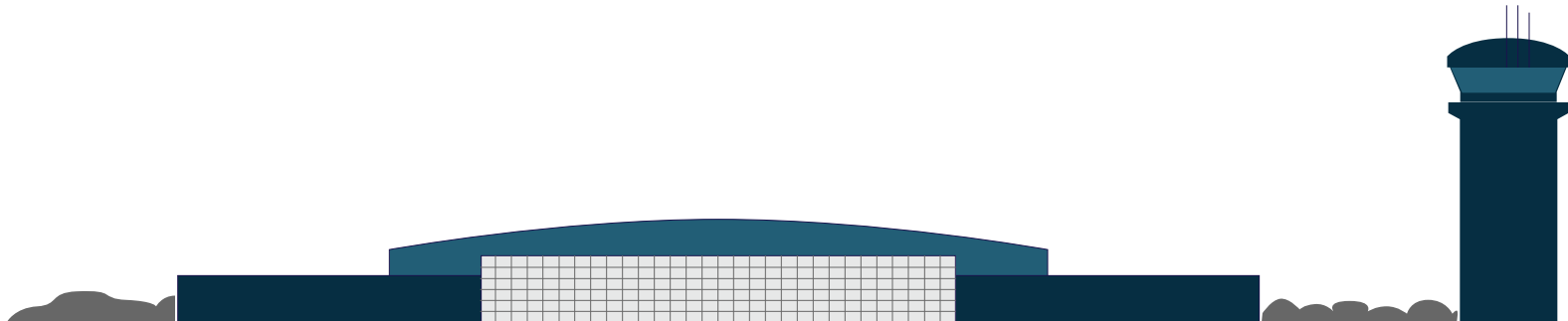


2021-071

**2021-071 SUPPLEMENTAL APPROPRIATION ORDER IN THE AMOUNT OF \$29,800
FOR THE FISCAL YEAR 2021 AIRPORT OPERATING BUDGET FOR THE
PURPOSE OF FUNDING AIRPORT WEBSITE REDEVELOPMENT SERVICES**

ORDERED: That the sum of **\$29,800** be appropriated for the purpose of funding website redevelopment services; and that to meet this appropriation that \$29,800 be transferred from the Airport Enterprise Fund reserves; and that the Airport Commission is authorized to contract for and expend the appropriation made available for these purposes and is further authorized to accept any grants or gifts in relation thereto.

SPONSOR: Mark S. Ells, Town Manager

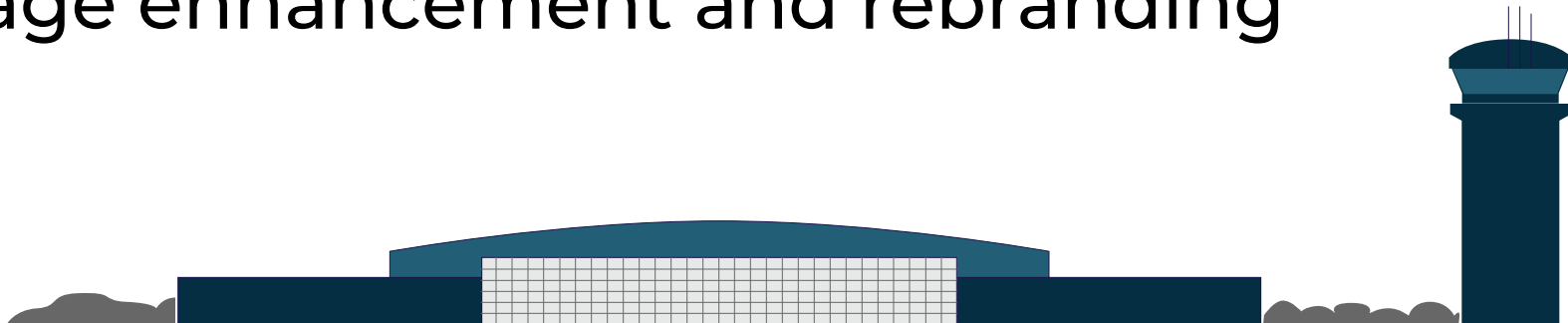


Background

→ 2018 Airport Business Plan Goals:

- Goal A: Maximize General Aviation Activity
- Goal B: Diversify Revenue Streams
- Goal C: Become a Regional Air Transportation Leader
- Goal D: Enhance Airport Image & Branding

→ Request = a transfer from the Airport Enterprise fund reserves to revamp the airport website to meet our goal of image enhancement and rebranding



Website Redevelopment Team

→ The Quotient Group

- Airport's 3-year On-Call Marketing, Advertising and Public Relations Team

→ They are already focused on the Airport's Business Plan Goals and messaging

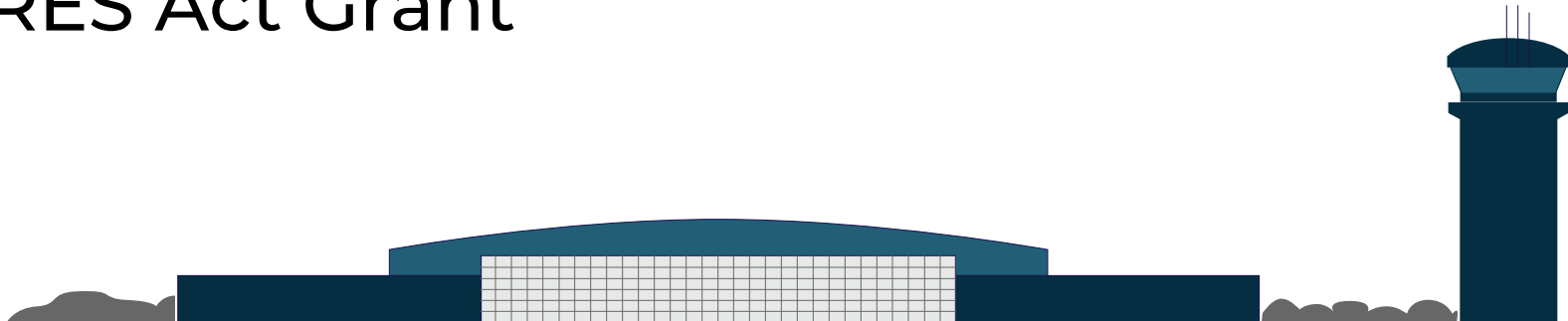
→ They are experts in airport marketing

→ They will assist in maintaining continuity in all forms of airport marketing and social media



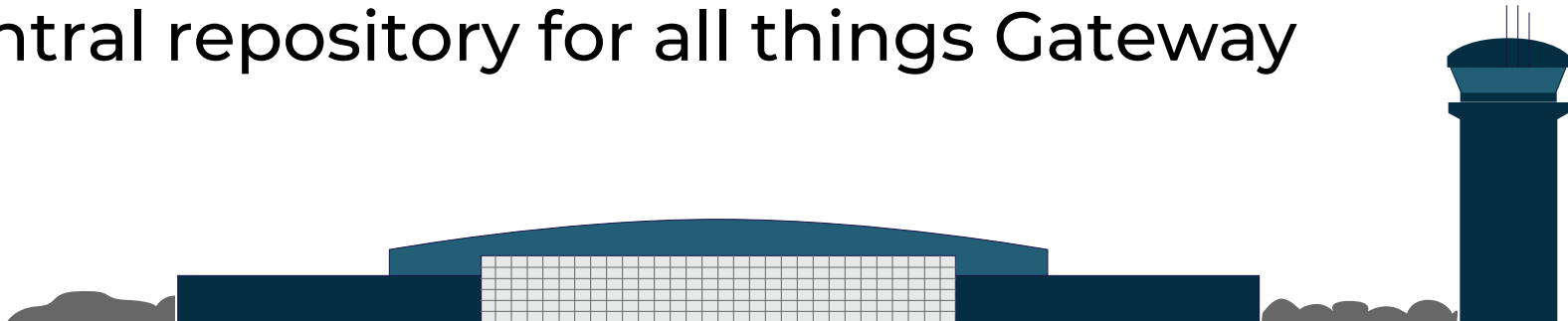
The Proposal

- \$29,800
- Funds not originally earmarked in FY2021 budget
- Fees consistent with other entities that conduct the same level of work
- Website task is consistent with the intent of the original RFP for marketing services
- Funding is reimbursable via the federal CARES Act Grant



Revamping Focus

- Improved experience for website users
- Clean lines w/ visually pleasing improvements
- Reinforce Business Plan Goals
- Ability to shift focus based on priority marketing (new flights/destinations, events, and etc.)
- Search Engine Optimization improvements w/improved analytic data
- Central repository for all things Gateway





Barnstable Municipal Airport - HYA

Barnstable Municipal Airport, located in Hyannis, Massachusetts on Cape Cod, provides commercial and general aviation services to Boston, New York and the islands of Martha's Vineyard and Nantucket. It is owned by the Town of Barnstable and managed by the Barnstable Municipal Airport Commission and its staff.



Located on 623 acres, the airport is home to Cape Air, Nantucket Airlines, and Rectrix Shuttle along with other charter, corporate and general aviation aircraft operators. JetBlue operates daily service to JFK-New York in season. [read more...](#)


AIR TRAFFIC NOTICE:

During the Federal and State restrictions during the COVID-19 emergency, air traffic at Barnstable Municipal Airport has been drastically reduced. Please be aware this reduction should not be considered normal levels and is expected to return to previous levels of air traffic when restrictions are relaxed. If you have any questions about the reduction or normal traffic levels, please contact us at 508-862-8268. Thank you for your patience during this unprecedented time.



Airport News

AIRPORT EVENTS

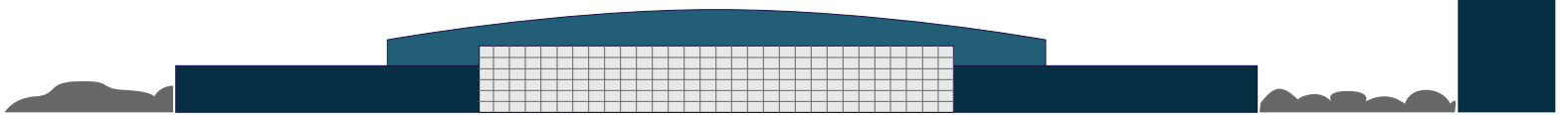


Passenger Services

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- Cape Cod Coffee
- Directions
- Destination Airports
- Ground Transportation
- Michelle Kennedy Studios
- Parking
- Security
- Visitor Services
- Contact Airport

Pilot Services

- Fixed-Base Operators
- Airport Data
- Fees & Services
- Fuel
- NOTAMS
- Noise Abatement
- Additional Links



TRIP COST CALCULATOR

	SBN	ORD	MDW
Airfare	\$315.00	\$250.00	\$270.00
Parking	\$45.00	\$119.00	\$105.00
Mileage	\$0.00	\$126.35	\$112.93
Tolls	\$0.00	\$17.40	\$17.40
Travel Time	\$0.00	\$69.69	\$61.26
TOTAL	\$360.00	\$582.44	\$566.58

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Phoenix/Mesa

When you think of the Phoenix/Mesa (AZA) area or Arizona...

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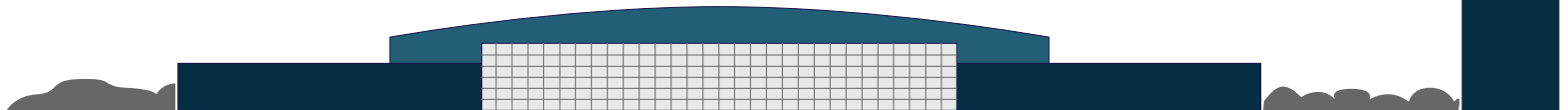


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 Hotels	 Car Rentals	 ROC Map
 Food/Drink	 FAQ/Help	 Contact

Tweets by @ROCAirport

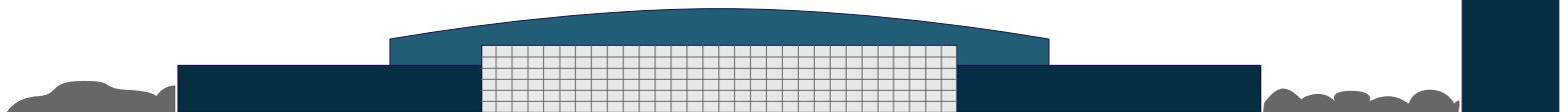
ROC Airport @ROCAirport
On Saturday morning, we launched our now ROC to Miami non-stop flight on @AmericanAir. This flight offers connectivity to over 70 destinations within the Caribbean and Mexico.

Great to see so many smiles. Book now at rocairport.com/flights!



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AERONAUTICAL INFORMATION



FBO SERVICES



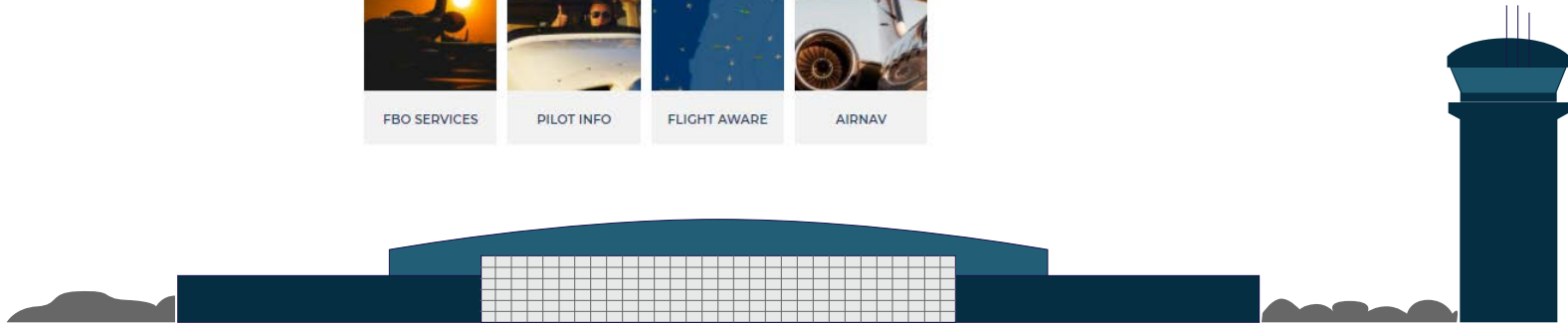
PILOT INFO



FLIGHT AWARE

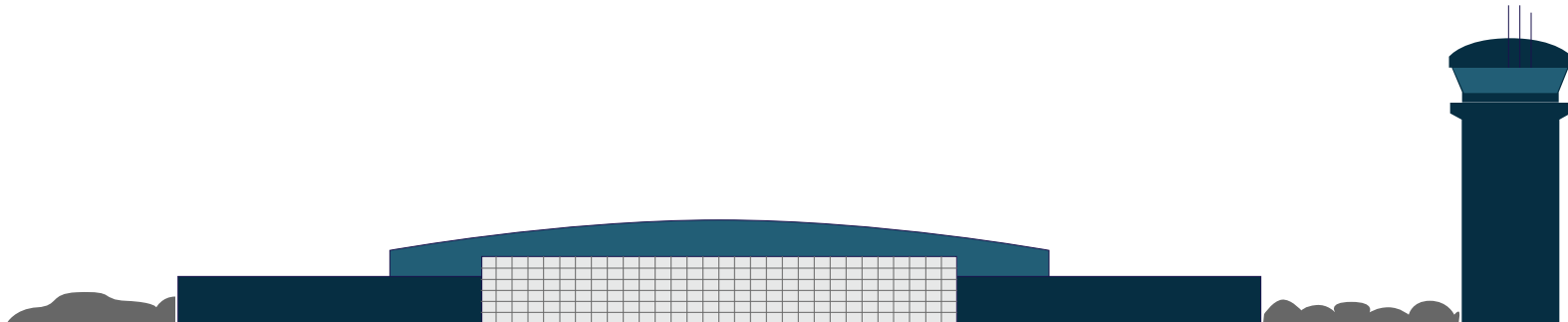


AIRNAV



What will not change...

- TOB IT Department and Airport staff will have access to the site at anytime now and in the future
 - We can make our own changes
 - We own the domain name
- Access to site will still occur through and from the TOB main website



Thank you

