



City of San Antonio

Agenda Memorandum

File Number: 17-1958

Agenda Item Number: 12.

Agenda Date: 5/4/2017

In Control: City Council A Session

DEPARTMENT: Aviation

DEPARTMENT HEAD: Russell J. Handy

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Aeronautical Use Promotion Program at Stinson Municipal Airport

SUMMARY:

Consideration of the following Ordinance authorizing the implementation of the Aeronautical Use Promotion Program to promote awareness of the available facilities and services at Stinson. The focus of the Promotion Program is to provide an incentive to pilots to encourage them to fly into Stinson and make use of the various facilities and amenities.

BACKGROUND INFORMATION:

In the past few years, the Aviation Department has implemented several new programs, such as “Fly-In” events for aircraft owners and enthusiasts; Stinson Speaker Series; Young Eagles with the Experimental Aircraft Association; and, Slab Cinema to raise awareness of Stinson as a community resource to both local residents and pilots. The proposed Ordinance will expand on those efforts.

Aeronautical Use Promotion Program

As part of the incentive program, eligible and participating Fixed Based Operators (FBOs) at Stinson will offer a discount of \$0.25 off every gallon of Jet A and 100LL fuel sold each Saturday during the Promotion Period. The City will reimburse the FBO the \$0.25 discount for the first 750 net gallons of eligible fuel sold each Saturday during the first six months of the program and during any authorized extension of the program. Any eligible fuel sales in excess of the 750 gallons shall be discounted \$0.25 per gallon, but such discount will not be reimbursed by the City.

The City anticipates the program will draw new and increase repeat visitors to Stinson and that any loss of revenue will be off-set by additional revenue earned by the on-site concessionaire or other tenants due to the increase in traffic.

ISSUE:

City Council authorization is required to implement the Aeronautical Use Promotion Program, which will include the City reimbursing eligible and participating FBOs up to \$187.50 every Saturday during the promotion program to encourage pilots to utilize the Stinson facilities.

ALTERNATIVES:

City Council could elect not to approve the Aeronautical Use Promotion. However, this program is expected to draw new visitors to Stinson who will be able to purchase food from the on-site concessionaire and the services of other tenants as well as visit the UNESCO World Heritage sites and other surrounding local businesses.

FISCAL IMPACT:

The City has budgeted up to \$5,000.00 for FY 2017 for this program to include the weekly reimbursement of up to \$187.50 and additional funding for marketing the program. Funding is available in the FY 2017 Aviation Operating and Maintenance Fund. If this program is authorized to continue into FY 2018, funding for the incentive will be recommended as part of the annual operating budget for the Department.

RECOMMENDATION:

Staff recommends the approval of the Ordinance related to the Aeronautical Use Promotion Program at Stinson Municipal Airport.