



Memorandum

TO: CITY COUNCIL

FROM: Mayor Chuck Reed
Councilmember Rose Herrera
Councilmember Sam Liccardo
Councilmember Don Rocha

SUBJECT: AIRPORT MARKETING

DATE: September 13, 2013

APPROVED:

Chuck Reed

DATE: 9/13/13

Rose Herrera

mcg

Sam Liccardo

RLH

Don Rocha

RECOMMENDATION

Approve the staff recommendation to extend the term and increase the compensation for marketing support services agreements with consultants Barnestorming and Hoffman/Lewis, and to issue a RFQ for marketing consultant services in Spring 2014;

Direct staff to present a marketing plan to the Ad Hoc Committee for Airport Competitiveness in October 2013 that supports new and existing air service at SJC, with emphasis on new routes and new carriers.

BACKGROUND

We have been working for years to gain new service at SJC to rebuild passenger levels. Now that we are seeing success in getting new routes and more flights, we have to make sure we do what we can to help the carriers fill the aircraft.

The June budget added Five hundred thousand dollars (\$500,000) to the airport marketing budget for Fiscal Year 2013-14. These funds should be used to increase awareness of our excellent SJC on-time record and of the opportunities to save travel time on the freeway and to avoid weather delays.

Our partners at the Silicon Valley Leadership Group and the Silicon Valley Business Travel Association are willing to continue to help SJC grow, and they will be helpful as we work to ensure demand keeps up with supply by marketing our comparative advantages for business and leisure travelers.