



Sioux Falls Regional Airport

Billings Chamber Visit

May 5, 2014

Airport Marketing Efforts

- Airport Marketing Program
 - Developed by Media One –Advertising/Marketing
 - Annual Budget provided to Media One for:
 - Television Ads
 - Radio Ads
 - Web based
 - Misc. – Billboard/Bus Wraps/Sponsorships
- Air Service Development Council
 - Funds additional radio ads in surrounding communities as well as regional cable outlets and web promotions.

Recent Television Ads

- Development Foundation
 - www.sfairport.com
- Share Your Story
 - www.sfairport.com

New Route Campaigns

- Airport has funded advertising and promotion of new routes and airlines.
 - Allegiant Airlines Service – Vegas/Phoenix/LA/Tampa
 - American Airlines Service – Dallas/Chicago
 - Frontier Airlines Service – Denver
- Standing Incentive Offer for new service of \$50,000 funded by Airport Authority.

New Service Incentive Package

- Standing Incentive Package for new airline start-up or new destination served
 - \$50,000 in marketing funds
 - Airline developed ads or Media One produced.
 - Landing Fees and Rents waived for one year.
 - \$25,000 to assist with start-up efforts
 - Common-Use Computer System minimizes airline expense.
 - Air Service Development Council Assistance
 - Additional marketing dollars available (Frontier)
 - May assist with Revenue Guarantee

New Service Incentive Package

- Other Options
 - Small Community Air Service Grants
 - \$500,000 Grant awarded to Sioux Falls in 2009
 - Utilized to provide incentive to American Airlines for Dallas Service.
 - Used as a revenue guarantee in the first 18 months of service to offset losses of establishing new route.

Airport Improvements

- Sioux Falls has invested over \$23 million in the past four years to improve the terminal building and parking options.
 - Ticket counter area expanded, in-line luggage screening.
 - Concourse expanded
 - 40% more gate seating
 - Business Lounge
 - 2 Jet bridges
 - Expanded gift shops
 - Additional restrooms
 - New restaurants for concourse and public lobby.
 - Renovated main parking lot plus additional overflow lot.

More Improvements on the Way

- Additional projects planned:
 - New expanded security screening area
 - Lobby renovation
 - New elevator
 - New escalators
 - Additional Parking – possible full-time shuttle

More Improvements on the Way



More Improvements on the Way



Passenger Enplanements





Questions