

## AIRPORT PROGRAMS

Administration  
Business and Property  
Management

➤ **Marketing and Communications**

Facilities Maintenance  
Air Operations Area  
Maintenance  
Airport Security  
Airport Certification and  
Operations  
Facility Planning and  
Development



## RECENT PROGRAM ACHIEVEMENTS

Obtained twice daily nonstop service to Sacramento via Horizon Air. Redesigned and updated the Airport's website, [flysba.com](http://flysba.com). Surpassed annual 2007 passenger count by 0.4% in 2008.

## Marketing and Communications

(Program No. 7413)

### Mission Statement

Plan and implement comprehensive marketing and communications strategies to increase regional traveler awareness of local air transportation services. Work with national airline corporations to preserve existing service and encourage new service. Communicate the role and benefits of the Airport to the community.

### Program Activities

- Develop and implement air service strategic analyses to sustain and improve air service levels.
- Enhance awareness of Airport projects and services while encouraging and maintaining community goodwill through public information, aviation education and economic development activities.
- Develop information for media communications regarding Airport programs and operations.

### Key Objectives for Fiscal Year 2010

- Capture at least 55% of the regional (San Luis Obispo, Santa Maria, Santa Barbara & Oxnard airports) air service market share based on number of daily departures.
- Maintain a 90% rate of news releases that elicit coverage by at least one media format.
- Provide comprehensive public outreach efforts for the Airline Terminal Project in accordance with established construction milestones.
- Update and redesign Airport News Media Guide for distribution to local media outlets.
- Use recycled paper for printed materials created in the Marketing & Communications Program.