



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: {{item.number}}

Agenda Date: January 16, 2024

In Control: Airport Advisory Commission Meeting

DEPARTMENT: Aviation Department

DEPARTMENT HEAD: Jesus H. Saenz Jr.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Feedback and Recommendations for Public Roll-out of the Upcoming Branding Campaign for the San Antonio Airport System

SUMMARY:

The Aviation Department in coordination with KGB, its on-call Advertising and Marketing Services consultant, will provide an overview the proposed branding campaign being launched in 2024 for the San Antonio Airport System and solicit recommendations from the Airport Advisory Commission members on the upcoming public launch of the campaign.

BACKGROUND INFORMATION:

On March 3, 2023, City Council approved a professional services agreement to provide on-call Advertising and Marketing Services at the San Antonio Airport System with KGBTexas Communications. One of the first assignments to KGB was to develop a new branding campaign that recognized the important point the Airport System is at with the launch of the Terminal

Development Program and expansions of its air service offerings. Now that the campaign is complete, the Airport System and KGB would like to solicit feedback from the Airport Advisory Commission members on the proposed launch of the campaign.

ISSUE:

This action will provide an opportunity for members of the Airport Advisory Commission to provide input into the proposed launch of the new branding campaign for the San Antonio Airport System which is expected during the first quarter of 2024.

FISCAL IMPACT:

This item is for briefing purposes only.

ALTERNATIVES:

This item is for briefing purposes only.

RECOMMENDATION:

This item is for briefing purposes only.