

Friedman Memorial Airport Authority Regular Board Meeting December 3, 2013



Employee of the 3rd Quarter, 2013

- Mr. Tom Christian
- Supervisor SkyWest Airlines



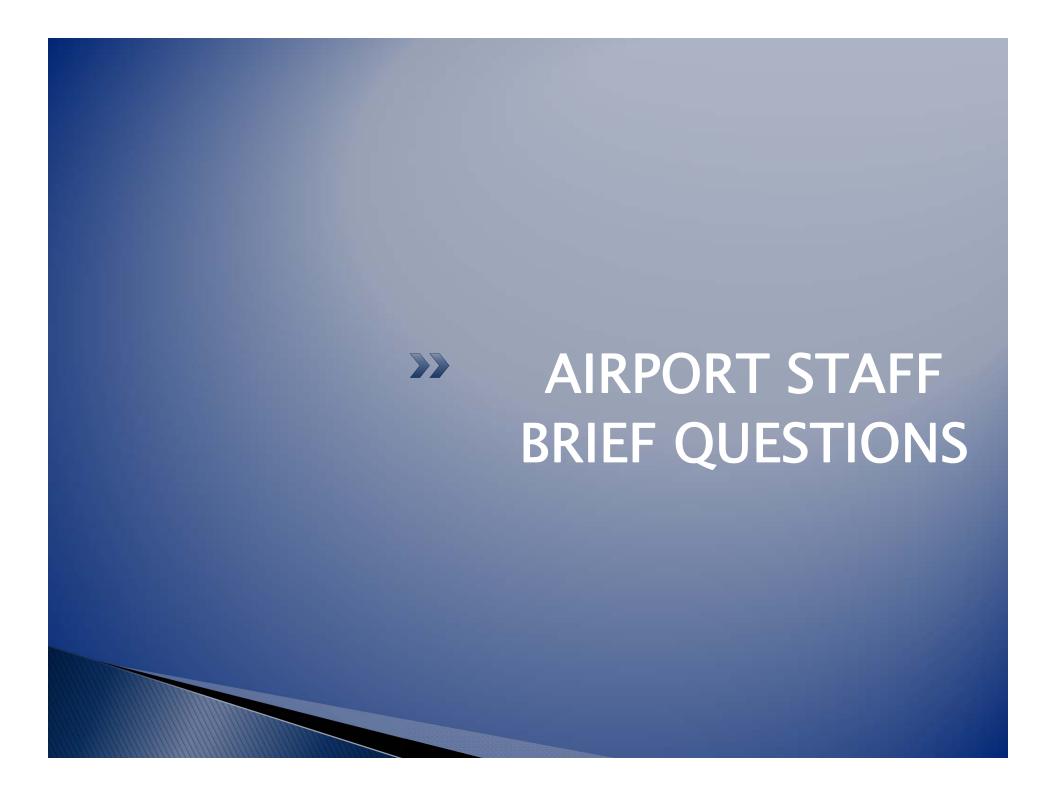
Congratulations

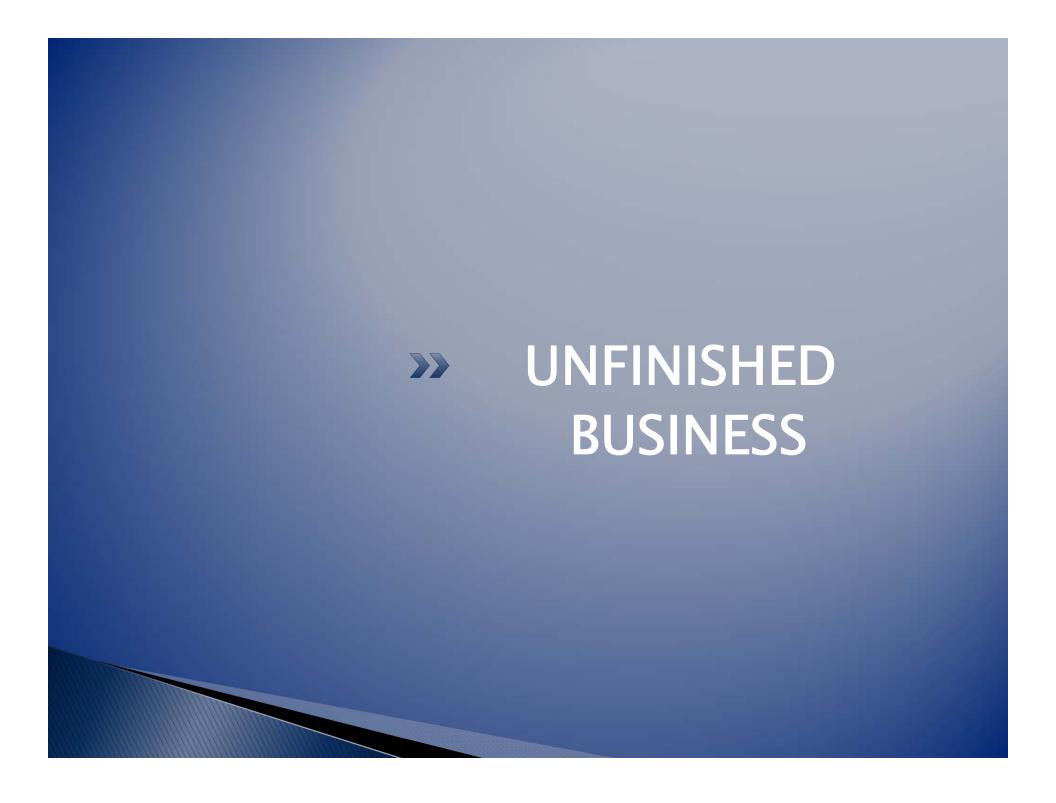
Approve Friedman Memorial Airport Authority Meeting Minutes

- November 5, 2013 Regular Meeting Minutes
- November 7, 2013 Special Meeting
 - Approval

Reports

- Chairman Report
- Blaine County Report
- City of Hailey Report
- Airport Manager Report
- Communication Director Report



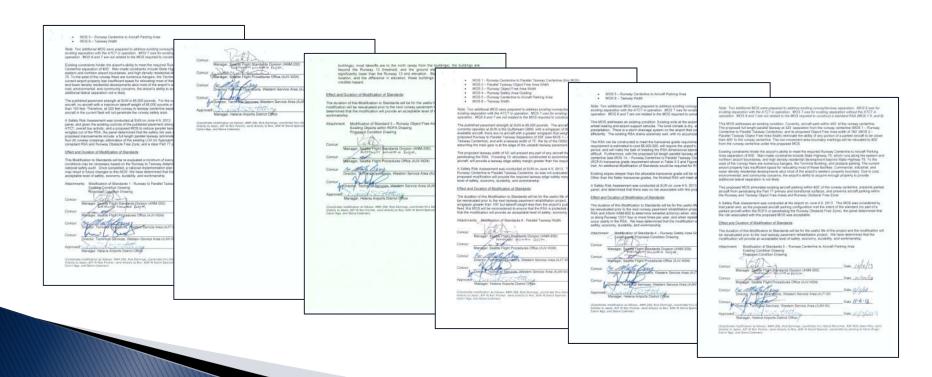


Airport Solutions Existing Site

- Plan to Meet 2015 Congressional Safety Area Requirement
 - Presented by Mr. Dave Mitchell, T-O Engineers & Airport Manager

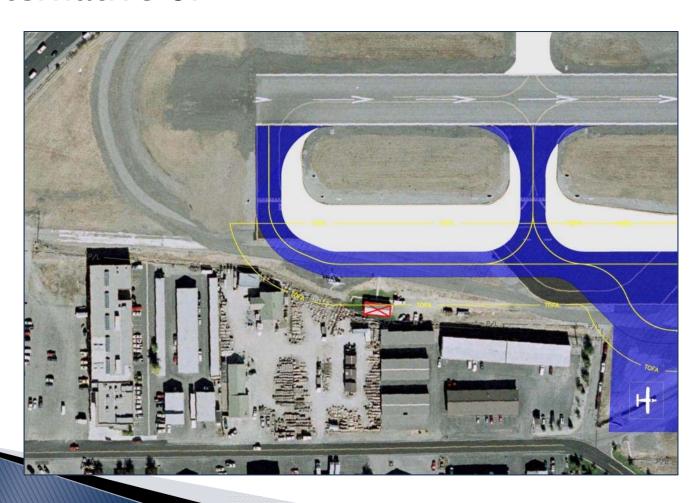
Modifications of Standards

- All MOS's have been signed!
- Safety Risk Management Documentation still being coordinated



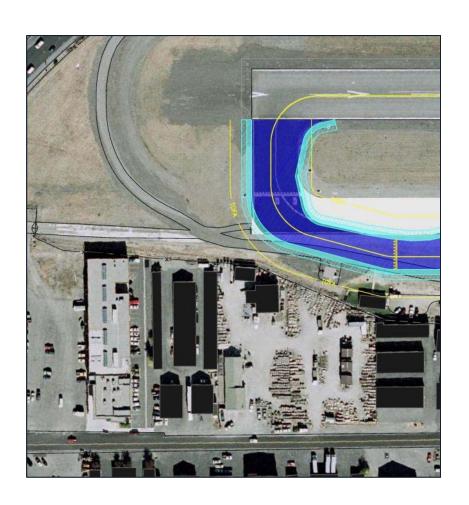
Formulation: North End Taxiway Configuration

Alternative 6:

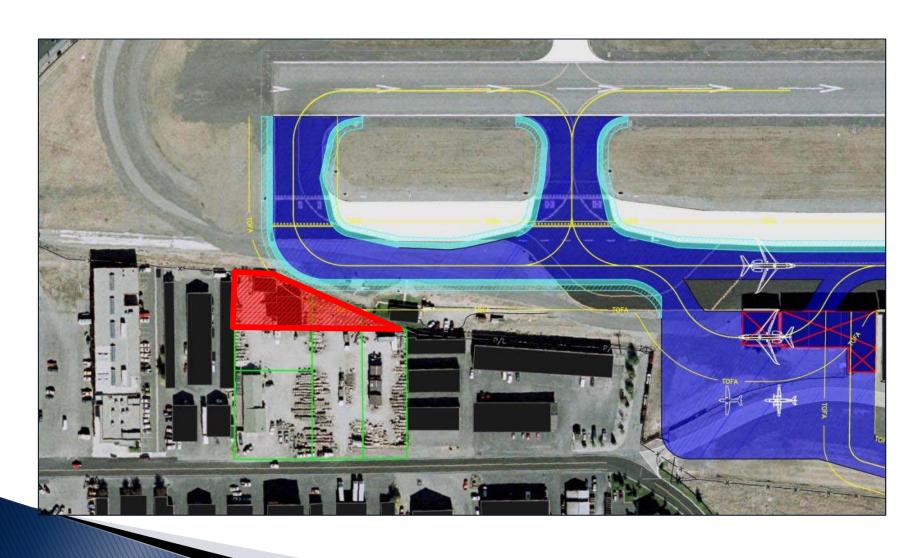


Formulation: North End Taxiway Configuration

- Revised proposed configuration
 - Property line verified by survey
 - Parallel taxiway angled to keep TOFA on airport property



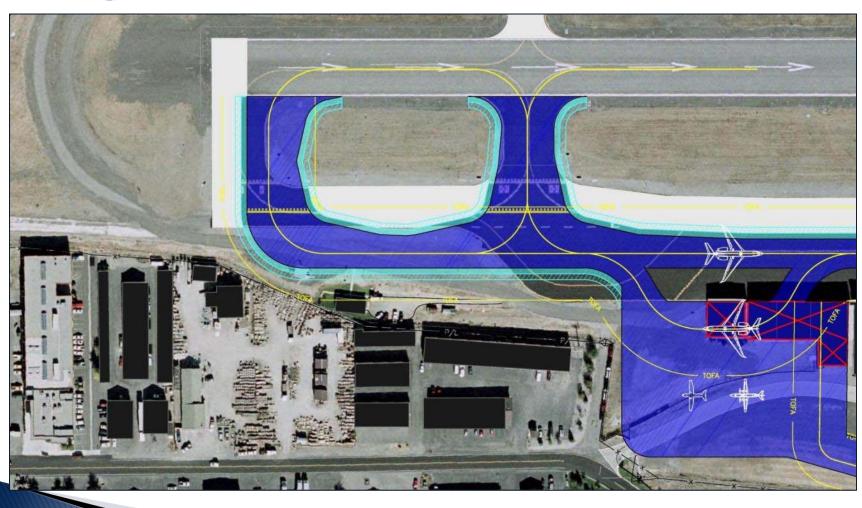
Alternative 1: Property Acquisition



Alternative 1

- Requires
 - Lot line adjustments
 - Purchase portions of three lots from two owners $(\pm 0.42 \text{ acres}, \text{total})$
 - One lot includes two buildings
- Airport Manager has contacted both land owners, who've expressed no interest in this project

Alternative 2: Reduce Runway Length



Alternative 2

No support, at this time

Alternative 3: Angled Connector



Alternative 3

- ► FAA is agreeable to this approach, if Alternative 1 is "not feasible"
 - Can't acquire land
 - Land acquisition would be contentious
 - Eminent domain required
 - Can't meet schedule
- Some revisions to pavement layout will be necessary, as the concept is developed

North End Summary

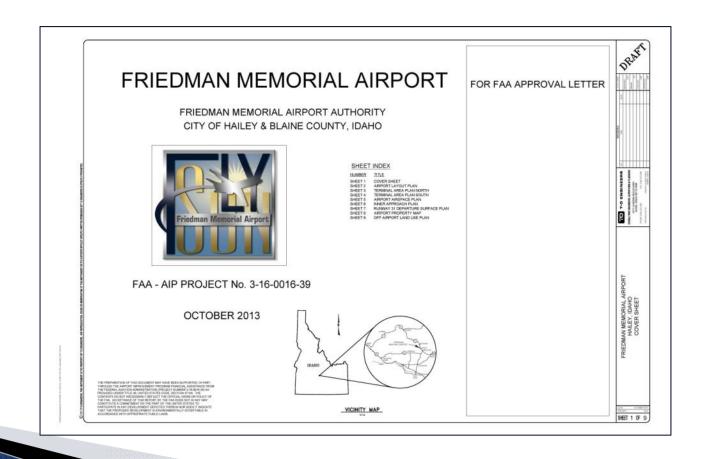
- Board feedback/direction desired:
 - Additional research on land acquisition?
 - Move forward with analysis of Alternative 3?

Formulation: ALP Update

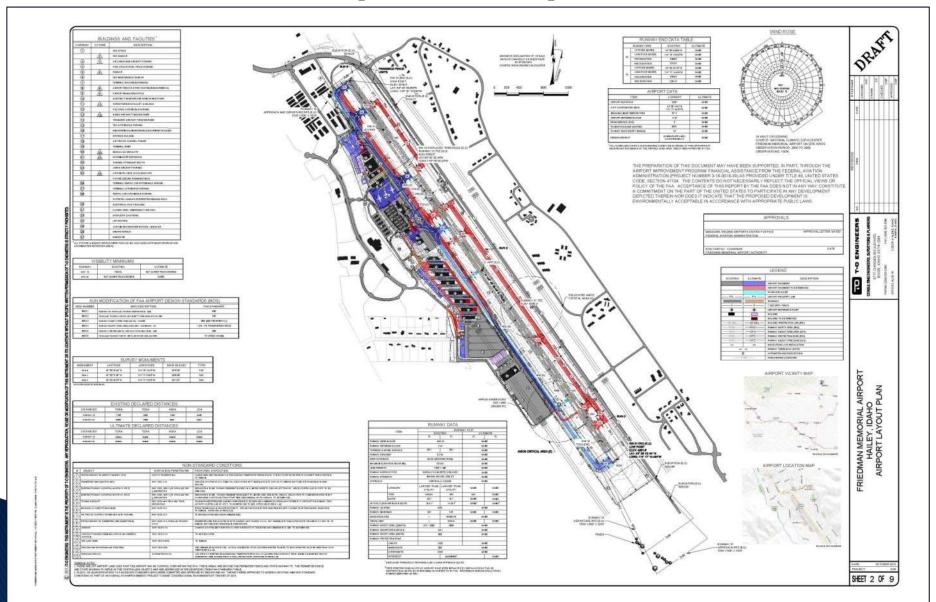
- ALP Update includes showing Alternative 6 improvements, as revised during formulation effort
- Not a full planning study
 - Update drawings to show proposed projects
 - Short narrative included

ALP Drawings

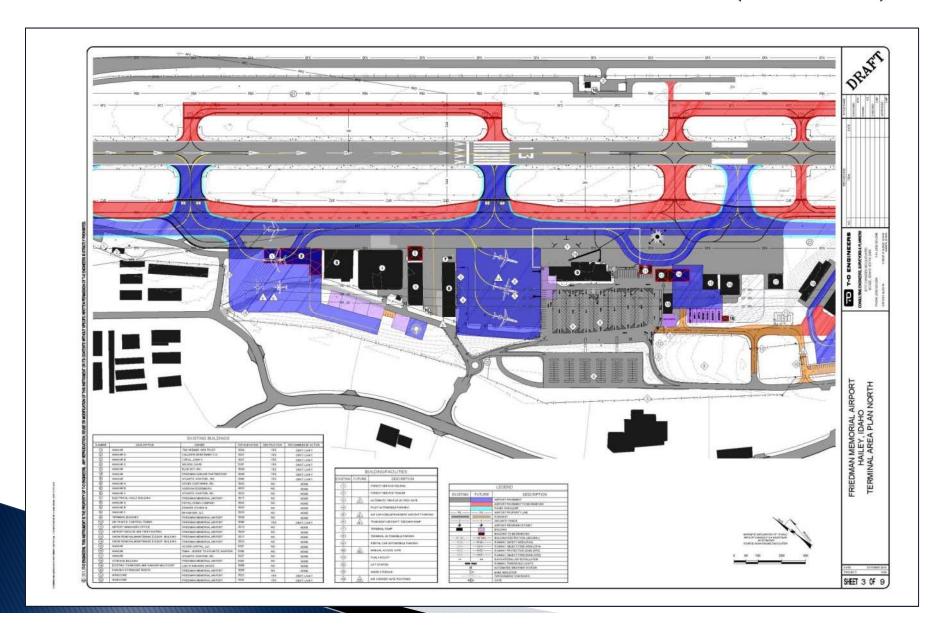
- ▶ 9 sheets total
 - 8 revised
 - 1 new
- Draft



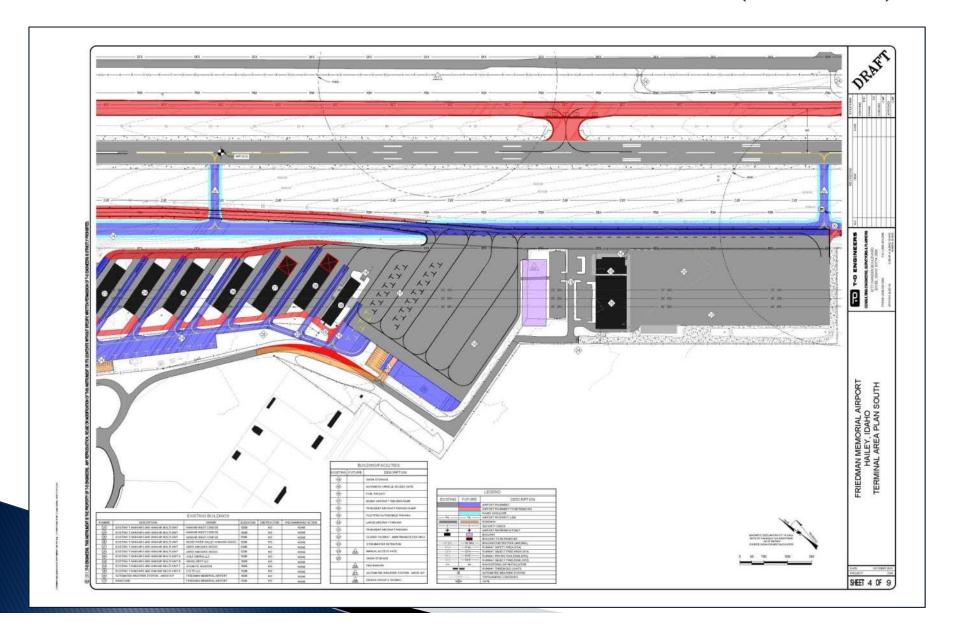
Sheet 2: Airport Layout Plan



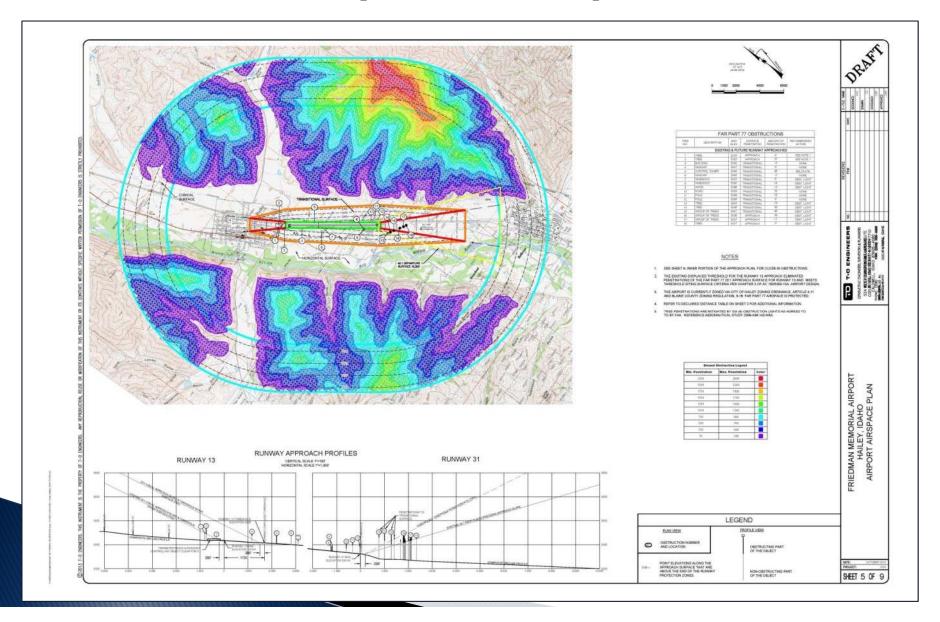
Sheet 3: Terminal Area Plan (North)



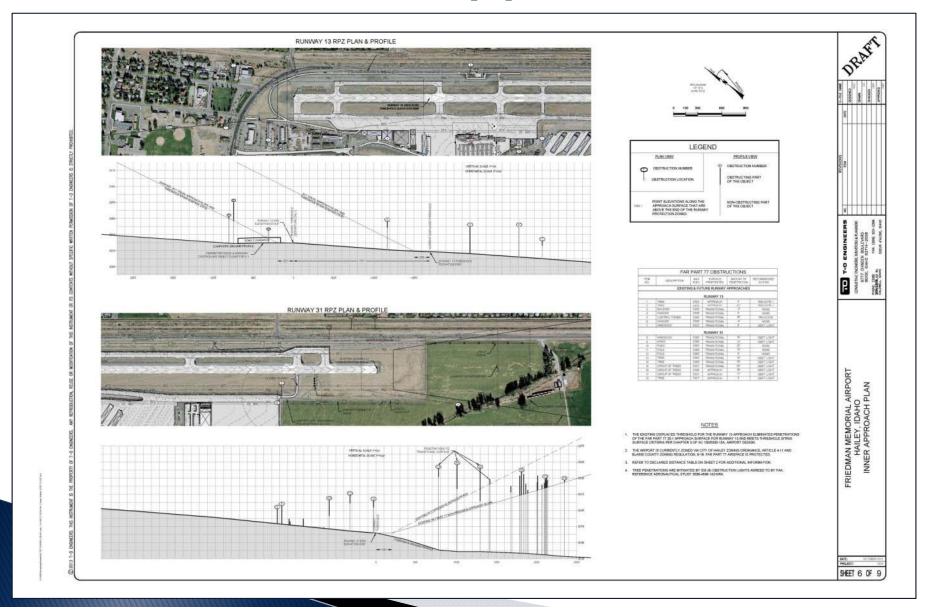
Sheet 4: Terminal Area Plan (South)



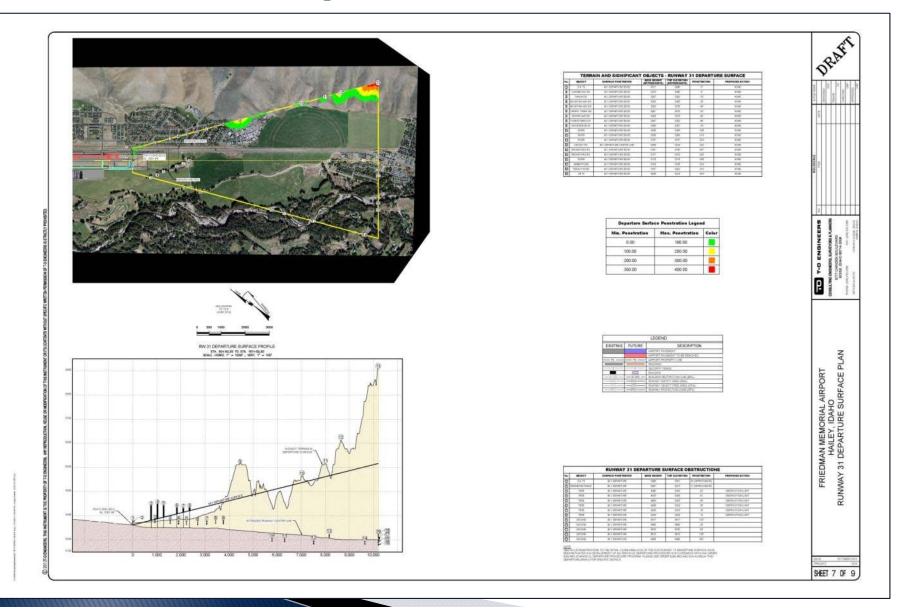
Sheet 5: Airport Airspace Plan



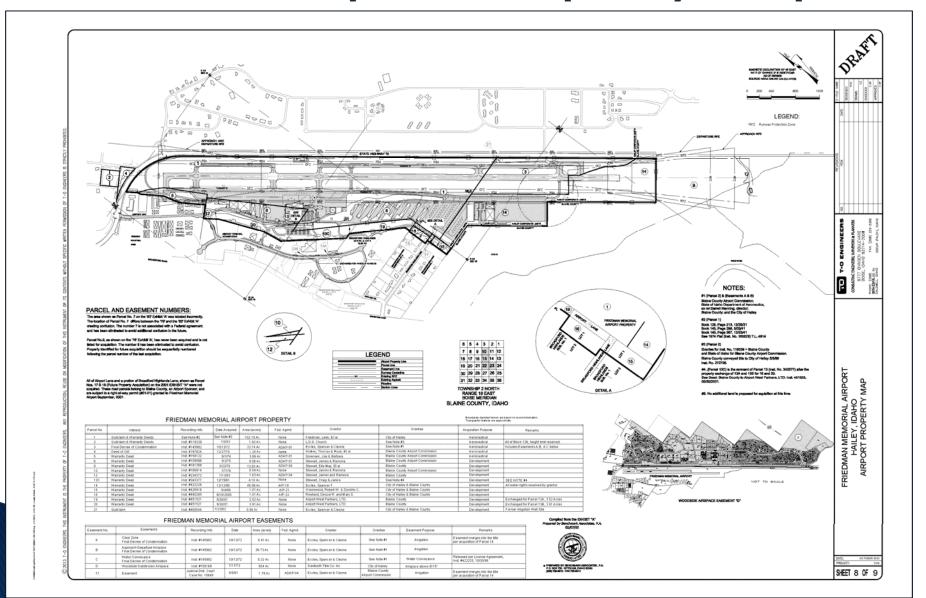
Sheet 6: Inner Approach Plan



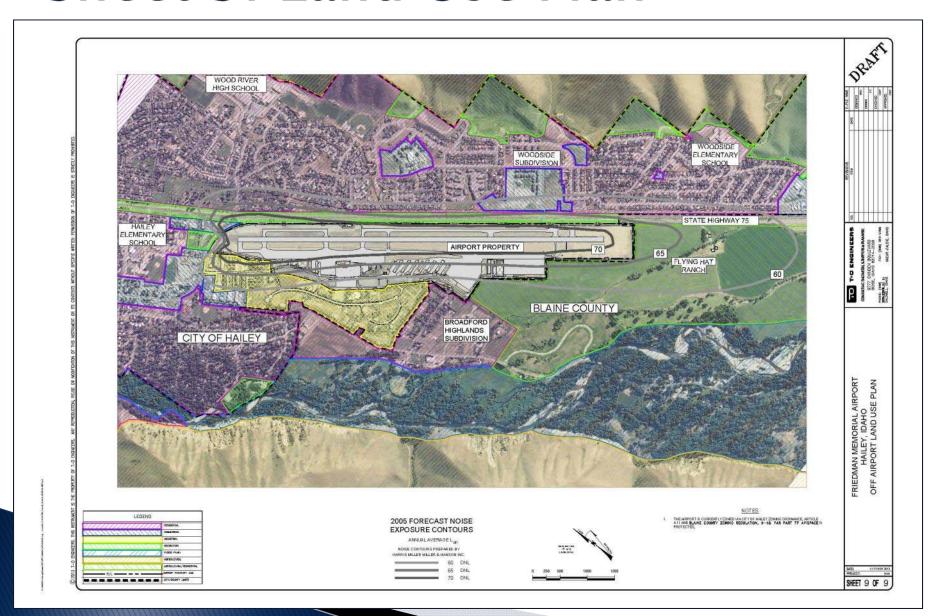
Sheet 7: Departure Surface Plan



Sheet 8: Airport Property Map



Sheet 9: Land Use Plan



Formulation: CIP

- Overall Capital Improvement Program for 2014–2015
 - First draft
 - Includes RSA Improvements and other planned projects
 - Does not include "third party costs" (new hangars and Forest Service facility)

Formulation: CIP

Goals:

- More detailed look at funding requirements
 - FAA funding required
 - Local cash flow
- Take advantage of planned closures to complete some projects, if funding is available
- Set priorities

CIP - 2014

Description	Total Cost	FAA	Local	Local Split	
				PFC	Other
RSA Improvements	\$19.3M	\$18.1M	\$1.3M	\$1.3M	\$0
Acquire SRE	\$0.5M	\$0	\$0.5M	\$0.5M	\$0
Master Plan Update	\$0.6M	\$0	\$0.6M	\$0.6M	\$0
TOTAL	\$20.4M	\$18.1M	\$2.4M	\$2.4M	\$0

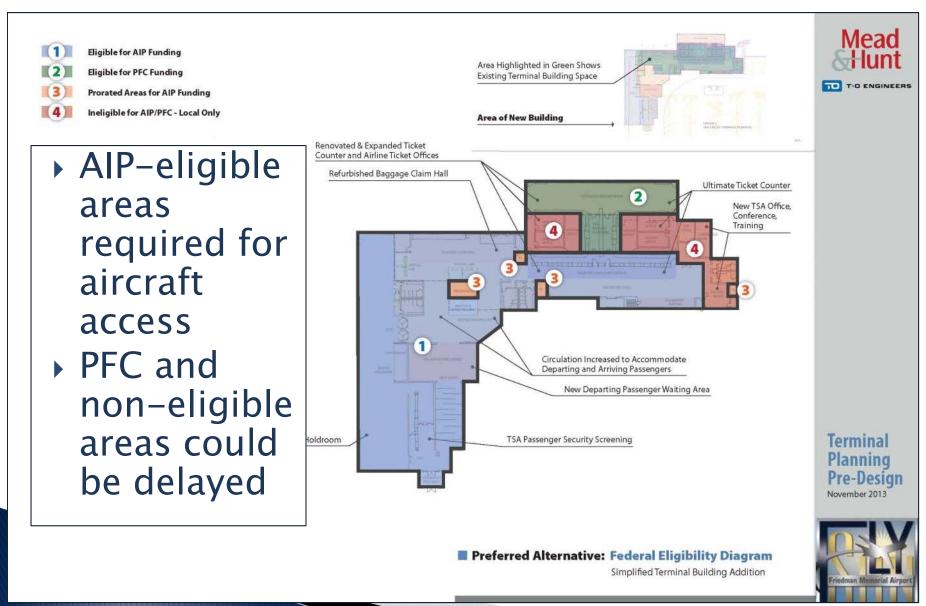
CIP - 2015

Description	Total Cost	FAA	Local	Local Split	
				PFC	Other
RSA Improvements	\$8.7M	\$8.1M	\$0.6M	\$0.6M	\$0
Terminal (Non-AIP)	\$1.8M	\$0	\$1.8M	\$0.8M	\$1.0M
Airport Admin Office	\$0.4M	\$0	\$0.4M	\$0	\$0.4M
Rehabilitate Runway	\$0.2M	\$0	\$0.2M	\$0.2M	\$0
Rehab Parking Lot	\$0.4M	\$0	\$0.4M	\$0	\$0.4M
TOTAL	\$11.5M	\$8.1M	\$3.4M	\$1.6M	\$1.8M

CIP - TOTAL

Description	Total Cost	FAA	Local	Local Split	
				PFC	Other
2014	\$20.4M	\$18.1M	\$2.4M	\$2.4M	\$0
2015	\$11.5M	\$8.1M	\$3.4M	\$1.6M	\$1.8M
TOTAL	\$31.9M	\$26.2M	\$5.8M	\$4.0M	\$1.8M

CIP - Terminal



CIP Summary

- As presented, high local costs
- Some elements could be delayed
 - Terminal improvements
 - Parking lot rehab
 - Runway rehab
 - SRE acquisition
 - Master Plan Update
- Next Steps:
 - Revise CIP
 - Complete cash flow analysis

Construction Project 1 Update

- Fall gate installations
 - PFC funded
 - 2 installations this year
 - Start Friday, December 6
 - Complete Monday, December 9
- All other work will be completed in Spring

Construction Project 2



Project 2 Scope of Work

- Revised
 - FAA comments
 - Board input
- Changes:
 - Reduced use of "phase"
 - Clarifications/corrections
 - Pre-qualification process (Task 5.1)
 - FAA coordination/paperwork (Task 8.12)
- Board approval?

Project 2 Status

- Fee negotiation underway
- Geotechnical investigation to begin this week

Project 2 Prequalification

- Invitation to submit qualifications
 - Published November 27th
 - Due December 16th
 - Decision should be made promptly, to allow for protest process

Prequalification Submittal

- Company information
- Bonding capability
- Prior experience
 - Failure to complete
 - Airport projects
 - Specific experience with FMAA or sponsors
- Plant and equipment
- Key personnel

Prequalification Process

- ▶ Idaho Code Section 67-2805
- Contractors submit qualifications by December 16th
- FMAA Board will evaluate for:
 - Technical competence
 - Similar experience
 - Prior experience with Owner
 - Equipment
 - Personnel
 - Overall performance history

Prequalification Process

- Assessment
 - Qualified
 - Not qualified
 - Additional information requested
- Not qualified in any category = not qualified
- Written notification
- Process?
 - Committee?
 - Special meeting?

Architectural Projects

- Terminal
 - Revising concept
 - Preparing scope of work
- Airport Operations Building
 - Revising concept(s) will be distributed electronically for board input
 - Preparing scope of work

What's Next?

- Formulation
 - Finalize ALP
 - Documentation
 - CIP/Cash flow
- Project 1
 - Winter shutdown
- Project 2
 - Complete fee negotiation
 - Pre-qualification process
- Architectural
 - Revise concepts
 - Scopes of work

Fly Sun Valley Alliance Report

- Update
- LOT Update
- Airport Survey Report





Fly to/from Sun Valley and Seattle for as low as \$55!

Fly to/from
Sun Valley and
Los Angeles for as
low as \$891

Hurry! Book by December 9, 2013. Restrictions apply.

Book today at www.alaskaair.com. see *below for details

SEARCH TIP:
Check the Low Fare Calendar
box when doing search.

EACH WAY**

New lower fares on United and Delta flights to SUN!

Delta Airlines and United Airlines have both recently added in new lower fares on routes to SUN. These new lower fares are limited based on day of the week, availability, and advance purchase.

www.united.com www.delta.com

S LOW FARE SEARCH TIP: Check My Dates are Flexible when doing search.



Check SUN Fares First - See how fares now compare to Boise!

Sign up for email alerts on Flight Deals & News: www.flysunvalleyalliance.com

*Valid From: Sun Valley (SUN). Listed Fare Valid To. Seattle (SEA). ***Valid From: Sun Valley (SUN). Listed Fare Valid To: Los Angeles (LAX) Purchase By: 12/09/13. Travel Between: 1/7/14-3/5/14. Advance Purchase Requirement: 14 days. Day/Time Availability: Tuesday, Wednesday, Satunday, Blackout Dates: 2/14/14-2/22/14. Other Important Information: Seats are limited and may not be available on all flights or all flights or all adays. Some markets may not operate daily service. Tickets are nonretunde, but can be changed for a \$125 fee and any applicable changes in fate. Fares include all taxes and fees, including the September 11th Security Fee, are in U.S. dollars and are subject to change without notice. Other restrictions apply. A ticket purchased at an Alaska Airlines airport location or through one of our reservation call centers will cost \$15 more preprson than the advertised fare. Some flights may be operated by or in conjunction with Horizon Air, SkyWest Airlines, or Penair, all doing business as Alaska Airlines. Bag fees apply for checked baggage. See our checked baggage policy at Askaaircome for more details.



Friedman Memorial Airport (SUN) Air Passenger Survey: 2013 Annual Results Summary



Prepared for: Fly Sun Valley Alliance

in partnership with Friedman Memorial Airport

Prepared by: RRC Associates

November 2013

Outline

- Summary
- Methodology
- Visitor Demographics
- Trip Planning
- Trip Characteristics
- Ratings of Experience





SUMMARY

- SUN PASSENGERS
 - > 72% Visitors/PT Residents, 28% Locals
- ECONOMIC IMPACT (of SUN Visitors/PT Resident Passengers):
 - \$61 Million annually in Direct Spending
- 75% of visitors/PT residents said SUN was veryextremely important factor in their decision to visit.
- HOW TO IMPROVE SUN?
 - Add more flights, reduce diversions, lower fares





Methodology

- Intercept survey conducted in SUN passenger waiting area
- 1,177 survey completes in Jan-Apr and Jun-Sep, 2013
 - > 95% confidence interval +/-2.9% (larger for subgroups)
- Sampling plan designed to capture representative passenger mix by flight
 - Results weighted to be representative of actual flight mix
- Most survey questions focus on visitor experience (but locals surveyed too)
 - Presentation focuses on results for visitors and part-time locals





Outline

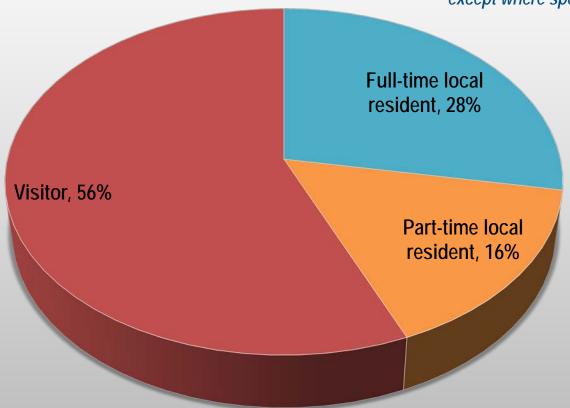
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Resident - Visitor Mix

FT locals excluded from remainder of this presentation, except where specifically noted.

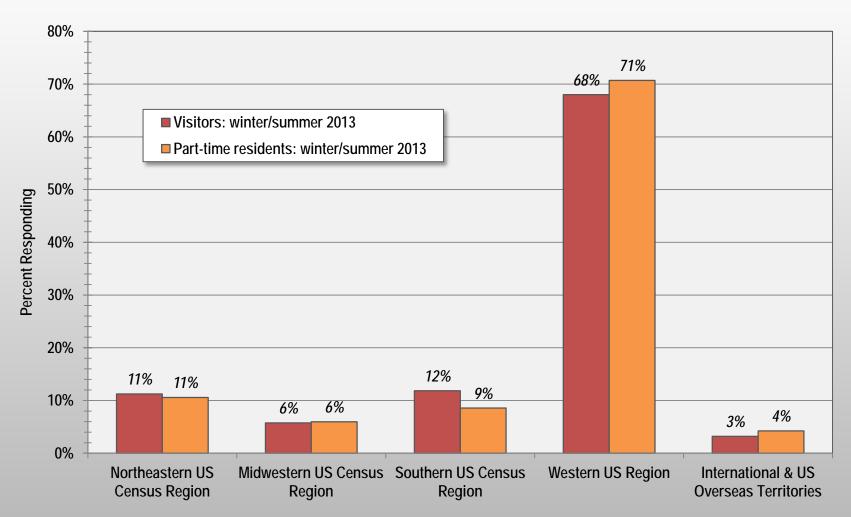


Note: Full-time locals are defined as living in area more than 3 mo/yr. Part-time locals are defined as living in area 3 or fewer mo/yr.





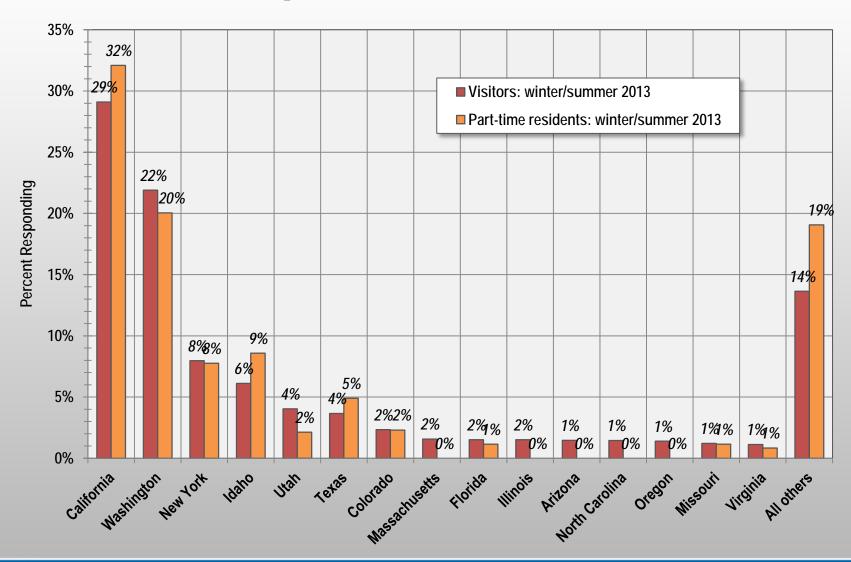
Visitor Origin by US Census Region







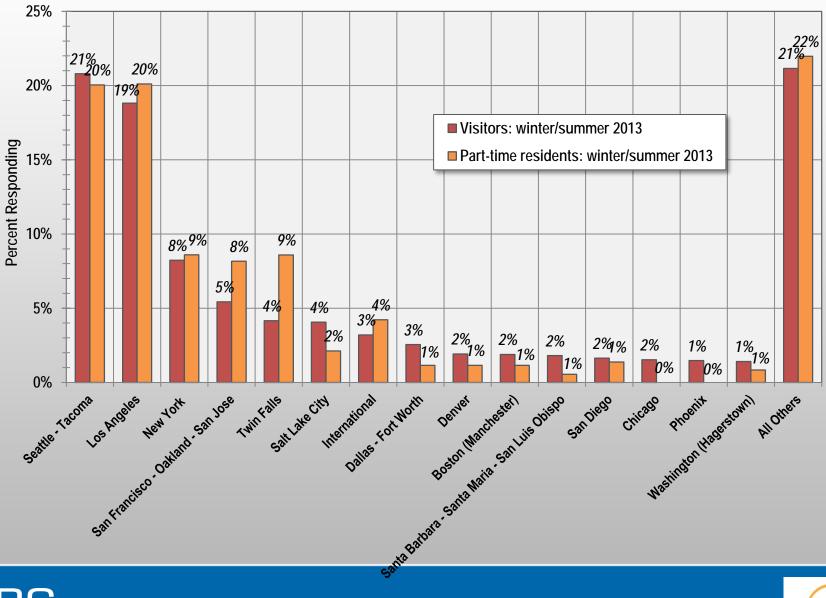
Top States/ Countries







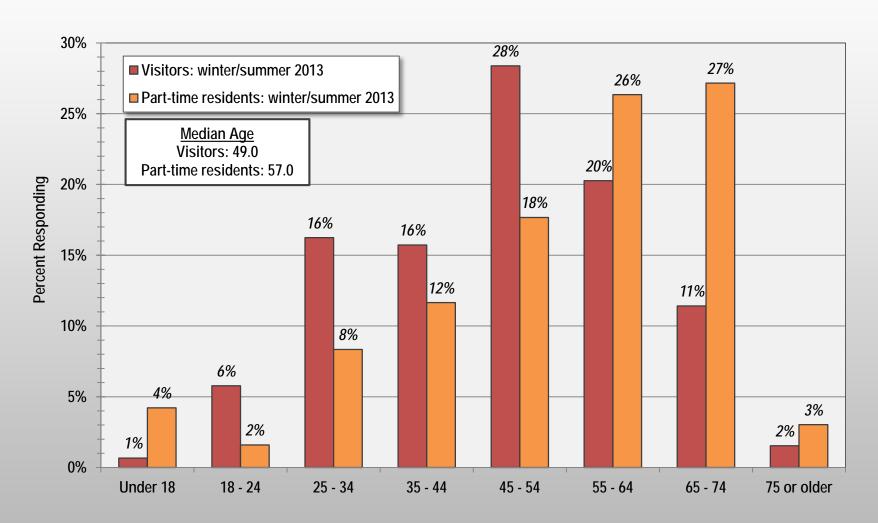
Top Designated Market Areas







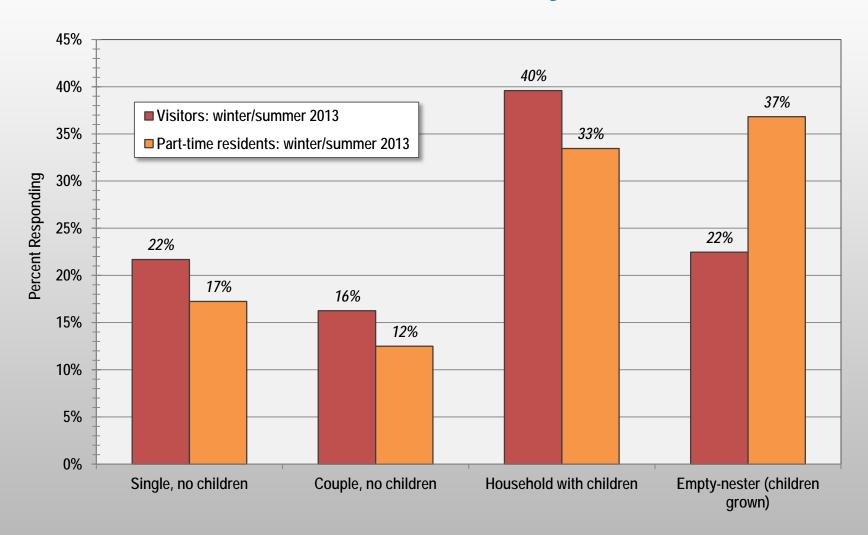
Age







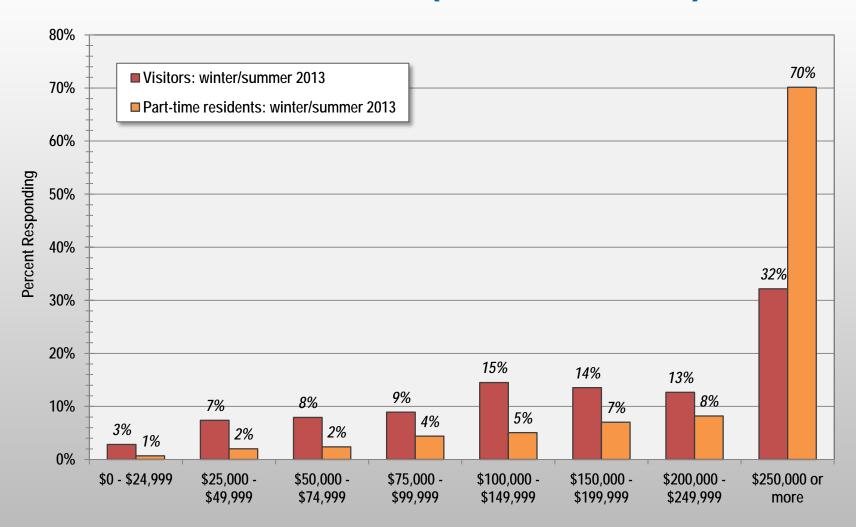
Household/ Family Status







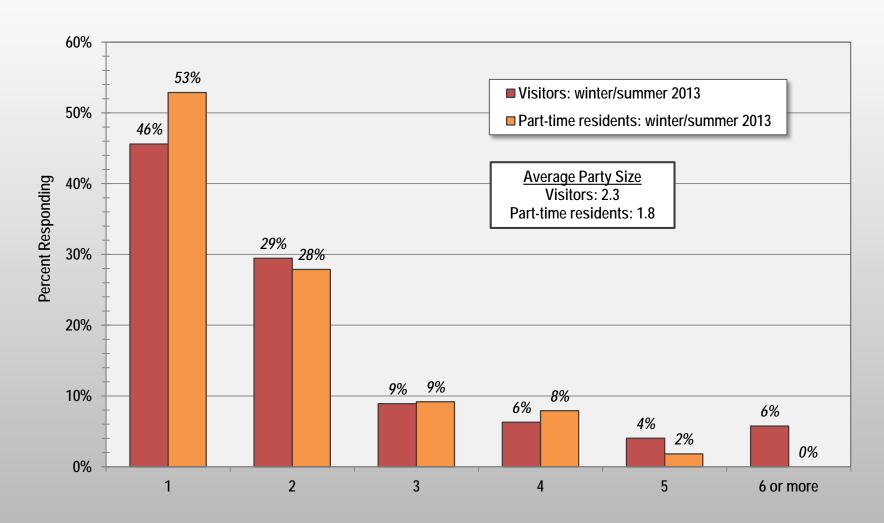
HH Income (before taxes)







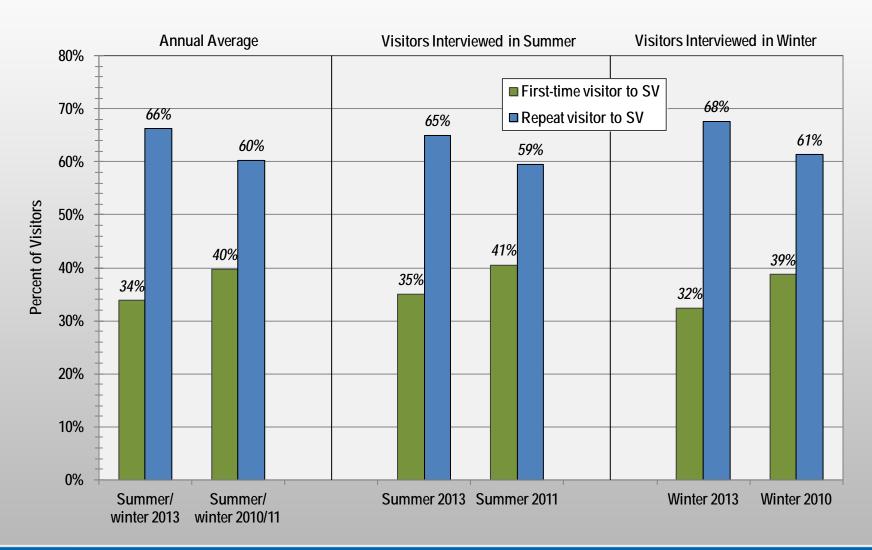
Number of Travelers in Party







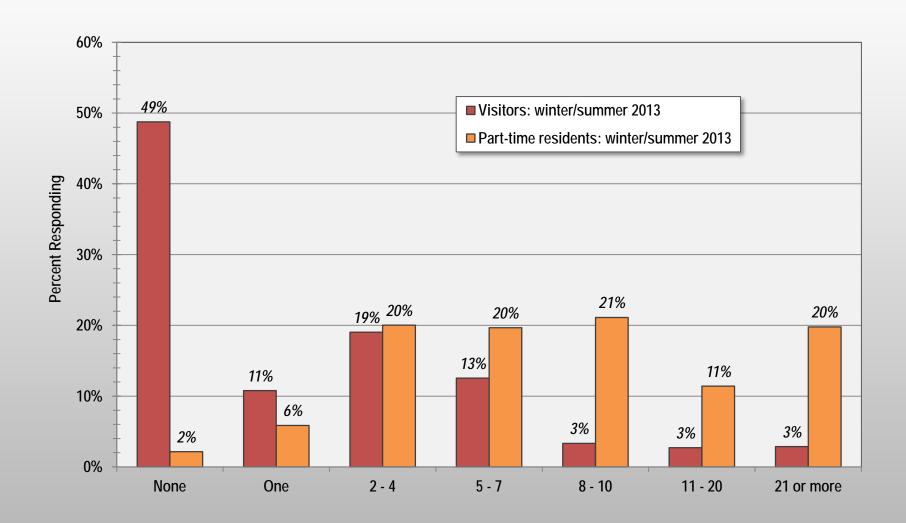
Share of Visitors on 1st Trip to SV







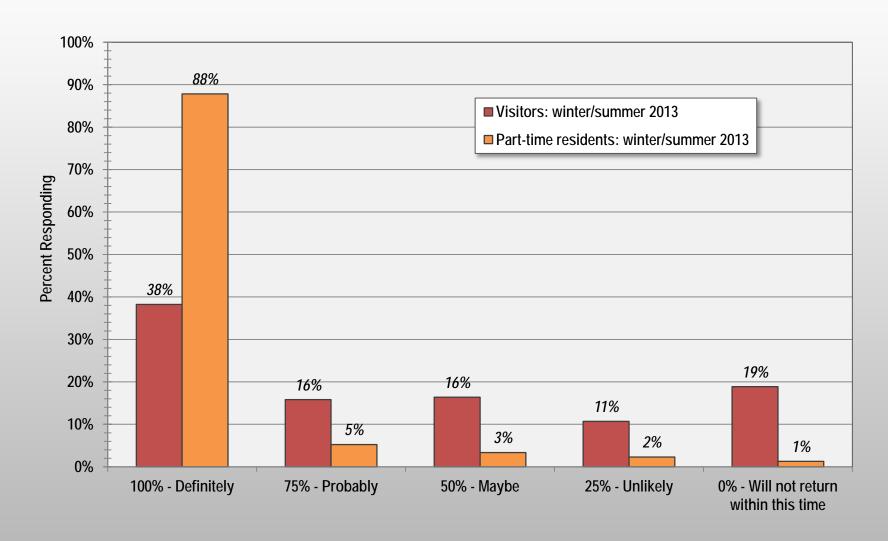
Previous Winter Visits in Past 5 Years







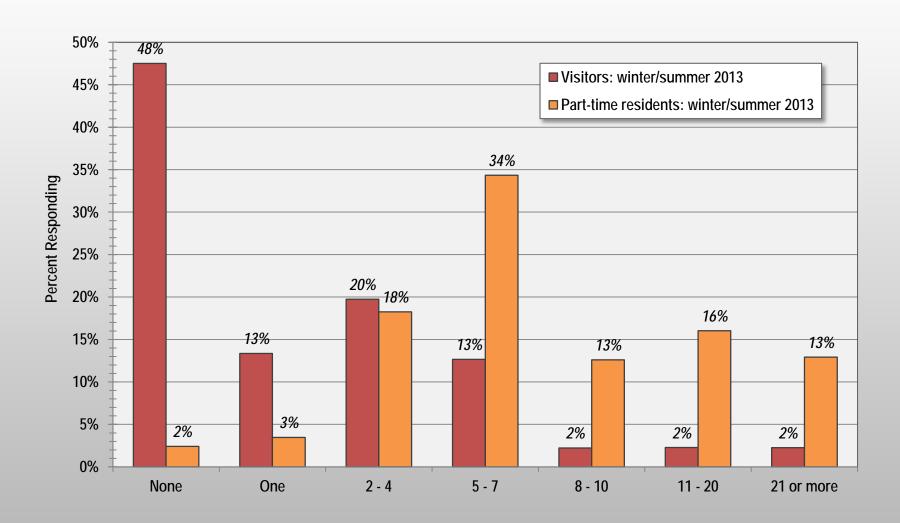
Likelihood of Return Within Next 3 Winters







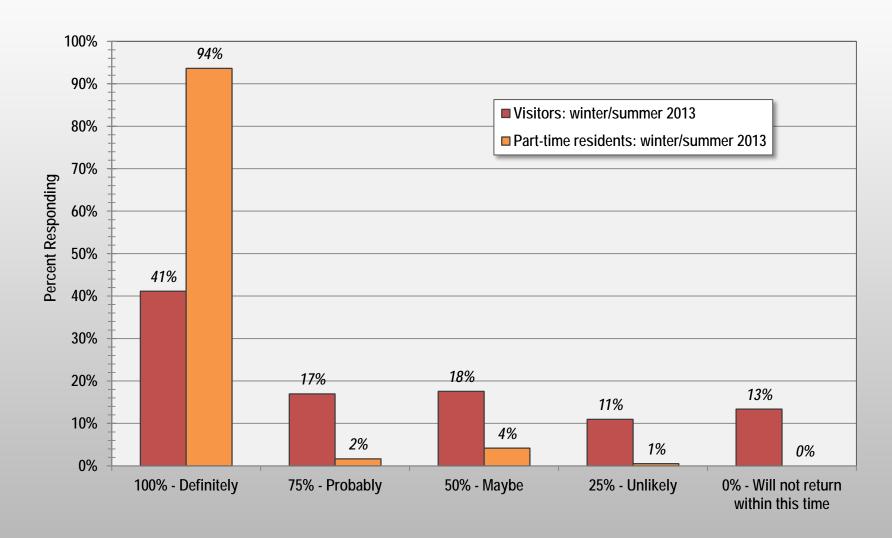
Previous Summer Visits in Past 5 Years







Likelihood of Return Within Next 3 Summers







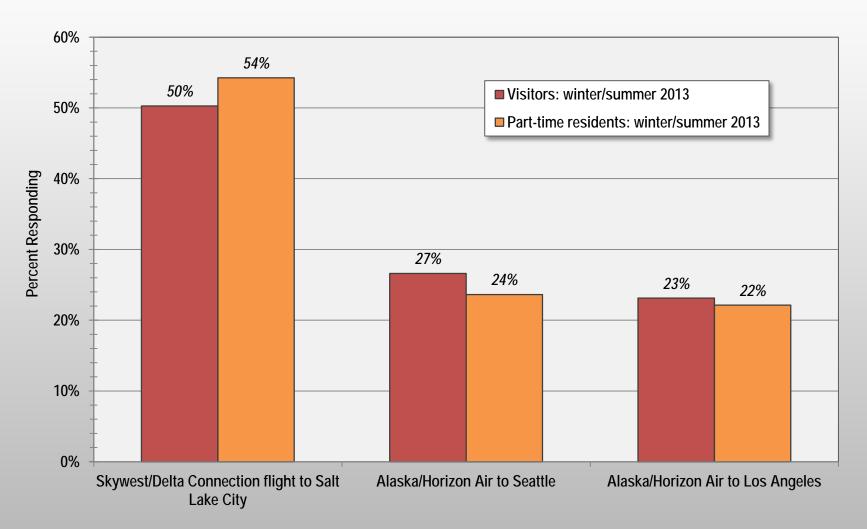
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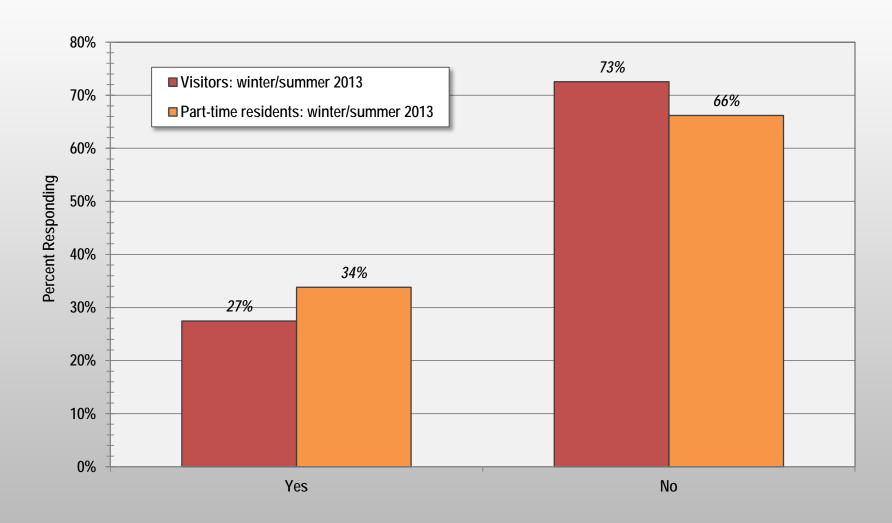
On which flight are you departing today?







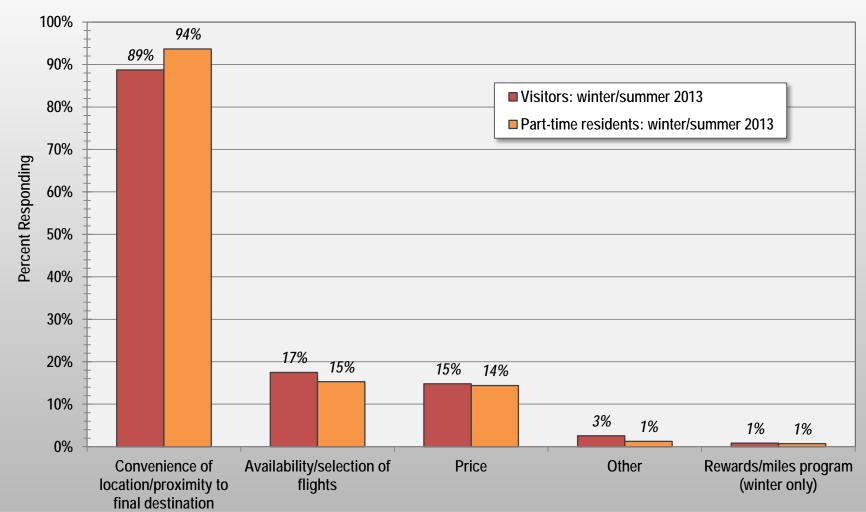
Did you consider other airports for this trip?







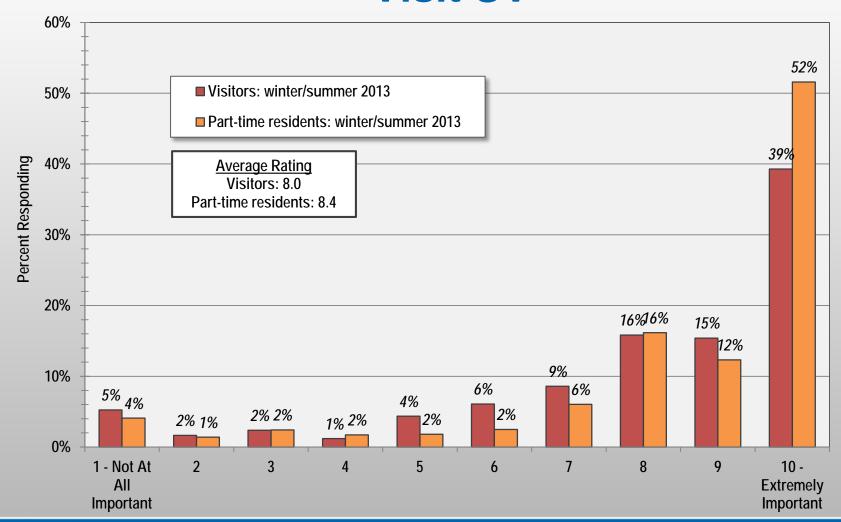
(If considered other airports for this trip) Why did you choose SUN?







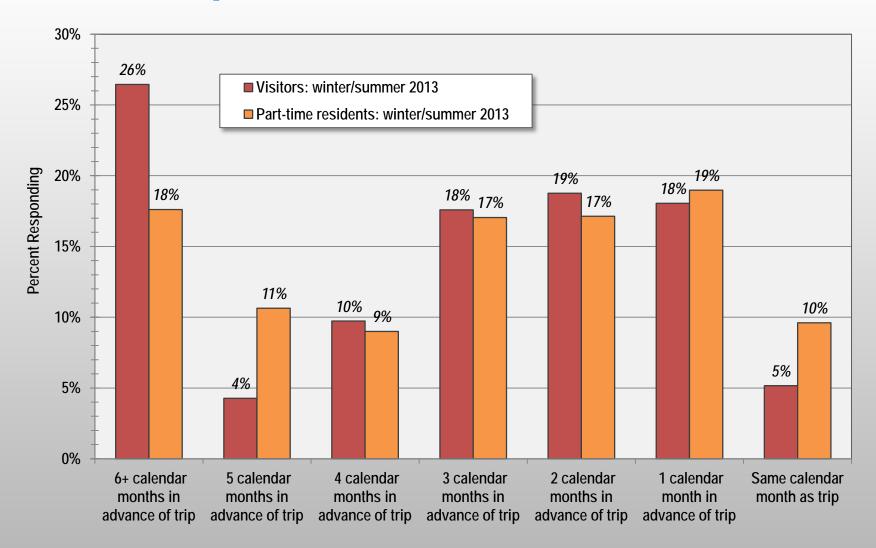
Importance of Flights to SUN in Decision to Visit SV







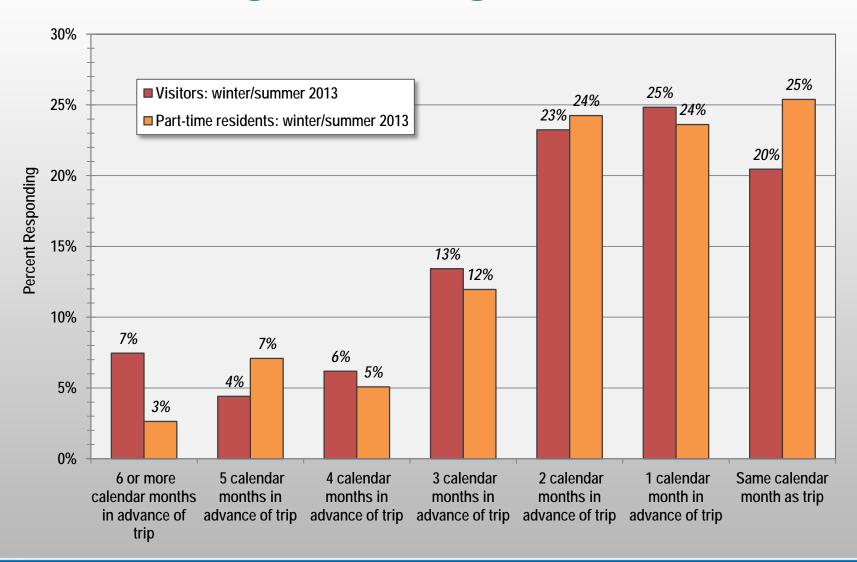
Trip Consideration Lead Time







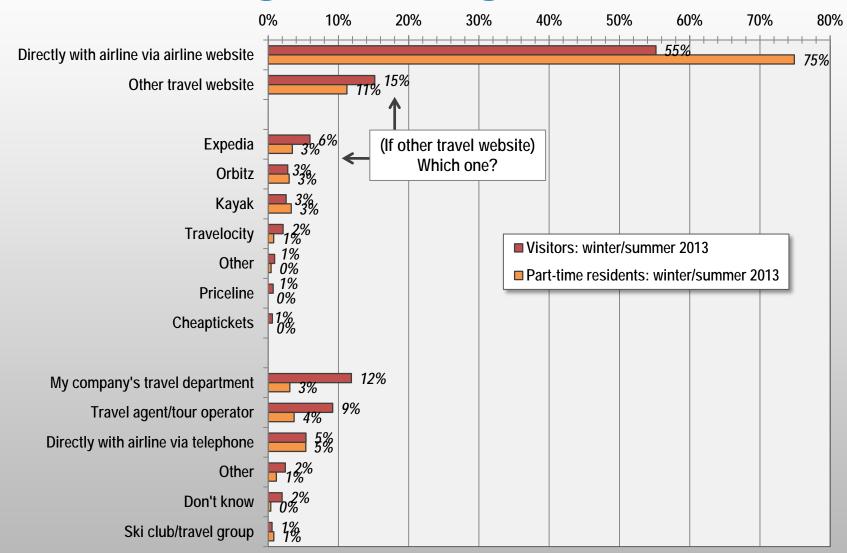
Flight Booking Lead Time







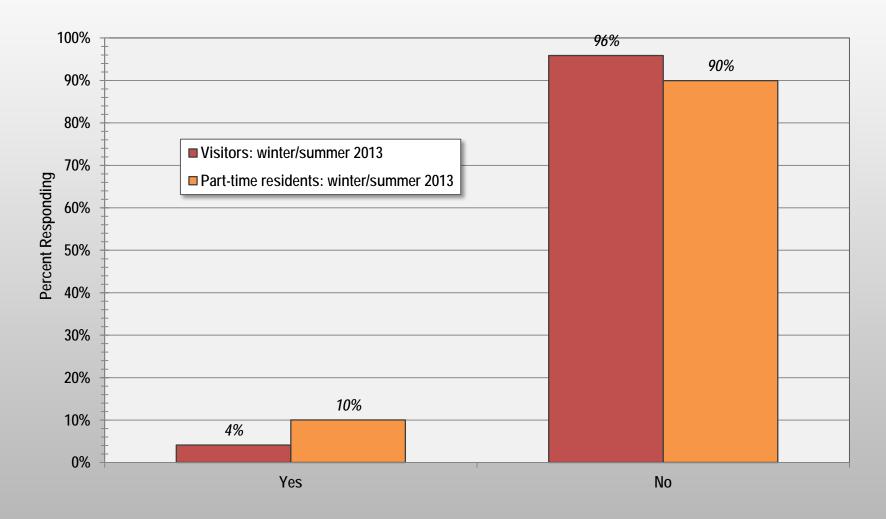
Flight Booking Method







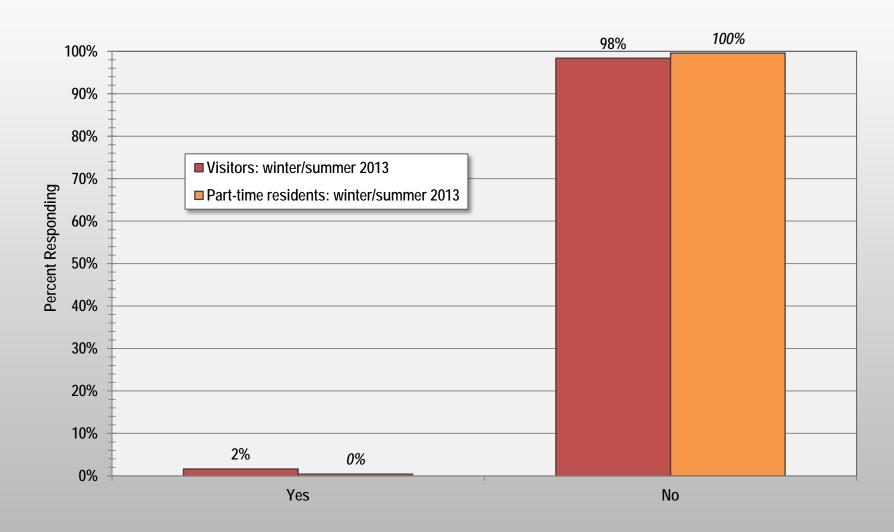
Did you experience any problems in making airline reservations to/from Sun Valley area this trip?







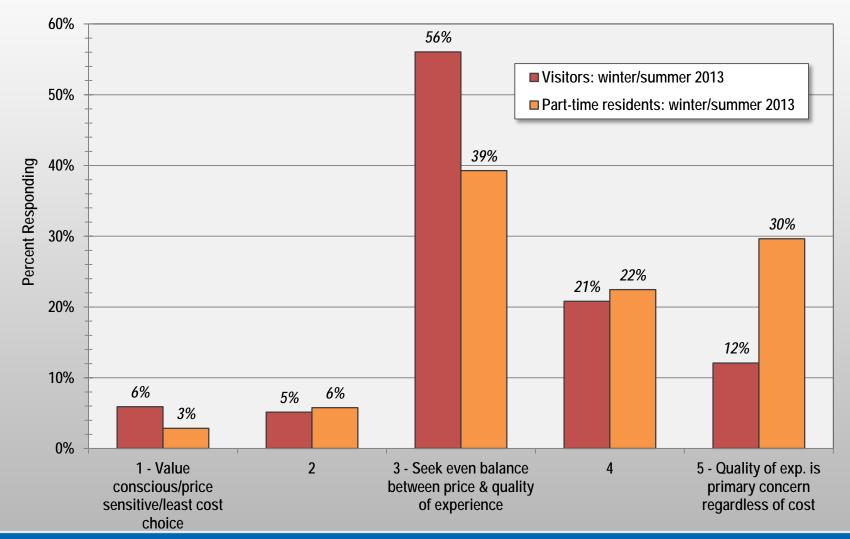
Did you use a travel package?







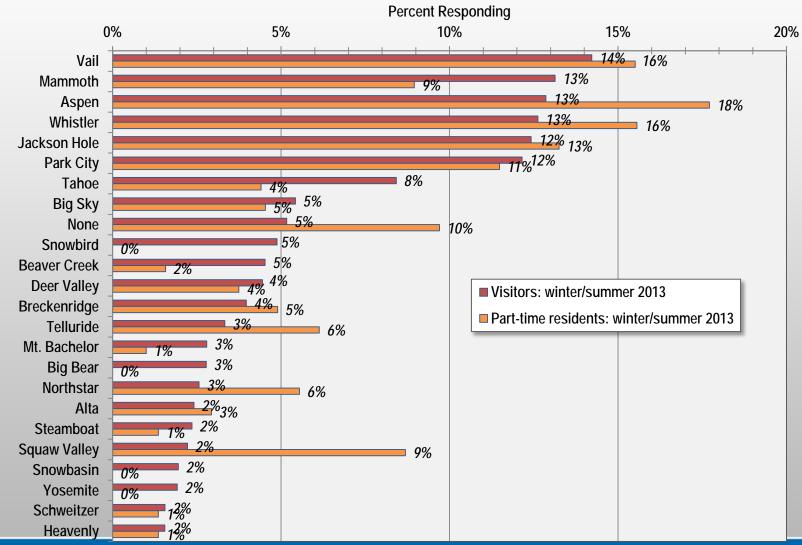
How would you classify yourself in planning vacations to mtn resorts?







Other Mountain Resorts Visited for Overnight Trips in Past 3 Years







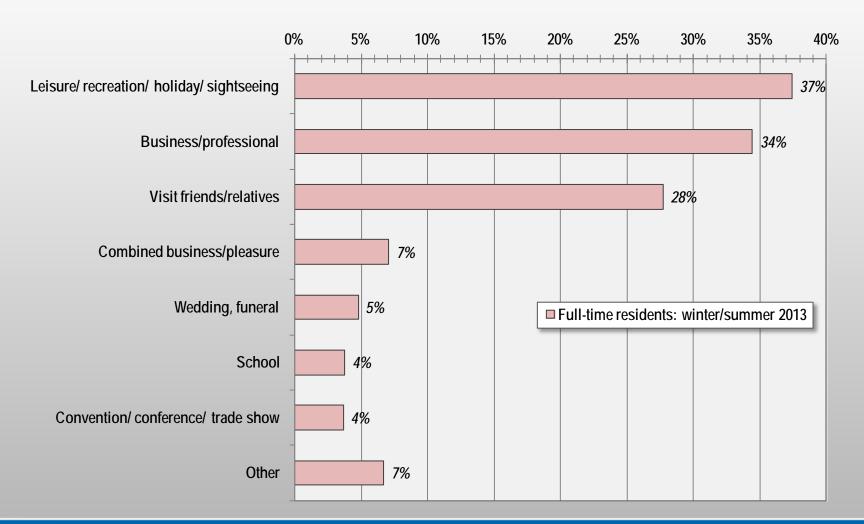
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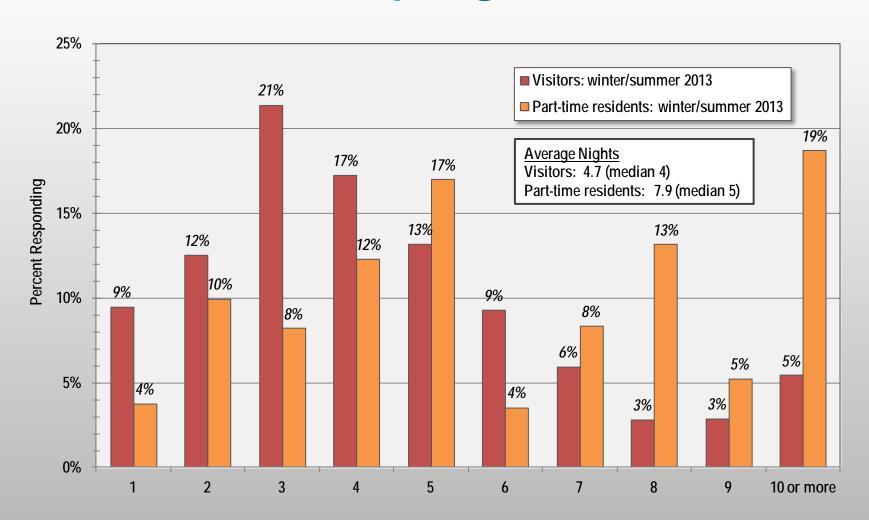
Full Time Locals: Main Trip Purpose







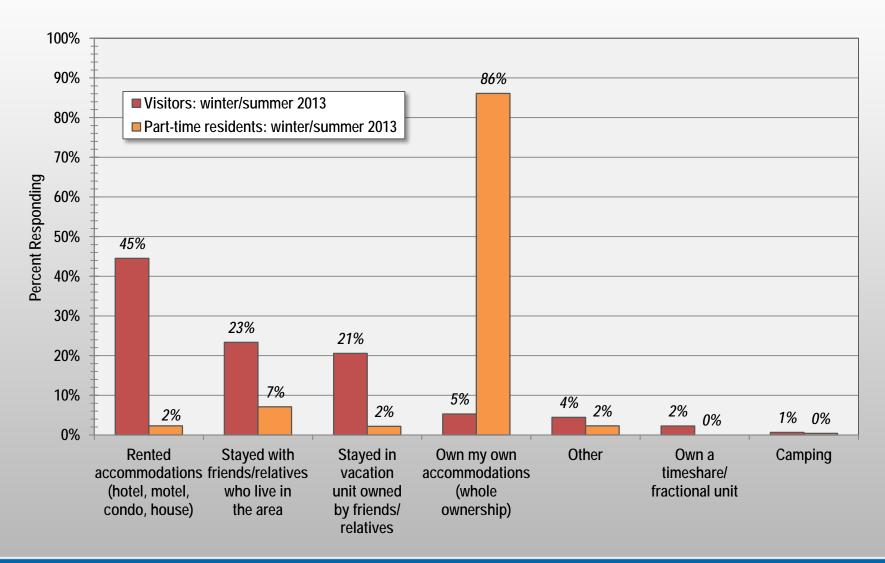
Trip Nights







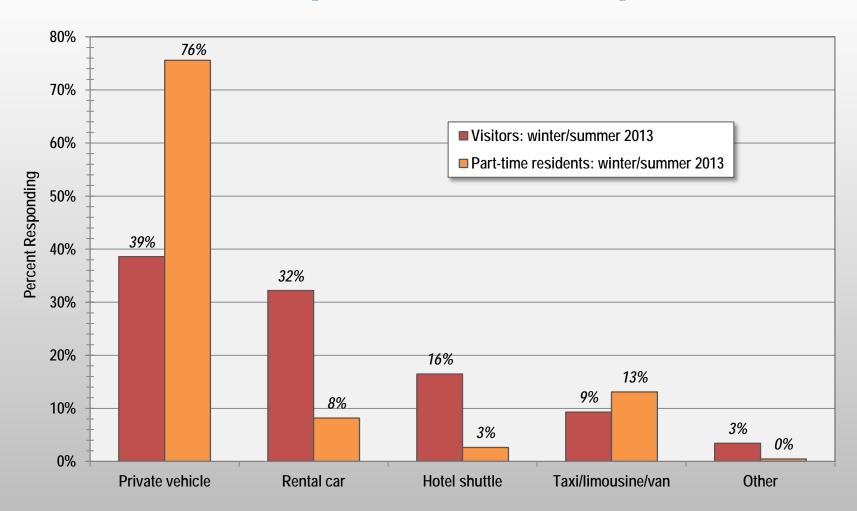
Accommodations Type







Transportation to Airport







Average Per Capita Daily Expenditures

	Visitors: winter/summer 2013	
	,	
Restaurants/food and beverage	\$97	\$94
Recreation	\$63	\$64
Lodging	\$61	\$4
Shopping/retail purchases	\$52	\$61
Local transportation	\$25	\$6
Entertainment/amusement	\$7	\$17
Sightseeing	\$2	\$1
Other (incidentals, tips, sundries)	\$20	\$20
TOTAL	\$328	\$267





Economic Impact of Visitors & PT Residents (2nd Homeowners)

VISITORS

average length of stay: 4.7 nights

average per person per day spend: \$328

total estimated visitors: 28,589 (56% of annual passenger 2012 enplanements of 50,692)

TOTAL Visitor Estimated Annual Direct Spend: \$44M

Each visitor spends \$1542 during a visit

PART-TIME RESIDENTS (2ND HOMEOWNERS)

average stay: 7.9 nights

average per person per day spend: \$267

total estimated visitors: 7,992 (16% of annual passenger 2012 enplanements of 50,692)

TOTAL PT Resident Estimated Annual Direct Spend: \$17M

Each PT Resident spends \$2120 during a visit

TOTAL VISITOR & PT RESIDENT Estimated Annual Direct Spend: \$61 MILLION





Economic Impact of New Visitors

NEW VISITORS

average length of stay: 4.0 nights

average per person per day spend: \$330

total estimated visitors: 9,663 (34% of estimated annual visitor passengers of 28,589)

TOTAL New Visitor Estimated Annual Direct Spend: \$12.7M

Each new visitor spends \$1320 during a visit

NEW VISITORS

- 76% said flight access to SUN was very-extremely important factor in their decision to visit.
- Top main purpose for visit was business/conference/seminar; followed by leisure/recreation, visiting friends/family
- 62% stayed in rental accommodations
- 93% had a very-extremely high overall enjoyment of trip to Sun Valley





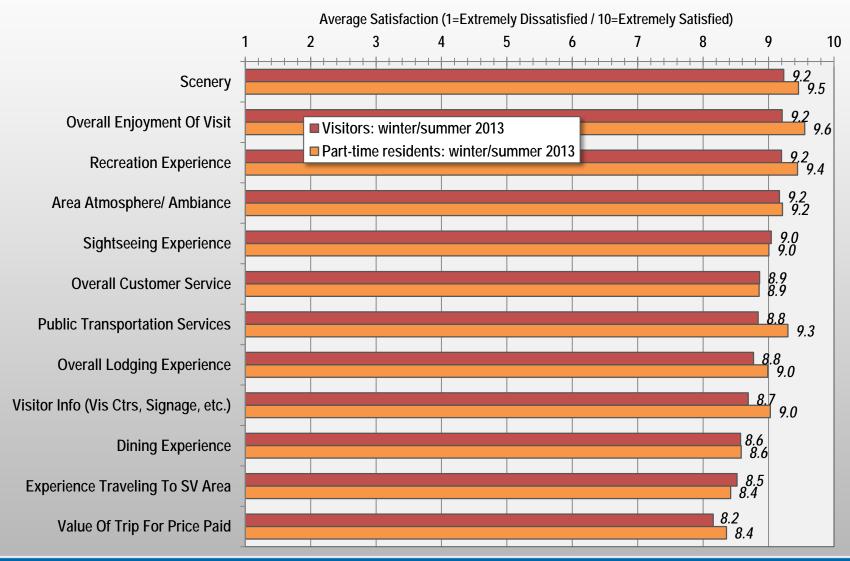
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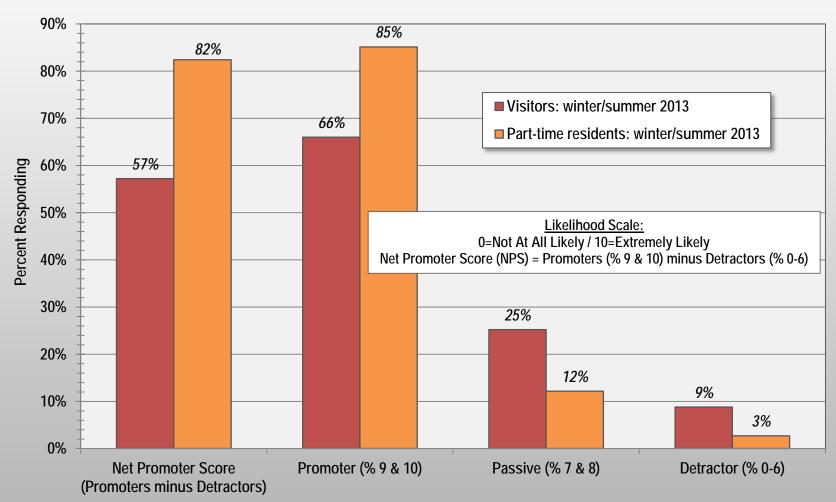
Satisfaction with Stay in Sun Valley Area







Likelihood of Recommending SV as a Travel Destination (Net Promoter Score)







Strengths of SV vs. Other Mtn Resorts

- Atmosphere/ambiance
- Customer experience
- Friendly people
- Lack of crowding
- Restaurants/shopping/culture
- Scenery/beauty
- Ski experience (winter)
- Ease of access
- Weather





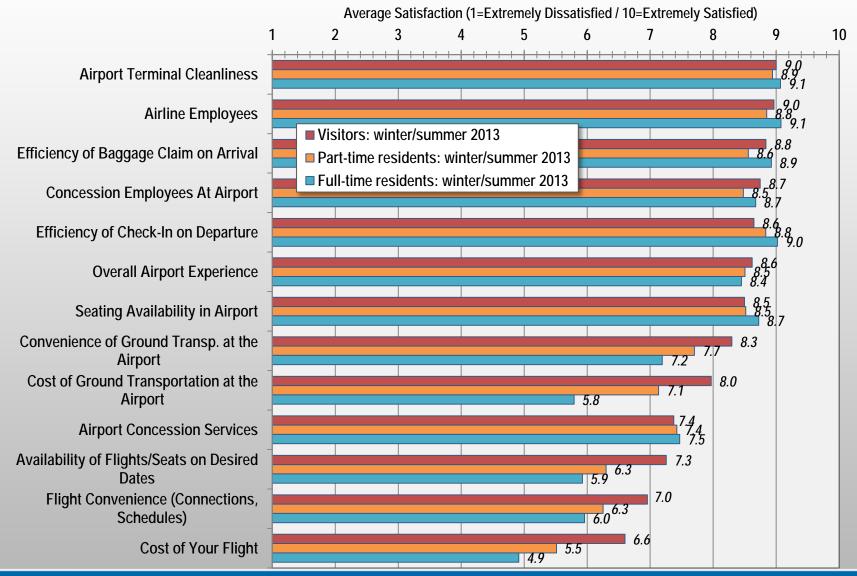
Weaknesses of SV vs. Other Mtn Resorts

- Remote/difficult to get to
- Expensive
- Other:
 - Lack of restaurant/shopping options
 - Limited nightlife
 - Older/richer demographics
 - Poor customer service
 - Poor snow (winter)





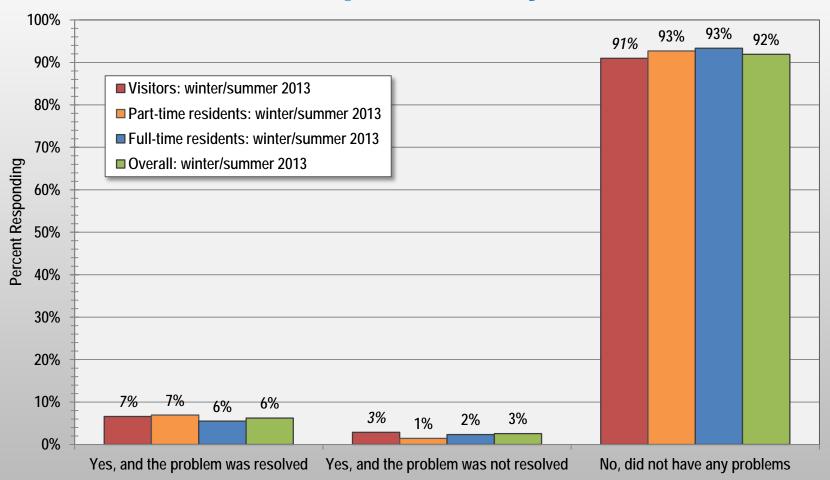
Satisfaction w/ Airport & Flight SVC to SUN







Did you experience any problems at the Airport today?







Suggestions for improving SUN airport/flights

- Add more daily flights
- Improve flight connections
- Provide more direct flights to more cities
- Improve bad weather capabilities/reduce delays
- Add more comfortable terminal seating
- More terminal restaurant/bar options
- Reduce flight costs
- Bigger planes





Changes in Visitor Profile: Winter/summer 2013 vs. 2010/11

TRAVELERS & TRAVEL PATTERNS

- More passengers from NYC (+4 ppts), less from Portland (-4ppts)
- Increased share traveling with family/children/relatives (+4 ppts),
- Longer flight booking lead time (+7 ppts at least 2 calendar months in advance)
- More full-time local residents (+ 5 ppts); decrease in visitors (-4 ppts) and PT locals (-1 ppt)
- Decrease in new visitors to Sun Valley (-6 ppts)
 - ► Increase in summer repeat visitors (+7 ppts); increase in previous winter repeat (+2 ppts)
- Increased importance of SUN flights in decision to visit (+0.5 pts on 1-10 scale)
- Increase in \$200K+ income (+10 ppts),
- Increased share staying in owned vacation unit (+6 ppts), decreased share staying w/ friends/relatives who live in area (-8 ppts)
- Increase in per-person daily expenditures of visitors/PT residents (+18%, to \$315)
- Highly stable satisfaction w/ Sun Valley experience





Changes in Visitor Profile: Winter/summer 2013 vs. 2010/11

AIRPORT EXPERIENCE

- Airport rating increases:
 - Airport seating availability (+0.4 pt on 1-10 scale)
 - Airline employees (+0.3 pt)
 - Concession employees (+0.2 point)
- Airport rating decreases:
 - > Flight convenience (-0.4 pt)
 - Availability of flights/seats on desired dates (-0.4 pt)
 - Overall airport experience (-0.3 pt)
 - Cost of ground transportation (-0.2 pt)





Unique Aspects of SUN Passengers (vs. other mountain resorts)

HOW OUR AIR TRAVELERS DIFFER

- Extremely strong Pacific coast focus
- Large part-time resident segment
- Older, affluent profile; high share of solo travelers
- Low share of visitors stay in rental lodging (vs. with friends/family or in vacation unit)
- Low use of vacation travel packages; shorter length of stay
- High share of travel for business, visiting family/friends
- High share using private cars vs rental cars
- High restaurant/F&B spend
- Top-tier mountain resort competitors to Sun Valley:
 Whistler, Vail, Park City, Aspen, Jackson Hole West coast: Mammoth, Tahoe





SUMMARY

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- ECONOMIC IMPACT (of SUN Visitors/PT Resident Passengers):
 - \$61 Million annually in Direct Spending
- 75% of visitors/PT residents said SUN was veryextremely important factor in their decision to visit.
- HOW TO IMPROVE SUN?
 - Add more flights, reduce diversions, lower fares







Friedman Memorial Airport (SUN) Air Passenger Survey: 2013 Annual Results Summary



THANK YOU!

Prepared for: Fly Sun Valley Alliance

in partnership with Friedman Memorial Airport

Prepared by: RRC Associates

November 2013

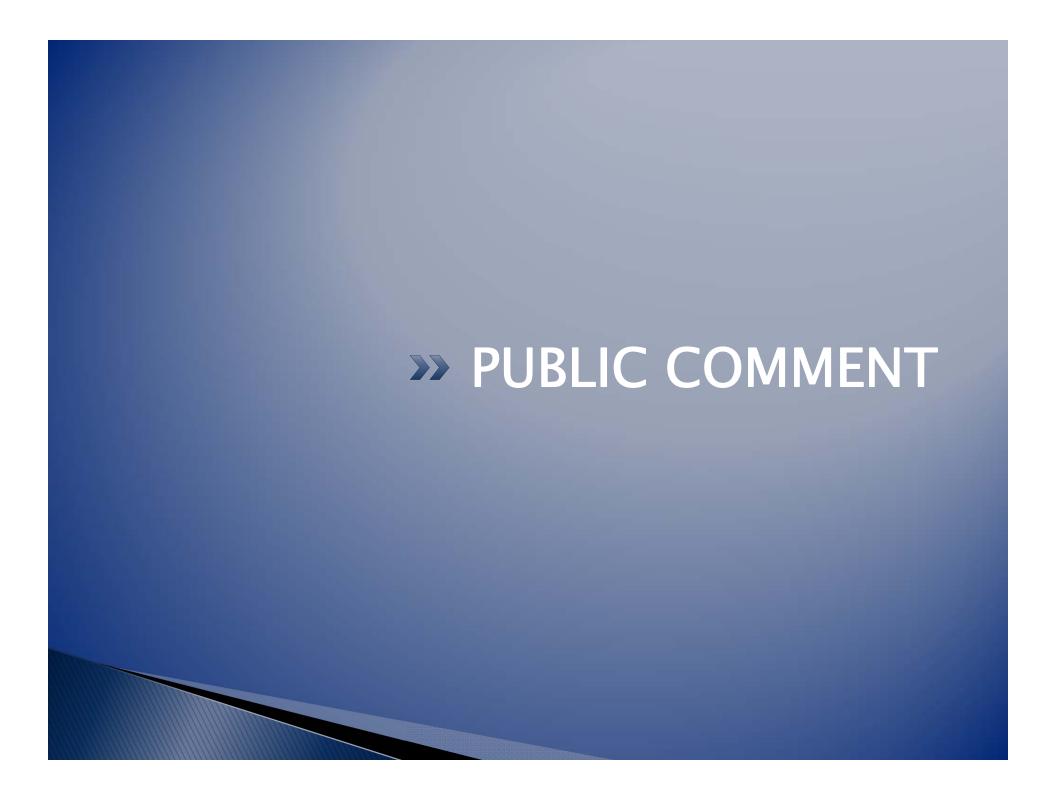
Small Community Air Service Development Program Grant

- Grant Offers were to be mailed to communities starting on or about November 22, 2013
- Grant Offers will be mailed in the next few days
- FMAA can anticipate a two to three week period to return an executed Grant Offer

EIS Termination

- FMAA has requested the FAA provide all documents related to the EIS
- Some Sections/Reports in the EIS were in a deliberative state and deemed not appropriate for release
- L & B will provide ten DVDs in which all materials deemed appropriate will be provided
- A list of appropriate documents for release were submitted to L & B
- ► FMAA will negotiate the 10th amendment to the EIS contract with L & B and the amendment will document that the contract is terminated







Thank you

