



BATON ROUGE  
METROPOLITAN AIRPORT  
9430 Jackie Cochran Drive  
Suite 300, Terminal Building  
Baton Rouge, LA 70807  
PHONE (225) 355-0333  
FAX (225) 355-2334

**Agenda**  
**Baton Rouge Metropolitan Airport Commission**  
**Regular Meeting**  
**Tuesday, August 3, 2021**  
**3:30 p.m.**  
**Airport Administration Conference Room**  
**Suite 300, 3<sup>rd</sup> floor Terminal Building**

1. **Call to Order.**
2. **Pledge of Allegiance.**
3. **Roll Call.**

**Public Comment Policy**

All items on this agenda are open for public comment. Those members of the public desiring to speak on a particular item should approach the podium and request to speak after the item is announced by the Chairman. They will be required to give their name and address and the Chairman will allocate a specific amount of time for members of the public to speak.

4. **Approval of the minutes of the regular meeting of July 13, 2021.**
5. **Approval of the minutes of the Contracts Committee meeting of July 29, 2021.**
6. **Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute Supplemental Agreement No. 2 with Kutchins & Groh to conduct a Supplemental Environmental Assessment and Phase II Environmental Audits for the relocation of plank road in an amount not to exceed \$774,500.00. By: Director of Aviation.**
7. **Recommendation on the Airport's proposed 2022 Annual Operating Budget to be approved by the Metropolitan Council. By: Director of Aviation.**
8. **Authorization for the Mayor-President and/or Chairman of the Airport Commission to submit and execute a grant application to the Federal Aviation Administration for the Runway 13-31 RSA/RPZ – Phase IV Project in the amount of \$4,286,525.00; and authorization to accept and execute the grant agreement and all necessary documents in connection therewith at the appropriate time. By: Director of Aviation.**

9. **Approving Change Order No.1 for the Runway 13/31 Area & RPZ Improvements – Phase IV Perimeter Road. By: Director of Aviation.**

Project Title:	Runway 13/31 Area & RPZ Improvements – Phase IV
Project Number:	3-22-006-1116-2020
Account Number:	980000096-58210000XX-0000000000-653100
Original Contract Amount:	\$1,303,882.28
Purchase Order Number:	800003128
Council Award Date:	September 23, 2020
Contractor:	Boone Services, LLC
Change Order No.	One (1)
Change Order Amount:	\$9,954.81 Increase (Contract time increased by 22 days)
Original Contract Amount:	\$1,303,882.28
Net Previous Changes:	\$(0)
New Contract Amount:	\$1,313,837.09

Description: Construct New Perimeter Road.

Why Required: The project scope changes included bridging pumping soils from sta. 24+46, geogrid from Sta. 45+100, additional geogrid placement at various locations from sta. 37+100, and adverse wx days.

10. **Status Report** – Report will be given at the September meeting.
11. **Public Relations /Marketing Report** – Report will be given at the October meeting.
12. **Financial Report** – Report will be given at August meeting.
13. **Business Development Report** – Report will be given at August meeting.
14. **Administrative Matters.**
15. **Adjourn.**

**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 4**



BATON ROUGE  
METROPOLITAN AIRPORT  
9430 Jackie Cochran Drive  
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Baton Rouge, LA 70807  
**PHONE** (225) 355-0333  
**FAX** (225) 355-2334

MINUTES

**BATON ROUGE METROPOLITAN AIRPORT  
REGULAR MEETING  
TUESDAY, JULY 13, 2021  
3:30 P.M.  
AIRPORT ADMINISTRATION CONFERENCE ROOM  
SUITE 300, 3<sup>RD</sup> FLOOR TERMINAL BUILDING**

**1. CALL TO ORDER.**

Chairman Matt Butler called the meeting to order.

**2. PLEDGE OF ALLEGIANCE.**

The Pledge of Allegiance was led by Sarah Douglas.

**3. ROLL CALL.**

**MEMBERS  
ATTENDING**

Mr. Butler  
Mr. Callender  
Mr. Fife  
Mr. Lowery  
Mr. Myles  
Ms. Payton  
Mr. Profita  
Mr. Robinson  
Mr. Welch  
Ms. Sarah Douglas

**MEMBERS  
ABSENT**

Mr. Buckley  
Councilman Dunn, Jr.  
Mr. Dodds

**A/P STAFF  
ATTENDING**

Mr. Edwards  
Mr. Pierson  
Mr. Taffaro  
Ms. Wallace  
Mr. Caire  
Mr. Alford  
Ms. Fountain  
Mrs. Williams  
Mr. Caldwell  
Ms. Nolan  
Mr. Vidrine

**OTHERS  
ATTENDING**

Mr. Krouse  
Mr. Nell

**Public Comment Policy**

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**4. Approval of the minutes of the Regular Meeting of May 4, 2021.**

A motion was made by Mr. Profita, seconded by Mr. Profita, to approve the minutes of the regular meeting of May 4, 2021.

There being no opposition, the motion carried.

**5. Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a Non-Federal Reimbursable Agreement #AJW-FN-CSA-20-SW-003914 between the Department of Transportation Federal Aviation Administration and the City of Baton Rouge and Parish of East Baton Rouge on behalf of the Greater Baton Rouge Airport District in the amount of \$743,017.30 for the replacement of the FAA's Runway 13 Localizer Antenna Array, Medium Intensity Approach Lighting System (MALS), replacement of the Visual Approach Slope Indicator (VASI) with a Precision Approach Path Indicator (PAPI), and repositioning of the Distance Measuring Equipment (DME). The FAA will provide Government Furnished Equipment (GFE) (Account # 9800000096-5821000004-0000000000-6531000). By: Director of Aviation.**

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Mr. Callender, seconded by Mr. Lowery, to approve the item.

There being no opposition, the motion carried.

**6. Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a lease agreement with State of Louisiana, Department of Health and Hospitals to lease 55,204 square feet of air cargo space for a period of one (1) year at a rental rate of \$308,000.00 annually. By: Director of Aviation.**

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Mr. Profita, seconded by Mr. Myles, to approve the item.

There being no opposition, the motion carried.

**7. Authorization for the Mayor President and/or Chairman of the Airport Commission to accept and execute a State Sponsor Agreement from the State of Louisiana, Department of Transportation and Development for the Runway 13-31 Runway Safety Area and Protection Zone Improvements Project, in the amount of \$3,515,176.00. By: Director of Aviation.**

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Ms. Payton, seconded by Mr. Profita, to approve the item.

There being no opposition, the motion carried.

**8. Approving Final Acceptance on the Demolition of Multiple Structures for Runway 13/31 Safety Area. By: Director of Aviation.**

Contractor:	Terry Honore Construction Company, Inc.
Estimated Cost:	\$ 450,000.00
Contract Amount:	\$ 441,073.00
Total Change Orders (1):	\$ 6,575.99
Final Cost:	\$ 447,648.99
Days Allocated:	150
Days Used:	95
Liquidated Damages:	None

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Ms. Payton, seconded by Mr. Profita, to approve the item.

There being no opposition, the motion carried.

**9. Legislative Update** – Report was presented by Mr. Michael Taffaro, PA/AP Legal Counsel.

**10. Status Report**– Report was presented by Mr. Edwards, Director of Aviation.

**11. Public Relations /Marketing Report**– Report was presented by Mr. Jim Caldwell, Marketing Manager.

**12. Financial Report** – Report was presented by Nicholas Vidrine, Airport Business Manager.

**13. Business Development Report** – Report will be given at the August meeting.

**14. Administrative Matters.**

**Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a lease agreement with IDEA Public Schools to lease a one (1) acre tract of land to temporarily store school buses at a rental rate of \$689.70 per month, for a period of five (5) months commencing August 1, 2021 – December 31, 2021, with an option to renew month to month. By: Director of Aviation**

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Mr. Profita, seconded by Mr. Lowery, to approve the item.

There being no opposition, the motion carried.

**15. Adjourn.**

A motion was made by Mr. Welch, seconded by Mr. Robinson, to adjourn the meeting. The meeting adjourned at 4:20 pm.

RESPECTFULLY SUBMITTED,

*Mike Edwards*

Mike Edwards  
Director of Aviation

ME/lw

**BATON ROUGE METROPOLITAN AIRPORT**

July 13, 2021

Project	Status	Consultant	Contractor	Current Budget	Paid to Date	Remaining Balance
<b>I. CONSTRUCTION</b>						
<b>ACTIVE PROJECTS</b>						
North Airpark Development - Utility Corridor	NTP 3/17/21					
Grant	State F.50000732			\$ 1,680,000	\$ 49,736	\$ 1,630,264
Design	FP&C No. 50-N41-12-01 - Consultant working on Preliminary Plans	Forte & Tablada, Engineers	TBD			
Construction			TBD			
Multi-Plex Generator	Notice to Proceed June 14, 2021	ADG	Raygen Services			
				\$438,500	\$ 2,015	\$438,500
Construction						
Runway 13/31 Safety Area/RPZ Improvements						
Grant	AIP 3-22-0006-110-2018 AIP 3-22-0006-112-2018 AIP 3-22-0006-113-2019 State H.013690			\$ 14,514,909	\$ 6,800,646	\$ 7,714,263
Design	Phase I Design Complete Phase II Design In Progress - Layouts have been agreed to by DOTD. Working on Environmental update proposal. Phase III & V Design Complete Phase IV Design Complete	Volkert, Inc.  Volkert, Inc.  Stanley Consultants PEC Corporation				
Grant	AIP 3-22-006-114-2020			\$ 6,047,867	\$ 1,031,780	\$ 5,016,087
Construction	Phase I - Demolition Complete Phase I - Plank Road - Clearing Complete		Terry Honore Construction (\$441,073) Boone Services (\$2,624,000)			
Grant	AIP 3-22-006-116-2020			\$ 16,666,667	\$ 445,979	\$ 16,220,688
Construction	Phase IV- Perimeter Road Installing base course and installing fence.		Boone Services (\$1,303,882.23)			
<b>Total Active Projects</b>				<b>\$ 39,347,943</b>	<b>\$ 8,328,141</b>	<b>\$ 31,019,802</b>
<b>Total Planning Projects</b>				<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

Yellow Denotes there is a change in the project  
Red Denotes the change



# MARKETING, PUBLIC RELATIONS & AIR SERVICE DEVELOPMENT REPORT



**BTR**



# Enplanements

Month	2019	2020	% Change	2021	% Change
January	29,057	30,452	4.80%	12,631	-58.52%
February	27,395	30,906	12.80%	11,956	-61.31%
March	35,033	16,219	-53.70%	17,362	+7.11%
April	35,470	1,749	-95.00%	21,867	+1150.26%
May	35,835	5,208	-85.40%	27,696	+431.80%
June	35,943	7,768	-78.40%		
July	35,288	11,480	-67.40%		
August	33,202	12,081	-63.60%		
September	32,881	15,629	-52.60%		
October	39,490	17,777	-54.90%		
November	36,792	17,062	-53.60%		
December	35,751	15,473	-56.70%		
Year-To-Date	412,283	181,795	-55.92%	91,512	+8.27%



**BTR**

COVID-19 IMPACT BEGAN IN MARCH 2020

# Deplanements

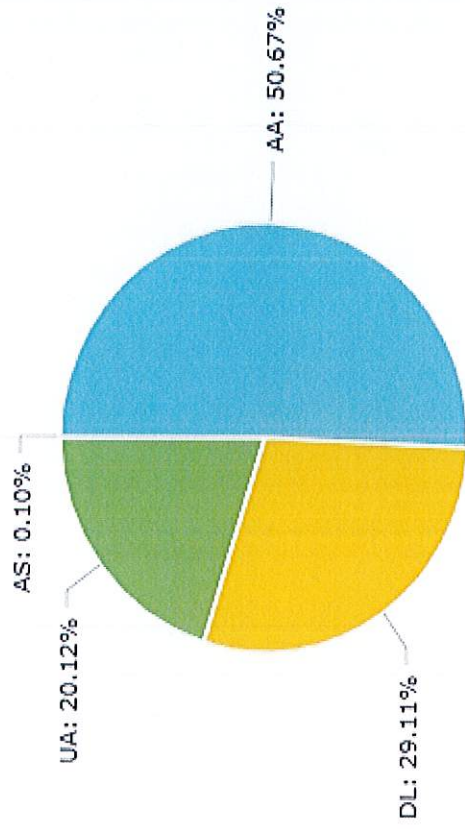
Month	2019	2020	% Change	2021	% Change
January	29,365	31,418	6.70%	13,497	-56.94
February	28,268	30,855	9.20%	11,918	-61.37%
March	34,775	16,757	-51.80%	17,563	+4.81%
April	35,128	1,628	-95.40%	21,931	+1247.11%
May	33,835	5,320	-84.30%	26,929	406.18%
June	35,806	7,453	-79.20%		
July	35,307	11,100	-68.50%		
August	34,112	13,094	-61.60%		
September	32,744	15,692	-51.70%		
October	39,885	17,435	-56.30%		
November	36,701	16,272	-55.60%		
December	34,467	15,026	-56.40%		
Year-To-Date	410,142	181,980	-55.63%	91,838	+6.90%



**BTR**

COVID-19 IMPACT BEGAN IN MARCH 2020

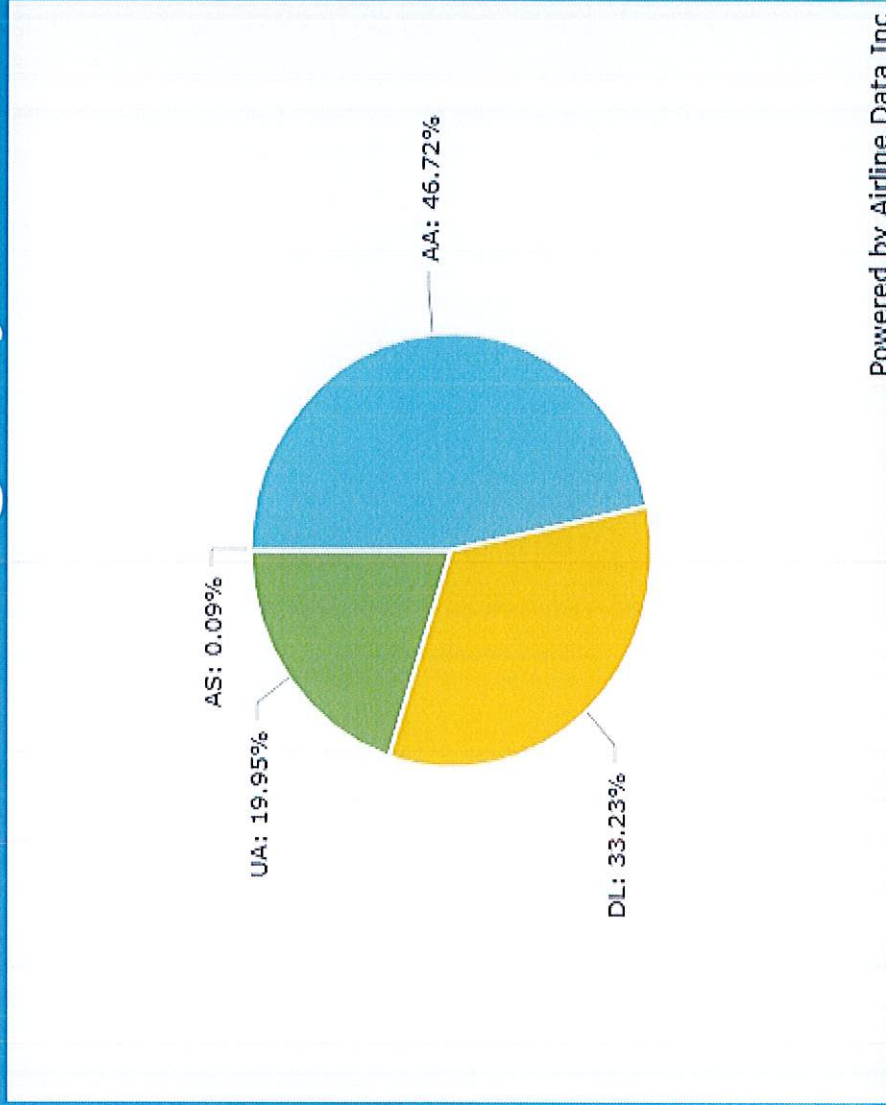
# BTR Airline Passenger Shares - 12 Months Ending May



Powered by Airline Data Inc



# BTR Airline Revenue Shares - 12 Months Ending May



Powered by Airline Data Inc



# BTR



# Average Fares 2019 - 2021

Airport	2019	2020	2021 YTD
<b>BTR</b>	\$224.02	\$186.14	\$176.07
<b>LFT</b>	\$217.49	\$195.04	\$178.81
<b>SHV</b>	\$227.71	\$182.86	\$190.72
<b>MSY</b>	\$149.98	\$124.91	\$100.11



**BTR**



# April & 2021 YTD On-Time Performance for BTR Compared to Nearby Airports (DOT)

## Year-to-Date 2021

BTR 90.2%

LFT 91.9%

MSY 89.3%

GPT 88.4%

## April 2021

BTR 92.4%

LFT 90.07%

MSY 86.1%

GPT 89.2%



Source: DOT BTS (Bureau of Transportation Statistics)

# BTR Baggage Delivery Data by Airline June 2021

## Average Delivery Time

American 14:57 (8.54% late)

Delta 16.57 (14.22% late)

United 11:53 (3.57% late)

\* Late if delivery time exceeds 20 minutes after flight arrival



**BTR**





## 3<sup>rd</sup> Quarter Advertising

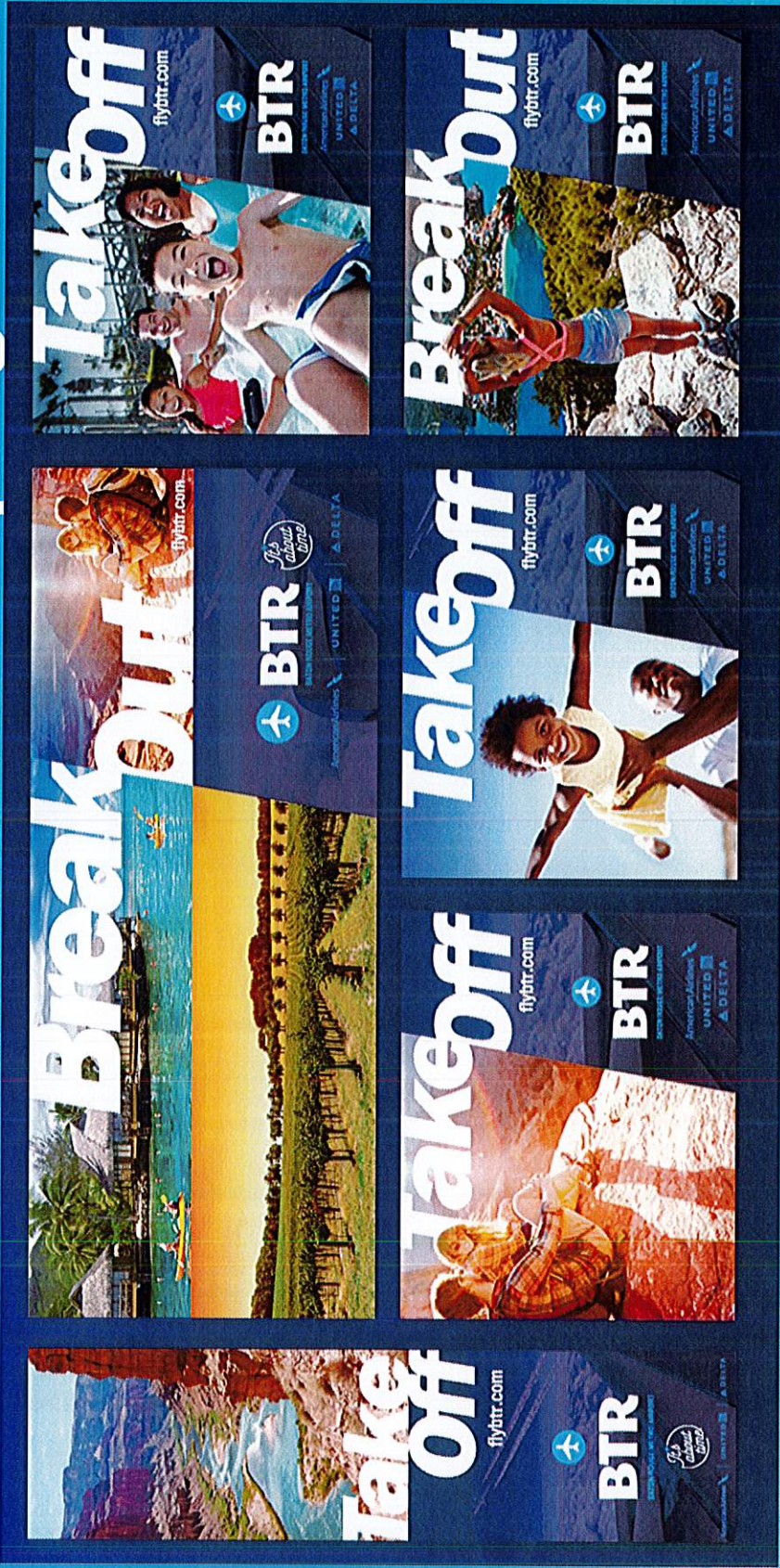
- Television: COX, WAFB, WBRZ, WGMB, WVLA
- Print & Digital: Tiger Rag Email & Twitter
- Sponsorship
- Radio: WRKF, Guaranty Media
- Online/Digital: Premion OTT, Facebook Ads; Google Display & Video Ads; Business Report Daily Report
- Outdoor: “Take Off” Message at I-10 BR (vinyl); “Turn Around” Message at I-10 Gonzales (vinyl)
- Rotating Messages on Select Digital Boards



**BTR**



# Summer Ad Campaign



GREATER BATON ROUGE AIRPORT DISTRICT  
STATEMENT OF REVENUES AND EXPENDITURES  
FOR THE PERIOD ENDING MAY 2021

	2021 APPROVED BUDGET	(-)	2021 EXPENDITURES/ REVENUES	(=)	2021 BALANCE	VARIANCE	MAY 2020 EXPENDITURES/ REVENUES	2021 EXPENDITURES/ REVENUES COMPARED TO 2020
Total Expenditures	5,489,712.39		5,079,485.26		410,227.13	-7.47%	5,422,952.89	-6.33%
Total Revenues	5,269,562.50		4,779,563.68		(489,998.82)	-9.30%	5,322,683.93	-10.20%
Surplus (Deficit)			(299,921.58)				(100,268.96)	



**BATON ROUGE METRO AIRPORT  
CUSTOMER FACILITY CHARGE  
ACCRUAL BASIS**

	2019	2020	2021	% Change 19/21
January	133,455.00	143,504.10	109,500.75	82.05%
February	141,652.95	141,788.25	111,265.45	78.55%
March	169,961.40	117,846.30	147,151.05	86.58%
April	179,241.75	37,939.35	130,601.40	72.86%
May	176,492.70	55,823.55	139,408.20	78.99%
June	165,441.15	74,216.85	-	-
July	165,201.30	79,273.50	-	-
August	164,530.95	80,202.15	-	-
September	154,986.15	155,313.00	-	-
October	176,099.10	233,300.25	-	-
November	166,548.15	228,498.00	-	-
December	151,365.52	182,304.45	-	-
<b>Totals for the Period Ending</b>				
May 31, 2021	800,803.80	496,901.55	637,926.85	79.81%



BATON ROUGE  
METROPOLITAN AIRPORT

**BATON ROUGE METRO AIRPORT  
PASSENGER FACILITY CHARGE  
ACCRUAL BASIS**

	2019	2020	2021	% Change 19/21
January	122,226.38	128,552.37	52,087.35	42.62%
February	115,707.23	130,637.62	49,817.72	43.05%
March	147,442.54	66,951.89	71,535.05	48.52%
April	149,185.37	6,308.43	92,365.60	61.91%
May	152,126.67	21,019.32	114,890.69	75.52%
June	151,305.74	32,147.97	-	-
July	149,387.31	48,167.08	-	-
August	140,084.90	50,142.58	-	-
September	139,926.86	59,235.94	-	-
October	167,509.23	75,104.12	-	-
November	155,419.17	71,319.94	-	-
December	150,809.67	64,550.56	-	-
<b>Totals for the Period Ending</b>				
May 31, 2021	686,688.19	353,469.63	380,696.41	54.32%



BATON ROUGE METRO AIRPORT  
TNC REVENUE  
ACCRUAL BASIS

	2019		2020		2021		% Change 20/21			
	Pickups Uber	Pickups Lyft	Pickups Uber	Pickups Lyft	Pickups Uber	Pickups Lyft				
January			2,689	1,366	11,556.75	949	501	4,132.50	35.76%	
February			2,305	1,175	9,918.00	598	301	2,562.15	25.83%	
March			1,151	627	5,067.30	942	462	4,001.40	78.97%	
April			102	69	487.35	1,123	587	4,873.50	1000.00%	
May			214	181	1,125.75	1,304	749	5,851.05	519.75%	
June			347	227	1,635.90	-	-	-	-	
July			486	214	1,995.00	-	-	-	-	
August			679	342	2,909.85	-	-	-	-	
September			814	396	3,448.50	-	-	-	-	
October			947	439	3,950.10	-	-	-	-	
November			826	412	3,528.30	-	-	-	-	
December			775	361	3,237.60	-	-	-	-	
Totals for the Period Ending May 31, 2021	2,427	1,104	10,063.35	6,461.00	3,418.00	28,155.15	4,916	2,600	21,420.60	332.06%



# BTR

BATON ROUGE  
METROPOLITAN AIRPORT

**BATON ROUGE METRO AIRPORT  
PARKING GARAGE REVENUES  
ACCRUAL BASIS**

	2019	2020	% Change 19/20	2021	% Change 19/21
January	259,096.82	282,535.67	109.05%	105,938.61	40.89%
February	254,746.46	277,696.12	109.01%	112,077.76	44.00%
March	321,750.09	148,456.12	46.14%	129,636.24	40.29%
April	306,114.60	16,355.61	5.34%	161,473.40	52.75%
May	323,273.22	35,718.98	11.05%	174,505.88	53.98%
June	335,718.99	59,414.28	17.70%	-	-
July	322,783.19	93,460.30	28.95%	-	-
August	322,326.97	98,434.29	30.54%	-	-
September	325,727.15	125,231.47	38.45%	-	-
October	344,990.47	142,277.86	41.24%	-	-
November	301,512.07	134,536.15	44.62%	-	-
December	289,671.67	103,688.95	35.80%	-	-
Totals for the Period Ending May 31, 2021	1,464,981.19	760,762.50	43.16%	683,631.89	46.38%

**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 5**





BATON ROUGE  
METROPOLITAN AIRPORT  
9430 Jackie Cochran Drive  
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**PHONE** (225) 355-0333  
**FAX** (225) 355-2334

## MINUTES

**BATON ROUGE METROPOLITAN AIRPORT  
CONTRACTS COMMITTEE MEETING  
THURSDAY JULY 29, 2021  
11:00 A.M.  
AIRPORT ADMINISTRATION CONFERENCE ROOM  
SUITE 300, 3<sup>RD</sup> FLOOR TERMINAL BUILDING**

**1. CALL TO ORDER.**

Chairman, Cleve Dunn Jr. called the meeting to order.

**2. PLEDGE OF ALLEGIANCE.**

The Pledge of Allegiance was led by Mr. Lowery.

**3. ROLL CALL.**

**MEMBERS  
ATTENDING**

Mr. Dunn, Jr.  
Mr. Callender  
Mr. Robinson  
Mr. Lowery  
Mr. Myles

**MEMBERS  
ABSENT**

Mr. Dodds

**A/P STAFF  
ATTENDING**

Mr. Edwards  
Mr. Pierson  
Mr. Taffaro  
Ms. Nolan  
Ms. Vidrine  
Ms. Williams  
Mr. Caire  
Mr. Fountain  
Mr. Caldwell

**OTHERS  
ATTENDING**

### **PUBLIC COMMENT POLICY**

**ALL ITEMS ON THIS AGENDA ARE OPEN FOR PUBLIC COMMENT. THOSE MEMBERS OF THE PUBLIC DESIRING TO SPEAK ON A PARTICULAR ITEM SHOULD APPROACH THE PODIUM AND REQUEST TO SPEAK AFTER THE ITEM IS ANNOUNCED BY THE CHAIRMAN. THEY WILL BE REQUIRED TO GIVE THEIR NAME AND ADDRESS AND THE CHAIRMAN WILL ALLOCATE A SPECIFIC AMOUNT OF TIME FOR MEMBERS OF THE PUBLIC TO SPEAK.**

**4. RECOMMENDATION ON THE AIRPORT'S PROPOSED 2022 ANNUAL OPERATING BUDGET TO BE APPROVED BY THE METROPOLITAN COUNCIL. BY: DIRECTOR OF AVIATION.**

Chairman, Cleve Dunn Jr., read the item and then called on the Director, Mike Edwards to address the committee. Mr. Edwards read the Proposed 2022 Annual Operating Budget.

**Page 2**  
**Airport Contracts Committee Minutes**  
**July 29, 2021**

At this time, several members of the Contract Committee expressed their concerns regarding the Proposed 2022 Annual Budget.

After a lengthy discussion, a motion was made by Mr. Robinson, seconded by Mr. Myles.

There being no opposition, the motion carried.

**5. ADJOURN.**

A motion was made by Mr. Callender, seconded by Mr. Robinson, to adjourn the meeting. The meeting adjourned at 11:42 a.m.

RESPECTFULLY SUBMITTED,

*Mike Edwards*  
Mike Edwards  
Director of Aviation

ME/lw

**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 10**

**BATON ROUGE METROPOLITAN AIRPORT**

August 3, 2021

Project	Status	Consultant	Contractor	Current Budget	Paid to Date	Remaining Balance
<b>I. CONSTRUCTION</b>						
<b>ACTIVE PROJECTS</b>						
North Airpark Development - Utility Corridor	NTP 3/17/21					
Grant	State F.50000732			\$ 1,680,000	\$ 49,736	\$ 1,630,264
Design	FP&C No. 50-N41-12-01 - Consultant submitted preliminary plans 7/9/21.	Forte & Tablada, Engineers	TBD			
Construction			TBD			
Multi-Plex Generator	Notice to Proceed June 14, 2021 Generator Fabrication	ADG	Raygen Services	\$438,500	\$ 2,015	\$438,500
Construction						
Runway 13/31 Safety Area/RPZ Improvements						
Grant	AIP 3-22-0006-110-2018 AIP 3-22-0006-112-2018 AIP 3-22-0006-113-2019 State H.013690			\$ 14,514,909	\$ 6,800,646	\$ 7,714,263
Design	Phase I Design Complete Phase II Design In Progress - Layouts have been agreed to by DOTD. Working on Environmental update proposal. Phase III & V Design Complete Phase IV Design Complete	Volkert, Inc.  Volkert, Inc.  Stanley Consultants PEC Corporation				
Grant	AIP 3-22-006-114-2020			\$ 6,047,867	\$ 1,031,780	\$ 5,016,087
Construction	Phase I - Demolition Complete Phase I - Plank Road - Clearing Complete		Terry Honore Construction (\$441,073) Boone Services (\$2,624,000)			
Grant	AIP 3-22-006-116-2020			\$ 16,666,667	\$ 646,996	\$ 16,019,671
Construction	Phase IV- Perimeter Road - Installing base course and installing fence.		Boone Services (\$1,303,882.23)			
<b>Total Active Projects</b>				<b>\$ 39,347,943</b>	<b>\$ 8,529,157</b>	<b>\$ 30,818,786</b>
<b>Total Planning Projects</b>				<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

Yellow Denotes there is a change in the project

Red Denotes the change

**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 11**

# MARKETING, PUBLIC RELATIONS & AIR SERVICE DEVELOPMENT REPORT



**BTR**



# Enplanements

Month	2019	2020	% Change	2021	% Change	2021 % Of 2019
January	29,057	30,452	4.80%	12,631	-58.52%	44%
February	27,395	30,906	12.80%	11,956	-61.31%	44%
March	35,033	16,219	-53.70%	17,362	+7.11%	50%
April	35,470	1,749	-95.00%	21,867	+1150.26%	62%
May	35,835	5,208	-85.40%	27,696	+431.80%	78%
June	35,943	7,768	-78.40%	27,721	+256.86%	80%
July	35,288	11,480	-67.40%			
August	33,202	12,081	-63.60%			
September	32,881	15,629	-52.60%			
October	39,490	17,777	-54.90%			
November	36,792	17,062	-53.60%			
December	35,751	15,473	-56.70%			
Year-To-Date	412,283	181,795	-55.92%	119,233	+29.19%	60%



COVID-19 IMPACT BEGAN IN MARCH 2020

# Deplanements

Month	2019	2020	% Change	2021	% Change	2021 % of 2019
January	29,365	31,418	6.70%	13,497	-56.94	46%
February	28,268	30,855	9.20%	11,918	-61.37%	43%
March	34,775	16,757	-51.80%	17,563	+4.81%	51%
April	35,128	1,628	-95.40%	21,931	+1247.11%	63%
May	33,835	5,320	-84.30%	26,929	+406.18%	80%
June	35,806	7,453	-79.20%	26,766	+259.13%	80%
July	35,307	11,100	-68.50%			
August	34,112	13,094	-61.60%			
September	32,744	15,692	-51.70%			
October	39,885	17,435	-56.30%			
November	36,701	16,272	-55.60%			
December	34,467	15,026	-56.40%			
Year-To-Date	410,142	181,980	-55.63%	118,604	+27.04%	60.5%



COVID-19 IMPACT BEGAN IN MARCH 2020



# May & 2021 YTD On-Time Performance for BTR Compared to Nearby Airports (DOT)

## Year-to-Date 2021

**BTR 88.9%**

**LFT 90.3%**

**MSY 87.6%**

**GPT 87.5%**

## May 2021

**BTR 84.8%**

**LFT 85.4%**

**MSY 82.8%**

**GPT 84.5%**



Source: DOT BTS (Bureau of Transportation Statistics)

# BTR Baggage Delivery Data by Airline June 2021

## Average Delivery Time

American 13:53 (8.6% late)

Delta 17:13 (18.3% late)

United 12:13 (1.9% late)

\* Late if delivery time exceeds 20 minutes after flight arrival



**BTR**



## 3<sup>rd</sup> Quarter Advertising

- Television: COX, WAFB, WBRZ, WGMB, WVLA
- Print & Digital: Tiger Rag Email & Twitter
- Sponsorship
- Radio: WRKF, Guaranty Media
- Online/Digital: Premion OTT, Facebook Ads; Instagram; Google Display & Video Ads; Business Report Daily Report
- Outdoor: “Take Off” Message at I-10 BR (vinyl); “Turn Around” Message at I-10 Gonzales (vinyl)
- Rotating Messages on Select Digital Boards



**BTR**



# Summer Ad Campaign

**Take Off**  
flybtr.com  
BTR  
It's about time  
American Airlines UNITED DELTA  
BETTER TOGETHER

**Break Out**  
flybtr.com  
BTR  
It's about time  
American Airlines UNITED DELTA  
BETTER TOGETHER

**Break Out**  
flybtr.com  
BTR  
It's about time  
American Airlines UNITED DELTA  
BETTER TOGETHER

**Take Off**  
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flybtr.com  
BTR  
It's about time  
American Airlines UNITED DELTA  
BETTER TOGETHER



**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 12**



GREATER BATON ROUGE AIRPORT DISTRICT  
STATEMENT OF REVENUES AND EXPENDITURES  
FOR THE PERIOD ENDING JUNE 2021

	2021 APPROVED BUDGET	(-)	2021 EXPENDITURES/ REVENUES	(=)	2021 BALANCE	VARIANCE	JUNE 2020 EXPENDITURES/ REVENUES	2021 EXPENDITURES/ REVENUES COMPARED TO 2020
Total Expenditures	6,586,764.87		5,941,154.53		645,610.33	-9.80%	6,235,310.37	-4.72%
Total Revenues	6,323,475.00		5,861,364.02		(462,110.98)	-7.31%	6,259,384.08	-6.36%
Surplus (Deficit)			<u>(79,790.51)</u>				<u>24,073.71</u>	



**BATON ROUGE METRO AIRPORT  
CUSTOMER FACILITY CHARGE  
ACCRUAL BASIS**

	2019	2020	2021	% Change 19/21
January	133,455.00	143,504.10	109,500.75	-17.95%
February	141,652.95	141,788.25	111,265.45	-21.45%
March	169,961.40	117,846.30	147,151.05	-13.42%
April	179,241.75	37,939.35	130,601.40	-27.14%
May	176,492.70	55,823.55	139,408.20	-21.01%
June	165,441.15	74,216.85	130,558.35	-21.08%
July	165,201.30	79,273.50	-	-
August	164,530.95	80,202.15	-	-
September	154,986.15	155,313.00	-	-
October	176,099.10	233,300.25	-	-
November	166,548.15	228,498.00	-	-
December	151,365.52	182,304.45	-	-
<b>Totals for the Period Ending June 30, 2021</b>	<b>966,244.95</b>	<b>571,118.40</b>	<b>768,485.20</b>	<b>-20.47%</b>



**BTR**

BATON ROUGE  
METROPOLITAN AIRPORT

**BATON ROUGE METRO AIRPORT  
PASSENGER FACILITY CHARGE  
ACCRUAL BASIS**

	2019	2020	2021	% Change 19/21
January	122,226.38	128,552.37	52,087.35	-57.38%
February	115,707.23	130,637.62	49,817.72	-56.95%
March	147,442.54	66,951.89	71,535.05	-51.48%
April	149,185.37	6,308.43	92,365.60	-38.09%
May	152,126.67	21,019.32	114,890.69	-24.48%
June	151,305.74	32,147.97	117,507.13	-22.34%
July	149,387.31	48,167.08	-	-
August	140,084.90	50,142.58	-	-
September	139,926.86	59,235.94	-	-
October	167,509.23	75,104.12	-	-
November	155,419.17	71,319.94	-	-
December	150,809.67	64,550.56	-	-
<b>Totals for the Period Ending</b>	<b>837,993.93</b>	<b>385,617.60</b>	<b>498,203.54</b>	<b>-40.55%</b>
June 30, 2021				





# BTR

BATON ROUGE  
METROPOLITAN AIRPORT

**BATON ROUGE METRO AIRPORT  
PARKING GARAGE REVENUES  
ACCRUAL BASIS**

	2019	2020	2021	% Change 19/21
January	259,096.82	282,535.67	105,938.61	-59.11%
February	254,746.46	277,696.12	112,077.76	-56.00%
March	321,750.09	148,456.12	129,636.24	-59.71%
April	306,114.60	16,355.61	161,473.40	-47.25%
May	323,273.22	35,718.98	174,505.88	-46.02%
June	335,718.99	59,414.28	192,421.40	-42.68%
July	322,783.19	93,460.30	-	-
August	322,326.97	98,434.29	-	-
September	325,727.15	125,231.47	-	-
October	344,990.47	142,277.86	-	-
November	301,512.07	134,536.15	-	-
December	289,671.67	103,688.95	-	-
Totals for the Period Ending June 30, 2021	1,800,700.18	820,176.78	876,053.29	-51.35%



# BTR

BATON ROUGE  
METROPOLITAN AIRPORT

BATON ROUGE METRO AIRPORT  
TNC REVENUE  
ACCRUAL BASIS

	2019		2020		2021		% Change 20/21
	Uber	Lyft	Uber	Lyft	Uber	Lyft	
January	-	-	2,689	1,366	949	501	-64.24%
February	-	-	2,305	1,175	598	301	-74.17%
March	-	-	1,151	627	942	462	-21.03%
April	-	-	102	69	1,123	587	900.00%
May	-	-	214	181	1,304	749	419.75%
June	-	-	347	227	1,372	731	266.38%
July	-	-	486	214	-	-	-
August	-	-	679	342	-	-	-
September	-	-	814	396	-	-	-
October	-	-	947	439	-	-	-
November	-	-	826	412	-	-	-
December	-	1,104	775	361	-	-	-
<b>Totals for the Period Ending</b>	<b>2,427</b>	<b>1,104</b>	<b>6,461</b>	<b>3,418</b>	<b>6,288</b>	<b>3,331</b>	<b>-2.63%</b>
<b>June 30, 2021</b>							

\*June 2021 Figures are preliminary