



AirWaves

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IPAA AirWaves

4536 114th Street
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AirWaves is published as an informational tool for all public airports in the State of Iowa.

It is directed to all airport decision makers including airport management, state/local government leaders and airport businesses.

We welcome your comments, thoughts and suggestions on how we may serve you better.

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Annual dues are \$200 for Associate members, Commercial Service airports are \$300, General Service airports are \$150, Enhanced category airports are \$150, Basic and Basic II category airports are \$75. Please send annual dues to the above address. Anyone interested in advertising in AirWaves should contact IPAA office: 515/727-0667.



What Attracts Customers to Your Airport?

**By Danny F. Smith
Council Bluffs Airport Authority
Exec Director
President of Iowa Public
Airports Association**

From personal experience, services and the friendliness provided by the fixed-based operator, runway length, navigational aides and approaches, easy ground transportation and weather and flight planning access are just a few of the attractions.

Customers from other airports have expressed the quick turn-around fuel service, freebie giveaways, shuttle service, monthly or annual events such as fly-ins, pancake breakfasts, barbecues, movie nights and hangar dances.

Another question that is equally important is what drives customers away? No hangars available, no hangars large enough for their aircraft, poor or no FBO services, runway length, no precision approach, no ground transportation, poor location that is difficult to find via roads provided. Other problems expressed from customers and managers of airports are poor paving, no lighting, no terminal with rest room facilities, no weather information, security was too difficult to maneuver or there was not enough security. Some are intimidated by flying into controlled airspace. The fixed based operator is not interested in little airplanes.

Sometimes you have to ask tough questions to get honest answers, but listening to your customer base is critical. Making the corrections to customers' concerns can be cost prohibitive at the time, but should be noted as a long range goal. Many times these questions can be corrected at no expense by using good communication skills.

In the final analysis, listen to your customers, learn from your mistakes and your airport will be more attractive and have more customers. ✈



For more information, call 515-727-0667 or visit iowaairports.org

Commercial Service Airports Contribute to Iowa's Economy

by **Tim McClung**
Planning and Outreach Manager
Iowa DOT Office of Aviation

A new report recently released by the Iowa Department of Transportation's (Iowa DOT) Office of Aviation concludes that commercial service airports contribute significantly to Iowa's economy. The report is part of a larger study on passenger air service in Iowa to be released in late April at the Iowa Aviation Conference.

Study airports included all commercial service airports in Iowa, including those in Burlington, Cedar Rapids, Des Moines, Dubuque, Fort Dodge, Mason City, Sioux City, and Waterloo. The study also looked at the impact of the bordering airports in Omaha, Neb., and Moline, Ill.

Commercial service airports are transportation assets for Iowa that support passenger air service, cargo, general aviation, military, educational, and economic development activities. Analysis in the economic impact report shows the number of jobs, payroll and economic activity associated with each airport. The report also provides a breakdown of visitor spending, airport operations, and activities involving airlines,

general aviation, military, and cargo operations.

Information in the report is expected to assist aviation stakeholders, including local, state and federal officials, in making informed decisions related to operations and investments in commercial airports and passenger air service in Iowa. The information will also assist in educating the public on the benefits of commercial service airports.

While it is not possible to put a dollar value on the role commercial airports play in contributing to business efficiency, major Iowa employers indicate that among factors they consider related to their ability to operate effectively in Iowa proximity to a commercial service airport ranks in the top three. The report also concludes that activity at the study airports results in the following measurable economic benefits in Iowa.

- 14,209 jobs supported by airport activities, spending by visitors arriving in Iowa, businesses located on airports, and capital improvement projects.
- \$514 million in annual payroll associated with the 14,209 employees whose jobs are linked to the airports.

• \$1.3 billion in annual total economic activity or output associated with the airports and their operation. ➔

2008 Iowa Legislative Session Closes

The 2008 session of the Iowa General Assembly adjourned on Saturday, April 26. No changes were made to the State Aviation Fund which means that 100% of fuel taxes and aircraft registration fees will begin to flow into the fund beginning this July to be used for aviation programs.

\$750,000 was appropriated from the Rebuild Iowa Infrastructure Fund for General Aviation Vertical Infrastructure projects and \$1.5M was appropriated from the Restricted Capital Funds Account (tobacco settlement trust fund) for Commercial Service Vertical Infrastructure projects. These appropriations (HF2662) are still subject to the Governor's signature.

Additional legislation passed and signed by the Governor included a bill addressing requirements for nonresident aerial applicators (HF2551) and a bill relating to deer depredation (SF2328) that creates a deer study advisory committee to make recommendations regarding deer population, costs of motor vehicle accidents, and an assessment of public opinion. ➔

We wish to thank these organizations for supporting our efforts to publish this newsletter.

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Iowa Total Economic Impact by Airport

Economic impacts associated with airports serving Iowa are listed in the following table.

| Airport | Associated City | Total Employment* | Total Payroll | Total Output |
|-----------------------------------|-----------------|-------------------|----------------------|------------------------|
| Southeast Iowa Regional Airport | Burlington | 114 | \$3,342,600 | \$10,417,100 |
| The Eastern Iowa Airport | Cedar Rapids | 2,695 | \$94,716,000 | \$223,983,500 |
| Des Moines International Airport | Des Moines | 5,476 | \$200,616,200 | \$522,400,100 |
| Dubuque Regional Airport | Dubuque | 383 | \$13,272,000 | \$34,386,200 |
| Fort Dodge Regional Airport | Fort Dodge | 279 | \$11,236,000 | \$36,185,000 |
| Mason City Municipal Airport | Mason City | 140 | \$4,668,800 | \$11,344,600 |
| Sioux Gateway Airport | Sioux City | 1,570 | \$64,039,700 | \$218,603,500 |
| Waterloo Regional Airport | Waterloo | 533 | \$14,723,100 | \$64,267,000 |
| Iowa Subtotal | | 11,190 | \$406,614,400 | \$1,121,627,000 |
| Quad City International Airport** | Moline | 1,280 | \$46,546,300 | \$108,393,800 |
| Eppley Airfield ** | Omaha | 1,739 | \$61,809,000 | \$106,894,000 |
| Border Airport Subtotal | | 3,019 | \$108,355,300 | \$215,287,800 |
| Totals | | 14,209 | \$514,969,700 | \$1,336,914,800 |

Sources: Wilbur Smith Associates and IMPLAN multipliers Notes: * Full-time equivalent; ** Includes only the benefits of these airports realized in Iowa

The entire economic impact report, as well as the results for each of the studied airports, is available on the Iowa DOT's Office of Aviation Web site www.iawings.com.

2008 Aviation Conference Addresses Airport/FBO Issues



by **Tim McClung**
 Planning and Outreach Manager
 Iowa DOT Office of Aviation

Each year, the Iowa Public Airports Association joins the Iowa DOT Office of Aviation to host the Iowa Aviation Conference tailored toward continuing education of airport representatives and providing a forum to discuss current aviation issues.

A wide range of topics are covered at the conference that typically include updates on safety programs, airport operations, state/federal aviation and funding programs, and aviation business. The conference also provides an excellent opportunity to get face to face with state and federal aviation officials, airport consultants, national aviation association representatives, and aviation/airport vendors.

For Iowa to maintain a strong and viable air transportation system, it is vital that those who operate, govern and use the airports in Iowa attend the conference and remain abreast on key issues facing aviation.

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2008 Aviation Conference Addresses Airport/FBO Issues

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At a minimum, airports in the following categories should be represented at the conference. They include:

- 1) Enhanced and General Service airports in the Iowa Aviation System Plan
- 2) Airports that are part of the National Plan of Integrated Airport Systems (NPIAS) and eligible for federal funding
- 3) Smaller Basic Service airports that have special issues that could benefit from attending the conference

The 2008 Iowa Aviation Conference was held in West Des Moines April 23 and 24 with more than 240 attendees including representatives from 48 airports in Iowa.

Attendees heard updates from the FAA Airports Division, the Iowa DOT, and TSA. An FAA listening session moderated by FAA Regional Administrator Chris Blum allowed interaction between managers representing different lines of business within the FAA and airport representatives and covered issues such as the

FAA Safety Team and prioritization of instrument approaches. Additional topics covered on the first day of the conference included land use planning and snow/ice removal for airports.

Shane Vande Voort with the Pella Municipal Airport and Greg Gobble with the Keokuk Municipal Airport moderated the Airport/FBO round table which provided the opportunity for open discussion on issues ranging from aviation fuel to FBO insurance.

Following an update from Cessna Aircraft Company on the second day of the conference, sessions were provided by the FAA on airport pavement maintenance and by the Aircraft Owners and Pilots Association on protecting airports.

This year's conference was also the venue for the Iowa DOT Office of Aviation press conference for the roll out of the first ever, statewide Iowa Air Service Study.

This study provided a comprehensive inventory and analysis of air

service and potential air service in Iowa and made recommendations to the state and the commercial service airports on how to maintain and improve air service.

The study also highlighted the fact that commercial service airports support over 14,000 jobs and contribute \$1.3 billion to Iowa's economy. ✈



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