Highlights from the Director

2004 Wrap-up
by Noah Lagos, Airport Director

My first year as PIE's Airport Director has been fast paced and challenging. It was a year of great success as we broke our all time passenger record serving 1,333,069 passengers, our 2nd year in a row of major increases. It was a year of presidential campaigning with visits by President Bush on Air Force One and by Senators Kerry and Edwards. We faced threats from four hurricanes and luckily, sustained no damage. Our runway extension project was approved and is moving forward. The County Commission adopted the first Airport Master Plan in 26 years.

The tremendous growth in airport traffic, up 60% in year 2003, necessitated innovative design and quick construction of terminal improvements. In less than 10 months, we opened a new ticketing area, added 140 new parking spaces, enlarged one checkpoint, and built a baggage inspection facility to expedite passenger check-in activities. PIE has been praised for its passenger friendly operation and these changes enhance our ability to provide an easy, convenient travel experience.

While 2004 can be remembered as a milestone year, declines in air service began when Southeast Airlines, our second largest carrier with a 22% market share, ceased service without notice on December 1st. ATA, which entered bankruptcy protection in October 2004, announced it would continue service to Indianapolis and Chicago. At the end of January, ATA reversed course, announcing operations at PIE, as well as some other Florida airports, would cease effective April 10th.

The pullout of Southeast and ATA Airlines represents a loss of over 70% of our passenger traffic. This is reflective of the overall volatility and financial instability of the aviation industry, estimated to have lost over 9 billion dollars in 2004 (not including ATA) with several major airlines in bankruptcy.

What's ahead for 2005? Our passenger traffic will dramatically recede from its current high level; however, our last two years of unprecedented growth have not gone unnoticed by the airlines. There is a high customer demand for low cost, point-to-point service to and from PIE. As a result, there is interest from new entrant airlines in serving our market. Serving our loyal passenger base is our top priority.

Community Relations

The Airport offers tours to adult and youth groups. In addition, Airport staff is available to make presentations to community and business groups.

For more information, contact Michele Routh at (727) 453-7879 or email - mrouth@co.pinellas.fl.us

Airline Service News

After 13 consecutive months of record-breaking traffic and an annual all-time passenger record in 2004, PIE's top priority in 2005 is replacing service, including destinations lost by Southeast's closure on December 1st and the impending April 10th departure of ATA.

USA3000 Airlines continues expanding service to popular destinations since opening at PIE in October 2003. USA 3000 celebrated its inaugural flight to St. Louis on December 21st and offers non-stop, low fare service to the Lambert-St. Louis Intl' Airport 3 days a week. Contact www.usa3000airlines.com or (877) 872-3000.
**AIRPORT STUDIES AND PLANNING** - The latest updates regarding ongoing planning studies at the St. Petersburg-Clearwater International Airport.

**Airport Master Plan** - After public input was received at the December 14, 2004 Board of County Commissioners (BOCC) workshop, the Airport Master Plan Update was adopted by the BOCC on December 21, 2004. The Master Plan adoption included the acceptance of “pay-as-we-go” capital funding recommendations for airport terminal expansion in the John F. Browne Financial Capacity Study. The approved Master Plan is posted on the [www.fly2pie.com](http://www.fly2pie.com) website.

**Runway Extension** - The design is currently underway and expected to be advertised for bid in June 2005. Construction will be completed in Fall 2006. The runway extension will increase our ability to provide non-stop transatlantic flights.

**Terminal Design** – The first step in planning for PIE’s “pay-as-you-go” phased terminal renovation plan is the selection of a terminal architect. Final negotiations are underway to hire the LPA Group. The first task will be to survey our terminal and interview our tenants. This information will be used in determining the present and future requirements of terminal improvements which may include adding loading bridges and expanding passenger waiting areas.

**DEVELOPMENT PROJECTS** - The latest developments on projects at the Airport and surrounding Airport-owned real estate.

**AIRPORT FACILITY**

PIE’s **New International Ticketing Area** opened November 1st. PIE debuted a fresh tropical look for our international and charter passengers with new colors, beach murals and palm trees. PIE now provides Ticketing A designation for our domestic carriers and the Ticketing B section for international scheduled flights and charters.

The **New Baggage Inspection Facility** was completed in December 2004 ahead of schedule. Passenger luggage is now inspected after checking in at the ticket counters, decreasing time spent waiting in line. The new facility also freed up space in the Ticketing Area A lobby for our passengers and new carpet and wall coverings were installed for a fresh look.

**Security Improvements** - The Airport hired engineering firm Kimley-Horn to design an enhanced perimeter security system, install closed circuit televisions, and upgrade access control equipment. Construction is anticipated to begin in Summer 2005.

**Parking** - Our long-term parking lot increased by 110 new spaces.

**AIRPORT REAL ESTATE**

Cracker Barrel Restaurant on Roosevelt Boulevard is under construction and scheduled to open Summer 2005.
NOISE AFFAIRS UPDATE

Airspace & Noise Studies – Both the Airspace and Noise Studies were approved by the County Commission on February 1st. Kick-off meetings are planned in late February 2005. The Airspace Study will identify and evaluate new approach and departure procedures as well as evaluate the potential for higher arrival and departure altitude clearances. The Noise Study will provide real-time noise level measurements of surrounding communities, updates to existing and future (5 year) noise contours, and may evaluate noise exposure levels associated with the potential development of a new Global Positioning System approach to Runway 17L.

Global Position System (GPS) Approach – The Airport is pleased to announce the new GPS approach to Runway 17L is under development and review by the FAA, and according to FAA sources, scheduled for implementation later this year. The proposed GPS approach will enable specially equipped aircraft to arrive from the north over the Bay at night avoiding certain noise sensitive communities.

Fly Friendly Program – The Noise Affairs Office is developing the “Fly Friendly” Program, which encompasses a variety of operational measures General Aviation pilots may use to reduce the noise impacts on communities near the Airport. General Aviation accounts for 85% of PIE’s operations and includes private and corporate aircraft. The program includes a comprehensive pilot education and outreach program to educate pilots on the impacts of aircraft noise and how to operate with less noise impact. The “Fly Friendly” program will begin in late Summer 2005.

For questions about the PIE Fly Friendly Program or questions about aircraft noise, contact Jason Schwartz in the Office of Noise Affairs, (727) 453-7880 or jschwart@co.pinellas.fl.us.

Did you know…

The Airport has an extensive public art collection with 27 pieces on display throughout the terminal. The Airport works in conjunction with the Pinellas County Arts Council on maintaining and expanding the collection.

TRAVELER UPDATE  www.tsa.gov/public

A brief bulletin on Transportation Security Administration updates

• TSA prohibits butane lighters as carry on items.
• New “pat-down” procedures issued. In December, TSA issued new guidelines for screeners. Patting down the chest area will now only be conducted if it alarms a hand-held Metal Detector or there is an irregularity in the person’s clothing outline. Unless these criteria are met, screeners will only pat down a line below the chest area to the waist, followed by a pat-down of the individual’s entire back. In addition, TSA screeners are trained to conduct the inspections in a professional, respectful manner, while maintaining a high level of security. Screeners are required to offer private screening to passengers who are subject to additional screening. If you are not offered private screening, you may request a private screening location. Screeners of the same gender as the passenger will conduct the additional screening. Screeners are required to communicate their actions to the passenger prior to conducting the inspection.
A Pinellas County Government Service

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St. Petersburg-Clearwater International Airport

PIE’s Featured Tenant—ASIG

Aircraft Service International Group (ASIG) was chosen as the “World’s Best Airport Operator” by world airlines in the 9th Annual Armbrust Aviation Group (AAG) Survey. ASIG is a global provider of ground, fuel, cargo and airport facility services to airlines, airports, oil companies and industry partners. ASIG is one of St. Petersburg-Clearwater International Airport’s fixed base operators. Congratulations ASIG!

AIRPORT STATISTICS

Overall Passenger Traffic increased by 34%. Domestic Traffic was up 34% over 2003. In addition, International passenger traffic increased in 2004 by 30%, demonstrating low-fare, non-stop service from Canada to PIE is again growing in popularity.