HIGHLIGHTS FROM THE DIRECTOR

We host many different community groups at the airport, as well as provide speakers to local organizations. Recently, we hosted the St. Petersburg Chamber of Commerce Leadership St. Pete and the Leadership Pinellas classes. At the end of my presentation, there is a Question and Answer session. Certain questions frequently emerge, which I thought I’d share with you. They are as follows:

What about your runways, are they long enough for major aircraft? Our main runway is 9,730 feet. It can handle almost all major commercial aircraft flying to international destinations. There are only a couple of aircraft that require a longer runway depending on the destination, such as an older version B-747 flying fully loaded non-stop to Japan.

What are you doing to recruit new air service? Do you target specific destinations when recruiting new air service? Attracting new air service can take years of courtship or sometimes, can happen quickly. Our selling points are our destination, our attractive, convenient terminal and services, our fee structure (the lowest rates and charges to airlines of all Florida airports), and the opportunity for marketing incentive dollars. Frankly, we fish in a small pond. The reality is most major airlines are located at Tampa International. Therefore, we tend to focus on smaller or new entrant airlines or international service not serving our area. We may look to replace popular service to a destination previously served from PIE or new service to destinations our market research shows as promising. It’s important to keep in mind PIE serves passengers that are primarily leisure travelers and 65% are inbound visitors, which in turn drives tourism and generates economic development. In the summertime, it’s more evenly split with more of our local residents from Pinellas and the greater Tampa Bay area using our airport for summer vacations.

Lately, our greatest success is convincing existing airlines to increase capacity by adding more flights and/or new destinations. Allegiant has been very successful because they select cities with limited or no direct competition, provide low fare non-stop service, and typically do not provide daily flights to these destinations. At PIE, Allegiant began service in 2006 with 12 cities and now serve 23. Industry-wide, the last few years have been challenging for expanding air service with the economic downturn, record high fuel prices, and heavy competition. However, for the past 5 years, PIE maintained or increased passengers and destinations, and year to date we are up 5% over 2011.

How many people are employed to run the airport? The airport is a department of Pinellas County government, managing a 2,000-acre property; currently, we have 54 excellent employees, including firefighters, facilities, grounds crew, operations and traffic staff. We supplement with part-time or contract administrative and custodial temporary staff, and law enforcement contracted from Pinellas County Sheriff’s Office.

How does the airport benefit the local economy? We have many business and government partners with a much bigger economic picture. PIE’s overall economic impact: $924 million and 8,254 jobs (Florida Department of Transportation, 2010). Our direct impact was estimated at $374 million, indirect $148 million, and multiplier impacts at over $400 million.

Let me know if you have any questions you would like answered; they just might show up in a future newsletter.

As always, more to come ….Noah Lagos

Air Service News

International Service also contributed to our growth with service to Canada up 18%. Beau Rivage Resort’s Gulfport-Biloxi packages added increased service to 5 times a week in January also added to a great season.

Be sure to check out Allegiant’s travel deals for the summer, www.allegiantair.com/ - and save extra on airfare when booking travel packages.
REAL ESTATE DEVELOPMENT - The latest on projects at the airport and surrounding airport-owned real estate. For more information, contact Properties Director Bob Humberstone at (727) 453-7820 or bhumber@pinellascounty.org.

Cardinal Point Management, LLC, Acquires Buildings at Airport Business Center
Cardinal Point Management, LLC, purchased a 165,000 square foot multi-tenant office center from Quality Asset Management Corporation. Their newly acquired leasehold with the airport consists of 14,498 acres that have three multi-tenanted office/industrial buildings which were built in 1986 by Hallmark Development of Florida, Inc. Cardinal Point is planning major renovations that include interior remodeling and exterior landscape and parking improvements.

Dynamet Completes Major Building Expansion in Airport Industrial Park
Dynamet Inc., a subsidiary of Carpenter Technology Corporation, is a leading domestic and international supplier of titanium alloy products for the aerospace, medical, consumer, motorsports and recreation industries. Dynamet, located in the Airport Industrial Park since 1979, recently completed a new 24,000 square foot facility, adding to their original 88,376 square foot facility.

Technology Research Corp. Acquires Additional Facilities at Airport Business Center
Technology Research Corporation (TRC) specializes in power distribution and power management solutions for military and commercial customers, holding numerous domestic and international patents for electrical protection technologies and devices. It opened for business in the Airport Industrial Park in 1981. TRC recently acquired an additional office building at the Airport Business Center from Hallmark Development of Florida, Inc. to house their Corporate Administration Offices, a 16,800 square foot building located near their original 35,408 square foot facility.

Roadway and Parking Lot Improvements (Phase II)

The airport is making a number of improvements to the terminal roadways, signage and parking lots. Overall, the total project cost is approximately $1,000,000.

Several roadway resurfacing projects are to be completed by the end of May. The south segment of the Airport Parkway running alongside the flight schools and Signature Flight through to Roosevelt Blvd, Terminal Blvd. in front of the terminal building, and Fairchild Drive N. from Rescue Way to the Army base are all in progress.

New parking lot lights are being installed and will reduce energy consumption an estimated $40,000-$50,000 annually.

Recently installed were new traffic signs. Signs are now uniform in color scheme and letter size with most updated to meet current wind codes. Included in the signage are two 4 feet high by 12 feet wide LED message signs displaying near television quality images and messages.

Our west parking lot was converted into a ground transportation center improving traffic movement in front of the terminal. The location of taxis and shuttles to the west lot is an added convenience for our passengers.
AIRPORT OPERATIONS & NOISE AFFAIRS UPDATE - For questions about PIE’s Noise Abatement and Mitigation Program, contact the Noise Affairs Office at (727)453-7880 or airportnoise@pinellascounty.org. If you have concerns or complaints about aircraft noise, please contact the Noise Hotline at (727)453-7877 or visit our website at www.fly2pie.com/noise. The website features a flight tracking option, frequently asked questions about aircraft noise, and an automated complaint form for reporting noise incidents to the airport.

Noise Abatement Task Force (NATF) Community, airport, and aviation tenant representatives meet to discuss noise affairs at PIE. All meetings are held quarterly in the Airport Conference Room 234 and are open to the public; minutes are posted on the website. 2012 upcoming meetings: July 18, October 17.

Tampa Bay 2012 Aviation Committee Planning for the Republican National Convention (RNC)

Planning for the upcoming 2012 Republican National Convention (RNC) from August 27-30 has been in full swing since spring 2011. The Tampa Bay Host Committee is a 501(3)C not for profit organization with its purpose to promote the Tampa Bay area, encourage commerce in the local community, and project a favorable image of Tampa Bay to the attendees and the worldwide media. The RNC is anticipated to draw as many as 40,000 to 50,000 visitors to the area, including 15,000 media and 6,000 delegates booking 15,000 hotel rooms. In all, the RNC will have an estimated $170 million economic impact to the Tampa Bay community.

PIE participates on the Aviation and Communications Subcommittees of the Tampa Bay Host Committee. The Aviation Subcommittee coordinates air-side/landside operations, air traffic control, marketing, ground transportation, volunteers, aircraft parking, security, and terminal services. The Airport is anticipating a significant influx in general aviation aircraft during the RNC as a result of a 10-mile radius around the event that places a temporary restriction on certain types of general aviation flight activity. Because PIE is located outside this 10-mile radius, general aviation aircraft can operate with fewer flight restrictions.

The Communications Subcommittee provides information on the Tampa Bay area to delegates and the media showcasing our region. Additionally, the Host Committee is recruiting up to 7,500 volunteers for the convention with greeters assigned to our airport and fixed based operators.

For more information visit the official website for the Tampa Bay Host Committee at www.2012Tampa.com.

Community Relations

The airport hosts seminars and tours to help the community understand the operation and value of the airport. Northeast High School Academy of Information Technology students toured PIE and the TSA demonstrated the inline baggage inspection system (pictured here). Educational tours are provided free of charge to school and community groups. Minimum age level is 3rd grade. Contact Michele Routh at 727-453-7879 for more information.
Founding Tony Jannus Society Member Bill Krusen passes away at the age of 91

Bill Krusen helped found the Tony Jannus Society in 1964 and served on the Board of Trustees until the day of his passing. He was just recently inducted in the Florida Aviation Hall of Fame. Bill had an exciting career as a Captain for Pan American Grace Airways and went on to serve as a business and civic leader in the Tampa Bay area. He will be truly missed.

PIE Hosts WWII Veterans Honor Flights

The Tampa Bay Honor Flight organization chartered a flight on Allegiant to fly Veterans and their individual “guardians” for a visit to Washington D.C. Veterans were then greeted to a Welcome Home celebration at the airport with U.S. Congressman C.W. Bill Young (above) and his wife Beverly, Major General Horst (upper left), MacDill AFB Officers, Veterans groups, Honor Flight volunteers, the general public, and airport staff (at left - retiring airport employee Lynn Marschang greets a veteran).

The next Honor Flight is planned for Tuesday, June 12th returning at 7 PM- please come out and greet our Veterans!

Photos from April Honor Flight event

Congratulations Grady McCall 2012 Airport Employee of the Year!

Grady McCall is a Custodian with the Airport Services Division and and was selected by the Airport as Employee of the Year. Grady is known for his great attitude, strong work ethic, and the way he is always willing to lend an extra helping hand to passengers and fellow employees. The terminal is extra friendly and clean because of Grady’s efforts. Thank you Grady!!!

Grady McCall and Airport Director Noah Lagos