

OXNARD AIRPORT

County of Ventura 2012



Mead&Hunt



TOPICS



- Oxnard Community
- Air Service Market
- Airport Costs & Support

SOUTHERN CALIFORNIA LOCATION

3

Airport	Drive Miles	Time w/ Traffic
BUR	56	1:15+
LAX	63	1:30+
SBA	48	1:00+



STRONG ECONOMIC GROWTH

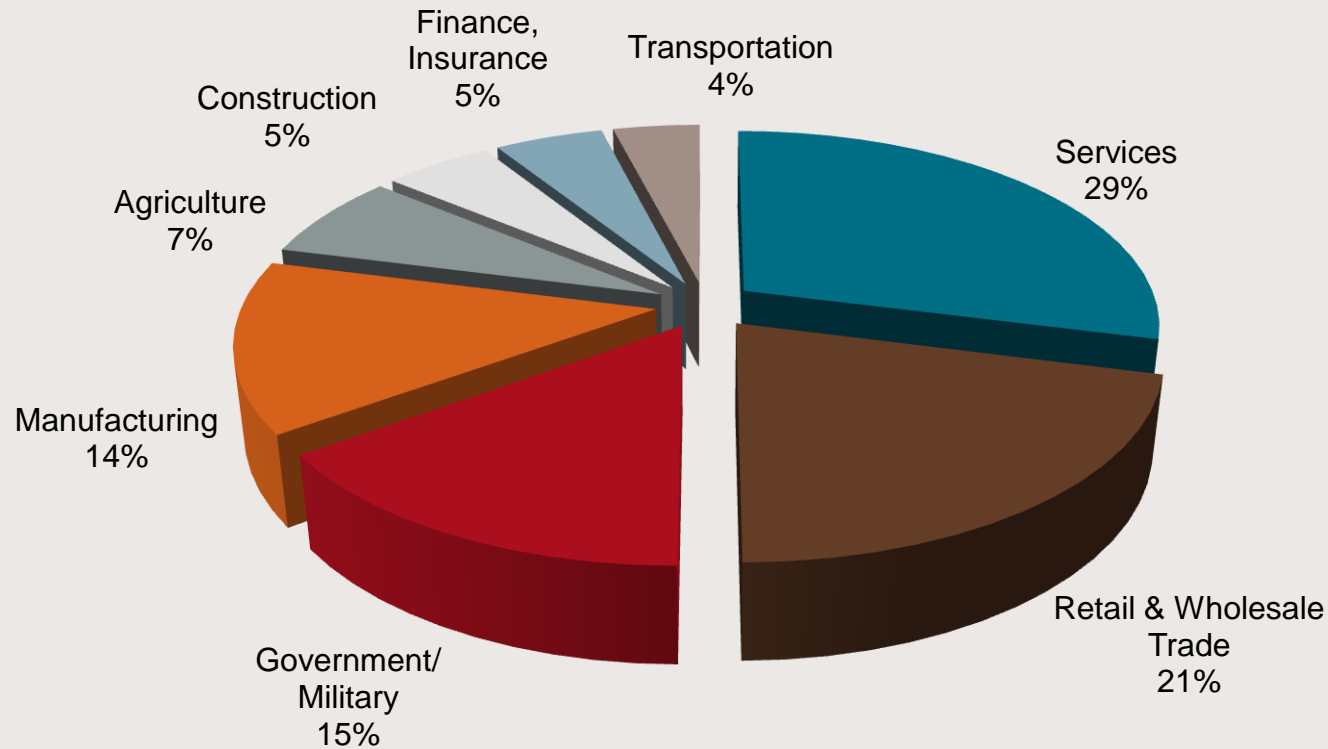
	2000	2012	Growth
Population	756,506	852,809	12.7%
Employment	400,809	422,465	5.4%
Retail Sales (millions)	\$10,093	\$11,974	18.6%
Total Personal Income (millions)	\$17,992	\$21,673	20.5%
Income/Household	\$104,840	\$152,725	45.7%

**High population growth and household income –
Household income rose 45.7% since 2000**



VENTURA COUNTY EMPLOYMENT DISTRIBUTION

6

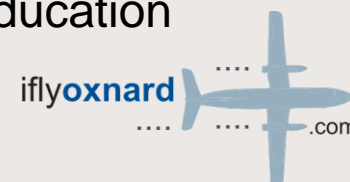


Source: US Census

**Ventura County has a
diversified employment base**

MAJOR EMPLOYERS IN VENTURA COUNTY

<u>Organization</u>	<u>Location</u>	<u>Employees</u>	<u>Industry</u>
US Navy Missile Base	Pt. Mugu	11,800	Military
AMGEN	Thousand Oaks	10,000	Manufacturing
County of Ventura	Ventura	7,190	Government
Bank of America	Simi Valley	5,700	Finance
Well Point	Thousand Oaks	3,740	Finance
US Navy Sea Bee's	Port Hueneme	2,600	Military
Conejo School Dist.	Thousand Oaks	2,450	Education
Vons Markets	County Wide	2,400	Retail
Simi Valley Schools	Simi Valley	2,370	Education
Baxter Bio Science	Westlake Village	1,000	Medical Equip.
Farmers Insurance	Simi Valley	1,000	Insurance
St. John's Med. Ctr.	Oxnard	1,000	Medical
Premium Outlet Mall	Camarillo	1,000	Retail
Calif. State Univ.	Camarillo	2,000	Education



VENTURA COUNTY TOURISM



- Channel Islands National Park
- Wineries
- Ronald Reagan Presidential Library

OXNARD AIRPORT



- Upgraded Runway 7/25
 - 5,963' Take-off ; 5,500 for landing
 - Dual-wheel limit = 70,000 lbs
 - Full ILS
- Terminal
 - 10,000 sq. ft.
 - ATO facilities for 3 airlines
 - Part 139 certificated and TSA screening available
- Reasonable Fees

AIRPORT CATCHMENT AREA

10





- Develop information on the travel patterns of local passengers who live in the area

Methodology:

- Combination of passenger booking information from catchment area travel agencies and US Department of Transportation airline data
- True Market calculated when OXR had service in YE 1Q2010 and extrapolated to 2011

Survey sample:

- 29,015 airline bookings

PASSENGER RETENTION BY MARKET

Rank	Market	True Market Passengers	PDEW
1	San Francisco, CA	86,110	118.0
2	Denver, CO	68,078	93.3
3	Chicago, IL (ORD)	51,370	70.4
4	Las Vegas, NV	50,037	68.5
5	Oakland, CA	46,836	64.2
6	Seattle, WA	41,532	56.9
7	San Jose, CA	34,413	47.1
8	Phoenix, AZ (PHX)	29,504	40.4
9	Washington, DC (IAD)	29,090	39.8
10	Sacramento, CA	25,804	35.3
11	Honolulu, HI	21,607	29.6
12	Salt Lake City, UT	20,235	27.7
13	San Antonio, TX	20,137	27.6
14	Dallas, TX (DFW)	19,975	27.4
15	Portland, OR	19,590	26.8
16	Orlando, FL (MCO)	19,530	26.8
17	Baltimore, MD	16,279	22.3
18	Boston, MA	14,981	20.5
19	Philadelphia, PA	14,314	19.6
20	Tucson, AZ	12,744	17.5
Total		1,086,491	1,488.3

Source: 2012 OXR True Market Estimate

- 1,086,491 annual passengers (1,488 PDEW)
 - 1,004,897 Domestic passengers (1,377 PDEW)
 - 81,594 Int'l passengers (112 PDEW)
- San Francisco Bay Area= 167,359 (229 PDEW)



AIRPORT EXPENSES



	<u>Rate</u>	<u>Per</u>
Landing Fees	\$1.30	1,000 lb mgtow
Terminal Rents	\$1.37	sf for 120 sf
Baggage Make-up	\$.55	sf for 420 sf
Office Space	\$1.10	sf for 110 sf
Overnight Parking	\$1.30	1,000 lb mgtow

**Community committed to
keeping competitive costs**

SUPPORT PROGRAM FOR NEW AIR SERVICE

14



- 2012 SCASDP Application for San Francisco Bay Area service
- Comprehensive package for first year
- Marketing, advertising & PR program
 - Print, Radio, TV & Social Media
 - Direct mail and email to Chamber of Commerce members
- Waiver of landing fees, overnight parking and terminal fees
- Ground handling services incentive program
- Lodging and stay support program
- Navy base commitment

CONCLUSION

15



- Opportunity for profitable operation with minimal competition
- Over 1.08M True Market passengers in OXR catchment area (over 1,488 PDEW)
- Diverse economic base including corporate and military leading to higher yields
- Comprehensive plan for partnership between OXR and airlines to ensure successful service



Thank you!



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