

Advertising RFQ

9th February 2024



TEXARKANA
— REGIONAL AIRPORT —

Time Line

- January 26 – RFQ Released
- February 9 – Pre-Bid Meeting
- February 14 – Written Questions Due
- February 19 – Responses/Addenda posted
- March 1 – Qualifications due
- Week of March 11 – Interviews (if needed)
- March 28 – Recommendation to Airport Board
- March 29 – Agreement - Effective

RFQ

- 5-year agreement (3-year base, two 1-year options)
- Budget will be set annually
- Selection committee will be made of staff and board





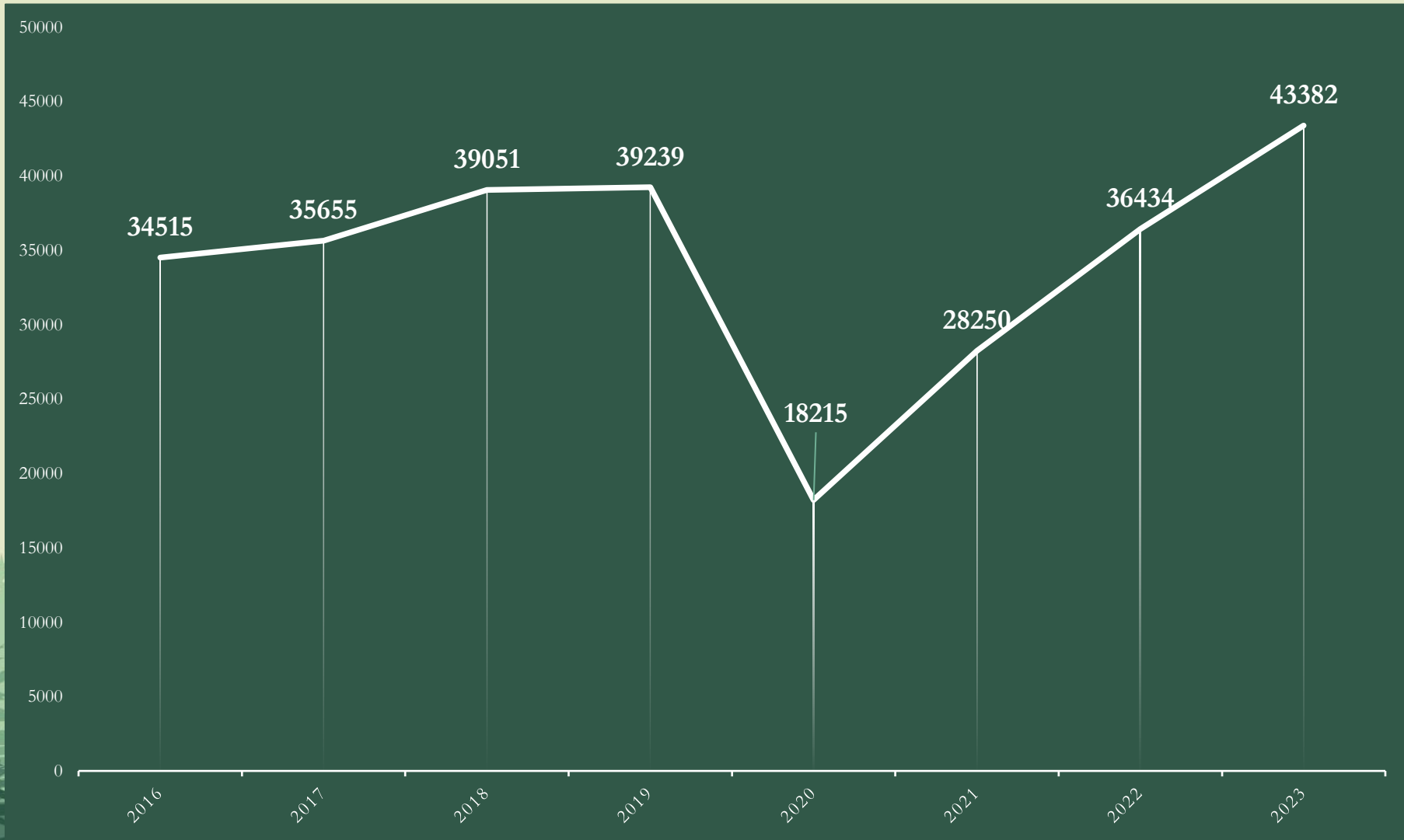
TEXARKANA
REGIONAL AIRPORT

Ribbon Cutting June 28th, 2024

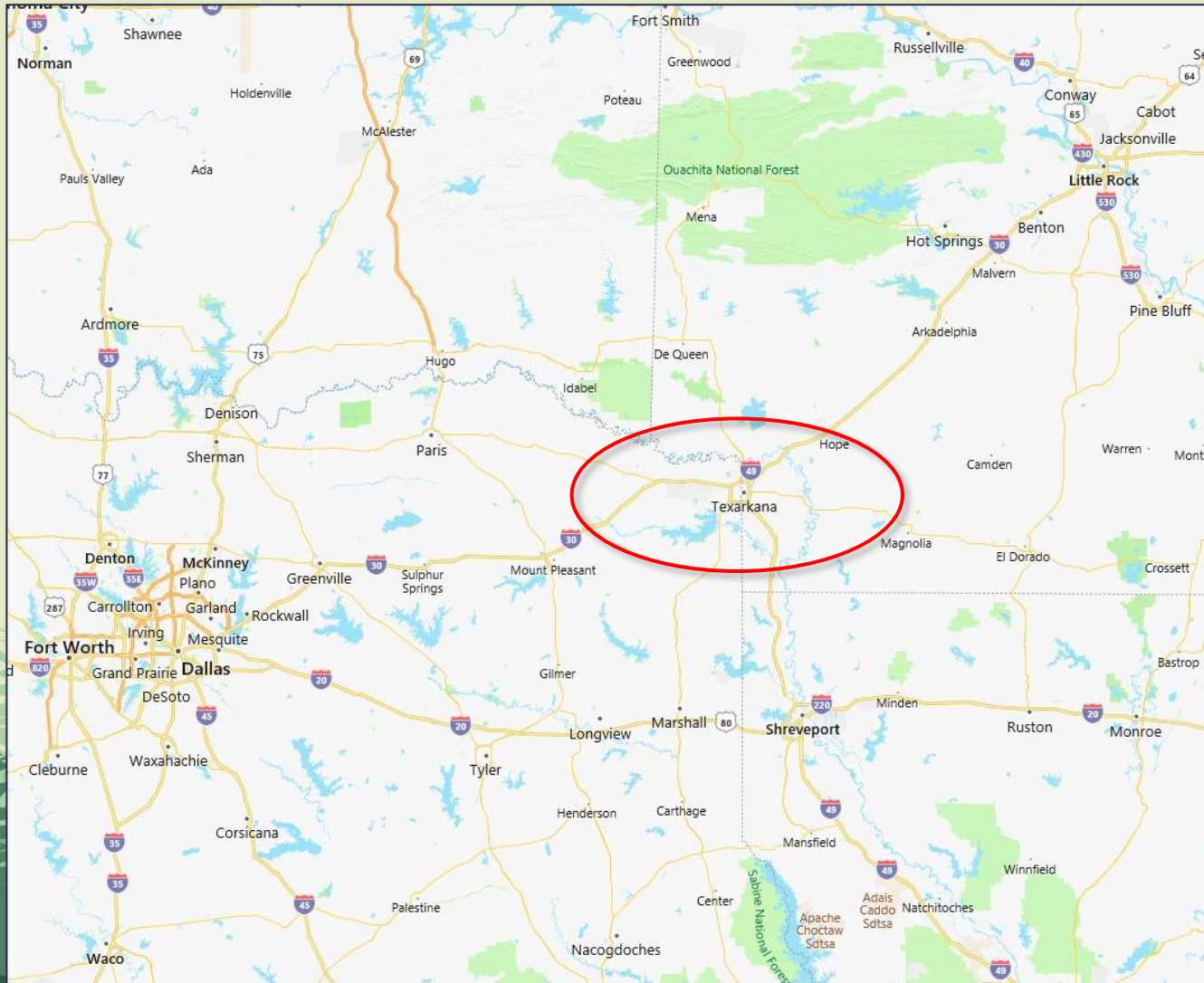




TEXARKANA
REGIONAL AIRPORT



Texarkana is 3:00 from Dallas / Fort Worth and 2:24 from Little Rock



Nearest Large Hub:

Dallas / Fort Worth

197 miles

3:00 Drive Time

Nearest Medium Hub:

Little Rock

146 miles

2:02 Drive Time

Nearest Airport w Jet Service:

Shreveport

79 miles

1:10 Drive Time

Advertising & Promotion Commission

- \$40,000 for Summer / Holiday advertising
- \$100,000 for 8-month campaign around New Terminal

Operating and Maintenance Budget

- O&M Budget - \$20,000
- Total Budget - **\$160,000**

Summer / Holiday

- Last year requested \$40,000 was awarded \$20,000
- Ran Summer ad from June 1 – July 31
- Enplanements June/July 8,648 a 19% increase over 2022
- Ran second ad from Oct 15 – Dec 14



Types of Media

- **Traditional Media**
 - Billboards
 - Video/TV media (OTT)
 - Magazine/Pamphlet
- **Multi-Channel Digital Campaign**
 - Digital Media
 - Leakage Retargeting

Samsung SMART TV BRAVIA LG Smart TV

chromecast Apple tv Roku TV amazon fireTV

PlayStation XBOX

hulu ESPN sling Paramount+

CNN peacock AMC+ Discovery CHANNEL

MLB.TV HBOmax food network Disney+

CBS NBC FOX abc



TEXARKANA
— REGIONAL AIRPORT —



Based on Leakage, TXK Retains Only 12.6% of Regional Passengers



Originating Airport for Texarkana Area Passengers

True Market with LCC Adjustment - TOTAL

Rank	Airport	Passengers	PDEW	Avg Fare	Share
1	Texarkana Regional-Webb Field Airport	76,140	104	\$260	12.6%
2	Dallas Fort Worth International Airport	336,554	461	\$121	55.7%
3	Dallas Love Field	140,932	193	\$68	23.3%
4	Little Rock National Airport	32,601	45	\$194	5.4%
5	Shreveport Regional Airport	17,746	24	\$257	2.9%
Total Texarkana Area Passengers		603,974	827	\$134	100.0%

IT'S TIME TO BUILD YOUR BUSINESS HUB

OVER 200 ACRES OF PRIME REAL ESTATE AVAILABLE



TEXARKANA
REGIONAL AIRPORT



Aeronautical and
non-aeronautical
land available



Centrally located
within 300 mi. of
eight major cities



1.6 million pop.
within 100 mi. of
Texarkana MSA



Local and state
assistance
available



73% prime-age
labor force

flytxk.com

Commercial Air Service:
American Airlines



FBO Services:
Signature
FLIGHT SUPPORT

TXK Regional Airport Expansion Project



Aviation Maintenance is Returning and Texarkana Stands By to Meet the Growing Demand //

Aeronautical Repair Station Association (ARSA) released its updated Global Fleet & MRO Market Report (2023-2033).

The report illustrates the current and projected state of the North American and global aircraft fleets and related impacts on maintenance demand.

Today's fleet is almost back to pre-pandemic levels and in North America it is larger than in 2019 with passenger demand expected to recover fully by 2024 – due to aircraft utilization rising steadily. These factors, combined with several years of limited deliveries of new airframes, which kept average fleet ages high despite retirements of older aircraft **will drive maintenance demand for the decade.**

The market is expected to grow by a rate of approximately 3% through the 2030s.

More than 300,000 Americans work in aviation maintenance and production, with 56 percent working at repair stations. These individuals combine to produce almost \$63 billion in annual revenue for American firms as part of a global industry approaching \$100 billion.

www.arsa.org/press-releases/2023/09/2023-2033-global-fleet-and-mro-market-report/



PRO-BUSINESS WORKFORCE

Our pro-business community thrives with the 'buzz' of commerce while growing a cultural lifestyle attractive to businesses and workers of all ages. Here are just a few of the many reasons companies are choosing Texarkana:



A REGIONAL LABORSHED WITH A SKILLED AND DEDICATED WORKFORCE

335,000+ STRONG & GROWING

Texarkana's MSA and the laborshed offer lower wages than the national average as well as a lower cost of living – allowing companies to provide living wages to employees at lower rates in a community with a track record of success in the targeted industry sectors.



Our low turnover rates in manufacturing indicate a reduced bottom-line cost to companies operating in the region – with less time and resources allocated to screening new hires and training new employees.



A COST OF LIVING 15% LOWER THAN THE NATIONAL AVERAGE

TOP 5 REGIONAL INDUSTRY SNAPSHOT

	HEALTHCARE & SOCIAL ASSISTANCE	RETAIL TRADE	MANUFACTURING	ACCOMMODATION & FOOD SERVICES	EDUCATION SERVICES
% OF EMPLOYMENT	17.4%	11.9%	11.8%	9.2%	8.3%
TOTAL EMPLOYMENT	56,006	38,234	37,095	29,608	56,656



MANUFACTURING

37,095 EMPLOYED

\$56,665 AVERAGE ANNUAL WAGE

LARGEST SUB SECTOR: Rubber Product Mfg.

MAJOR EMPLOYERS: COOPER TIRE & RUBBER, LEWIS & CLARK UNIVERSITY, DENTON PAPER CORP.



DEFENSE

5,616 EMPLOYED

\$68,784 AVERAGE ANNUAL WAGE

LARGEST SUB SECTOR: National Security

MAJOR EMPLOYERS: RED WING ARMY DEPOT - HON F. HILL - EAST TEXAS - LOCKHEED MARTIN - SAS SYSTEMS NORTHWEST TEXAS



LOGISTICS & DISTRIBUTION

10,814 EMPLOYED

\$46,364 AVERAGE ANNUAL WAGE

LARGEST SUB SECTOR: Gen Freight/Trucking

MAJOR EMPLOYERS: WALKER ELECTRIC, S&P COMPANIES, BLA GUNTRAIL/ROCKWELL



MEDICAL SERVICES

56,006 EMPLOYED

\$54,991 AVERAGE ANNUAL WAGE

LARGEST SUB SECTOR: Gen Med/Surg Hospitals

MAJOR EMPLOYERS: WALLEY REGIONAL MEDICAL CENTER, CHRISTUS ST. MICHAEL, U OF A MEDICAL SCIENCES



Crater of Diamonds, AR



Choctaw Landing, OK



Broken Bow Lake, OK



Ouachita Mountains, AR

Questions

