



## BRIEFING ON THE NAME CHANGE PROCESS FOR THE KILLEEN-FORT HOOD REGIONAL AIRPORT

DS-23-029

February 21, 2023

# Background

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- ❑ 2004 Air Carrier Operations in Killeen relocated from Killeen Municipal Airport to the new Joint Use Airport
- ❑ Located on Robert Gray Army Airfield on Fort Hood
- ❑ New Name – Killeen-Fort Hood Regional Airport

# Background

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- ❑ There were some concerns with the new name that still persist today
- ❑ With Fort Hood in the name, people assume it is a military airport – not open to civilians
- ❑ Believe they must obtain gate entry on post to access the Airport
- ❑ The Airport continues to deal with these issues today

# Background

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- ❑ October 2022, U.S. Secretary of Defense announced Fort Hood would be changing its name to Fort Cavazos
- ❑ Expected to be finalized no later than January 1, 2024
- ❑ Gives the City an opportunity to consider a new name

# Discussion

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- Actively working with our marketing consultant to put together a rebranding program
- Market Research
  - Airlines
  - Stakeholders
  - Tenants
  - Airport Visitors
  - Council Member Input
  - Citizen Surveys
- Focus Groups
- Present results of the research to City Council in approximately 3 months with proposed recommendations for consideration

# Discussion

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## □ FAA Process

- City submits a request for a name change supported by a City Council Resolution
- Reviewed by FAA Southwest Region Airports District Office
- Reviewed by FAA Headquarters Office in Washington, DC
- All FAA Records and Publications must be updated
- Typically, 8 – 12 months process