



City of Killeen

Legislation Text

File #: RS-23-147, **Version:** 1

Consider a memorandum/resolution renaming the Killeen-Fort Hood Regional Airport.

DATE: September 19, 2023

TO: Kent Cagle, City Manager

FROM: Mike Wilson, Executive Director of Aviation

SUBJECT: Consider Renaming the Killeen-Fort Hood Regional Airport

BACKGROUND AND FINDINGS:

On May 9, 2023, the name of Fort Hood transitioned to Fort Cavazos. Ahead of this change, the Aviation Department collaborated closely with our consultant, Airport Strategies and Marketing (ASM), to craft a comprehensive rebranding plan for the Killeen-Fort Hood Regional Airport. This strategy also encompasses suggestions for a new airport name.

The initial phase of the four-phase initiative commenced with an inaugural meeting between the consultant and our team. The objective was to outline the methodology and set the program's ambitions. Subsequently, preliminary market research was conducted, which involved analyzing passenger feedback from various online platforms and social media channels. This was completed to gauge the public's perception and sentiment concerning the Airport. Furthermore, we distributed surveys to key airport stakeholders to acquire feedback about their perceptions and views on the GRK airport experience. On-site intercept surveys were also administered to passengers at the Airport.

A focus group was subsequently established, comprising delegates from local Chambers of Commerce, educational institutions, healthcare facilities, and Fort Cavazos. The inaugural session of this focus group took place on July 19, 2023. During this gathering, City staff presented the findings from the research and surveys. The members deliberated extensively on the data and were encouraged to submit written feedback post-discussion. On August 31, 2023, a subsequent focus group session took place. Here, members evaluated the collected feedback and studied a preliminary Brand Strategy crafted from their input. Based on the survey outcomes, and deliberations within the focus group, two potential names for the Killeen-Fort Hood Regional Airport were recommended for consideration.

1. Greater Killeen Regional Airport
2. Killeen Regional Airport

The final recommendation of the focus group is to change the name of the Killeen-Fort Hood Regional Airport to Greater Killeen Regional Airport.

If the City Council votes to change the name of the Airport, staff will submit a letter to the Federal Aviation

Administration (FAA) requesting the change.

THE ALTERNATIVES CONSIDERED:

1. Do not change the name.
2. Select the name recommended by the focus group.
3. Select another name.

Which alternative is recommended? Why?

Alternative 2 is recommended because:

Based on the results of the surveys and deliberations within the focus group, Alternative 2 reflects the recommendations of the community and represents the preliminary brand strategy.

CONFORMITY TO CITY POLICY:

This item conforms to local and state policies.

FINANCIAL IMPACT:

What is the amount of the expenditure in the current fiscal year? For future years?

There will be no expenditure resulting from Alternative 2 in the current fiscal year. There will be costs in future years associated with the replacement of signage at the airport because of the name change. However, the exact cost for the replacement is unknown as it is dependent on the name chosen and the current costs at the time the change becomes effective.

Is this a one-time or recurring expenditure?

N/A

Is this expenditure budgeted?

N/A

If not, where will the money come from?

N/A

Is there a sufficient amount in the budgeted line-item for this expenditure?

N/A

RECOMMENDATION:

Staff recommends City Council change the name of Killeen-Fort Hood Regional Airport to Greater Killeen Regional Airport as recommended by the focus group.

DEPARTMENTAL CLEARANCES:

Legal

ATTACHED SUPPORTING DOCUMENTS:

N/A