



CAPE COD GATEWAY AIRPORT
INFRASTRUCTURE & MARKETING SUBCOMMITTEE
MEETING AGENDA
Wednesday, September 8, 2021
8:30 AM

ADDRESS: The Infrastructure & Marketing subcommittee will be held by remote participation. Please see instructions below.

Join Zoom Meeting

<https://zoom.us/j/99759115293>

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UNFINISHED BUSINESS:

I0721-02 – Review and Discuss Ross Aviation Electric Vehicle Charging Station Development and Site Host Agreement.

I0721-03 – Review and Discuss in Detail FY2022 Business Plan Goals and Objectives

NEW BUSINESS:

F0921-1 – Review and Discuss FY2022 Draft Events List

UPDATES:

- o July & August Radio Advertising
 - o Coming to an end
 - o We attached a report (to date for August) for commercial that ran throughout the summer on 4 stations with CCB



480 Barnstable Rd, Hyannis, MA 02601 | flyHYA.com | 508.775.2020

KATIE RILEY SERVIS Airport Manager | MATTHEW T. ELIA Assistant Airport Manager

- \$4,104 was the price for advertisement for the summer
- Upcoming October Finance Items:
 - Hyannis Hangar LLC - October
 - Heritage Turbines Access Agreement - October
 - NE Aircraft Detailing - October
 - Everest Fuel – October
- Upcoming October Infrastructure Items:
 - Signage for Ross – October
 - Signage (Airport Access Road & Terminal) - October
- Executive Session – Air Cape Cod Disposition – Full Commission Meeting – September 21, 2021
- Airport Finances Update
 - Management to review with Finance Sub-committee and at the full Commission meeting
- CARES Act Projects Update
 - Replacement of T-hangar (Amendment Commission approved January 2021),
 - Critical path is environmental permitting.
 - 30-day Mass Historical review period begins week of July 26, 2021
 - Submit request for approvals to town planning board and September public hearing as well as MA Historical Society submittal
 - Schedule:
 - Design = underway
 - Environmental = August/September public meeting
 - Final Design = September 29, 2021
 - Bid Advertisement = October 7, 2021
 - Bid Opening = November 4, 2021
 - Bid Award = December 2021
 - Development Addendum = December 2021
 - Construction Start = March/April 2022
 - Completion Date = October 2022
 - Fleet Hangar Door Replacement (Amendment Commission approved January 2021). On hold.
 - Mary Dunn Way Extension (underway and amendment forthcoming).
 - SOW Draft = Completed
 - Fee = Completed
 - Survey = Completed
 - ASG Contract = Underway
 - Design = Underway
 - IFE = Underway
 - Schedule:
 - Bid Advertisement = January 26, 2022
 - Bid Opening = February 24, 2022
 - Bid Award = March 10, 2022
 - Development Addendum = March/April 2022
 - Construction Start = May 2022
 - Completion Date = August 2022/Closeout November 2022
- Airport Master Plan Update
 - Meeting with FAA on 7/29/2021 and gained consensus on alternatives. One modification was made to Runway 6/24, which Management will go over with the Commission
- Next and Final Planning Advisory Group (PAG) Meeting = September 23 @ 11 via Zoom
- Town of Barnstable Budget
 - FY2023 Capital Improvement Plan meetings completed with on-call consultant teams on July 27
 - Meeting with FAA and MassDOT = September 15, 2021
 - FY2023 Operating Budget to commence October 2021



- Airport Environmental Assessment
 - Selection of Epsilon Associates
 - December 2021/January 2022 start as long as we have an approved Airport Layout Plan from the FAA
 - We originally anticipated a October start but we must wait for the FAA to complete the review and approval of the proposed projects and that will take 90-days
- PFOS/Public Involvement Plan & Update
 - Continuing data collection and preparing for submittal of the Phase III report to DEP in October/November 2021
 - Audit completed by DEP August 26, 2021 with request for additional information – future meeting with DEP by the end of September
 - Future meeting with Town Council Leadership post audit meeting
- Airport Rates & Charges Update (2021 review post-COVID19)
 - FY2022 effort (October 2021)
 - Airport Management will start working on various updates
- Rebranding & Website Upgrade
 - Website modifications – underway and an interactive test website will be available soon for Management and Commission review
 - Sign plan modifications - underway
- Dates to remember:
 - MCI Drill September 28, 2021
- Lease Development Update
 - Griffin Avionics – underway – draft lease under Airport Management review
 - Hyannis Hangar LLC (planned for discussion at the September meeting)
 - Air Cape Cod (planned for further discussion in September)

Adjourn Meeting

Please Note: The list of matters, are those reasonably anticipated by the Chair, which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law. It is possible that if it so votes, the Commission may go into executive session. The Commission may also act on items in an order other than they appear on this agenda.





CAPE COD GATEWAY AIRPORT COMMISSION
INFRASTRUCTURE & MARKETING SUBCOMMITTEE MEETING
Wednesday, September 8, 2021
8:30 AM
Accessible via ZOOM

Call to Order
8:31 a.m.

Commissioners Present:
Commissioner Elizabeth Young, Commissioner Wendy Bierwirth, and Commissioner Joseph DiGeorge

Commissioners Not Present:
None

Airport Staff Present:
Matthew Elia, Assistant Airport Manager; and Suzanne Kennedy, Administrative Assistant to the Airport Manager

Public Members Present:
None

Agenda of the Day:
No minutes

UNFINISHED BUSINESS:
10621-02 – Review and Discuss Ross Aviation Electric Vehicle Charging Station Development and Site Host Agreement.

- This agenda item was tabled.
- Management has not received the updated site host agreement document.

10721-03 – Review and Discuss in Detail the FY2022 Business Plan Goals and Objectives

- Each commissioner gave a brief overview of their comments and concerns on the excel spreadsheet that highlighted more detail for the Business Plan Goals Objectives and Tasks.
- High priorities are:
 - Improve the facility for Fixed Base Operator services prior to marketing so the airport does not detract from our image for new customers.
 - Expand Commercial service and try and identify and overcome limitations in service.
 - Coffee service in the terminal
 - Signage on the building needs to be done prior to marketing
 - Prioritizing the tasks in the Business Plan and setting time frames for completion with a color coding system to maintain realistic focus on initial tasks.
 - Using Town resources instead of consultants for some of the tasks.



- It was recommended that at the end of fiscal year – Airport Manager’s review will be completed and then set up the goals for the next fiscal year from the strategic plan.
- Assistant Manager Elia gave a brief overview of the status of the website development. The interactive staging site should be ready for commission review before the next subcommittee meeting.
- The commissioners asked management to provide information to be able to provide private jet service through the terminal.
- Assistant Manager Elia reviewed and addressed each comment task by task that was submitted by the commissioners.
- There was a discussion of the Massachusetts Air & Space Museum’s desire to relocate to the Airport.
- He mentioned that an Executive Session will be held at the September Commission meeting to discuss the disposition of the Air Cape Cod building.
- A subcommittee workshop will be held on September 17th to color code and prioritize each item for fiscal year 2022, set up a schedule and deadlines, and assign measurability for each objective. A review of the website development will also be on the agenda. Commissioner DiGeorge recommended the members look at the Rochester NY website that was also developed by The Quotient Group.

NEW BUSINESS:

F0921-1 – Review and Discuss FY2022 Draft Events List

- Assistant Manager Elia reviewed the fiscal year 2022 draft events list (attached).
- The commissioners would like to see an educator’s meeting and suggested that management might make connections at the National Business Aviation Association Convention.
- Approval of this will be requested at the September Commission meeting.

Updates:

- Radio advertising station listenership and demographics were reviewed from Ocean 104.7, The Q 99.9, and Cape Country 104. The commissioners asked for a list of other local advertisers on these stations.
- Upcoming items for October – information on signage for the Airport Access Road and for Ross Aviation
- The Master Plan Update final Planning Advisory Group meeting via ZOOM will be September 23rd at 11:00 am.
- Town of Barnstable Budget Process – Management will be meeting with the on-call consultants and the FAA and MassDOT to review Capital Improvement Projects for fiscal year 2023.
- The MCI Drill will be held on Tuesday, September 28th. The commissioners are invited to attend.
- Management is working on addressing the Phase II PFAS response documents. The Airport site is the furthest along in the PFAS program with the DEP.
- The next step in the T-hangar project will review the historical significance, and the paving and drainage near the T-hangars.

Adjournment: Having no other business to discuss, the meeting was adjourned at 10:15 a.m.





Elizabeth Young, Commissioner
Infrastructure Subcommittee



Date

Documents attached:

FY2022 Business Plan Goals & Objectives with Commissioners comments

Calendar Year 2021-2022 Cape Cod Gateway Airport Draft Events list

List of July and August 2021 Radio Advertising



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KATIE RILEY SERVIS Airport Manager | MATTHEW T. ELIA Assistant Airport Manager

Goal A: Maximize General Aviation Activity at HYA
 Speedy & Target Unique Market Segments between Corporate Aviation and Recreational Aviation
 Date: August 2, 2021
 Version: FY2022

Objective: Identify and Create Corporate Aviation Opportunities	Ranking	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes	Beth Young	Wendy Bierwith	Joe DiGeorge
1	1	Market Jet-A fuel sales and contract opportunities									
1a		Confirm World Fuel has the HYA Jet Fuel Discount Program for promotional purposes each fiscal year	7/14/21	7/22/21	FY2022		Measurement = Promote HYA via World Fuel publications or promotional advertisement. HYA to appear in at least 1 online source or written article.	Request to be sent to Had Fuller III. Katie will inquire about promotional services offered by World Fuel.			
1b		Leverage membership organizations to promote HYA Jet Fuel Discount Program (NBAA, AOPA)	7/1/21	8/1/21	FY2022		Measurement = Promote HYA via NBAA and AOPA publications or promotional advertisement. HYA to appear in at least 1-2 online sources or written articles.	Request coverage via NBAA and AOPA. See what outreach options may be available (online outreach, newsletter, featured article)			
1c		Seek additional fuel contract opportunities:									
1d		Get new contract signed with a new "newer before contracted" Aviation entity FY22	7/1/21	8/1/21	FY2022		Measurement = Airport and corporate user sign a new annual contract for this FY	Per discussions in FY2021, NetJets was not interested in signing a new contract. Per discussions in FY2021, Fly Exclusives was only interested in signing a new contract if the tier was below 50,000 gallons.			
1e		Get new contract signed with NetJets FY22	7/1/21	8/1/21	FY2022		Measurement = Airport and corporate user sign a new annual contract for this FY	Record sales FY2020 and FY2021. Well over 300,000 gallons			
1f		Get new contract signed with Fly Exclusives FY22	7/1/21	8/1/21	FY2022		Measurement = Airport and corporate user sign a new annual contract for this FY				
1g		Get new contract signed with Everest FY22	8/26/21	10/26/21	FY2022		Measurement = Airport and corporate user sign a new annual contract for this FY				
2	2	Identify existing players and categories within business aviation									
2a		Explore the top 50 corporate visitors to the airport over the last calendar year and look for opportunities	10/1/21	12/1/21	FY2023			Step 1: Determine timing - wait until we have Veoci online for the fuel program (FY2022) to gather data to complete the following analysis. We began crafting the fuel program as of August 2021 and this will take few months for Veoci to get up and running. We are planning for testing in the Fall/Winter 2021/2022 and implementation for the season in Summer 2022 (FY2023).			

4a	Network with corporate flight departments - invite businesses to a meeting at the airport for site visit	11/1/21	2/1/22	FY2022	<p>Measurement = Develop a brochure that can be used for the NBAA 2022 event (and for further networking opportunities) that provides airport information that is important/relevant to corporate users such as the discount fuel program, ease of access (i.e. frequent business travelers can avoid the crowds at larger airports (BOS/PVD) and fly to SEA with ease, with several FBOs, jet fuel 24/7 operations, nearby amenities (hotel, restaurant, etc.). A hassle-free experience.</p>	<p>Matt and Katie to attend the 2022 event as participants and observers. Depending on outcome, we may attend as exhibitors in 2023.</p>	<p>I would not market to new corporate companies until we have a facility that we could attract and retain them with. We need a facility at a minimum before bringing any new potential clients into our FBO, a build out would be the right way to go.</p>		
4b	Attend NBAA events (schedulers & dispatchers, NBAA Regional, NBAA National)	1/18/22	1/21/22	FY2022	<p>Measurement = Attend 2022 NBAA event. Determine next steps for 2023 and future marketing ideas. Report back to Commission</p>	<p>Matt and Katie to attend the 2022 event as participants and observers. Depending on outcome, we may attend as exhibitors in 2023.</p>			
5	Outreach to corporate aviation business community								
5a	Utilize various flight magazines/media outlets to promote the Airport for Corporate	7/20/21	6/30/21	FY2022	<p>Measurement = Promote HYA via publications or promotional advertisement in at least 2 of the following publications: Flying, Aviation Safety, and IFR.</p>				
5b	Leverage internet potential to increase HYA awareness	7/1/21	6/30/22	FY2022	<p>Measurement = Use social media, the airport website and other means to boost corporate travel and advertisement for corporate users. Plan to promote corporate use at least 1-2 times per week on Airport Social Media pages. Additionally, advertise the airport on 1-2 of following sites: Airnav (https://www.airnav.com/), FIPPlan (https://www.fipplan.com/), Ultimate Aviation Links (http://www.ultimateaviationlink.com/), ForeFlight (https://foreflight.com/), AOPA, NBAA, AVweb, and AeroNews Network</p>				

6	6	Improve accessibility to/from the Airport to the Town of Barnstable (bike rentals, shuttle service, connection to bikeway)	7/1/21	12/31/22	FY2022 FY2023		Measurement = Incorporate bike lanes in May Dunn Way Extension for future downtown connections. Look into bike rentals in future fiscal years (FY2023)	Review options for bike rental and bike share opportunities post May Dunn Way Extension completion (FY2023)				
7	7	Promote Barnstable, the Cape and the Islands to attract aviation to our area			FY2023							
8	8	Hire consultants to find business aviation opportunities	TBD		FY2023					I would hold off on this until we invest in our facility. Airlines in the main terminal yes, Corporate hold off.		

5a	Identify sites being used by the CA community (Airnav, ForeFlight, and Arweb). Research other sources used by CA community such as other applications and define where advertising opportunities may exist.	7/1/2021	6/30/2022	FY2022	Measurement = Promote HYA via CA publications or promotional advertisement. HYA appear in at least 1-2 CA publications or promotional advertisement pieces.			
6	Utilize various flight magazines/media outlets to promote the Airport				Measurement = Promote HYA via CA publications or promotional advertisement. HYA appear in at least 1-2 CA publications or promotional advertisement pieces.			
6a	AOPA (advertising only - AOPA Pilot and AOPA Flight), EAA, Sport Aviation, Aviation Digest, Plane & Pilot, Flying.	7/1/2021	6/30/2022	FY2022	Measurement = Promote HYA via CA publications or promotional advertisement. HYA appear in at least 1-2 CA publications or promotional advertisement pieces.			
7	Improve event coordination with the Town of Barnstable and surrounding communities						I agree with all but we need to invest in our CA infrastructure first before drawing more people in.	
7a	Work with Director of Community Services for the TOB to identify community events and possible linkage for the airport such as Father's Day Car Show, Christmas Stroll, other)	7/1/2021	6/30/2022	FY2022	Measurement = Set up a meeting with the Director of Community Services annually to go over airport and town events to identify coordination efforts. See above event list development.			
7b	Research Cape and island community events and define event contacts for the 15 cape communities (chambers)	7/1/2021	6/30/2022	FY2022	Measurement = Include other "Cape Cod Town" events that can be used to promote fly-ins to HYA and add those to the event list.			
8	Improve accessibility to/from the Airport to the Town of Barnstable (bike rentals, shuttle service, connection to bikeway/Cape Cod Rail Trail connection)	7/1/2021	6/30/2022	FY2022	Measurement = Incorporate bike lanes in the Mary Dunn Way Extension project and identify bike rental opportunities. Set up 1-3 meetings with representatives of the Cape Cod Rail Trail connection.			
8a	Work with the TOB and RTA to develop airport/town connections			FY2019	COMPLETED	✓	The Sealine travels from downtown Hyannis, along Route 28 to Centerville and Osterville Centers, to Mashpee Commons, Falmouth Center, and the Falmouth bus terminal to Woods Hole with an airport stop on request. The airport stop was added in 2018 but ridership is low so it remains as an "on request" stop	Keep going with our green initiatives making us a critical point on the bikeway. we have motts to offer. Air conditioned space, bathrooms, water break, hopefully a food vendor.
9	Promote local (Barnstable and Cape and the islands events) to attract aviation to our area	7/1/2021	6/30/2022	FY2022	Measurement = Develop social media, radio, press release or other means to market events occurring at the airport based on event list for FY2022			

9a	AOPA (advertising only - AOPA Pilot and AOPA Flight), EAA, Sport Aviation, Aviation Digest, Plane & Pilot, Flying.	7/1/2021	6/30/2022	FY2022	Measurement = Promote HYA via CA publications or promotional advertisement. HYA to appear in at least 1-2 CA publications or promotional advertisement pieces.				
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Date: August 2, 2021

Goal A: Maximize General Aviation Activity at HYA
 Specify & Target Unique Market Segments between Corporate
 Aviation and Recreational Aviation
 Objective: Provide Best-in-Region Aviation Facilities & Experience

Version: FY2022

Commission Feedback Infrastructure & Marketing Subcommittee

Action ID#	Ranking within Objective	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes			
									Beth Young	Wendy Blenwith	Joe DiGeorge
1	1	Explore who we are now and what we want to be in the future						Ask Mary for cost of Regan Communications for marketing/SWOT Analysis		workshop on this is one can be arranged within the confines of the Open Meeting Law. I'd love it if it could start with a speed dating where we meet one on one the airport staff and other commissioners to learn the area of their aviation, government or business expertise, their passions, what made them want to serve, etc. I'm just renewing my commission and still know almost nothing about the other commissioners and staff. I think it would greatly	
1a		Complete a SWOT Analysis & survey for FBO positioning	9/1/2021	1/1/2022	FY2022		Measurement = Complete a SWOT analysis using the steps to the right.	Step 1: Develop SWOT Analysis & survey framework Step 2: Include the following in the SWOT: 2 pilot Commissioners; 2 Airport Management; 2 Airport Operations; World Fuel; 2 Corporate users. Step 3: Analyze data feedback		Critically important for future growth IMHO.	
										great combo	
1b		Explore the opportunity for specialized FBO office administrative staff (this may be more long-term)	9/1/2021	2/1/2022	FY2022 FY2023		Measurement = Determine needs post-SWOT analysis and add staff positions to budget if deemed necessary for FY2023	Step 1: Determine budget and staffing needs for such a venture. Determine hours of work/split work? Number of positions and other tasks to be performed. Union or non-union? Refer to Operating budget.		It is essential to our image makeover. One of my clients flies his P500EX into HYA every Fall. He always parks at the airport "FBO" bc of the fees. He's a highly successful businessman who always wanted to fly a jet - not uncommon - and he looks at costs as a CP would. He brags about how much \$ he saves by parking at the airport "FBO". However, I think a FBO ramp is far more crucial to our image makeover than we are	
2	2	Communicate simplicity of access to promote FBO movement at reas (TSA/CA Security video)	2/1/2022	4/1/2022	FY2022		Measurement = Reestablish discussions with Channel 18 from January, 2020 to continue filming the ease of access video for social media content. Complete the video for social media	Work with Paula Hersey - Channel 18. Work with AOPA to promote ease of access for local and transient pilots.		touchy program so as not to alienate Reedix. But worthy. Again recommend expanding beyond AOPA.	

3	3	Improve FBO facility			FY2023				With the possibility of Air Cape Cod being redeveloped and under airport ownership, the FBO space should revert to the Air Cape Cod building in FY2023. The airport should consider using that space for our FBO services.		how to coordinate with Joe Dini? We want to have a synergistic relationship with the museum. Should we come up with an alternate scenario where the museum doesn't occupy the prime FBO space in the hangar?
3a		Phase I - Pilot lounge and bathrooms only (needs to be modified only for our staff now that we have other "through the fence" options - Air Cape Cod or at the end of the new t-hangar)	7/1/2022	6/30/2023	FY2023			Measurement = Determine needs post-SWOT analysis (perhaps in the Air Cape Cod facility or at the end of the t-hangar redevelopment project)		for a bit. The FBO is a travesty in its present state I recommend we find a way to to a new drop ceiling at the same time, and a new facial remake of the lounge with repaint and new furniture. Choose things that can be reused in the ultimate remake as much as possible. I don't think we can accomplish a successful rebranding without it. And Rectrix will resist less if they think we are just doing a cosmetic rehab. A cosmetic redo is a must for our	
3b		Phase II - Remainder of space (needs to be modified only for our staff now that we have other "through the fence" options - Air Cape Cod or at the end of the new t-hangar)	7/1/2022	6/30/2023	FY2023			Measurement = Determine needs post-SWOT analysis (perhaps in the Air Cape Cod facility or at the end of the t-hangar redevelopment project)			
4	4	Evaluate modifications to TSA/STDA to allow for terminal GA parking	1/1/2022	5/15/2022	FY2022			Measurement = Plan and outline modification developing a ramp entrance to terminal area, request modification of TSA/STDA location to Homeland Security, modify and implement change.	top priority now when we want get a CA facility we want customers visiting. Is there a space in the terminal we can turning a pilot lounge and avoid bringing pilots into the ops building? Maybe the Kennedy studio space? you have a nice dark room back there, easy access off terminal.		
5	5	Evaluate and improve airport customer service experience								survey of "did you know" and "what can we do to improve your experience" Expand it to FBO, parking, every where we can,	
5a		Evaluation			FY2023					letter you sent last week, but that is the kind of feedback we are looking for. Our goal should be a three prong feedback: pilots, passengers, local business	
5b		Provide customer service training			FY2023						
5c		Provide red carpet service for all			FY2023						
6	6	Improve Mary Dunn Way access (implementing functional and welcoming access to the east side of the airport)	2/1/2021	12/1/2022	FY2021 FY2022			Measurement = Rehabilitate and extend Mary Dunn Way		raise its priority if possible.	

7	7	Explore self-service gas facilities	FY2024	Measurement = include project in the AKPU and airport CIP for FY2024 implementation	<p>but in case it isn't, we need to plan for major changes in our EV recharging requirements. The utility companies are now realizing the cost to upgrade the grid will be massive and will need to pass that along. Case in point the 110 page contract I received from EverSource to make my proposed 2 Tesla storage unit comply with requirements that are changing daily. We need to contract quickly and budget for the cost to escalate.</p>
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Goal A: Maximize General Aviation Activity at HYA									
Specify & Target Unique Market Segments between Corporate Aviation and Recreational Aviation									
Objective: Foster Aviation Education									
Version: FY2022									
Ranking	Action ID#	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes	Responsible Party
1	1	Plan and host airport events with aviation education as a theme							
1a		Plan for aviation educational career events	7/1/2021	6/30/2022	FY2022		Measurement = Plan and implement at least 1 aviation educationally themed event per year. This should include the SE MA Aviation Career Fair (October)	Determine OT needed for staff to host such events.	Beth Young Wendy Bierwirth Joe DiGeorge
1b		Aviation themed tours	7/1/2021	6/30/2022	FY2022		Measurement = Plan and implement at least 1-2 aviation themed tours for this FY		
1c		Boy/Citiz Scouts Merit Badge "A Night at the Terminal"	7/1/2021	6/30/2022	FY2022		Measurement = Plan and implement at least 1 "Night at the Terminal" event for this FY		
1d		Other Aviation Educational Series	7/1/2021	6/30/2022	FY2022		Measurement = Plan and implement at least 1-2 "Young Eagles" events for this FY		
2	2	Explore partnerships to develop aviation educational opportunities (internships, summer programs, etc)	7/1/2021	6/30/2022	FY2022		Measurement = Coordinate with tenants and introduce students via tours or other means to promote internship opportunities		
2a		Engage Heritage Turbines and Atlantic Aero Support to determine how they promote their Internships/start program	7/1/2021	6/30/2022	FY2022		Measurement = Gain an understanding of internship opportunities at the airport to market to aviation students	Target this discussion during quarterly tenant meetings	
2b		Work with airport tenants to replicate internship program. Find out what they have in place	7/1/2021	6/30/2022	FY2022				
3	3	Engage educational community (Bridgewater State University, Cape Cod Community College, Barnstable Public Schools, MA Air and Space, National Aviation Academy)							
3a		Recruit aviation schools with emphasis and focus on working with aviation higher education establishments (Bridgewater State University and Cape Cod Community College) and in coordination with tenants (Cape Air, Allies Air, Boss Aviation, Griffin)	7/1/2021	6/30/2022	FY2022		Measurement = Engage at least 1 aviation school to locate and establish a presence at HYA	Already started and working on development of museum pieces in the terminal on display, at The Landing at Hyannis and soon on the East Barno	
3b		Develop partnerships with MA Air and Space Museum	7/1/2021	6/30/2022	FY2022		Measurement = Engage MASM to establish a presence at HYA on the East Ramp	on airport - if we build it they will come. This facility will draw visitors from both side of the fence and can support our annual aviation event.	
3c		Coordinate with Barnstable Public Schools to include an aviation educational courses in curriculum			FY2023				
4	4	Recruit flight schools to operate at airport (private flight schools open to the general public)			FY2021	✓	COMPLETED		

Coal Bi Diversity Revenue Streams

Identify and Formalize Revenue Streams

Objective: Maximize Airport Properties (non-aviation & aviation)

Version: FY2022

Ranking	Action within Objective	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes			
1	1	Research land use based on impacts to aviation								
1a	Research land needs (runway and approach surface environment protection) to develop airport to serve larger aircraft (master plan process)	5/1/2019	6/30/2022	FY2022 FY2023		Measurement - Develop compatibility plan for land use associated with runway extension	Cost is embedded in AMPLU. This will be processed as part of the Airport Master Plan Update. Depends on alternatives assessed for Runway 15/33 extension.			
1b	Identify airport design criteria needs for future airfield configuration to avoid future non-aviation land development impacts	5/1/2019	6/30/2022	FY2022 FY2023		Measurement = Develop compatibility plan for land use associated with Airport Master Plan	Cost is embedded in AMPLU. This will be processed as part of the Airport Master Plan Update. Depends on alternatives assessed for Runway 15/33 extension.			
2	2	Determine best use for aviation and non-aviation property								
2a	Inventory available parcels	6/1/2019	8/15/2019	FY2020	✓	COMPLETED	This will set the stage for the next series of parcels that will need to go out for RFP			
2b	Conduct cost/benefit analysis and determine need (commercial vs aviation)	4/1/2019	12/31/2019	FY2020	✓	COMPLETED	Cost included in position salary			
3	3	Prioritize airport properties for lease/development								
3a	List non-aviation properties outside of those already identified in FY2019 (Priority parcels 1, 2, and 3)	8/16/2019	12/31/2019	FY2020	✓	COMPLETED	Progress completed on 3 parcels. Draft RFP completed and lease for RFP under development.			
3b	Identify zoning and any conflicts with proposed use by working with TOB Planning and Development Department and Town Council (non-aviation)	12/31/2019	#####	FY2020	✓	COMPLETED	Completed for non-aviation with the prioritization task but need to see what other possible roadblocks exist			
3c	List aviation properties	12/31/2019	#####	FY2020			Revealed as part of the AMPLU process			
4	4	Consider hangar development/more hangars for multi-use facility	1/1/2021	12/31/2022	FY2022 FY2023		Measurement = develop or have developed, at least 1 new hangar and at least 1 verify hangar wait list/interest for DHS, FY			
4a	Survey current hangar wait list to determine actual need/interest	7/1/2021	10/1/2021	FY2022			Measurement = develop 1-2 RFPs for non-aviation parcels attached to RFP. Need to hold off on Millard's (potential impact with future runway length)			
5	5	Develop RFP/RFI for various airport properties (non-aviation) for aviation we may qualify under aviation exemption)	7/1/2021	6/30/2022	FY2022					
6	6	Seek grant opportunities for future airport development	6/25/2020	6/25/2020	FY2020 FY2021	✓	COMPLETED - CARBS Act			
7	7	Redevelop the east side of the airport for both aviation and non-aviation uses	1/1/2021	8/30/2022	FY2021 FY2022		Measurement = complete the Mary Dunn Way Extension and Rehab Project	Move up based on non-aviation parcel development as necessary		great
8	8	Consider opportunities to leverage properties to further enhance environmentally friendly (alternative energy) sources of revenue	1/1/2021	8/30/2022	FY2021 FY2022		Measurement = plan, design and develop parking lot solar as part of the CVSC program (round 6) and/or roof top solar on airport properties			

Goal B: Diversity Revenue Streams
 Identify and Formalize Revenue Streams
 Date: August 2, 2021

Objective: Identify New Airport Revenue Potential
 Version: FY2022

Action ID#	Ranking within Objective	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes			
1	1	Conduct airport rates & charges study	2/1/2019	6/30/2022	FY2022		COMPLETED in 2019. Consider update in October 2021	Underway			
2	2	Research regional economy to gain a better understanding of the Cape and Island market. Identify top 10% of importers/exporters from the region.									separate them into those who use the airport and those who don't possible surveys; what would make them use the airport more, why don't they use the airport.
2a		Step 1: Work with Cape Cod Chamber to identify the Cape & Island market. They may have the top 10% known. Set up a series of meetings with various entities such as Chambers, Cape Cod Hospital, other Cape towns and other businesses. Work with the TOB to determine next steps for this task.			FY2023						
2b		Step 2: TBD based on data collected in Step 1			FY2023						
3	3	Determine what businesses use employees that require transport to/from the islands	7/1/2021	6/30/2022	FY2022		Measurement = Compile a list of businesses that use aviation. This should be part of the Environmental Assessment and justification for runway length.				
4	4	Explore local Cape and Island industry opportunities where business aviation divisions could utilize the airport more often	7/1/2021	6/30/2022	FY2022		Measurement = Compile a list of businesses that use aviation. This should be part of the Environmental Assessment and justification for runway length.				don't use the airport more. Many companies have a policy about putting their employees on certain aircraft, cargo size, lack of flights, etc. i.e. things over which we have no control.
5	5	Engage the Economic Development Council, Planning and Development Department, Cape Cod Technology Council, and others to better utilize the airport	7/1/2021	6/30/2022	FY2022		Measurement = Engage entities to compile a list of businesses that use aviation as part of the Environmental Assessment and justification for runway length.				
6	6	Market the airport									
6a		Facilities/land for development	7/1/2021	6/30/2022	FY2022		Measurement = Develop PFPs for 3 available vacant parcels (Milled's, grass parking lot, lot across the street from Cape Air)	Started for non-aviation but need to modify leases to be attached to PFP. Need to hold off on Milled's (potential impact with future runway length)			
6b		Communicate to non-aviation businesses about the opportunities at the airport (community facility use, advertising, transportation, workforce and services)									possible offer community facility use as already stated.
6c		Rates and charges			FY2023						
6d		Ease of import/export potential			FY2023		Measurement = Reestablish discussions with Channel 18 from January 2020 to continue filming the ease of access video for social media content. Complete the video for social media posts.	Work with Paula Hersey - Channel 18. Work with AOPA to promote ease of access for local and transient pilots.			beyond AOPA?
6e		Ease of access for local business community	7/1/2021	6/30/2022	FY2022						

Ranking with m-ID#	Task Objective	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes
1	1 Explore the transportation needs of the region (ferry, train, bus, highway and identify opportunities and threats)						
1a	Engage the chambers of commerce (Cape and Island) to determine business transportation needs	7/1/2021	#####	FY2022		Measurement = Compile a list of businesses that use aviation. This should be part of the Environmental Assessment and justification for runway length [See B2 D2]	
1b	Research existing studies already completed	7/1/2021	#####	FY2022		Measurement = Compile a list of reports and report back on results for use in establishing transportation needs for the region [See B2 D2]	
2	2 Survey air cargo needs to accommodate area businesses			FY2023			
3	3 Survey local businesses/providers that use the airport (Barnstable County, hospitals, etc.)	7/1/2021	#####	FY2022		Measurement = Compile a list of businesses that use aviation. This should be part of the Environmental Assessment and justification for runway length	
4	4 Identify potential enhancements to ground transportation connectivity (PIA, Town of Barnstable, Pelee Pan Bus, Plymouth & Brockton Bus, etc.)			FY2023			
5	5 Survey inbound/outbound passengers	7/1/2021	#####	FY2022		Measurement = Develop a survey and share results as part of the Environmental Assessment and justification for runway length	
6	6 Identify the needs of charter operators/taxi agencies	7/1/2021	#####	FY2022		Measurement = Develop a survey and share results as part of the Environmental Assessment and justification for runway length	see above
6a	Identify all charter operators/agencies (develop contact list)	7/1/2021	#####	FY2022		Measurement = Compile a list as part of the Environmental Assessment and justification for runway length	
7	7 Research techniques utilized by other airports to recruit air service to their community	7/1/2021	#####	FY2022		Measurement = Attend airport events and other airline engagement events. Interact with airports that have new services and log how it was accomplished.	
7a	Reach out to AAAL, ACI and other agencies for referrals of aviation success stories	7/1/2021	#####	FY2022		Measurement = Attend airport events and other airline engagement events. Interact with airports that have new services and log how it was accomplished.	
7b	Define common thread, trends, or other areas of focus			FY2023			
8	8 Explore alternatives to make flight options more attractive			FY2023			
8a	Connect the dots for airline/partnerships			FY2023			

Commission Feedback Infrastructure & Marketing Subcommittee

Beth Young

Wendy Blenwich

Joe DiGeorge

airport because of runway length or lack of flights out of PVA (risk of getting stranded somewhere if mis connecting flight). Would they rather have more flights or a longer runway. Suspect the former, so need to help them understand how limiting the runway length is regardless of how many flights. Sample would be list of corporate aircraft that need longer runway. This could help with the FOIA's who are opposing the

Goal C: Regional Air Transportation Leader
 Focus on Community, Business & Tourism Needs and Access to the National Air Transportation System
 Objective: Communicate Transportation Options Available to the

Date: August 2, 2021
 Version: FY2022
 Commission Feedback Infrastructure & Marketing Subcommittee

Action ID#	Ranking within Objective	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable and Relevant)	Management Notes			
1	1	Develop marketing campaign to communicate transportation options available to the public									
1a		Conduct a quarterly inventory of flight options	7/1/2021	6/30/2022	FY2022		Measurement = install FIDS program and monitor historical flight options	To be completed 4 times per year			
1b		Develop marketing focus on airline transportation	5/6/2019	ongoing	all FY		Measurement = develop and implement annual (in-season) radio ads for air transportation	Work with CCB to develop radio broadcast highlighting airline transportation (May, June, July broadcasts each season). Also look into print media for the same.			
1c		Develop marketing focus on local transportation	5/6/2019	ongoing	all FY		Measurement = develop and implement annual (in-season) radio ads for air transportation	Work with RTA and TOB to identify options for transport to/from airport locally and within the Cape community			
2	2	Market ease of access									
2a		Market cheaper and accessible parking	5/6/2019	ongoing	all FY		Measurement = develop and implement annual (in-season) radio ads for air transportation	Work with Liz Hartsgraves and the Park Happy Program. Make sure that HVA is on all parking maps within the region as an option.		work to increase shuttle schedule	
2b		Market available airline partners and NAS connections	5/6/2019	ongoing	all FY		Measurement = develop and implement annual (in-season) radio ads for air transportation	Identify connections available from HVA to other airports/other possible connections. This is an ongoing effort as flights change throughout the year.			
3	3	Explore opportunities for collaboration to market the airport									
3a		Work with existing tenants			FY2023						
3b		Work with local entities (TOB and other Cape communities)			FY2023						

Goal C: Regional Air Transportation Leader
 Focus on Community, Business & Tourism Needs and Access to the
 National Air Transportation System
 Objective: Engage Airlines to Develop Partnerships for the Cape

Version: FY2022

Commission Feedback Infrastructure & Marketing Subcommittee

Ranking Action ID# Objective	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes	Beth Young	Wendy Bierwirth	Joe DiGeorge
1	1 Identify optimal size of aircraft in an airlines fleet that could be accommodated at Hyannis	5/1/2019	6/30/2020	FY2020	✓	COMPLETED in AMPU	This effort began in FY2019 in preparation for the Jumpstart event (June 2019). This effort will be on going.			
2	2 Develop brochure and marketing materials for airline discussions	5/6/2019	ongoing	all FY		Measurement = develop 1-2 reports/documentation for Jumpstart and other Airline Events				
3	3 Coordinate with airlines					Measurement = Attend at least the Jumpstart event and at least 1 other airline				
3a	3a Increase coordination with existing airline partners	5/6/2019	ongoing	all FY		Measurement = Attend at least the Jumpstart event and at least 1 other airline				
3aa	3aa Set and schedule quarterly meetings with carrier partners	5/6/2019	ongoing	all FY		Measurement = Reach out to airline partners during Jumpstart events and other airline engagement events at least quarterly.				
3b	3b Engage in discussion with new airline partners	5/6/2019	ongoing	all FY		Measurement = Attend at least the Jumpstart event and at least 1 other airline engagement event annually.				
3c	3c Target discussions to airlines using regional jets/similar sized aircraft	5/6/2019	ongoing	all FY		Measurement = Attend at least the Jumpstart event and at least 1 other airline engagement event annually.				
3cc	3cc Research airports of similar size with air carrier activity					Measurement = Attend at least the Jumpstart event and at least 1 other airline engagement event annually.				
3d	3d Use OAC to converse with the airlines regarding connectivity improvements	5/6/2019	ongoing	all FY		Measurement = Attend at least the Jumpstart event and at least 1 other airline engagement event annually.				
3e	3e Educate potential airline partners about the Cape, Islands, and Southeastern Massachusetts	5/6/2019	ongoing	all FY		Measurement = develop 1-2 reports/documentation for Jumpstart and other Airline Events				
3ee	3ee Develop a fact sheet for the region	5/6/2019	ongoing	all FY		Measurement = Attend at least the Jumpstart event and at least 1 other airline engagement event annually.				
3f	3f Educate potential airline partners about the facilities at Hyannis	5/6/2019	ongoing	all FY		Measurement = Attend at least the Jumpstart event and at least 1 other airline engagement event annually.				

incentives for off season airline service. Use profits from private jet fuel sales to subsidize year round airline service tied into the the National airlines system.

Goal D: Enhance Airport Image & Branding
 Review Perception Outside of the Town/Airport and Beyond New
 England; Connect Airport to National Aviation Network

Date: August 2, 2021
 Version: FY2022

Objective: Define the Airport

Actio n ID#	Ranking within Objective	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes			
1	1	Analyze survey data collected in DI			FY2023		COMPLETED during AMPU but more analysis is required as part of the Environmental Assessment for justification of project implementation				
2	2	Identify opportunities highlighted in DI			FY2023		COMPLETED during AMPU but more analysis is required as part of the Environmental Assessment for justification of project implementation				
3	3	Create branding implementation plan to various audiences (recreational, corporate, commercial aviation operators, business and residential community; funding agencies and other stakeholders)	7/1/2021	6/30/2022	FY2022		Measurement = Work with The Quotient Group to develop templates for various audiences for marketing purposes such as "Gateway to CA" or Gateway to Community Access"				
3a		Develop one brand, one message, one logo - includes marketing materials, uniforms, business cards, signage, etc (funding impacts)	5/1/2020	12/31/2020	FY2021	✓	COMPLETED				
3b		Determine name change acceptability from a federal standpoint	5/1/2020	12/31/2020	FY2021	✓	COMPLETED				
3c		Find opportunities to implement - this should be wide-reaching and intense publicity	5/1/2020	ongoing	All FY		Measurement = Work with The Quotient Group to develop templates for various audiences for marketing purposes such as "Gateway to CA" or Gateway to Community Access"				and Community contributions: Carbon neutral goals, Green leading edge, etc.
4	4	Define the airport as an environmental steward									
4a		Fact sheet for solar/green technologies	1/1/2021	6/30/2021	FY2021	✓	COMPLETED				can we see?
4b		Fact sheet for SWPPP/SPCC - working with TOB on messaging	1/1/2021	6/30/2021	FY2021	✓	COMPLETED				

Date: August 2, 2021

Commission Feedback Infrastructure & Marketing Subcommittee

Goal D: Enhance Airport Image & Branding
 Review Perception Outside of the Town/Airport and Beyond New
 England; Connect Airport to National Aviation Network

Version: FY2022

Objective: Implement Branding

Actio n ID#	Ranking within Objective	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, is Achievable, and Relevant)	Management Notes
1	1	Implement airport name change/overall branding message			FY2021	✓	COMPLETED	Concerted effort to implement new name
2	2	Communicate airport name change			FY2021	✓	COMPLETED	
3	3	Educate the general public and stakeholders about the value of the airport (emergencies, travel, businesses, etc.)			All FY		Measurement = Host or attend at least 1-2 events annually to educate airport offerings	transportation on/off the island during bridge replacement.
4	4	Educate Chambers of Commerce about the airport and coordinate marketing efforts			All FY		Measurement = Host at least 1-2 chamber events annually to educate members	
5	5	Communicate to the media the value of the airport (TOB media, local and regional media, aviation media)			All FY		Measurement = Develop at least 4 Press Releases about various events at the airport annually to communicate " happenings" at the airport	
6	6	Develop marketing materials for various audiences (recreational, corporate, commercial aviation operators, business and residential community, funding agencies, and other stakeholders)			All FY		Measurement = Work with the Quotient Group to develop templates for various audiences for marketing purposes such as "Gateway to CAV or Gateway to Community Access"	
6a		Consider the state economic impact study and ticket lift data from the airport master plan update			FY2023			
6b		Develop case study examples using text, images and social media to advance marketing			FY2023			

Goal D: Enhance Airport Image & Branding				Date: August 2, 2021				Version: FY2022		
Review Perception Outside of the Town/Airport and Beyond New England; Connect Airport to National Aviation Network										
Objective: Increase Aviation Community Involvement at HYA										
Action ID#	Ranking Within Objective	Task	Start Date	Due Date	FY	Task Completed	Measurement (Meets Goal, Is Achievable, and Relevant)	Management Notes		
1	1	Foster the development of aviation membership groups at the airport								
1a		CAPA	on going	on going	on going		Measurement = Airport Management will continue working with CAPA on events, meetings and outreach	On going efforts		x
1b		EAA	6/1/2018	7/1/2019	FY2020	✓	COMPLETED	Informal session took place. Need to hold second meeting and start selection of officers. Need to discuss playground development as first order of business		
1c		Women In Aviation			FY2023					77
2	2	Develop special event calendar (Airport, Local, Regional) to use for marketing								
			7/1/2021	#####	FY2022		Measurement = Develop an event list for FY2022 that incorporates ownership types listed above. Develop at least 3 (monthly summer season only June, July and August) GA event entitled, "HYA Hangars and Hamburgers". Develop one (1) Annual event to coincide with either June Father's Day Car Show or August Pops by the Sea. For the June Father's Day Car Show (normally held on a Sunday) we can hold our event on a Saturday entitled, "Gateway Creates" or "Classics and Coffee", OR for the Pops by the Sea (normally held on a Sunday - planned for Sunday, August 14, 2022 @5PM) we can hold our event before in the morning or on Saturday entitled, "Aircraft & Arts" or "Saturday Social".	This would be for chamber and local community events that involve the community		Excellent
2a		Identify 3 local events that would be a draw for aviation communities/fly-in groups	7/1/2021	#####	FY2022		Measurement = Implement discounts in coordination with 5-10 local establishments to draw aviation users to local businesses (create coupons and discount tickets, etc)	Farmers Market/Art Shanties in terminal. Work with hotels and restaurants and other establishments to provide coupons		
2b		Work with 5-10 local establishments to draw aviation users to local businesses (create coupons and discount tickets, etc)	7/1/2021	#####	FY2022					
3	3	Market airport to fly-in groups								
3a		Research active fly-in groups	7/1/2021	#####	FY2022		Measurement = Develop list of aircraft ownership type groups, local flying clubs, Saturday/Sunday breakfast club attendees for future marketing and event invitations			
4	4	Market the East Ramp with light aircraft events during shoulder season and various summer weekends	7/1/2021	#####	FY2022		Measurement = Develop at least 1 fall event similar to "HYA Hangars and Hamburgers" that invites light aircraft to the airport			

4a	Coordinate with local radio and media for marketing purposes	7/1/2021	#####	FY2022	Measurement = Develop social media, radio, press release or other means to market events occurring at the airport based on event list for FY2022. Incorporate at least 1-2 radio spots about a particular event.		
5	Explore hosting corporate aviation events with AAAE, NBAA, ACI, etc.			FY2023	After attending NBAA event in 2022, determine what type of event would be most appropriate.		
5a	Research events hosted at other airports to access value and opportunities			FY2023			
6	Develop fly-ins or other events at the airport for recreational aircraft users						
6a	Develop FAASTeam events	7/1/2021	#####	FY2022	Measurement = Plan and host at least 1 FAASTeam event at HYA annually		
6b	EAA Young Eagles	7/1/2021	#####	FY2022	Measurement = Plan and implement at least 1-2 "Young Eagles" events for this FY		
6c	Above the Clouds	7/1/2021	#####	FY2022	Measurement = Plan and host at least 1 Above the Clouds event at HYA annually		
6d	Boy and Girl Scouts "Night at the Terminal"	7/1/2021	#####	FY2022	Measurement = Plan and implement at least 1 "Night at the Terminal" events for this FY		
7	Work with local restaurants to host an airport food/wine festival			FY2023	Measurement = Develop event in Fall for FY2023 that incorporates one Annual event to coincide with other Cape events, either Dune Father's Day Car Show or August Pops by the Sea. For the June Father's Day Car Show (normally held on a Sunday) we can hold our event on a Saturday entitled, "Gateway Greats" or "Classics and Coffee". OR Pops by the Sea (normally held on a Sunday - planned for Sunday, August 14, 2022 @SPM) we can hold our event before entitled, "Gateway Greats".		excellent
8	Incorporate aircraft into local Cape events	7/1/2021	#####	FY2022			
9	Develop a community aviation day			FY2023			



Cape Cod Gateway Airport Events Fiscal Year (FY) 2022 Calendar Year (CY) 2021 and 2022

Airport Business Plan Goals

Goal A - Maximize General Aviation Activity at HYA

Goal B Diversity Revenue Streams

Goal C - Become Regional Air Transportation Leader

Goal D- Enhance Airport Image & Branding

Event Planning

- July 2021
 - None (lingering effects of COVID)
- August 2021
 - None (lingering effects of COVID)
- September 2021
 - September 28, 2021 – Mass Causality Incident Drill (MCI)
- October 2021
 - **October xx, 2021 - FAAS Team Meeting – Date TBD**
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - **October 28, 2021 @ 8:30amd (Airport Café) - Cape Cod Chamber of Commerce Good Morning Networking Breakfast**
 - Meets Goal C - Become Regional Air Transportation Leader
 - Meets Goal D- Enhance Airport Image & Branding
- November 2021
 - **November xx, 2021 - EAA Young Eagles Flight Program – Date TBD**
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
- December 2021
 - **December xx, 2021 – xx**
 - **None at the moment**
- January 2022
 - **January xx, 2022 – xx**
 - **None at the moment**



480 Barnstable Rd, Hyannis, MA 02601 | flyHYA.com | 508.775.2020

KATIE RILEY SERVIS Airport Manager | MATTHEW T. ELIA Assistant Airport Manager

- February 2022
 - February xx, 2022 – xx
 - None at the moment
- March 2022
 - March xx, 2022 – xx
 - None at the moment
- April 2022
 - April xx, 2022 – Cape Cod Chamber of Commerce Good Morning Networking Breakfast. Welcome the new season!
 - Meets Goal C - Become Regional Air Transportation Leader
 - Meets Goal D- Enhance Airport Image & Branding
- May 2022
 - May 21, 2022 – Hangars & Hamburgers (3rd Saturday of each month May – October)
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
- June 2022
 - June 18, 2022 – Hangars & Hamburgers OR Tiedowns & Tacos (3rd Saturday of each month May – October)
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding

FISCAL YEAR 2022 ENDS

- July 2022
 - July 16, 2022 – Hangars & Hamburgers OR Assuies and Aircraft (3rd Saturday of each month May – October)
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
- August 2022
 - August 20, 2022 – Hangars & Hamburgers OR General Aviation & Gyros (3rd Saturday of each month May – October)
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
- September 2022
 - September 17, 2022 – Hangars & Hamburgers (3rd Saturday of each month May – October)
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
 - September xx, 2022 – Cape Cod Young Professionals Back to Business Bash – Sue to determine likelihood of event occurring
 - Meets Goal D- Enhance Airport Image & Branding
 - September xx, 2022 – Electric Vehicle Car Show & Ride
 - Meets Goal D- Enhance Airport Image & Branding
- October 2022



- October 15, 2022 – Hangars & Hamburgers (3rd Saturday of each month May – October)
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
- October xx, 2022 – Southeastern Massachusetts Career Fair & Expo
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
- November 2022
 - November xx, 2022 - EAA Young Eagles Flight Program
 - Meets Goal A - Maximize General Aviation Activity at HYA
 - Meets Goal D- Enhance Airport Image & Branding
- December 2022
 - December xx, 2022
 - None at the moment

Past events to consider:

- A Night in the Terminal Girl Scout Sleep Over
- A Night in the Terminal Cub Scout Sleep Over
- Barnstable Art at the Airport – Thursday through Sunday
- EAA B-17 Tour
- Collings Foundation



All Regular Spots

CCB-MEDIA,WFCC-FM,WKPE-FM,WOCN-FM,WQRC-FM
 From 08/27/21 To 08/27/21 Filtered By Selection
 As of Thursday, Aug 26 2021

Schd Date	Schd Time	Advertiser	Product	Contract #	Station
07/12/2021	10:56:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/12/2021	4:32:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/13/2021	10:26:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/13/2021	11:45:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/13/2021	4:32:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/13/2021	7:56:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/15/2021	8:53:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/15/2021	9:58:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/15/2021	10:02:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/15/2021	10:57:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/15/2021	12:45:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/15/2021	5:04:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/15/2021	5:31:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/15/2021	6:48:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/15/2021	7:03:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/16/2021	6:33:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/16/2021	7:17:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/16/2021	8:46:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/16/2021	9:47:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/16/2021	2:48:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/16/2021	3:28:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/16/2021	4:04:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/16/2021	10:27:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/17/2021	7:18:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/17/2021	8:49:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/17/2021	12:27:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/17/2021	2:57:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/17/2021	3:02:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/17/2021	11:27:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/18/2021	10:57:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/18/2021	5:56:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
07/19/2021	10:22:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/19/2021	6:52:45PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/19/2021	8:21:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/20/2021	4:20:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/20/2021	6:52:15PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/21/2021	10:52:15AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/21/2021	11:52:15AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/21/2021	3:52:45PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/21/2021	7:50:15PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/22/2021	6:44:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/22/2021	6:48:45AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/22/2021	12:20:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/22/2021	1:04:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM

All Regular Spots

CCB-MEDIA,WFCC-FM,WKPE-FM,WOCN-FM,WQRC-FM
 From 08/27/21 To 08/27/21 Filtered By Selection
 As of Thursday, Aug 26 2021

Schd Date	Schd Time	Advertiser	Product	Contract #	Station
07/22/2021	6:47:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/22/2021	8:03:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/22/2021	8:21:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/23/2021	6:23:45AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/23/2021	10:27:45AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/23/2021	1:21:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/23/2021	2:22:45PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/23/2021	5:28:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/23/2021	7:20:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/23/2021	9:03:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/24/2021	7:22:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/24/2021	7:29:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/24/2021	8:21:45AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/24/2021	8:47:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/24/2021	2:46:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/24/2021	4:47:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/24/2021	5:52:15PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/24/2021	11:31:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
07/25/2021	7:21:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/25/2021	4:20:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/25/2021	10:26:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/26/2021	6:35:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/26/2021	8:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/26/2021	10:52:15AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/26/2021	11:51:45AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/26/2021	12:50:15PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/27/2021	7:35:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/27/2021	1:20:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/27/2021	3:21:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/27/2021	5:52:45PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/28/2021	7:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/28/2021	8:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/28/2021	5:50:45PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/28/2021	7:22:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/28/2021	8:51:45PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/29/2021	6:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/29/2021	6:35:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/29/2021	7:35:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/29/2021	8:02:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/29/2021	5:21:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/29/2021	6:21:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/30/2021	6:02:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/30/2021	6:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
07/30/2021	7:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM

All Regular Spots

CCB-MEDIA,WFCC-FM,WKPE-FM,WOCN-FM,WQRC-FM
 From 08/27/21 To 08/27/21 Filtered By Selection
 As of Thursday, Aug 26 2021

Schd Date	Schd Time	Advertiser	Product	Contract #	Station
07/30/2021	2:50:15PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/30/2021	7:20:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/31/2021	6:21:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/31/2021	10:50:45AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
07/31/2021	8:21:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
08/01/2021	8:20:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
08/01/2021	3:23:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
08/01/2021	5:20:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WKPE-FM
08/05/2021	7:32:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/05/2021	12:31:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/05/2021	5:46:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/05/2021	8:47:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/06/2021	8:23:15AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/06/2021	9:28:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/06/2021	11:47:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/06/2021	6:27:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/06/2021	9:27:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/07/2021	6:02:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/07/2021	12:47:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/07/2021	4:46:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/07/2021	9:03:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/19/2021	9:02:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/19/2021	10:29:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/19/2021	3:02:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/19/2021	8:46:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/20/2021	6:44:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/20/2021	8:32:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/20/2021	2:02:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/20/2021	6:47:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/20/2021	8:27:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/21/2021	6:47:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/21/2021	1:48:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/21/2021	4:02:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/21/2021	9:27:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WOCN-FM
08/23/2021	5:35:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
08/23/2021	8:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
08/23/2021	9:56:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/23/2021	10:57:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/23/2021	3:28:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/23/2021	6:31:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/23/2021	7:58:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/24/2021	7:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
08/24/2021	8:46:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/24/2021	11:26:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM

All Regular Spots

CCB-MEDIA,WFCC-FM,WKPE-FM,WOCN-FM,WQRC-FM

From 08/27/21 To 08/27/21 Filtered By Selection

As of Thursday, Aug 26 2021

Schd Date	Schd Time	Advertiser	Product	Contract #	Station
08/24/2021	2:56:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/24/2021	4:32:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/24/2021	5:31:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/25/2021	6:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
08/25/2021	8:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
08/25/2021	8:46:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/25/2021	11:26:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/25/2021	3:30:30PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/25/2021	8:58:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/26/2021	7:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
08/26/2021	8:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
08/26/2021	9:58:30AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/26/2021	11:24:00AM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/26/2021	4:47:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/26/2021	8:58:00PM	CC GATEWAY AIRPORT	Everything's Easier	1505088867	WFCC-FM
08/27/2021	7:06:00AM	CC GATEWAY AIRPORT	WX BB Exit 68 To Gate	1505088867	WOCN-FM
Grand Total					