

ORDINANCE NO. 06-2024

AN ORDINANCE AMENDING ORDINANCE 54-2023 ADOPTING FEES AND CHARGES, BY AMENDING THE CITY OF ABILENE FEE SCHEDULE TO ADD THE ABILENE REGIONAL AIRPORT TERMINAL INTERIOR ADVERTISING RATES; AND CALLING A PUBLIC HEARING.

WHEREAS, City Council adopted Ordinance 54-2023 ("Fee Ordinance") on August 10th, 2023 setting fees and charges commencing on October 1, 2023; and

WHEREAS, it was contemplated that this Fee Ordinance would require amendment from time to time to modify and update fees and charges; and

WHEREAS, the airport has added digital screens and banner advertising for commercial advertising in the terminal; and

WHEREAS, the airport developed new advertising rates for these media conveyances; and

WHEREAS, the Director of Transportation Services may also approve advertising for free or for trade of other similar value to the airport and City of Abilene; and

WHEREAS, this Ordinance amendment will codify the new rates to be included in the Fee Ordinance for transparency to the public.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ABILENE, TEXAS:

Part 1: That the Schedule of Fees and Charges for Terminal Interior Advertising for the Abilene Regional Airport of the City of Abilene, Texas, be amended as set forth in Exhibit "A", attached hereto and made a part of this Ordinance for all purposes.

Part 2: That all ordinances, parts of ordinances, resolutions and parts of resolutions in conflict herewith are repealed.

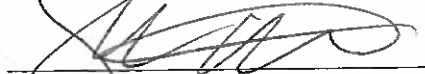
Part 3: That if any provision or any section of this ordinance shall be held to be void or unconstitutional, such holding shall in no way affect the validity of the remaining provisions or sections of this ordinance, which shall remain in full force and effect.

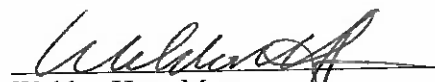
PASSED ON FIRST READING on the 25th day of January 2024.

A notice of time and place, where and when said ordinance would be given a public hearing and considered for final passage was published in the Abilene Reporter-News, a daily newspaper of general circulation in the City of Abilene, said publication being on the 4th day of February, 2024, the same being more than 24 hours prior to a public hearing being held in the Council Chamber of City Hall in Abilene, Texas, at 8:30 a.m. on the 8th day of February 2024, to permit the public to be heard.

PASSED ON THE SECOND AND FINAL READING this 8th day of February, 2024.

ATTEST:


Shawna Atkinson, City Secretary


Weldon Hurt, Mayor

APPROVED:

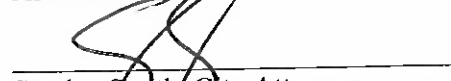

Stanley Smith, City Attorney

Exhibit A

ABI Terminal Advertising Rates

Digital Screens		
<ul style="list-style-type: none"> - Screens have a 3-minute advertising loop. Each advertiser receives a 30 second ad or two 15-second ads - A community or ABI ad plays after each ad loop - 12 screen displays available: 6 standard size and 7 larger premium size - Rates are per screen each month 		
12 month	\$275	<ul style="list-style-type: none"> - Annual contract; paid quarterly or in full - Premium screen placement at no additional charge - Placement rotation option available; based upon availability - Complimentary personalized messages (limit 5/mon) - Complimentary additional ad placement for unsold screen inventory
6 month	\$300	<ul style="list-style-type: none"> - Semi annual contract; paid quarterly or in full - Placement rotation option available; based upon availability - Complimentary personalized messages (limit 3/mon)
1 month	\$325	<ul style="list-style-type: none"> - Monthly contract; paid monthly - Select one location for placement; based upon availability
Premium screens	Add \$25/mon	- Seven 85" screens in prominent locations
Personal "Welcome" Message	\$15/screen	- 15 second spot will rotate upon requested schedule
		- Complimentary for active military passengers

Entrance Revolving Doors		
West Door	\$700	
East Door	\$700	

Vertical Banners		
<ul style="list-style-type: none"> - 6 feet tall in prominent waiting areas - Hardware is provided; banner production is additional cost of advertiser - 5 options: 2 in pre-security atrium, 2 in baggage claim area, & 1 in post-screening waiting area 		
12 month	\$250	
6 month	\$300	

Complimentary Coffee Station Sponsor		
<ul style="list-style-type: none"> - Located in the post-screening area as passengers wait or arrive for flight - Signage "Coffee provided by _____" for all passengers to see multiple times. Near vending machines and bathroom. - ABI manages the station, pays for the coffee products, and services the area 		
12 month	\$300	<ul style="list-style-type: none"> - Annual contract; paid quarterly or in full
6 month	\$350	<ul style="list-style-type: none"> - Digital screen ad included - Placement rotation upon request and availability - Complimentary personalized messages (limit 5/mon) - Complimentary additional ad placement for unsold screen inventory

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Weather Station Sponsor

- Located in the post-screening on digital screen that displays a weather channel
- Signage "Weather provided by _____" for all passengers to see multiple times while waiting

12 month	\$300	<ul style="list-style-type: none"> - Annual contract; paid quarterly or in full - Digital screen ad included - Placement rotation upon request and availability - Complimentary personalized messages (limit 5/mon) - Complimentary additional ad placement for unsold screen inventory
6 month	\$350	

Business Station Sponsor

- Located in the post-screening on digital screen that displays CNBC or similar channel
- Signage "Business news provided by _____" for all passengers to see multiple times while waiting

12 month	\$300	<ul style="list-style-type: none"> - Annual contract; paid quarterly or in full - Digital screen ad included - Placement rotation upon request and availability - Complimentary personalized messages (limit 5/mon) - Complimentary additional ad placement for unsold screen inventory
6 month	\$350	

Additional Advertising Information

- 15% discount available for each additional ad purchase; applied to lowest price ad
- Open to trades of products and services; especially if they can be used in the ABI frequent flyer program as awards
- Advertising agencies receive a standard 15% discount