

RESOLUTION NO. 122-2021

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ABILENE, TEXAS
APPROVING THE LAND USE PLAN FOR ABILENE REGIONAL AIRPORT**

WHEREAS, the City of Abilene (City) owns and operates Abilene Regional Airport (ABI); and

WHEREAS, SkyWest began operating as United Airlines for scheduled air service between ABI and Houston George Bush Intercontinental Airport on October 21, 2020; and

WHEREAS, the pandemic has challenged passenger growth of this new service; and

WHEREAS, SkyWest and Airport Staff see a need to increase targeted digital marketing and use data analytics to better identify potential passengers; and

WHEREAS, ArkStar is a firm that performs such specialized marketing for air service and has provided a satisfactory scope and fee proposal at a cost not to exceed \$60,000 for three months of work; and

WHEREAS, Airport staff requests the option to extend the contract an additional three months at the City's option.

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

- I. That City Council approves the contract with ArkStar for three months with an option for a second three-month period at a total cost of up to \$120,000.
- II. That this action is effective immediately upon Council approval.

ADOPTED this 29th day of July 2021.

ATTEST:


Shawna Atkinson, City Secretary


Anthony Williams, Mayor

APPROVED:


Stanley Smith, City Attorney

