

AIRPORT
FUND NO. 561
ACCOUNT NO. 1303

DESCRIPTION

The Merced Municipal Airport is a FAA certificated air carrier and general aviation airport. The City maintains the airport's runway, taxiways, terminal building, aircraft parking and hangar areas in accordance with local and FAA safety and security directives to ensure the safe and efficient movement of aircraft and airport customers. Staff accomplishes these responsibilities by seeking and securing all sources of financial support for airport capital improvement projects.

MISSION

The Municipal Airport supports the economic and physical development of the City of Merced by providing resources for general aviation and scheduled airline services.

GOALS

- ◇ Complete long-range actions to set a future course for the Airport, including the completion of a Strategic Development Plan.
- ◇ Increase the use of Airport assets to produce revenue and generate economic activity for community benefit.

OBJECTIVES

***PERFORMANCE
MEASUREMENTS/INDICATORS***

- | | |
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| 1. Enhance airport revenues at the Merced Airport. | Implement new rates, charges and rentals. |
| 2. Increase use of Airport assets. | Enter into at least two new leases or agreements on unused Airport properties or assets. |
| 3. Maintain excellence in Merced Airport operations. | Measured by performance reports provided by the FAA, National Weather Service, and State of California. |
| 4. Improve tenant and user communications and marketing. | Create and implement an Airport newsletter not later than October 2004. |
| 5. Complete the Airport Business Strategic Plan. | City Council adoption by January 2005. |

AIRPORT

2004-2005 BUDGET HIGHLIGHTS

Significant revenues and expenditures are projected for the Airport Strategic Plan, which is primarily FAA-funded. In addition, FAA grant support is expected for small-scale capital projects to maintain airport quality and security, as well as design of a future runway upgrade.