



City of Dallas

Dallas Executive Airport Development Update

**Council Briefing
April 7, 2021**

Mark Duebner, Director
Department of Aviation
City of Dallas

Purpose



- Overview of Dallas Executive Airport (RBD)
- Outline recent development and upcoming projects
- Update City Council on marketing efforts to date
- Identify general aviation segments for future marketing effort focus
- Receive feedback from City Council on next steps



Overview of Dallas Executive Airport



- Dallas Executive Airport (DEA) was built in 1945 and encompasses over 1,040 acres
- It is part of the Dallas Airport System which also includes Dallas Love Field and the Dallas Heliport
- Strategically located for corporate and private aircraft seeking airports with minimal congestion
- Only six miles and one traffic light away from downtown Dallas



Key Attributes



- ✓ Premier location
- ✓ No landing fees
- ✓ Access to major freeways
- ✓ Qualification as Foreign Trade Zone
- ✓ Recent renovations to infrastructure
- ✓ Southern Sector Renaissance



Recent Improvements



- In the last ten years, City/State/Federal investment of more than \$67M and private investment of \$15.5M
- Two concrete runways; 2018 completed expansion of 13/31 can now accommodate larger aircraft
- Upgraded LED lighting
- New Fuel Farm and Generator to support runway lighting and Tower
- New development includes DPD hangar, CAF Education Center, FBO-Dallas Jet and Coast Flight Training Flight School

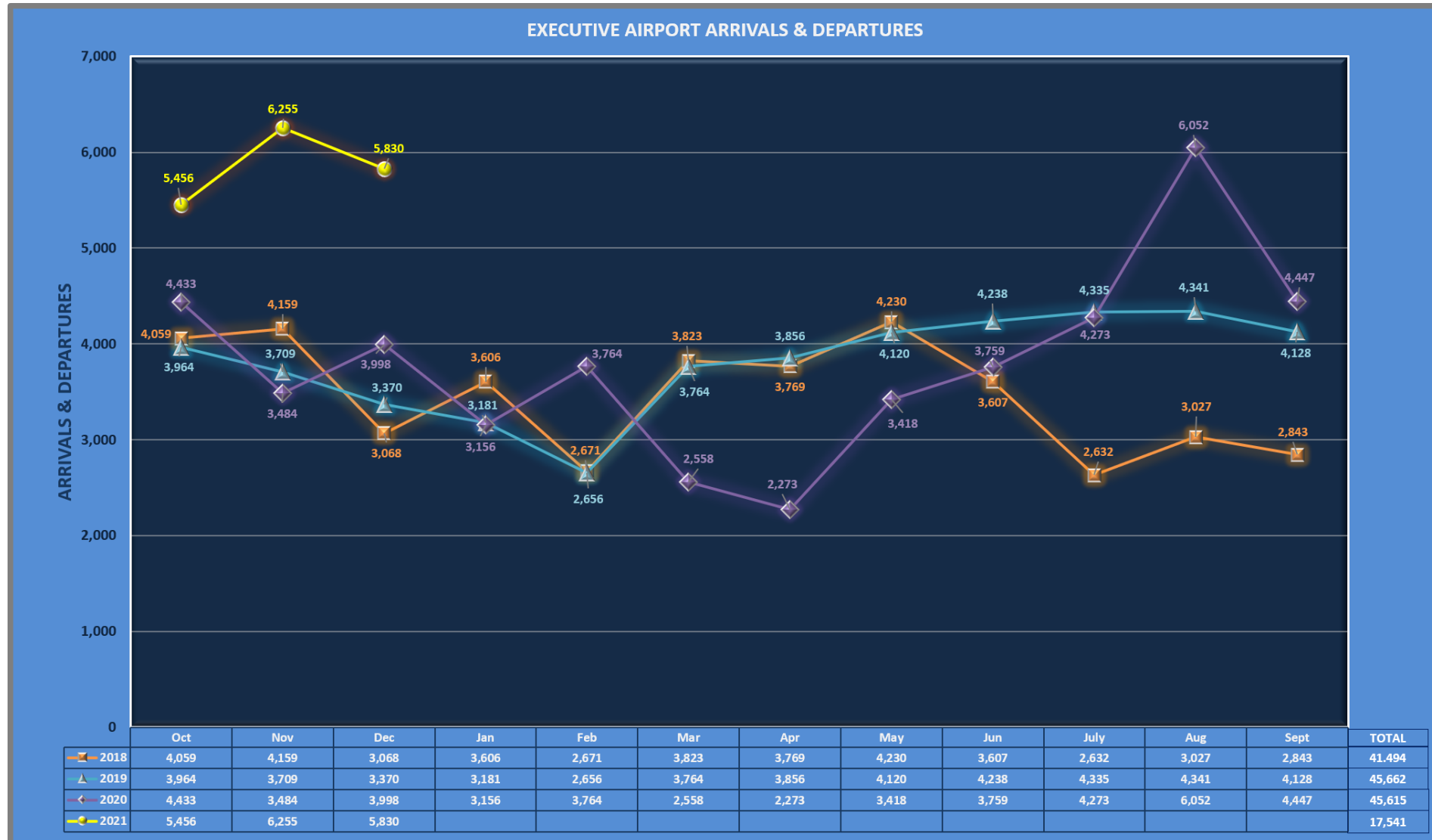




- Private Flights for Business & Personal
- Charter Services
- Fixed Based Operators (FBOs)
- Aviation Repair Services
- Law Enforcement
- Helicopters
 - Includes both law enforcement and private use
- Flight School



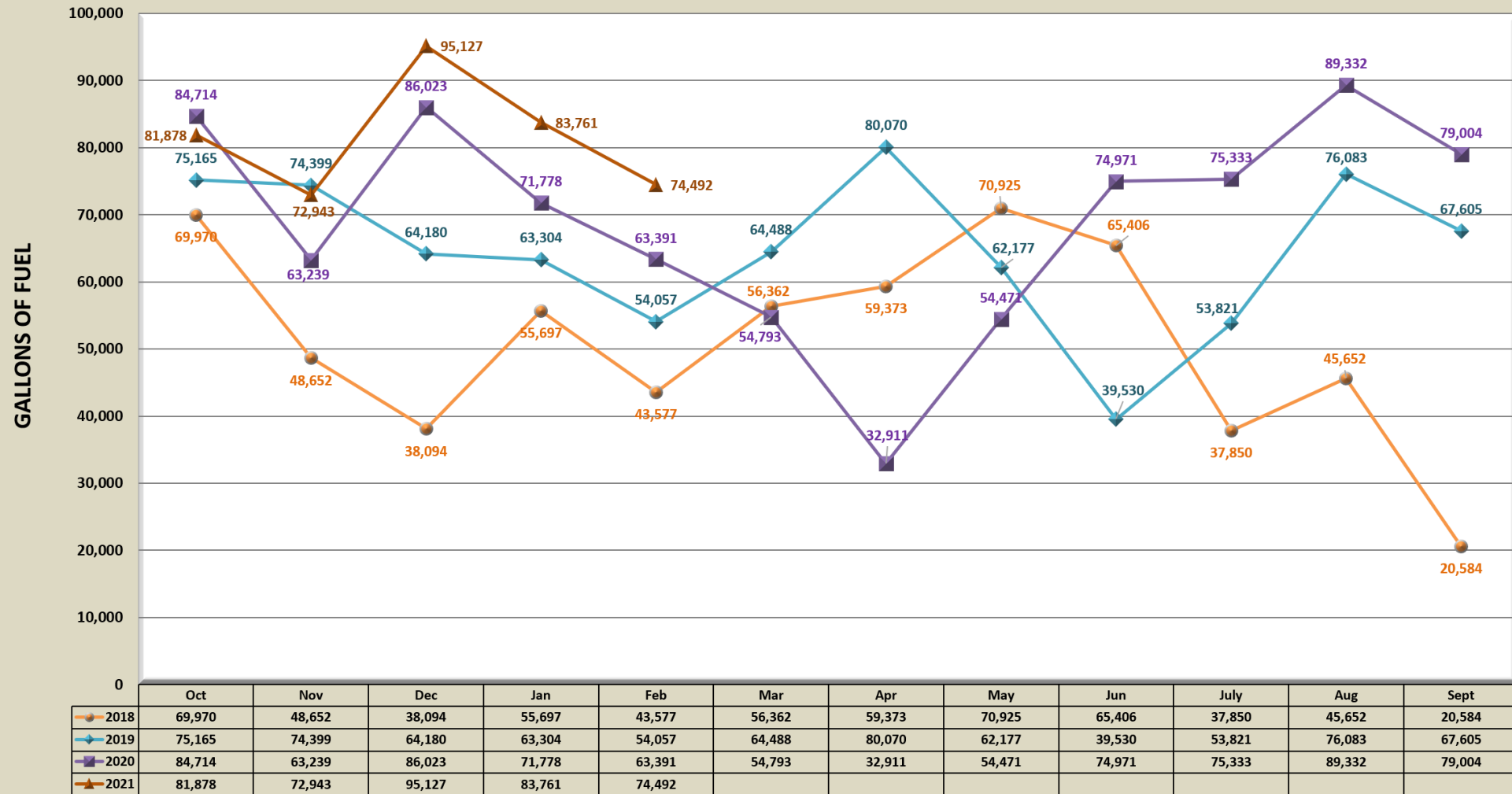
Operations Trends



Operations Trends



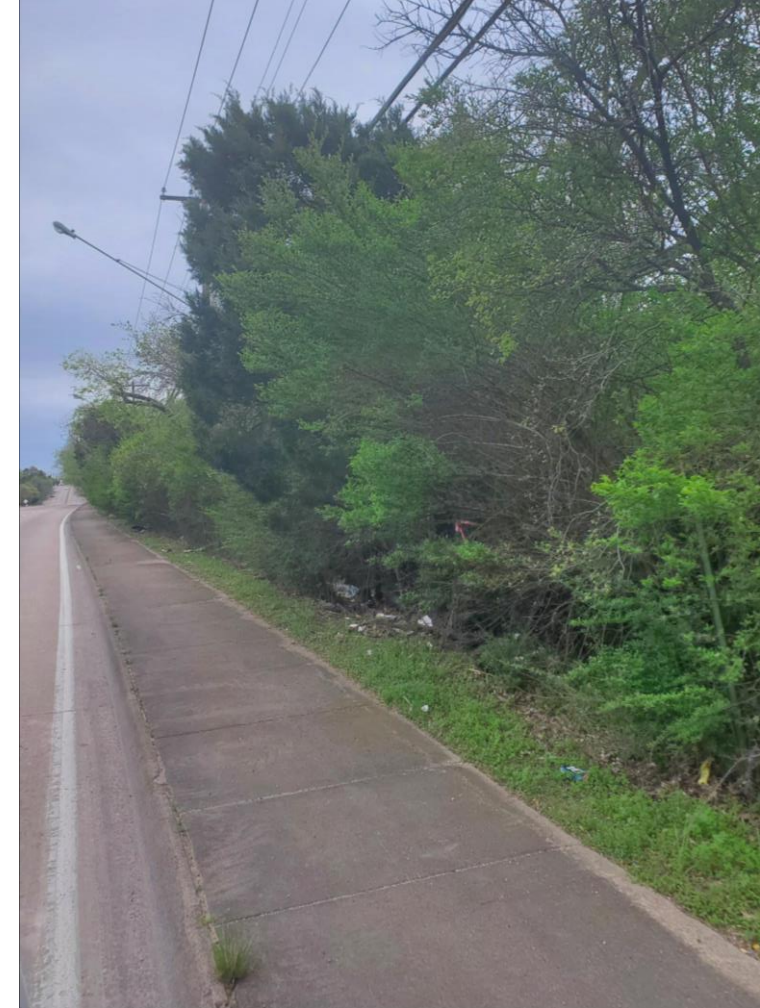
DEA FUEL USAGE



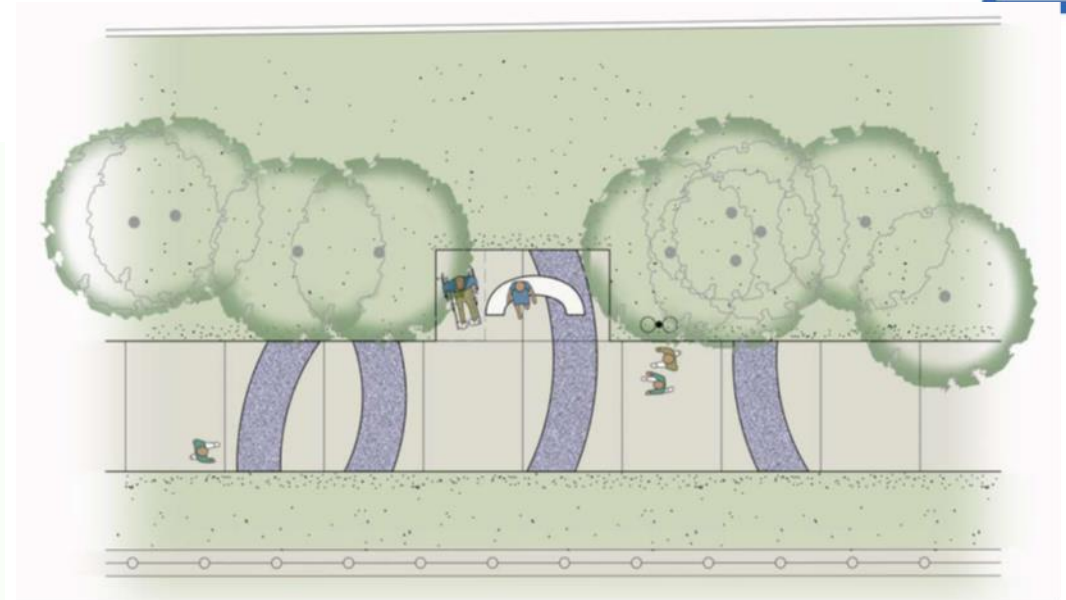
Ledbetter Streetscape Enhancements



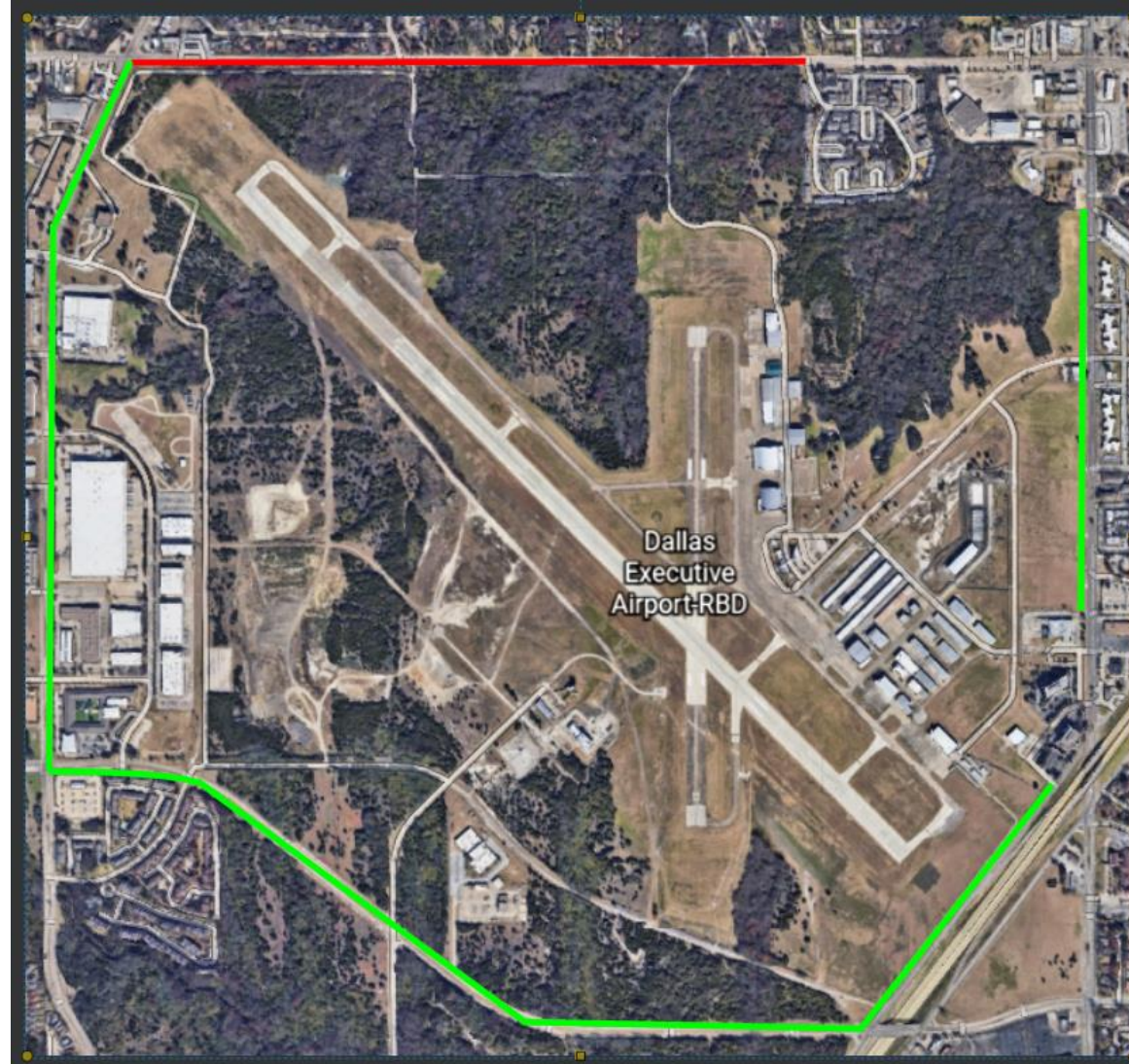
- Design and construct streetscape enhancements on Ledbetter Drive to create a distinct Dallas Executive Airport identity
- Overall goal is to construct pedestrian pathways on all roadways around the airport to provide safer access to a friendly community with reasonable multimodal transit options including walking, bicycling, and transit
- Enhance pedestrian experience: sidewalks, landscaping, enhanced seating areas and pedestrian lighting
- Public Art Opportunity – Wall Mural specific to neighborhood characteristics
- Improvements to take place only on airport property



Design Concept



DEA Perimeter Trail



Community Engagement Events



COVID-19

DISTRICT 3 DRIVE UP COMMUNITY VACCINATION REGISTRATION SITE

Dallas residents in 1A and 1B visit a community registration site to get on the COVID vaccine wait list.

Dallas Executive Airport
5303 Challenger Dr. Dallas, TX 75237

Saturday, January 30, 2021
2:00 P.M. - 6:00 P.M.



FOR MORE INFORMATION, CALL 214-670-INFO or VISIT [DALLASCITYHALL.COM/COVID19](https://dallascityhall.com/covid19).



Future Development



- Taxiway Echo Phase 1 – Design & Construction
- DEA Streetscape Project
- Terminal & Business Center Upgrades





Marketing the New Dallas Executive Airport





- City Council in June 2019 approved contract with ABI to provide marketing services to Dallas Executive Airport:
 - Identified Dallas Executive's place in the market for general aviation
 - Stressed the need to build a strong brand for the airport
 - Outlined strategy to focus efforts on targeted clients that will help build the airport and attract customers
- Resume participation in industry events/conferences
- Continue working to bring National Business Aviation Association (NBAA) event to Dallas



Marketing Plan



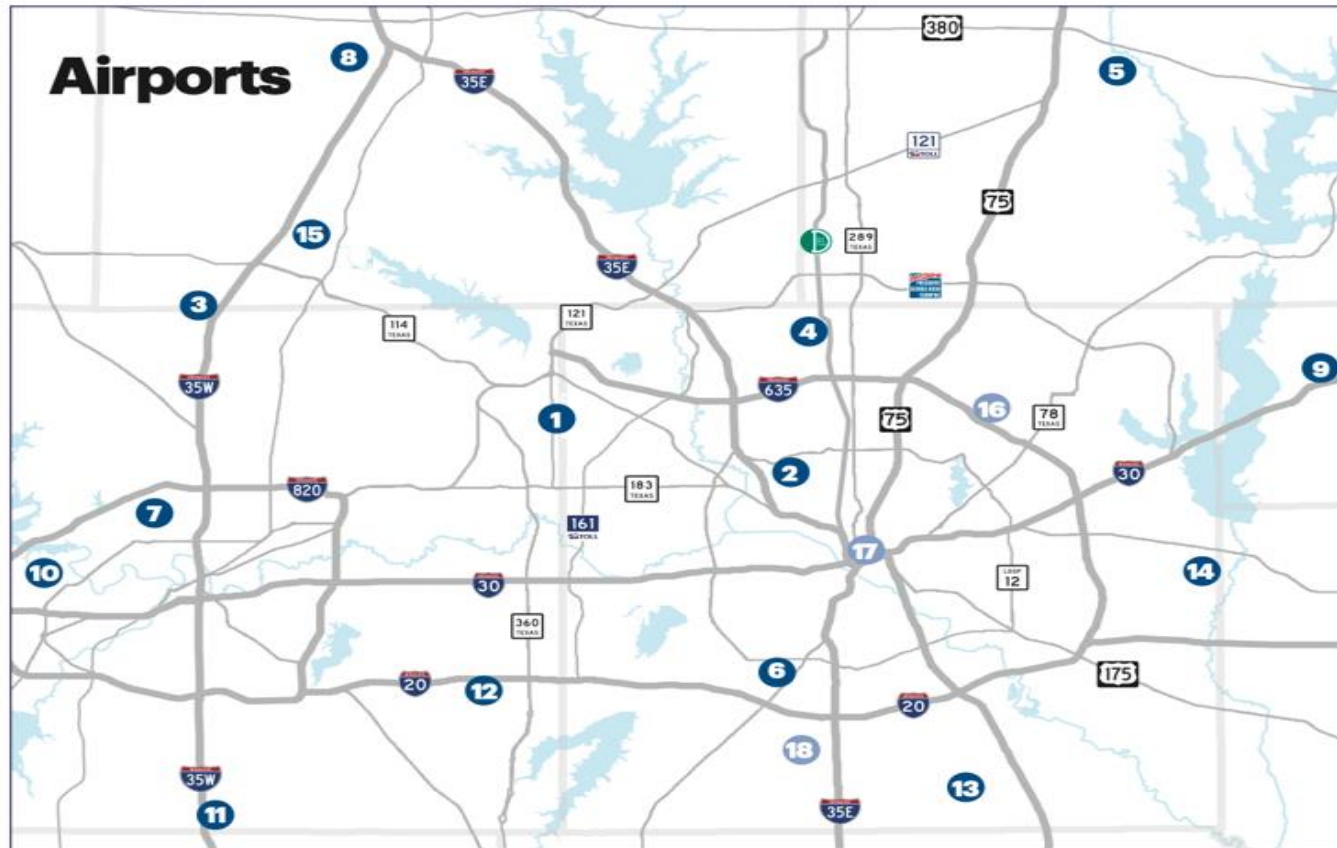
- Dallas Executive Airport and the Dallas Vertiport will be the staging and landing site for the 2022 Helicopter Association International (HAI) Helio- Expo
- Event will held at the Kay Bailey Convention Center March 7th – 10th, 2022
- The HAI Helio-Expo is where the Vertical Take Off Land (VTOL) industry gathers to connect, learn and conduct business



Competitive Landscape



There are 21 airports in the DFW metro area

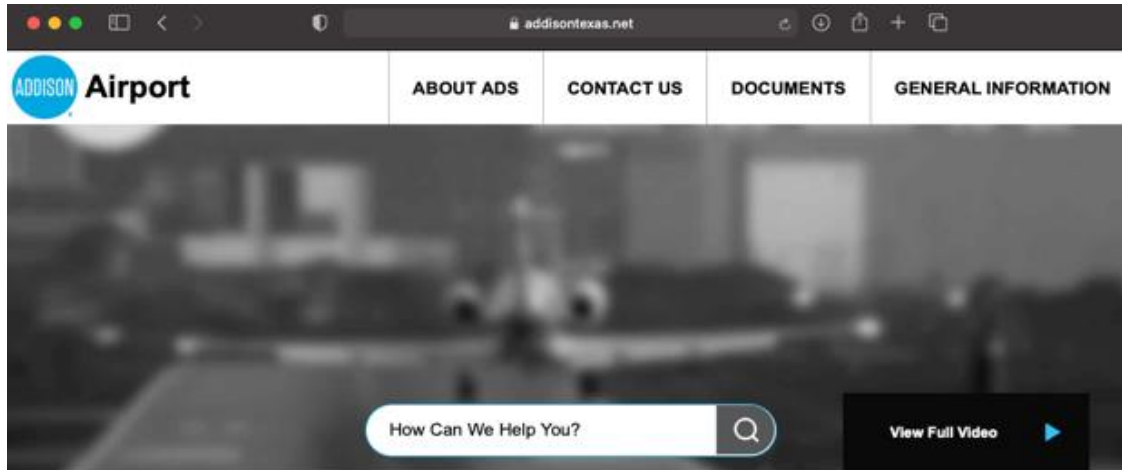


- 1** Dallas Fort Worth International Airport
- 2** Dallas Love Field
- 3** Fort Worth Alliance Airport
- 4** Addison Airport
- 5** McKinney National Airport
- 6** Dallas Executive Airport
- 7** Fort Worth Meacham International
- 8** Denton Enterprise
- 9** Ralph M Hall/Rockwall Municipal
- 10** NAS Fort Worth Joint Reserve Base
- 11** Fort Worth Spinks
- 12** Arlington Municipal
- 13** Lancaster Regional Airport
- 14** Mesquite Metro
- 15** Northwest Regional
- Helicopters And Vertical Take-Off
And Landing Aircraft Only:**
- 16** Garland/DFW Heloplex
- 17** Dallas CBD Vertiport
- 18** Heliport DeSoto

Not pictured: Ennis Municipal, Ferris Red Oak Muni Heliport and Midlothian/Waxahachie



Competitive Landscape



General Information



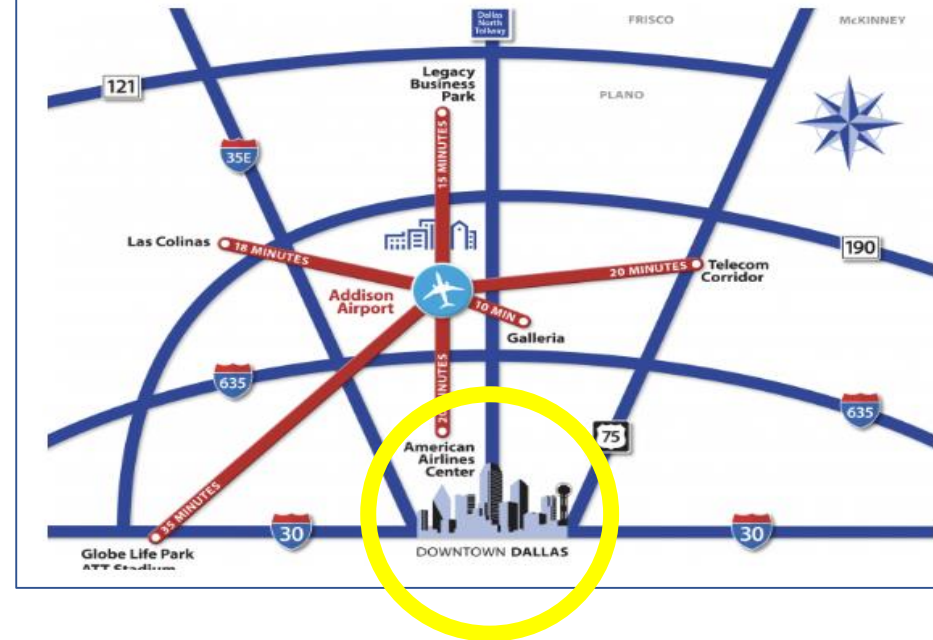
Finding ADS



Business Directory



Finding ADS



**Addison Airport (ADS)*



Winter Event 2021



General Aviation Segment Targets



- Primary
 - Corporate Flight
 - Charter Services
 - Fixed Based Operators (FBOs)
 - Maintenance, Repair, Operations (MROs)
- Secondary
 - Aircraft Manufacturing and Accessory
 - Flight Training
 - Owners/ Pilots



Proposed Actions



- Rebrand Dallas Executive Airport as the premier “downtown Dallas airport”
- Develop high quality website and marketing material to rebrand Dallas Executive Airport
- Increase marketing efforts aimed at bringing in corporate flights, Maintenance, Repair, Operations (MROs) and support services for aviation industry
- Resume participation in industry events/conferences



Goals of Marketing Efforts



- Continue to drive interest and investment to southern sector
- Increase development of the westside of Dallas Executive Airport
- Create long-term relationship with tenants



Next Steps



City Council support requested for future development and marketing initiatives

- Obtain City Council feedback on marketing efforts
- Continue to work with DEA Steering Committee to develop a marketing plan compatible with stakeholders
- Work with COM, ECO and KBHCCD to promote rebranding of Dallas Executive Airport
- February 24th agenda item passed for TXDOT/COD interlocal agreement to begin Taxiway Echo Phase 1; RFQ currently advertised. TXDOT plans to award and begin design Summer 2021





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