

AIRPORT
FUND NO. 561
ACCOUNT NO. 1303

DESCRIPTION

The Merced Municipal Airport is a FAA certificated air carrier and general aviation airport. Staff 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.

Additionally, staff looks to maintain scheduled airline service at the Merced Airport by supporting continuation of the Essential Air Service (EAS) subsidy program and by actively marketing Merced Airport in seeking expansion of airline services for our community.

MISSION

As a major factor in the economic and physical development of the City of Merced, the Municipal Airport provides resources for general aviation and scheduled airline services.

GOAL

- ◇ Sustain the highest quality in customer service, aeronautical services and facilities that enhance the Merced community by maintaining and operating the Merced Municipal Airport in a safe, secure, cost-effective and financially self-sufficient manner.

OBJECTIVES

***PERFORMANCE
MEASUREMENTS/INDICATORS***

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| <ol style="list-style-type: none">1. In concert with the Airport Authority, develop and implement ways to enhance airport revenues and reduce operational costs at the Merced Airport. | <p>Assess efforts in June 2004 through a benefit/costs analysis or by establishing a return on investment based on cost per operation and operating revenue.</p> |
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AIRPORT

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| 2. Maintain excellence in the operation of the Merced Airport. | Measured by performance reports provided by the FAA, National Weather Service, and State of California. |
| 3. Complete Airport Business Strategic Plan. | City Council adoption by June 2004. |

2003-2004 BUDGET HIGHLIGHTS

Significant revenues and expenditures are projected for the Airport Strategic Plan, which is primarily FAA-funded.