



FBO Marketing and Operations

Strategies for Sustainable Growth

CK Aviation FBO Solutions Team

A Brief Bio

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26 Years of General Aviation Experience

- Master of Science in Aviation; Bachelor of Science in Commercial Aviation
-University of North Dakota, Grand Forks
- Airport Manager; Suburban Airport Laurel, MD 1997-2000
- Certified Flight Instructor 1998-Present (23 Years)
- Airline Pilot; US Airways Express 2000-2006
- General Manager, Director of Operations, Chief Pilot; Thunderbird Aviation, Inc. 2006-2016
- Chief Flight Instructor; Thunderbird Aviation 2007-2010
- Agent for Service/Responsible Executive Thunderbird Aviation Air Charter 2010-2020
- First Officer; Southwest Airlines Co. 2016-Present
- Director of Operations; CK Aviation 2020-Present



Marketing Strategies

Delivering measurable economic growth

Marketing Plan

- Identify the largest operators of general aviation aircraft in the region and build relationships, including crop dusting operations within 50 miles.
- Develop relevant content on the many flight planning programs highlighting the value of your facilities.
- Work with MNDOT on content for the aeronautical directory highlighting the advantages of the airport.
- Work with aviation fuel providers to establish contract fuel at the Springfield Airport.



Marketing Plan (cont.)

- Execute a request for proposal (RFP) from fuel marketers to establish a baseline cost to add Jet A.
- Work with MNDOT on potential grant funding from the “Build Back Better” Infrastructure bill.
- Identify all aircraft owners in County and where these aircraft are based currently.
- Identify tie down areas at D42 to be able to accommodate at least 10 based aircraft.



Marketing Plan (cont.)

- Work with the Minnesota Flyer and Midwest Aviation magazines to come to write an article on the airport and City.
- Work with the large flight schools in the region to attract them to conduct cross country flights to your Airport.
- Conduct FAA Safety Wings program meetings at Springfield Airport, increasing aircraft traffic count and helping to gain regional exposure.
- Develop a Plan of Action to have “on call” maintenance available for pilots, potentially encouraging owners to base aircraft and show greater services on aeronautical charts.



Marketing Examples

