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12/7/2022

Mayor Perotte and Goleta City Council
130 Cremona Drive, Suite B
Goleta, CA 93117
RE: Santa Barbara Airport Projects Update

Dear Mayor Perotte and Councilmembers:

The Santa Barbara South Coast Chamber of Commerce, from Goleta to Carpinteria, would like to express our appreciation of the Santa Barbara Airport (SBA) to the Council. The Chamber enjoys a very positive relationship with the Airport. We are stakeholders in their programs for economic development, and they are members of the Chamber, and therefore stakeholders in our success in supporting business and government on the South Coast.

The Santa Barbara Airport is a key driver in Goleta's economic development, and economic vitality in the entire region. They are long-term supporters of community involvement and have been frequent and engaged participants in community events hosted by the Chamber and other local organizations. Additionally, SBA has displayed a consistent willingness to collaborate on community projects through data sharing, communications, and other means of support. For many years, SBA both supported and participated in the annual Goleta Lemon Festival, using their public booth at the festival to give Goleta community members the opportunity to connect directly with SBA staff.

As the City of Goleta moves forward with the Economic Development Strategic Plan, potential additional community partnerships with the airport should be considered. Year-to-date in October the Santa Barbara Airport's passenger count reached 1,013,057. Goleta hotel demand is 95% recovered when compared to pre-pandemic levels, an accomplishment that would not have been possible without the airport's performance. SBA's continued work to increase accessibility have helped our region attract new demographics of visitors and travelers. All of which have led to records in Goleta's TOT.

The airport also offers an attractive travel option for Goleta businesses and residents alike. The convenience and partnerships SBA offers to local businesses continue to make Goleta, and the South Coast, a better place to work and operate a business. Additionally, SBA acts as a hub of advertising for local businesses and events and is always willing to partner with local businesses and organizations to do so.

SBA's update and dialogue to the Council are additional examples of their dedication to a positive relationship with the City of Goleta. The Chamber appreciates the collaborative and positive relationship between the City and SBA and looks forward to seeing it continue to flourish.

Sincerely,

Kristen Miller
President & CEO
Santa Barbara South Coast Chamber of Commerce