



BATON ROUGE  
METROPOLITAN AIRPORT  
9430 Jackie Cochran Drive  
Suite 300, Terminal Building  
Baton Rouge, LA 70807  
PHONE (225) 355-0333  
FAX (225) 355-2334

**Agenda**  
**Baton Rouge Metropolitan Airport Commission**  
**Regular Meeting**  
**Tuesday, December 2, 2025**  
**3:30 p.m.**  
**Airport Administration Conference Room**  
**Suite 300, 3<sup>rd</sup> floor Terminal Building**

1. Call to Order.
2. Pledge of Allegiance.
3. Roll Call.

**Public Comment Policy**

All items on this agenda are open for public comment. Those members of the public desiring to speak on a particular item should approach the podium and request to speak after the item is announced by the Chairman. They will be required to give their name and address and the Chairman will allocate a specific amount of time for members of the public to speak.

4. Approval of the minutes of the regular meeting of October 7, 2025.
5. Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a Professional Services Contract with Lamar Advertising, to provide Baton Rouge Metropolitan Airport two static billboard panels, in an amount not to exceed \$67,000.00. By: Director of Aviation.
6. Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a lease agreement between the City of Baton Rouge/Parish of East Baton Rouge and the Greater Baton Rouge Airport District to lease a total of 7.43 acres of land for a period of ten (10) years, with a five (5) year option to renew at a rental rate of \$4,869.47 per month or \$58,433.64 per year. By: Director of Aviation.

7. **Authorization for the Mayor-President and/or Chairman of the Airport Commission to amend the land lease with America’s Auto Auction Baton Rouge to reduce the leased area from 27.292 acres to 20 acres. By: Director of Aviation.**

8. **Approving Change Order No. 1 Baton Rouge Metro Airport Terminal HVAC Upgrades. By: Director of Aviation.**

Project Title:	Baton Rouge Airport Terminal HVAC Upgrades
Project Number:	9800000100
Account Number:	9800000100-5821000000-0000000000-652800
Original Estimated Cost:	\$2,521,379.00
Contract Number:	800006493
Council Award Date:	August 28, 2024
Contractor:	Bob Bernhard & Associates Mechanical, LLC
Change Order No.	One (1)
Change Order Amount:	\$85,060.95 (Contract time increased by 0 days)
Original Contract Amount:	\$2,738,000.00
Net Previous Changes:	\$-0-
New Contract Amount:	\$2,823,060.95
Description:	This is to install 15- 7’off ground clearance bars and 1-Do Not Enter sign for tug way. Contractor will anchor and hang the clearance bars and sign at 16 different locations. Replacement of refrigerant monitoring system and replace sand base under structure foundation with limestone.
Why Required:	Clearance Bars are required to protect the new water lines. The limestone base was required because of standing water in the foundation.

9. **Approving Final Acceptance on the Baton Rouge Metropolitan Airport- Airport Terminal HVAC Upgrades. By: Director of Aviation.**

Contractor:	Bob Bernhard & Associates Mechanical, LLC
Estimated Cost:	\$ 2,521,379.00
Contract Amount:	\$ 2,738,000.00
Total Change Orders (1):	\$ 85,060.95
Final Cost:	\$ 2,823,060.95
Days Allocated:	385
Days Used:	333
Liquidated Damages:	None

10. **Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a Professional Services Contract with Legacy Title, L.L.C. to create a comprehensive Exhibit A in accordance with FAA specifications in an amount not to exceed \$158,750.00. By: Director of Aviation.**
  
11. **Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a Professional Services Contract with Tyler Technologies, to provide Baton Rouge Metropolitan Airport with Tyler ERP Pro software in an amount not to exceed \$150,000.00. By: Director of Aviation.**
  
12. **Authorization or the Mayor-President and/or Chairman of the Airport Commission to execute a Professional Services Contract with ADP, Inc., to provide Baton Rouge Metropolitan Airport with ADP Workforce Now software in an amount not to exceed \$100,000.00. By: Director of Aviation.**
  
13. **Status Report** – Report will be given at the January meeting.
  
14. **Public Relations /Marketing Report** – Report will be given at the December meeting.
  
15. **Financial Report** – Report will be given at the December meeting.
  
16. **Business Development Report** – Report will be given at the January meeting.
  
17. **Administrative Matters.**
  
18. **Adjourn.**

**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 4**



**BATON ROUGE  
METROPOLITAN AIRPORT**  
9430 Jackie Cochran Drive  
Suite 300, Terminal Building  
Baton Rouge, LA 70807  
**PHONE** (225) 355-0333  
**FAX** (225) 355-2334

**MINUTES**

**BATON ROUGE METROPOLITAN AIRPORT  
REGULAR MEETING  
TUESDAY, OCTOBER 7, 2025  
3:30 P.M.  
AIRPORT ADMINISTRATION CONFERENCE ROOM  
SUITE 300, 3<sup>RD</sup> FLOOR TERMINAL BUILDING**

**1. CALL TO ORDER.**

Chairman, Bill Profita, called the meeting to order.

**2. PLEDGE OF ALLEGIANCE.**

The Pledge of Allegiance was led by Mr. Lowery.

**3. ROLL CALL.**

<u>MEMBERS ATTENDING</u>	<u>MEMBERS ABSENT</u>	<u>A/P STAFF ATTENDING</u>	<u>OTHERS ATTENDING</u>
Mr. Arrigo		Mr. Edwards	Mr. Krouse
Councilman Moak		Mr. Hubbard II	Ms. Honore
Mr. Butler		Mr. Taffaro	Mr. Gillette
4:48pm Rep. Hennessy Dickerson		Mr. Milano	
Councilman Dunn, Jr.		Ms. Butler	
Mr. Fife		Mr. Vidrine	
Mr. Lowery		Mrs. Cashio	
4:48pm Senator Barrow		Ms. Nolan	
Ms. Payton		Mrs. Jukkola	
Mr. Profita		Mrs. Dukes	
4:43pm Mr. Chambers			
Mrs. Womack			
Mr. Johnson IV			

**Public Comment Policy**

All items on this agenda are open for public comment. Those members of the public desiring to speak on a particular item should approach the podium and request to speak after the item is announced by the Chairman. They will be required to give their name and address and the Chairman will allocate a specific amount of time for members of the public to speak.

**4. Approval of the minutes of the regular meeting of September 9, 2025.**

A motion was made by Mr. Butler, seconded by Ms. Payton, to approve the minutes of the regular meeting of September 9, 2025.

There being no opposition, the motion carried.

**5. Authorization for the Mayor-President and/or Chairman of the Airport Commission to enter into an agreement with Raiser, LLC., for transport services for passengers at the Baton Rouge Airport for a period of 5 years at a rate of \$5.00 per pick up. By: Director of Aviation.**

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Mr. Arrigo, seconded by Mr. Lowery, to approve the item.

There being no opposition, the motion carried.

**6. Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a Consent to Assignment and Assumption of the lease agreement from All Star Properties, III, L. L. C. to CGR BR CHEV-N. By: Director of Aviation.**

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Councilman Dunn Jr., seconded by Mrs. Womack, to approve the item.

There being no opposition, the motion carried.

**7. Accepting the low bid for the Baton Rouge Metropolitan Airport Phase II, Taxiway L Extension and Decommissioning Runway 4R-22L and Taxiway E. By: Director of Aviation.**

**Estimate: \$21,787,540.00**

<b><u>Bidders</u></b>	<b><u>Base Bid</u></b>
<b>Hendrick Construction, Inc.</b>	<b>\$ 16,416,897.54</b>
Siema Construction, LLC	\$ 19,001,000.00
Command Construction, LLC	\$ 19,096,269.00

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Mr. Fife, seconded by Mr. Lowery, to approve the item.

There being no opposition, the motion carried.

**8. Authorization Approving Change Order No. 2 Baton Rouge Metro Airport- North Airpark Utility Corridor. By: Director of Aviation.**

Project Title:	North Airpark Utility Corridor
Project Number:	FP&C 50-N-41-12-01/F.0000732
Account Number:	9800000101-5821000000-0000000000-653100
Original Estimated Cost:	\$1,338,989.61
Contract Number:	800005715
Council Award Date:	October 25, 2023
Contractor:	Hendrick Construction, Inc.
Change Order No.	Two (2)
Change Order Amount:	\$(123,773.00) (Contract time increased by 270 days)
Original Contract Amount:	\$1,190,699.88
Net Previous Changes:	\$1,248,471.88
New Contract Amount:	\$1,124,698.88
Description:	The changes in this Change Order No. 2 reflect the actual cost for the installation of the utilities versus the bid unit prices. Deductions are shown as negative values.
Why Required:	The following utility allowances are required to support the infrastructure needs of the project 8" Water Line Allowance (BR Water), 3-Phase Overhead Power Allowance (Entergy), Overhead Fiber Optic Line Allowance (Cox and AT&T), and 2" Polyethylene Gas Line Allowance (Entergy).

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Mr. Fife, seconded by Mrs. Womack, to approve the item.

There being no opposition, the motion carried.

**9. Approving Final Acceptance for Baton Rouge Metro Airport-North Airpark Utility Corridor. By: Director of Aviation.**

Contractor:	Hendrick Construction, Inc.
Estimated Cost:	\$ 1,338,989.61
Contract Amount:	\$ 1,190,699.88
Total Change Orders (2):	\$ (66,001.00)
Final Cost:	\$ 1,124,698.88
Days Allocated:	450
Days Used:	450
Liquidated Damages:	None

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Mr. Fife, seconded by Mrs. Womack, to approve the item.

There being no opposition, the motion carried.

10. **Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute Supplemental Agreement No. 1 with Airport Business Solutions (ABS) to expand the scope of services so as to include a market saturation analysis of the FBO marketplace at BTR and to increase the amount of the contract by \$21,500 for a total contract not to exceed \$49,000.00. By: Director of Aviation**

Mr. Edwards explained the item to the Airport Commission at this time. After a brief discussion, a motion was made by Councilman Dunn Jr., seconded by Mr. Lowery, to approve the item.

There being no opposition, the motion carried.

11. **Status Report**– Report was presented by Alan Krouse, P.E. Program Manager, AMG.
12. **Public Relations /Marketing Report**– Report will be given at the December meeting.
13. **Financial Report** – Report was presented by Nicholas Vidrine, Airport Finance Manager.
14. **Business Development Report** – Report will be given at the November meeting.
15. **Administrative Matters.** None
16. **Adjourn.**

A motion was made by Mrs. Womack, seconded by Mr. Fife, to adjourn the meeting. The meeting adjourned at 4:12 pm.

RESPECTFULLY SUBMITTED,

*Mike Edwards*

Mike Edwards  
Director of Aviation

ME/lb

# BATON ROUGE METROPOLITAN AIRPORT

October 7, 2025

PROJECT MANAGER:  
ALAN KROUSE

Project Name	Runway 13/31 Safety Area/ RPZ Total Project (Total)	North Airport Infrastructure Development	Taxiway L and Decommissioning of 4R 22L	Taxiway Widening	HVAC Upgrades	Runway 22R Lighting Repairs	Taxiway F	Ticket Counters & Baggage Improvements	TOTALS
Status	Shopping Center Demo is underway. Working on interim plans & EMAS removal.	Closing out Phase I. Phase II plans under design.	Phase I Construction underway. Installing concrete pavement PH2 bids going to Commission & Council for approval.	Received 100% plans and reviewing.	Contractor working on punch list.	Bids received 7/31. Going to Council for approval.	Preliminary Design plans received.	50% Preliminary design plans submitted and under review.	
Issues									
Consultant	Volkert/Stanley Consultants	Forte & Tablada	Stanley Consultants	ICE	MCA	Garver	Stanley Consultant	WHLC	
Contractor	TBD	Hendrick	Hendrick	TBD	Bob Bernthard	Hendrick	TBD	TBD	
Percentage Complete	25%	50% Design Phase 2.	25.00%	90%	95%	100%	30%	50%	
Current Budget	50,853,366	4,375,000	\$30,000,000	\$300,000	\$3,240,236	\$ 700,000.00	\$ 636,551.00	\$8,000,000	\$ 98,105,153
Paid to Date	25,236,679	\$1,481,380	\$3,757,884	\$52,964	\$2,290,375	\$ 82,575.00	\$ 222,077.00	\$298,883	\$ 33,422,817
Remaining Balance	25,616,687	2,989,020	26,242,116	\$257,022	\$949,861	\$ 617,425.00	\$ 414,474.00	\$7,701,117	64,787,722

Updated Information

**GREATER BATON ROUGE AIRPORT DISTRICT  
STATEMENT OF REVENUES AND EXPENDITURES  
FOR THE PERIOD ENDING AUGUST 2025**

	2025 APPROVED BUDGET	2025 EXPENDITURES/ REVENUES	(±)	2025 BALANCE	VARIANCE	AUGUST 2024 EXPENDITURES/ REVENUES	2025 EXPENDITURES/ REVENUES COMPARED TO 2024
<b>Total Expenditures</b>	11,416,405.59	10,900,928.07		515,477.52	-4.52%	11,596,825.23	-6.00%
<b>Total Revenues</b>	11,180,973.33	11,653,112.80		472,139.47	4.22%	11,196,287.22	4.08%
<b>Surplus (Deficit)</b>		<u>752,184.73</u>				<u>(400,538.01)</u>	



**BATON ROUGE METRO AIRPORT  
CUSTOMER FACILITY CHARGE  
ACCRUAL BASIS**

	2022	2023	2024	2025	% Change 24/25
January	\$ 145,416.75	\$ 124,789.65	\$ 121,739.25	\$ 136,499.25	12.12%
February	158,190.30	148,725.45	167,003.25	174,592.35	4.54%
March	191,895.15	193,983.30	186,554.10	188,030.10	0.79%
April	203,718.75	168,245.55	192,107.55	172,919.52	-9.99%
May	193,540.50	174,703.05	192,989.15	185,213.40	-4.03%
June	178,060.95	179,616.90	170,447.25	166,252.95	-2.46%
July	175,810.05	171,093.00	188,263.80	170,100.02	-9.65%
August	171,683.40	176,664.90	175,600.95	176,277.79	0.39%
September	171,861.75	175,594.80	165,551.85	-	-
October	172,599.75	192,999.30	216,498.45	-	-
November	159,162.00	171,345.15	177,501.30	-	-
December	140,951.85	140,552.10	163,657.65	-	-
Totals for the Period Ending August 31, 2025	\$ 1,418,315.85	\$ 1,337,821.80	\$ 1,394,705.30	\$ 1,369,885.38	-1.78%



**BATON ROUGE METRO AIRPORT**  
**PASSENGER FACILITY CHARGE**  
**ACCRUAL BASIS**

	2022	2023	2024	2025	% Change 24/25
January	\$ 86,324.96	\$ 105,684.86	\$ 112,686.91	\$ 117,796.87	4.53%
February	100,157.85	113,349.80	124,895.50	131,059.06	4.93%
March	110,685.07	133,833.54	143,412.52	155,787.93	8.63%
April	115,404.32	137,982.09	163,180.69	156,986.40	-3.80%
May	125,887.64	138,324.51	171,490.96	175,942.42	2.60%
June	123,749.71	142,872.55	162,636.33	154,593.85	-4.95%
July	121,387.89	136,910.93	153,487.57	158,663.38	3.37%
August	120,628.42	134,022.31	151,986.19	146,266.02	-3.76%
September	136,972.39	147,363.52	145,510.94	-	-
October	137,802.10	156,534.23	163,062.16	-	-
November	127,520.72	150,871.13	162,149.04	-	-
December	123,964.82	127,489.99	148,250.30	-	-
<b>Totals for the Period Ending</b>					
August 31, 2025	\$ 904,225.86	\$ 1,042,980.59	\$ 1,183,776.67	\$ 1,197,095.93	1.13%



# BTR

BATON ROUGE  
METROPOLITAN AIRPORT

**BATON ROUGE METRO AIRPORT  
PARKING GARAGE REVENUES  
ACCRUAL BASIS**

	2022	2023	2024	2025	% Change 24/25
January	\$ 181,478.40	\$ 244,899.03	\$ 266,572.06	\$ 267,744.78	0.44%
February	195,427.23	251,233.76	285,296.00	278,010.43	-2.55%
March	249,244.17	281,831.74	300,449.29	319,873.94	6.47%
April	231,779.46	299,575.72	340,342.86	321,502.81	-5.54%
May	249,357.44	294,524.60	361,546.15	354,344.24	-1.99%
June	268,143.25	329,547.07	389,505.68	376,987.00	-3.21%
July	281,993.87	332,207.37	363,652.57	358,488.26	-1.42%
August	274,856.40	313,523.29	348,382.08	348,670.59	0.08%
September	299,707.15	350,206.48	374,177.53	-	-
October	321,501.79	368,849.92	370,935.00	-	-
November	259,789.19	307,151.87	315,042.26	-	-
December	241,864.02	258,291.00	295,288.76	-	-
Totals for the Period Ending August 31, 2025	\$ 1,932,280.22	\$ 2,347,342.58	\$ 2,655,746.69	\$ 2,625,622.05	-1.13%



# BTR

BATON ROUGE  
METROPOLITAN AIRPORT

BATON ROUGE METRO AIRPORT  
TRANSPORTATION NETWORK CARRIERS  
ACCRUAL BASIS

	2023 Pickups	2023 Fees	2024 Pickups	2024 Fees	2025 Pickups	2025 Fees	% Change 24/25
January	3,411	\$ 9,721.35	3,895	\$ 11,100.75	4,172	\$ 11,890.20	7.11%
February	2,658	7,575.30	3,251	9,265.35	3,508	9,997.80	7.91%
March	3,643	10,382.55	4,091	11,659.35	4,127	11,761.95	0.88%
April	3,372	9,610.20	4,380	12,483.00	4,935	14,064.75	12.67%
May	3,319	9,459.15	3,593	10,240.05	4,680	13,338.00	30.25%
June	3,335	9,504.75	3,609	10,285.65	3,916	11,160.60	8.51%
July	3,068	8,743.80	3,689	10,513.65	3,946	11,246.10	6.97%
August	3,541	10,091.85	3,779	10,770.15	4,213	12,007.05	11.48%
September	3,783	10,781.55	3,731	10,633.35	-	-	-
October	4,411	12,571.35	4,397	12,531.45	-	-	-
November	4,019	11,454.15	4,269	12,166.65	-	-	-
December	2,676	7,626.60	3,589	10,228.65	-	-	-
<b>Totals for the Period Ending August 31, 2025</b>	<b>26,347</b>	<b>\$ 75,088.95</b>	<b>30,287</b>	<b>\$ 86,317.95</b>	<b>33,497</b>	<b>\$ 95,466.45</b>	<b>10.60%</b>

# Business Development Report

October 2025



**BTR**

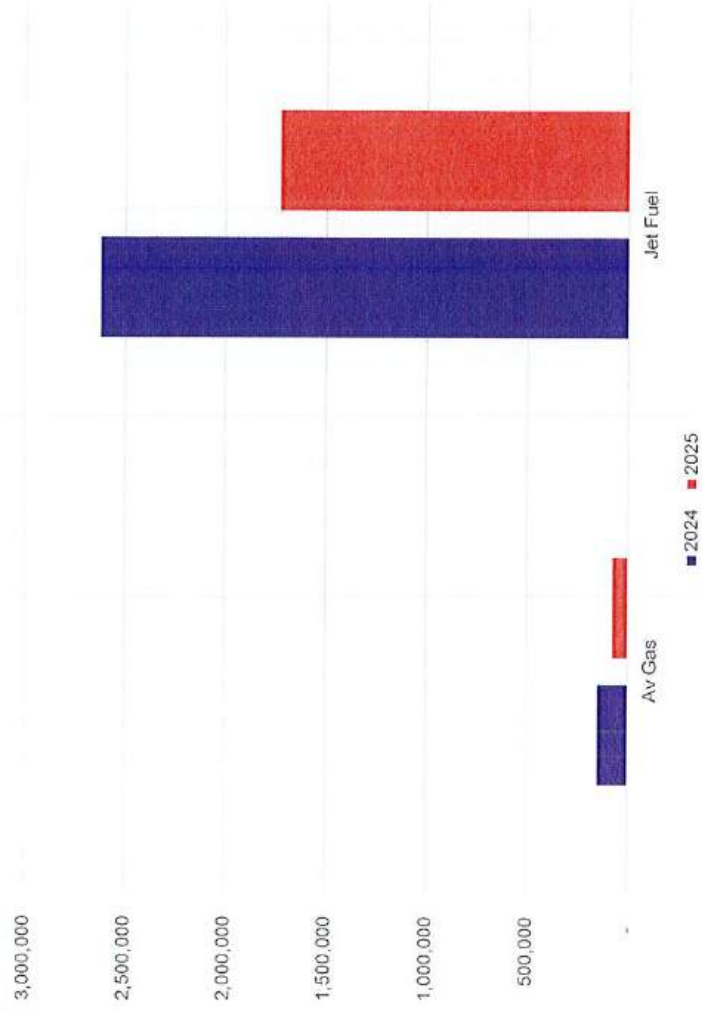
BATON ROUGE METRO AIRPORT

*It's about time.*

# Fuel Flowage



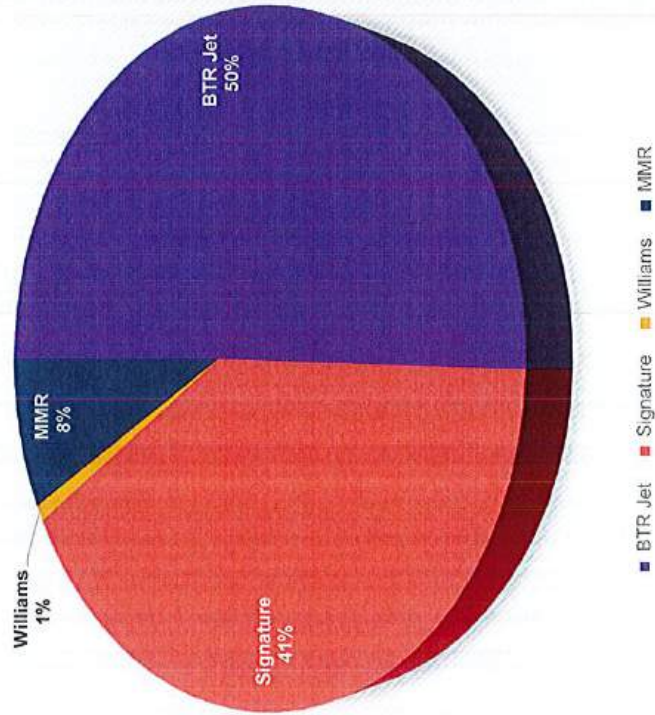
Year	Av Gas	Jet Fuel
2024	145,707	2,625,800
2025	73,653	1,727,900
YOY Comparison	-49%	-34%



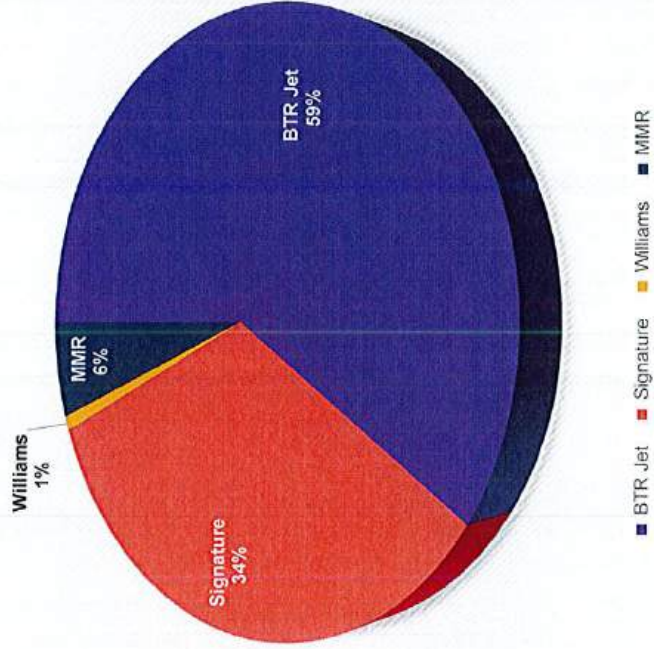
# Fuel Flowage Market Share



### 2024 Fuel Sales



### 2025 Fuel Sales

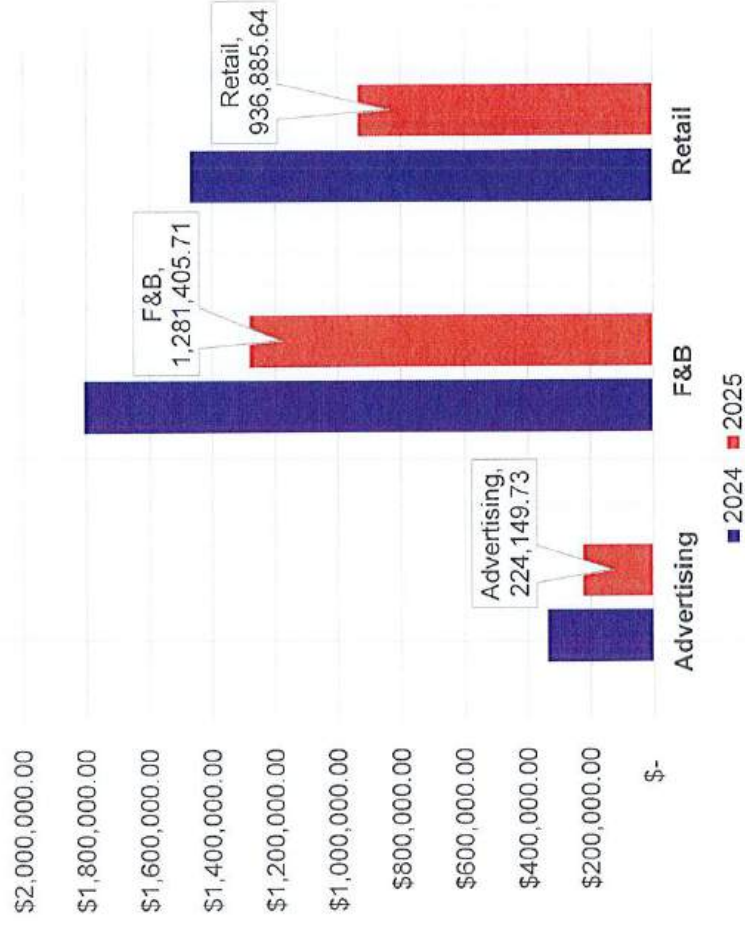


# In-Terminal Concessions Gross 2024 vs 2025

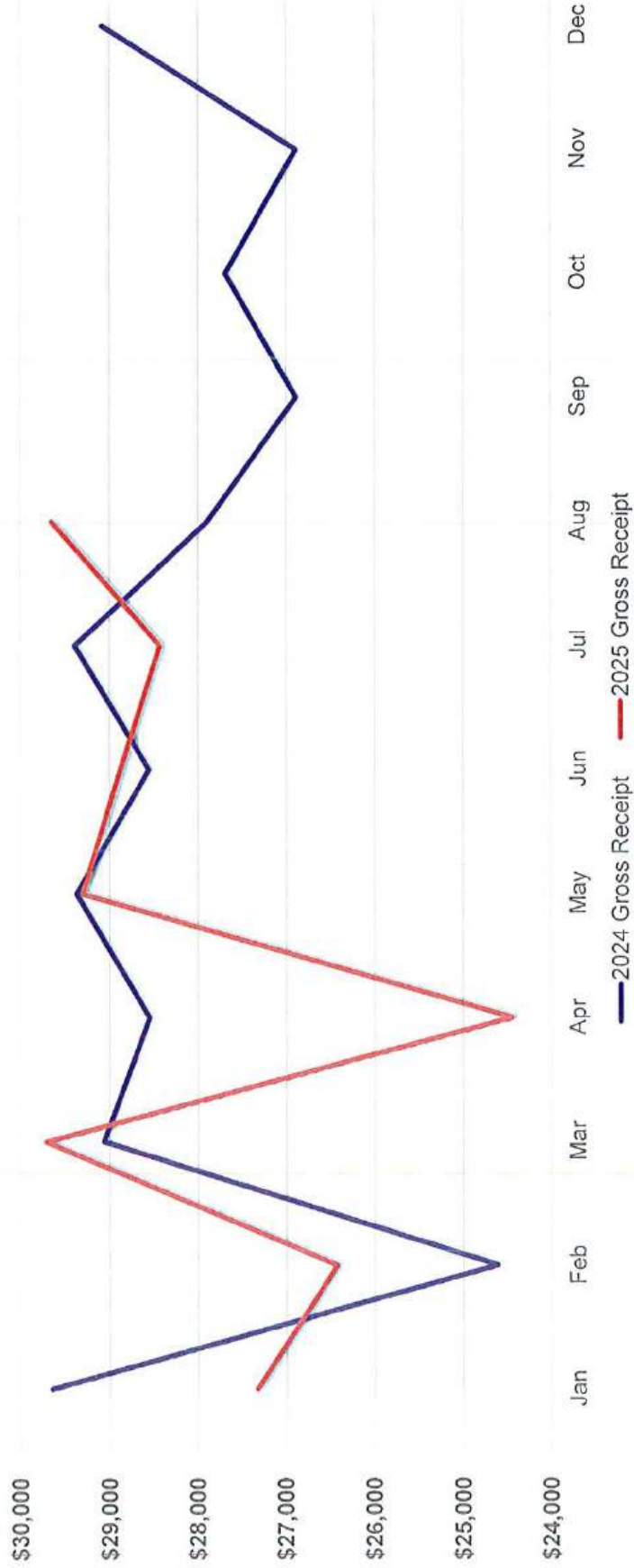


# BTR

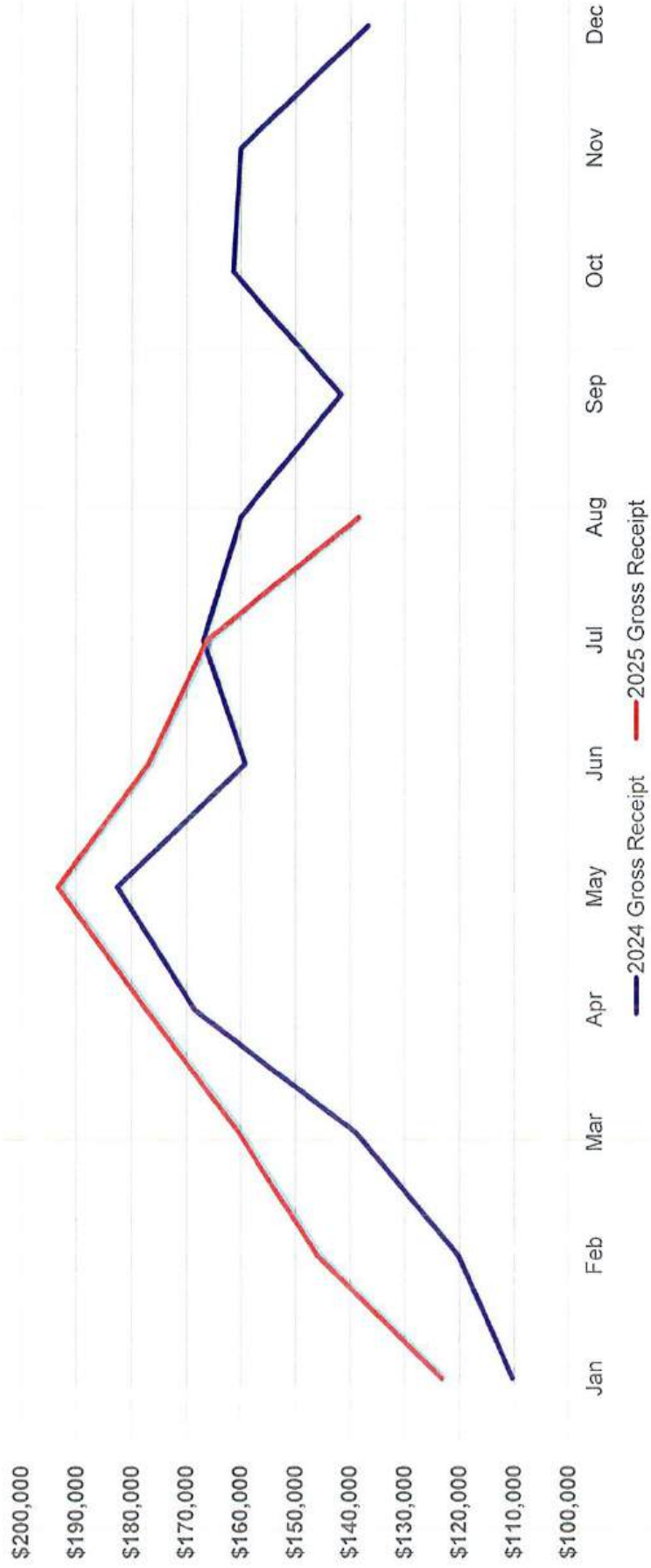
Month	2024	2025
January	232,104.50	242,701.02
February	255,724.89	318,290.97
March	290,478.47	319,154.38
April	337,985.18	343,412.29
May	356,173.41	377,673.09
June	319,836.77	346,673.33
July	321,238.03	326,519.57
August	313,427.44	284,126.35
September	281,599.52	-
October	316,256.79	-
November	312,928.43	-
December	276,103.26	-
<b>Total</b>	<b>3,615,880.69</b>	<b>2,444,466.08</b>
<b>YOY Comparison</b>		<b>-5%</b>



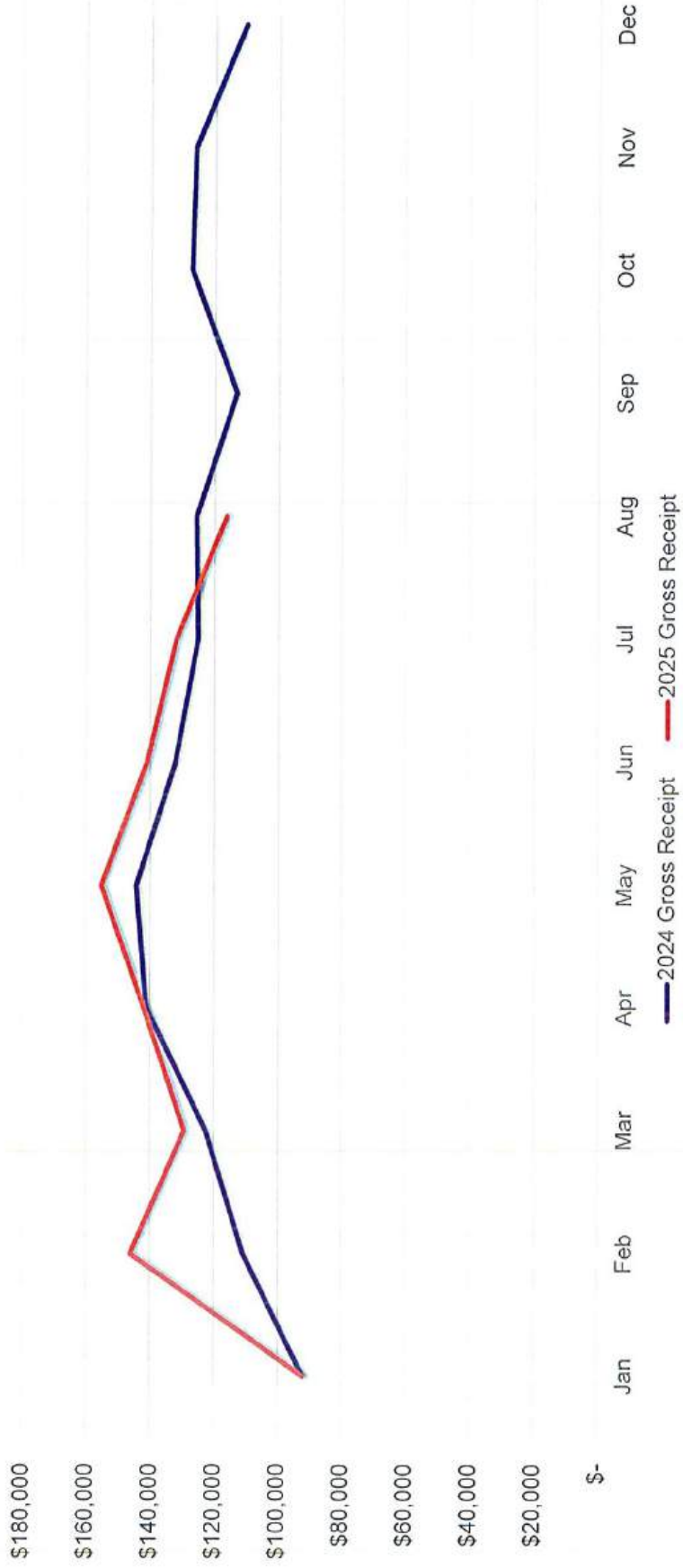
# In-Terminal Advertising



# Food & Beverage



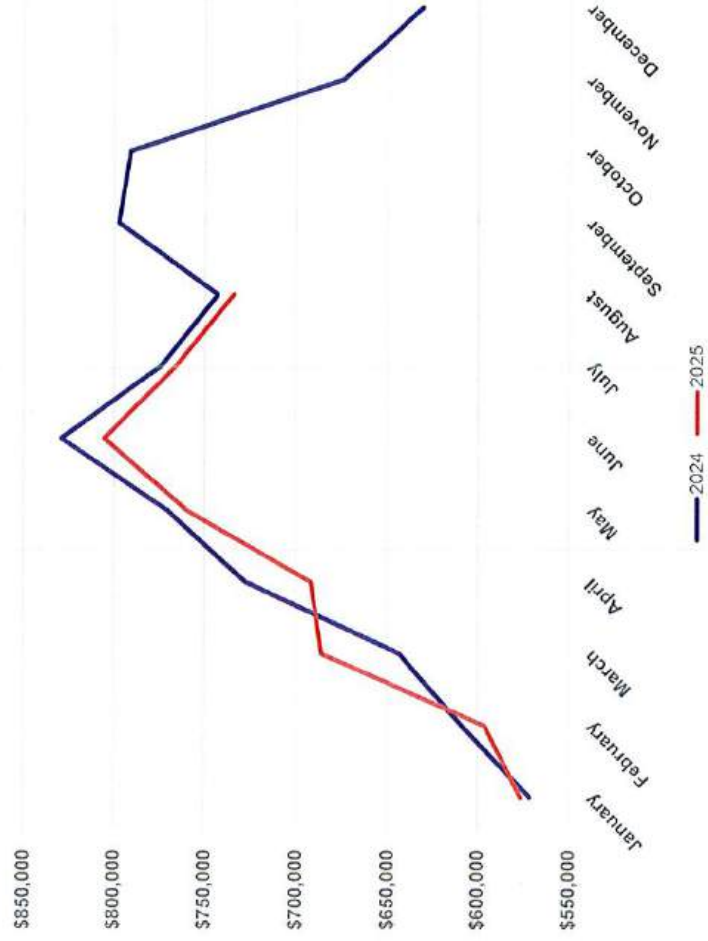
# News & Gift



# Ground Transportation



Month	2024	2025
January	571,353.06	576,118.78
February	608,731.26	595,735.93
March	643,066.29	685,715.64
April	727,689.86	691,568.41
May	770,925.15	760,024.24
June	829,194.18	805,605.37
July	774,555.57	766,155.76
August	742,765.18	733,949.59
September	797,640.03	-
October	791,108.27	-
November	674,238.26	-
December	630,725.76	-
Total	8,564,016.87	5,616,898.72
YOY Comparison		-1%



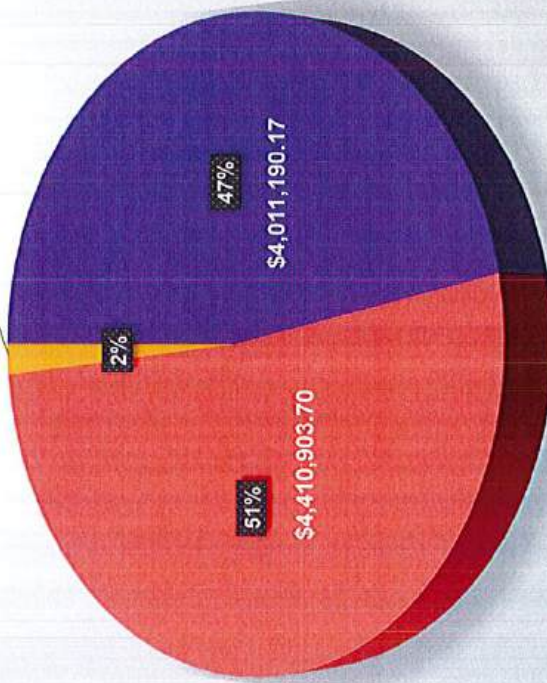
# Ground Transportation Market Share



# BTR

2024

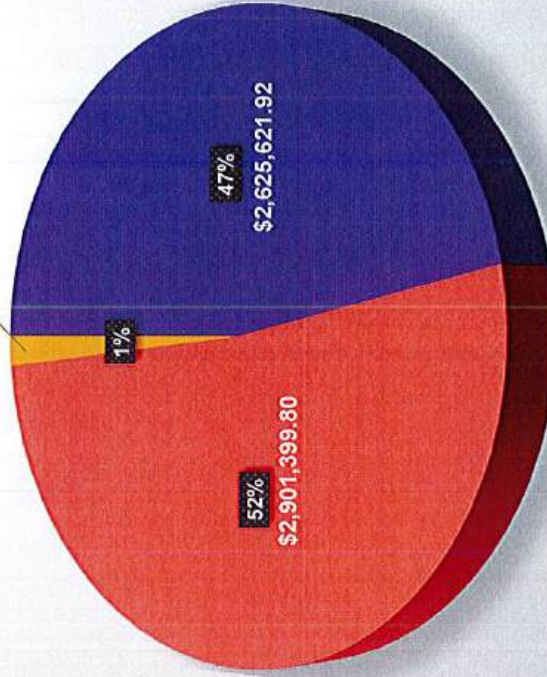
\$139,899.00



■ Parking  
■ Rental Cars  
■ Ride Share

YTD through July 2025

\$87,852.00



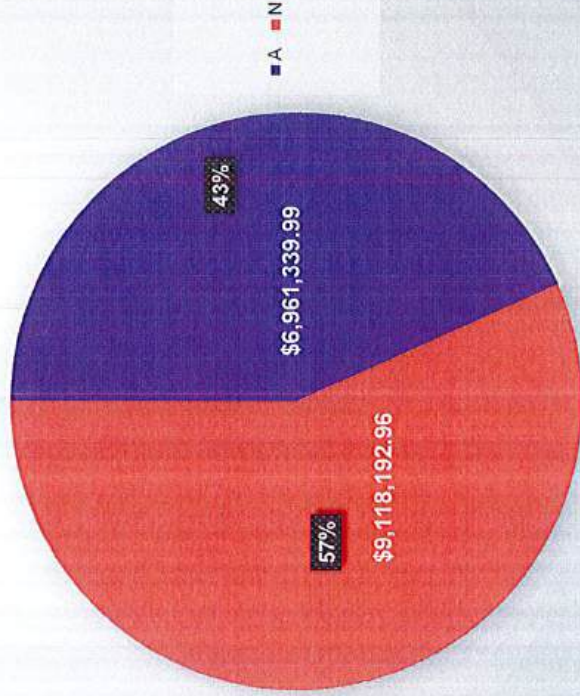
■ Parking  
■ Rental Cars  
■ Ride Share

# Revenue Breakdown

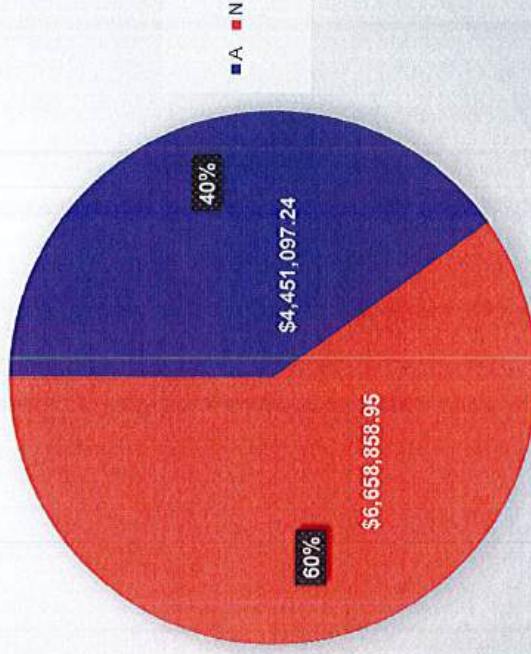


# BTR

### 2024 Aeronautical vs Non-Aeronautical Revenue



### Aeronautical vs Non-Aeronautical Revenue YTD through August 2025



**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 13**

PROJECT MANAGER:  
ALAN KROUSE

BATON ROUGE METROPOLITAN AIRPORT  
December 2, 2025

Project Name	Runway 13/31 Safety Area//RPZ Total Project (Total)	North Airport Infrastructure Development	Taxiway L and Decommissioning of 4R 22L.	Taxiway Widening	HVAC Upgrades	Runway 22R Lighting Repairs	Taxiway F	Ticket Counters & Baggage Improvements	TOTALS
Status	Shopping Center Demo is underway. Working on interim plans & EMAS removal.	Closing out Phase I. Phase II plans under design.	Phase I Construction underway. PH2 Contract signed. Scheduling a pre-construction meeting.	Bids opened 11/20 and being evaluated.	Project Complete	Contract being executed.	Preliminary Design plans received.	80% Preliminary design plans submitted and under review.	
Issues									
Consultant	Volkert/Stanley Consultants	Forte & Tablada	Stanley Consultants	ICE	MCA	Garver	Stanley Consultant	WHLC	
Contractor	TBD	Hendrick	Hendrick	TBD	Bob Bernhard	Hendrick	TBD	TBD	
Percentage Complete	25%	75% Design Phase 2.	25.00%	90%	100%	100%	30%	75%	
Current Budget	50,853,366	4,375,000	\$30,000,000	\$300,000	\$3,240,236	\$ 700,000.00	\$ 636,551.00	\$8,000,000	\$ 98,105,153
Paid to Date	25,236,679	\$1,481,380	\$3,757,884	\$52,964	\$2,290,375	\$ 82,575.00	\$ 222,077.00	\$298,883	\$ 33,422,817
Remaining Balance	25,616,687	2,989,020	26,242,116	\$257,022	\$949,861	\$ 617,425.00	\$ 414,474.00	\$7,701,117	64,787,722

**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 14**

# Public Relations/Marketing Report

December 2025



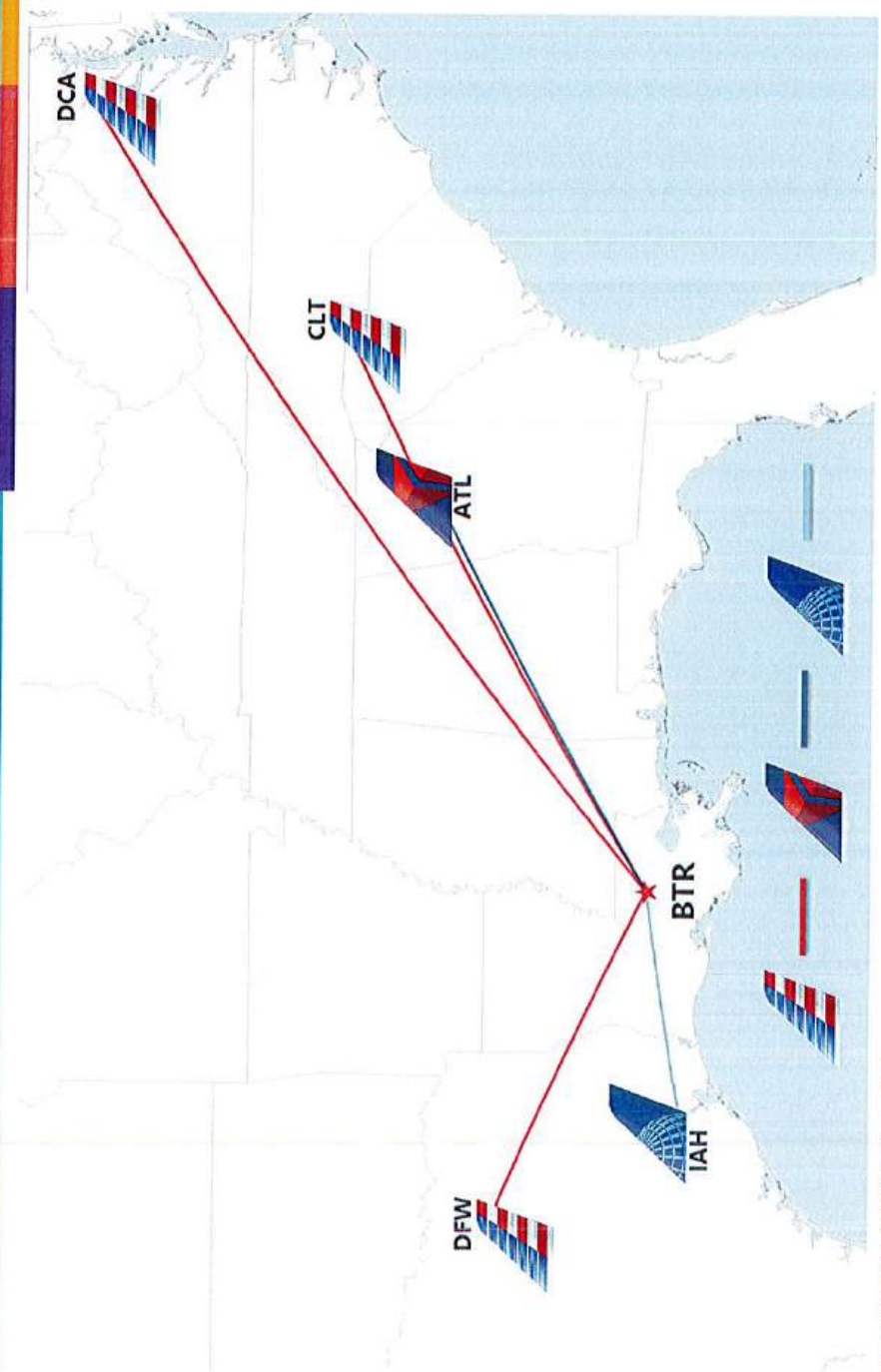
**BTR**  
BATON ROUGE METRO AIRPORT  
*It's about time.*



# Current Destinations



# BTR



Source: Dillo Schedules as of Jun 2025, BTR-DCA began in June 2023.

# Enplanements



# BTR

## October 2025

- 39,497 Enplanements
- Versus '24 – **↑3.4%**
- Versus '19 – **↑0.02%**

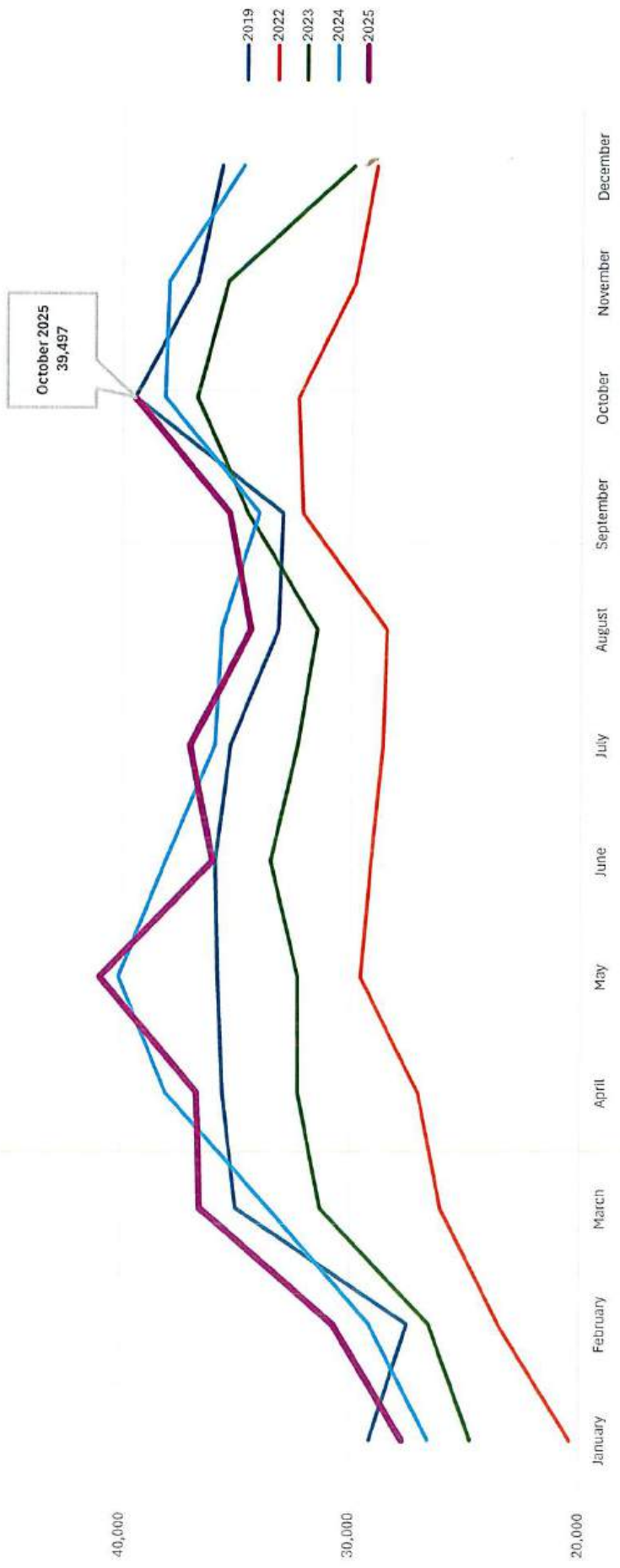
## Year-to-Date:

- 355,110 Enplanements
- **↑1.6%** YOY

Month	2019	2022	2023	2024	2025
January	29,126	20,407	24,734	26,566	27,697
February	27,474	23,508	26,528	29,148	30,727
March	35,033	26,029	31,309	33,582	36,593
April	35,617	27,021	32,300	38,112	36,732
May	35,835	29,546	32,316	40,130	40,945
June	35,943	29,107	33,534	38,105	36,081
July	35,288	28,595	32,332	35,968	37,060
August	33,202	28,427	31,490	35,690	34,410
September	33,027	32,148	34,556	34,062	35,368
October	39,490	32,357	36,783	38,191	39,497
November	36,792	29,876	35,472	38,041	
December	35,751	28,962	29,959	34,793	
<b>Total</b>	<b>412,578</b>	<b>335,983</b>	<b>381,313</b>	<b>422,388</b>	<b>355,110</b>

\*Source Airline Data-YTD data through October 2025

# Enplanements



\* Source Airline Data-YTD data through October 2025

# Total Passengers



## October 2025

- 79,199 Total Passengers
- Versus '24 – **↑2.9%**
- Versus '19 – **↓0.2%**

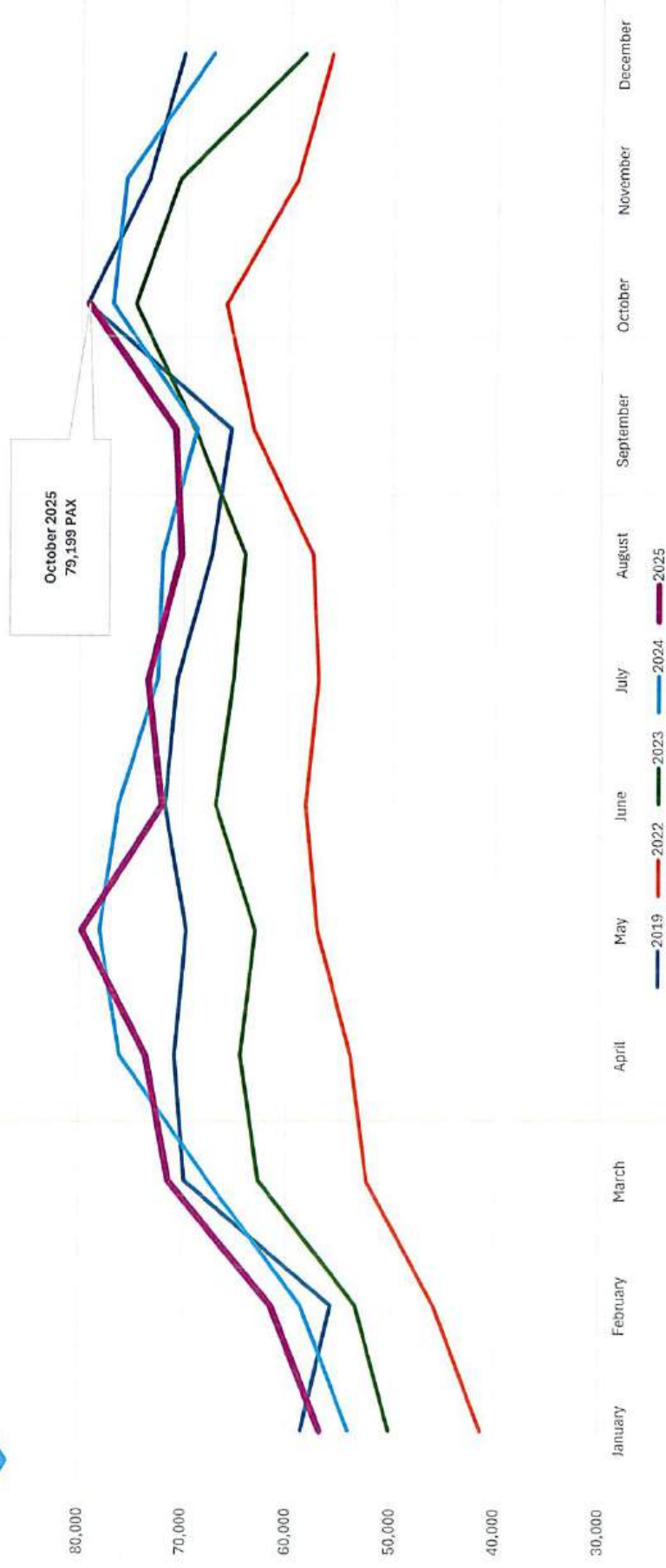
## Year-to-Date:

- 708,632 Total Passengers
- **↑1.1%** YOY

Month	2019	2022	2023	2024	2025
January	58,567	41,368	50,176	54,086	56,824
February	55,792	45,867	53,381	58,670	61,470
March	69,808	52,341	62,696	67,522	71,337
April	70,745	53,880	64,448	76,081	73,531
May	69,670	57,136	63,056	78,024	79,745
June	71,751	58,252	66,827	76,231	72,040
July	70,595	57,057	65,201	72,491	73,400
August	67,314	57,632	64,143	72,051	70,235
September	65,518	63,379	69,013	68,828	70,851
October	79,375	66,015	74,744	76,957	79,199
November	73,493	59,251	70,522	75,711	
December	70,218	55,998	58,582	67,373	
<b>Total</b>	<b>822,846</b>	<b>668,176</b>	<b>762,789</b>	<b>844,025</b>	<b>708,632</b>

\*Source Airline Data-YTD data through October 2025

# Total Passengers



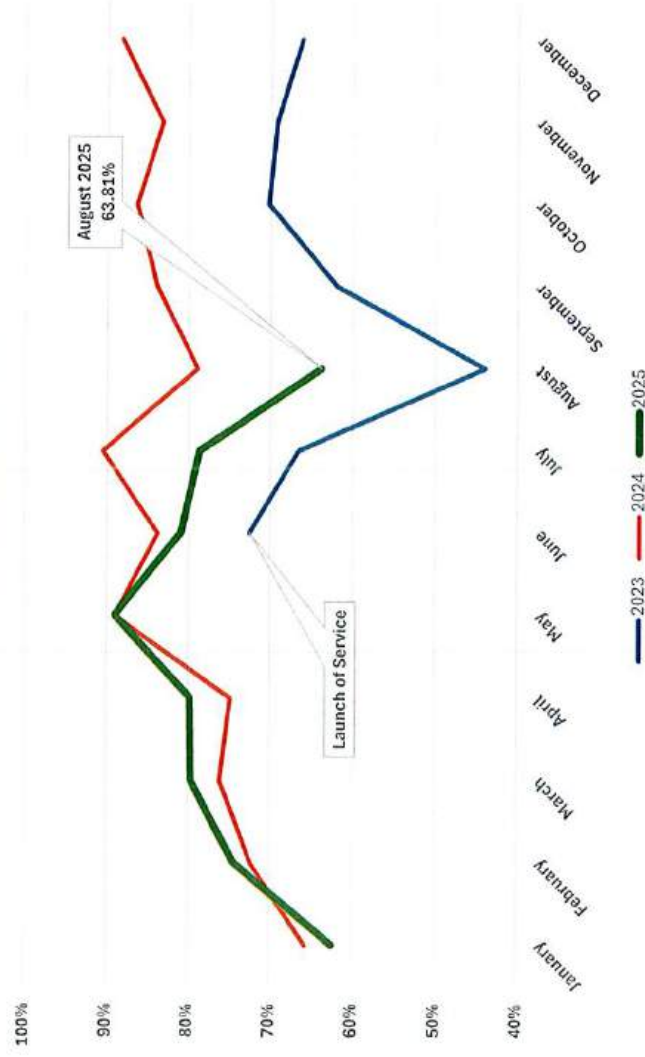
\*Source Airline Data-YTD data through October 2025

# BTR-DCA Load Factors



BTR- DCA Historical Load Factor				
Month	2023	2024	2025	
January		65.66%	62.40%	
February		72.31%	74.41%	
March		76.06%	79.56%	
April		74.85%	79.71%	
May		88.96%	88.96%	
June	72.50%	83.69%	80.89%	
July	66.59%	90.46%	78.62%	
August	43.99%	78.88%	63.81%	
September	61.93%	83.88%		
October	70.33%	86.32%		
November	69.33%	83.26%		
December	66.30%	88.24%		
<b>AVG (Annual)</b>	<b>64.42%</b>	<b>81.05%</b>	<b>76.05%</b>	
<b>AVG (Overall)</b>			<b>75.26%</b>	

BTR-DCA Historical Load Factor

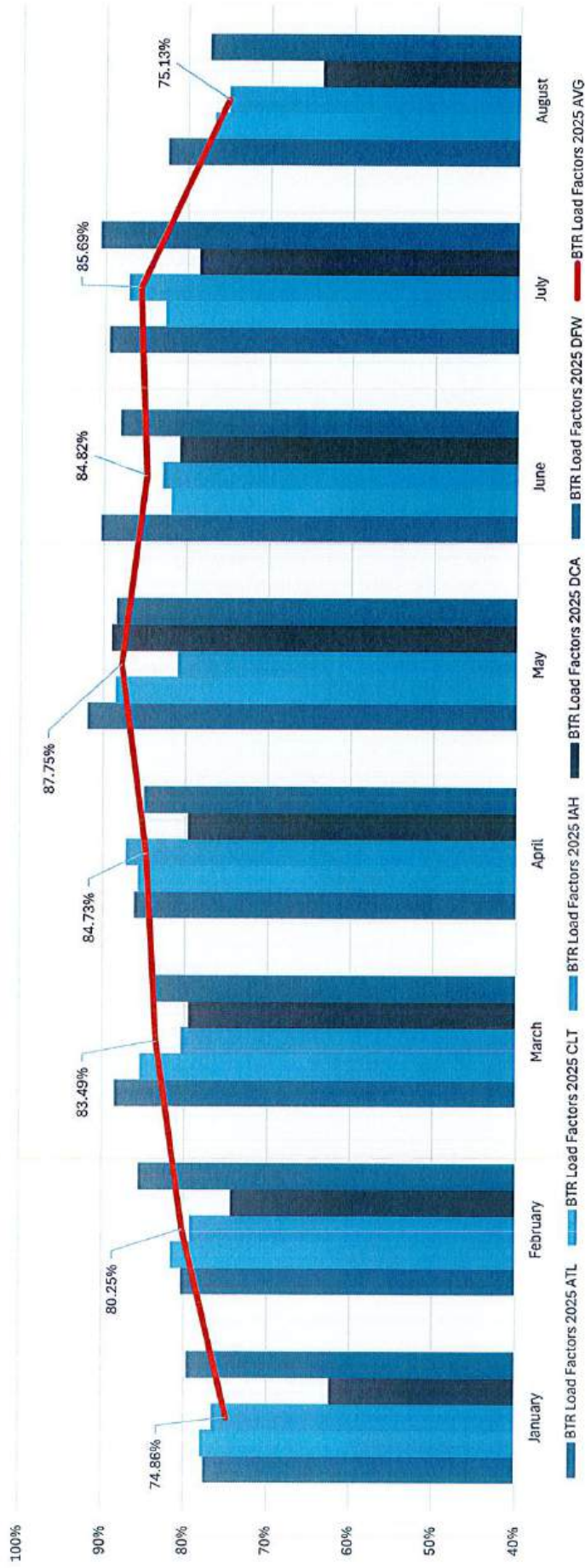


\* Source Airline Data-YTD data through August 2025

# BTR Load Factors



## BTR Load Factors 2025

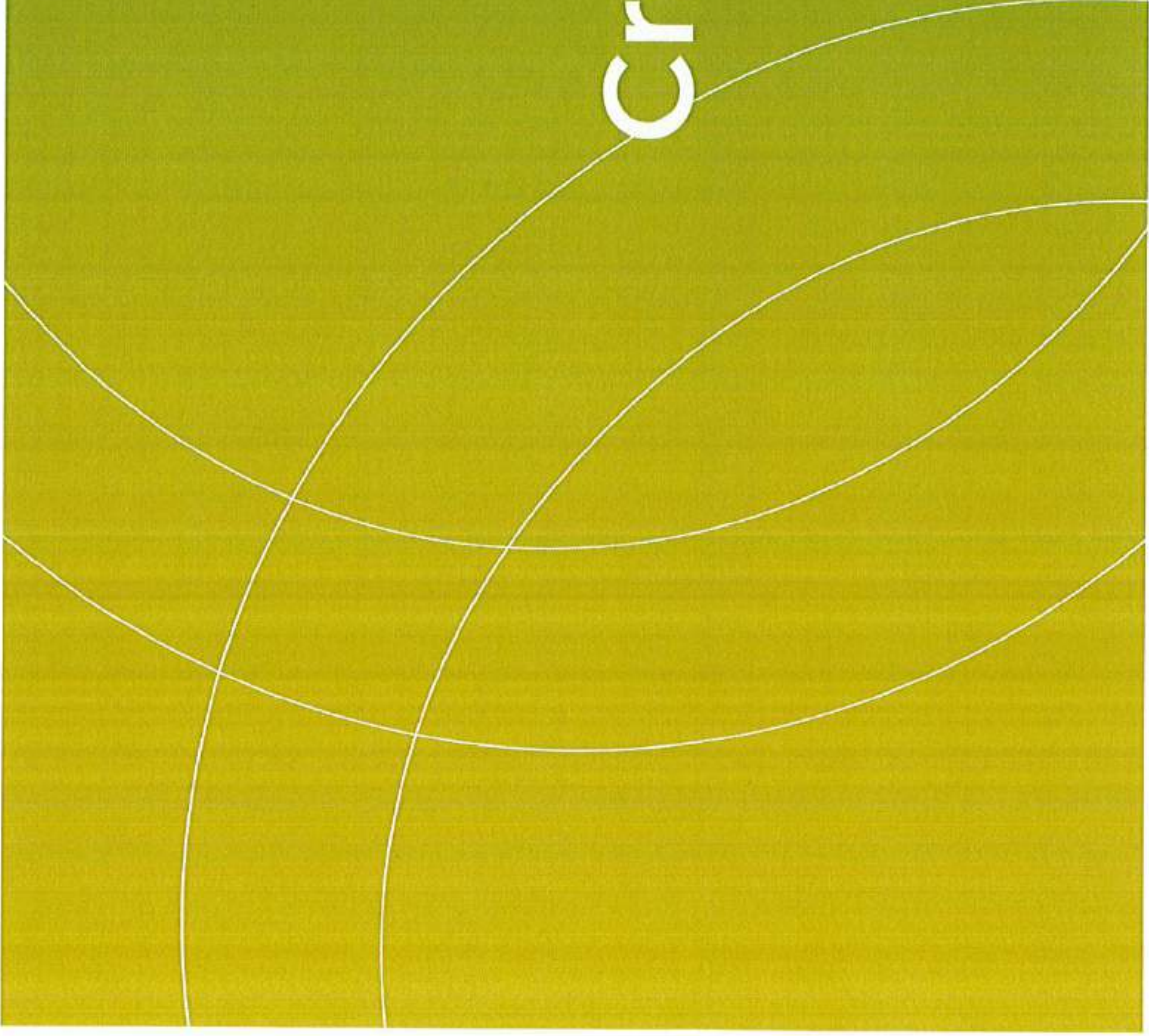


\* Source Airline Data-YTD data through August 2025



**BTR**  
**Q3 Campaign Report**

# Campaign Creative Review



## Campaign Goals



- 1 Help **increase awareness** of the nonstop flights from BTR to DCA and from BTR to LSU football games with new creative\*.
- 2 Help **increase load factor** for the nonstop flight from BTR to DCA.
- 3 Utilize creative avenues to **increase awareness** of the advantages of flying out of BTR compared to competitors.

\*The 2025 media buy campaign resumed in September (Jan-May).

## Target Audience

Air travelers (both business and leisure) in the greater Baton Rouge DMA.



# Plane & Simple D.C. Campaign





**FLY NONSTOP to**  
**WASHINGTON D.C.**  
*Plane & Simple*

 **BTR**  
BATON ROUGE METRO AIRPORT  
American Airlines 

*It's about time*

**FLY NONSTOP to**  
**WASHINGTON D.C.**  
*Plane & Simple*

 **BTR**  
BATON ROUGE METRO AIRPORT  
American Airlines 

*It's about time*

**FLY NONSTOP to**  
**WASHINGTON D.C.**  
*Plane & Simple*

 **BTR**  
BATON ROUGE METRO AIRPORT  
American Airlines 

*It's about time*

# LSU Football Games Flights Campaign



**HOME OR AWAY...  
DON'T MISS A  
SINGLE PLAY**

**BTR is your ticket to big games this season:**

Clemson - 8/30  
South Carolina - 10/11  
Vanderbilt - 10/18  
Texas A&M - 10/25

Alabama - 11/8  
Arkansas - 11/15  
Oklahoma - 11/29

Book nonstop at [flybtr.com](http://flybtr.com).

**BTR**  
American Airlines | UNITED | DELTA



**HOME OR AWAY...  
DON'T MISS A  
SINGLE PLAY**

**BTR is your ticket to big games this season:**

South Carolina - 10/11  
@Vanderbilt - 10/18  
Texas A&M - 10/25  
@Alabama - 11/8  
Arkansas - 11/15  
@Oklahoma - 11/29

Book nonstop at [flybtr.com](http://flybtr.com).

**BTR**  
American Airlines | UNITED | DELTA



**HOME OR AWAY...  
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**BTR is your ticket to big games this season.**

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South Carolina - 10/11  
@Vanderbilt - 10/18  
Texas A&M - 10/25  
@Alabama - 11/8  
Arkansas - 11/15  
@Oklahoma - 11/29

**BTR**  
American Airlines | UNITED | DELTA



# Way to Go Campaign



# Way to Go Campaign



The way to go **WHEREVER YOU GO.**

American Airlines | UNITED | DELTA

**BTR** *It's about time!*

This advertisement shows a man in a dark jacket and jeans walking on a cobblestone street. He is carrying a black suitcase and holding a smartphone. In the background, there are buildings and a sign that says "BOULDER". The bottom of the ad features the BTR logo and the slogan "The way to go WHEREVER YOU GO." along with the logos for American Airlines, United, and Delta.

The easier **WAY TO GO.**

American Airlines | UNITED | DELTA

**BTR** *It's about time!*

This advertisement shows a family of three—a man with a beard and a backpack, a woman, and a young child—looking out a large window. Outside the window, a giraffe is visible in a savanna landscape. The bottom of the ad features the BTR logo and the slogan "The easier WAY TO GO." along with the logos for American Airlines, United, and Delta.

The convenient **WAY TO GO.**

American Airlines | UNITED | DELTA

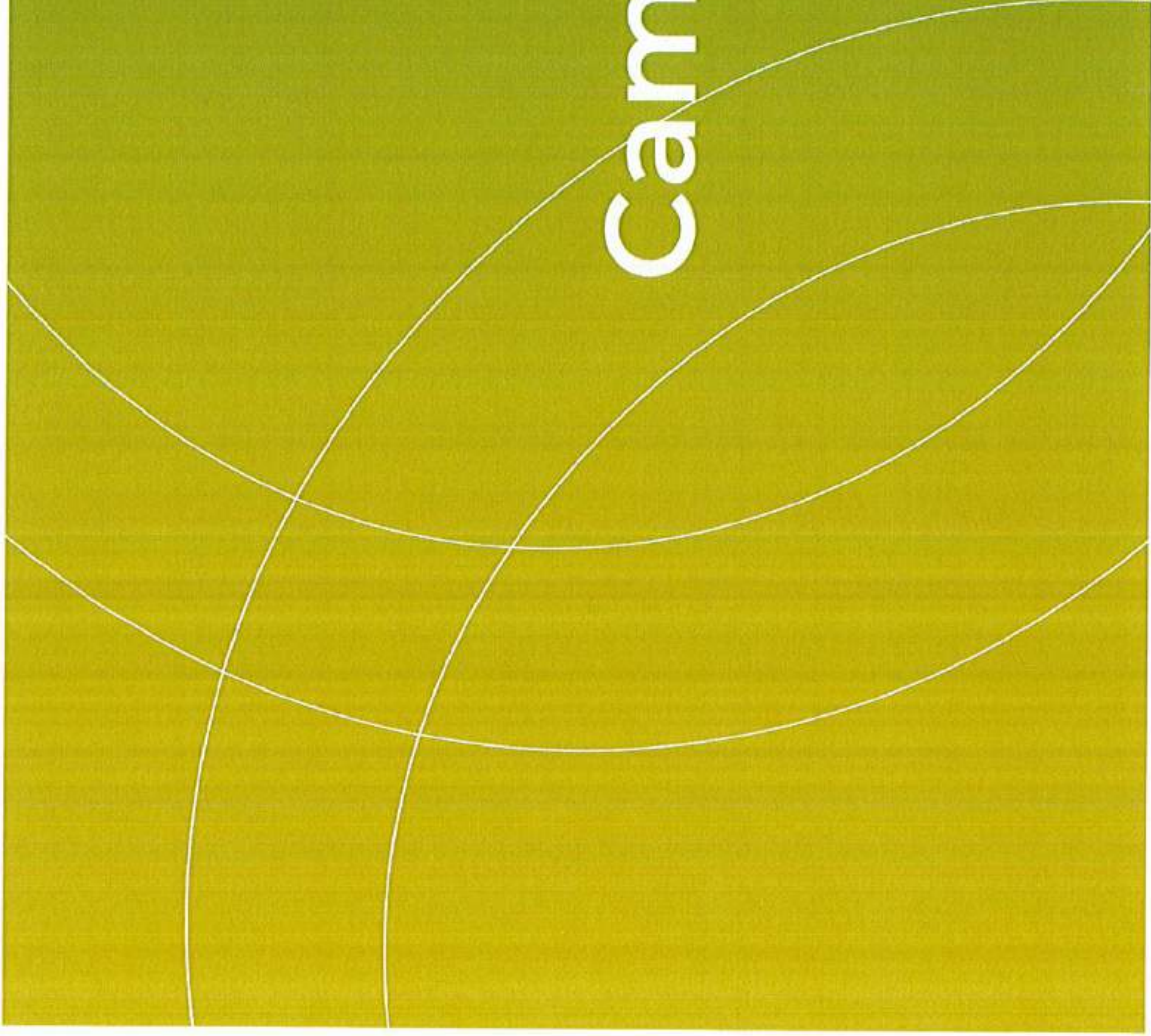
**BTR** *It's about time!*

This advertisement shows a man in a blue shirt and brown pants standing in a modern office or lounge area with large windows overlooking a green landscape. The bottom of the ad features the BTR logo and the slogan "The convenient WAY TO GO." along with the logos for American Airlines, United, and Delta.

# Way to Go Campaign



# Q3 2025 Campaign Results



## Q3 Digital Ads



### Campaign Results

"Plane and Simple: DC" and LSU football flight digital ads ran in September through Tiger Rag daily email & X (Twitter) sponsorship and Google Ads network.

				
<b>Impressions</b>	<b>Clicks</b>	<b>CTR</b>	<b>Engagement</b>	<b>Trend</b>
329,971	531	0.27%	4,940	The average industry CTR is 0.05 - 0.10%.

# YTD Digital Ads







## Campaign Results

Digital ads ran January - May and September through Tiger Rag daily email & X (Twitter) sponsorship.

Digital ads ran March - May in the Business Report Daily Report.

Digital ads ran in March, May and September through Google Ads network.

			
<b>Impressions</b>	<b>Clicks</b>	<b>CTR</b>	<b>Trend</b>
1,198,378	2,643	0.33%	The average industry CTR is 0.05 - 0.10%.

# Q3 Pre-Roll\*



## Campaign Results

\*Pre-Roll, unlike YouTube, is not skippable.



**Pre-Roll Views**

111,261

**Top Creative:**

**0:15 seconds:** 56,551

**0:30 seconds:** 54,710

**Top Views (by Device):**



**Mobile**

34,047



**Tablet**

3,171



**Desktop**

74,043



# YTD YouTube & Pre-Roll



## Campaign Results

The "Way to Go" video ads ran through YouTube in March and April and through Pre-Roll in September.



**Views**  
125,774

### Top Creative:

**0:15 seconds:** 69,632

**0:30 seconds:** 56,142

### Top Views (By Device):



**Connected TV**  
12,558



**Mobile**  
34,816



**Tablet**  
3,819



**Desktop**  
74,581

# Q3 CTV/OTT



## Impressions

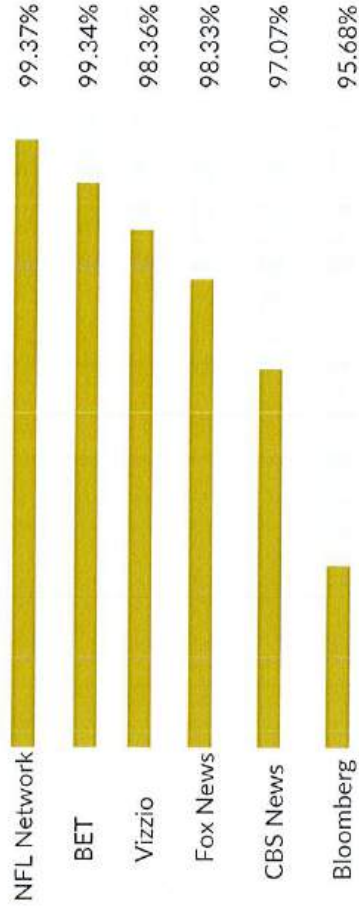
146,075



## Completion

141,242  
96.69%

## Featured Networks (by Completion Rate):



# YTD CTV/OTT



## Campaign Results

Connected TV (CTV) & over-the-top (OTT) ads ran in March, April and September.

Ran on networks such as Fox News, ESPN, BET, The CW, Bloomberg, Investigation Discovery and Vizio WatchFree+.



### Impressions

262,848



### Completion

255,305  
97.43%

# Q3 & YTD Television



## Campaign Results

Broadcast and cable television ran in March and September via Cox, WAFB, WBRZ, WGMB and WVLA.

Television ran in April via Cox, WAFB and WBRZ.

Impressions are averaged through the number of households where the spots ran.



**Q3  
Impressions**

1,004,107



**YTD  
Impressions**

3,213,107

# Q3 & YTD Radio



## Campaign Results

Stations: Talk 107.3 Mornings with Brian Haldane, KOXL (Urban), WYNK( Country) KRVE (AC), and WDWL (LSU Football).



**Q3  
Impressions**

754,321



**YTD  
Impressions**

4,558,321

# YTD Static Outdoor



## Campaign Results

Way to Go: Safari began on static outdoor billboards on March 28 with Lamar Advertising.

Impressions are averaged through the number of vehicles that drive by each week.



### Impressions

24,504,675

# Q3 & YTD Digital Outdoor



## Campaign Results

Digital billboards ran in March, May and September with Lamar Advertising.

Impressions are averaged through the number of vehicles that drive by each week.



**Q3  
Impressions**

1,273,876



**YTD  
Impressions**

3,269,777

# Q3 Facebook



## DC Campaign & LSU Home & Away Games campaigns



**Reach**

84,911



**Post Engagements**

3,541



**Link Clicks**

3,348



**Impressions**

346,444

# YTD Facebook



## Campaign Results (All Campaigns)



**Reach**

121,915



**Post Engagements**

3,973



**New Followers**

700



**Link Clicks**

3,498



**Impressions**

478,996

## Q4 2025



- ✓ Continue running “It’s About Time” campaign
- ✓ Continue running “D.C. Campaign” and LSU football creative through the end of the year/football season
- ✓ Social media campaign(s) to promote FlyMyAirport platform
- ✓ 2026 planning

**AIRPORT COMMISSION AGENDA**

**SUPPORTING DOCUMENT NO. 15**



**GREATER BATON ROUGE AIRPORT DISTRICT  
STATEMENT OF REVENUES AND EXPENDITURES  
FOR THE PERIOD ENDING OCTOBER 2025**

	<u>2025 APPROVED BUDGET</u>	(-)	<u>2025 EXPENDITURES/ REVENUES</u>	(=)	<u>2025 BALANCE</u>	<u>VARIANCE</u>	<u>OCTOBER 2024 EXPENDITURES/ REVENUES</u>	<u>2025 EXPENDITURES/ REVENUES COMPARED TO 2024</u>
<b>Total Expenditures</b>	16,603,840.33		13,507,630.92		3,096,209.41	-18.65%	12,739,285.61	6.03%
<b>Total Revenues</b>	13,976,216.67		<u>14,689,186.77</u>		712,970.10	5.10%	<u>14,399,709.62</u>	2.01%
<b>Surplus (Deficit)</b>			<u><b>1,181,555.85</b></u>				<u>1,660,424.01</u>	



**BATON ROUGE METRO AIRPORT  
CUSTOMER FACILITY CHARGE  
ACCRUAL BASIS**

	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>% Change 24/25</b>
January	\$ 145,416.75	\$ 124,789.65	\$ 121,739.25	\$ 136,499.25	12.12%
February	158,190.30	148,725.45	167,003.25	174,592.35	4.54%
March	191,895.15	193,983.30	186,554.10	188,030.10	0.79%
April	203,718.75	168,245.55	192,107.55	172,919.52	-9.99%
May	193,540.50	174,703.05	192,989.15	185,213.40	-4.03%
June	178,060.95	179,616.90	170,447.25	166,252.95	-2.46%
July	175,810.05	171,093.00	188,263.80	170,100.02	-9.65%
August	171,683.40	176,664.90	175,600.95	176,277.79	0.39%
September	171,861.75	175,594.80	165,551.85	172,667.84	4.30%
October	172,599.75	192,999.30	216,498.45	178,632.90	-17.49%
November	159,162.00	171,345.15	177,501.30	-	-
December	140,951.85	140,552.10	163,657.65	-	-
Totals for the Period Ending October 31, 2025	\$ 1,762,777.35	\$ 1,706,415.90	\$ 1,776,755.60	\$ 1,721,186.12	-3.13%



**BATON ROUGE METRO AIRPORT  
PASSENGER FACILITY CHARGE  
ACCRUAL BASIS**

	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>% Change 24/25</b>
January	\$ 86,324.96	\$ 105,684.86	\$ 112,686.91	\$ 117,796.87	4.53%
February	100,157.85	113,349.80	124,895.50	131,059.06	4.93%
March	110,685.07	133,833.54	143,412.52	155,787.93	8.63%
April	115,404.32	137,982.09	163,180.69	156,986.40	-3.80%
May	125,887.64	138,324.51	171,490.96	175,942.42	2.60%
June	123,749.71	142,872.55	162,636.33	154,593.85	-4.95%
July	121,387.89	136,910.93	153,487.57	158,663.38	3.37%
August	120,628.42	134,022.31	151,986.19	146,266.02	-3.76%
September	136,972.39	147,363.52	145,510.94	150,708.70	3.57%
October	137,802.10	156,534.23	163,062.16	172,527.00	5.80%
November	127,520.72	150,871.13	162,149.04	-	-
December	123,964.82	127,489.99	148,250.30	-	-
Totals for the Period Ending October 31, 2025	\$ 1,179,000.35	\$ 1,346,878.34	\$ 1,492,349.77	\$ 1,520,331.63	1.88%



# BTR

BATON ROUGE  
METROPOLITAN AIRPORT

BATON ROUGE METRO AIRPORT  
PARKING GARAGE REVENUES  
ACCRUAL BASIS

	2022	2023	2024	2025	% Change 24/25
January	\$ 181,478.40	\$ 244,899.03	\$ 266,572.06	\$ 267,744.78	0.44%
February	195,427.23	251,233.76	285,296.00	278,010.43	-2.55%
March	249,244.17	281,831.74	300,449.29	319,873.94	6.47%
April	231,779.46	299,575.72	340,342.86	321,502.81	-5.54%
May	249,357.44	294,524.60	361,546.15	354,344.24	-1.99%
June	268,143.25	329,547.07	389,505.68	376,987.00	-3.21%
July	281,993.87	332,207.37	363,652.57	358,488.26	-1.42%
August	274,856.40	313,523.29	348,382.08	348,670.59	0.08%
September	299,707.15	350,206.48	374,177.53	362,395.03	-3.15%
October	321,501.79	368,849.92	370,935.00	388,159.24	4.64%
November	259,789.19	307,151.87	315,042.26	-	-
December	241,864.02	258,291.00	295,288.76	-	-
Totals for the Period Ending October 31,2025	\$ 2,553,489.16	\$ 3,066,398.98	\$ 3,400,859.22	\$ 3,376,176.32	-0.73%



# BTR

BATON ROUGE  
METROPOLITAN AIRPORT  
BATON ROUGE METRO AIRPORT  
TRANSPORTATION NETWORK CARRIERS  
ACCRUAL BASIS

	2023		2024		2025		% Change
	Pickups	2023 Fees	Pickups	2024 Fees	Pickups	2025 Fees	24/25
January	3,411	\$ 9,721.35	3,895	\$ 11,100.75	4,172	\$ 11,890.20	7.11%
February	2,658	7,575.30	3,251	9,265.35	3,508	9,997.80	7.91%
March	3,643	10,382.55	4,091	11,659.35	4,127	11,761.95	0.88%
April	3,372	9,610.20	4,380	12,483.00	4,935	14,064.75	12.67%
May	3,319	9,459.15	3,593	10,240.05	4,680	13,338.00	30.25%
June	3,335	9,504.75	3,609	10,285.65	3,916	11,160.60	8.51%
July	3,068	8,743.80	3,689	10,513.65	3,946	11,246.10	6.97%
August	3,541	10,091.85	3,779	10,770.15	4,213	12,007.05	11.48%
September	3,783	10,781.55	3,731	10,633.35	4,399	12,537.15	17.90%
October	4,411	12,571.35	4,397	12,531.45	5,254	14,973.90	19.49%
November	4,019	11,454.15	4,269	12,166.65	-	-	-
December	2,676	7,626.60	3,589	10,228.65	-	-	-
Totals for the Period Ending October 31,2025	34,541	\$ 98,441.85	38,415	\$ 109,482.75	43,150	\$ 122,977.50	12.33%