



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, August 4, 2026
3:30 p.m.
Airport Administration Conference Room
Suite 300, 3rd 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 July 7, 2026.
5. Accepting the low bids received for the Baton Rouge Metropolitan Airport, Runway 31 EMAS Removal and Blast Pad Installation. By: Director of Aviation.

Estimate: \$1,488,038.51

Bidders

Hendrick Construction, Inc.
M&J Civil Construction

Base Bid

\$1,374,034.39
\$1,460,436.00

- 6. Authorization Mayor-President and/or Chairman of the Airport commission to execute a contract with Enmon Enterprises, LLC DBA Jani-King of Baton Rouge in the amount of \$134,498.34 for Floor Care Services at the Baton Rouge Metropolitan Airport. The Contract term is 12 months beginning September 1, 2026, in the amount not to exceed \$134,498.34 per year, with two (2) optional (1) year renewals, upon mutual consent of the Parties at the same price, terms and conditions. By: Director of Aviation.**
- 7. Authorization for the Mayor-President and/or Chairman of the Airport Commission to execute a Professional Services Contract with Marrero Couvillon and Associates, LLC, in an amount not to exceed \$59,000.00 to provide the Baton Rouge Metropolitan Airport with design documents and construction management services for the TSA Baggage Area HVAC upgrade project. By: Director of Aviation.**
- 8. Status Report – Report will be given at the August meeting.**
- 9. Public Relations/Marketing Report – Report will be given at the August meeting.**
- 10. Financial Report – Report will be given at the August meeting.**
- 11. Business Development Report – Report will be given at the August meeting.**
- 12. Administrative Matters.**
- 13. Adjourn.**

AIRPORT COMMISSION AGENDA

SUPPORTING DOCUMENT NO. 8

BATON ROUGE METROPOLITAN AIRPORT

August 4, 2026

Project Name	Runway 13/31 Safety Area/RPZ Total Project (Total)	North Airpark Infrastructure Development	Taxiway L and Decommissioning of 4R 22L.	Taxiway Widening	Runway 22R Lighting Repairs	Taxiway F	Ticket Counters & Baggage Improvements	TOTALS
Status	Shopping Center Demo is underway, final inspection was May 1. Working on interim plans with DOTD. EMAS removal Going through approval process.	Closing out Phase I. Phase II plans under design and will be out for bids this summer.	Phase I and II Construction underway. Contractor working on electrical and striping on Phase I. Phase II Laying drainage pipe.	Final Inspection held July 10.	Final Inspection held June 25.	Will take bids for Phase 1 construction on July 28.	Pre Construction meeting held on July 21 on Terminal Renovations. Furniture bids to be received Sept 3, 2026.	
Issues								
Consultant	Volkert/Stamley Consultants	Forte & Tablada	Stanley Consultants	ICE	Garver	Stanley Consultant	WHLC	
Contractor	Shopping Center Demo, LMB	Phase 2 TBD	Hendrick	M&J Cons.	Hendrick	TBD	Milton Womack	
Percentage Complete	Demo 100%	95% Design Phase 2.	Phase I 90% Phase II 5%	100%	100%	100%	100%	
Current Budget	50,853,366	4,375,000	\$32,000,000	\$400,000	\$ 700,000.00	\$ 636,551.00	\$9,000,000	\$ 97,964,917
Paid to Date	25,236,679	\$1,481,380	\$11,700,000	\$314,663	\$ 658,232.41	\$ 222,077.00	\$835,000	\$ 40,448,031
Remaining Balance	25,616,687	2,989,020	20,300,000	\$257,022	\$ 41,767.59	\$ 414,474.00	\$8,165,000	57,783,971

AIRPORT COMMISSION AGENDA

SUPPORTING DOCUMENT NO. 9

Marketing & Air Service Report

August 4, 2026



BTR

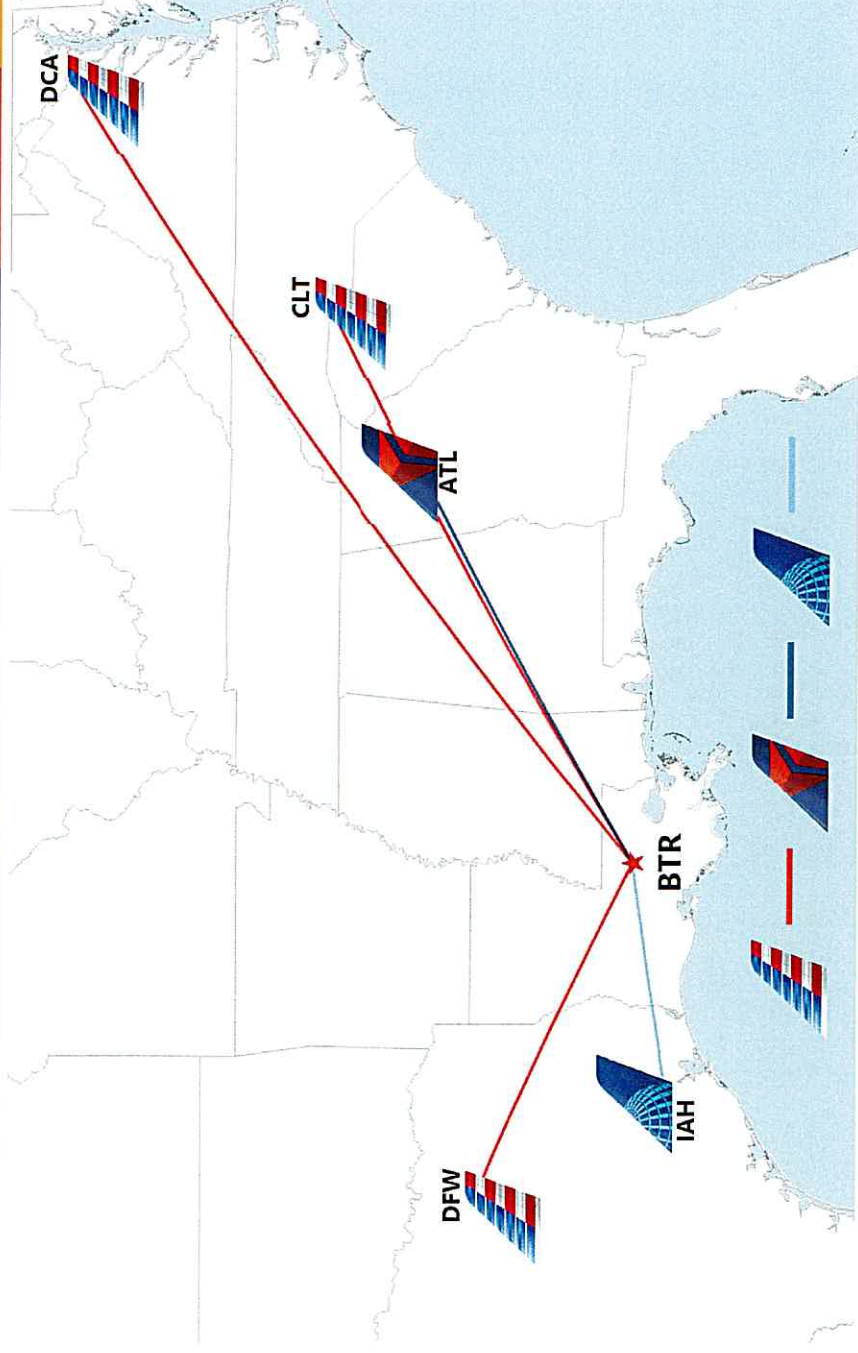
BATON ROUGE METRO AIRPORT

It's about time.

Current Non-Stop Destinations



BTR



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

Enplanements



June 2026

- 35,441 Enplanements
- Versus '25 – **↓1.8%**

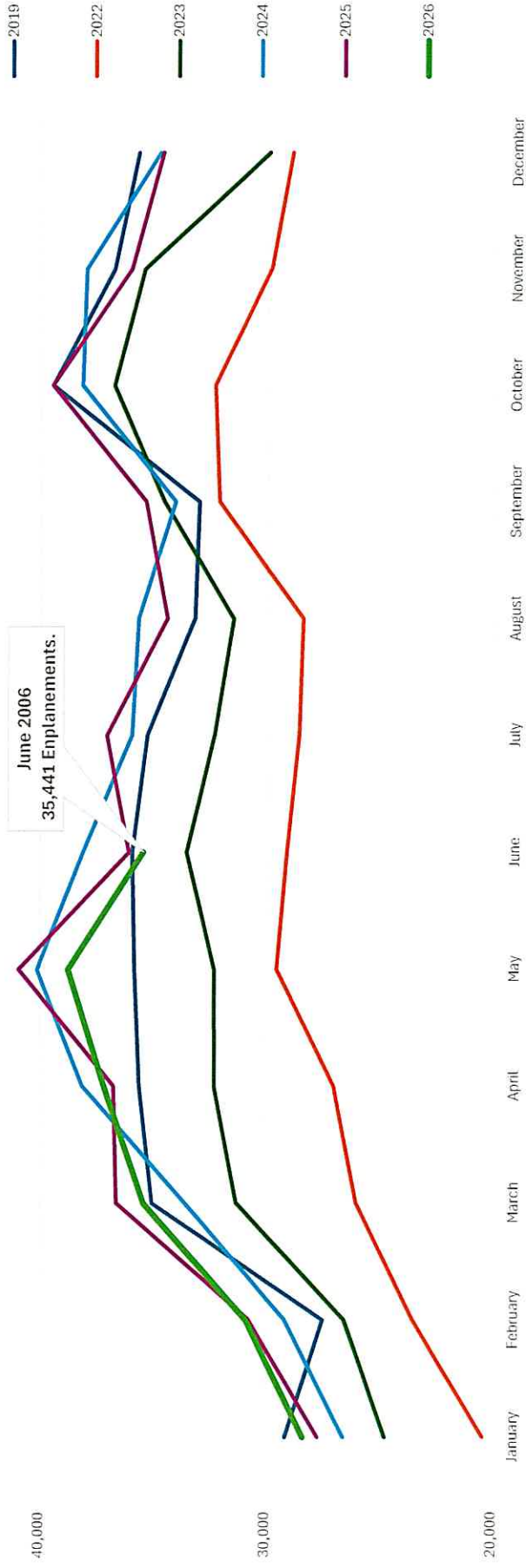
Year-to-Date:

- 205,981 Enplanements
- **↓1.3%** YOY

Month	2019	2022	2023	2024	2025	2026
January	29,126	20,407	24,734	26,566	27,697	28,357
February	27,474	23,508	26,528	29,148	30,727	30,860
March	35,033	26,029	31,309	33,582	36,593	35,401
April	35,617	27,021	32,300	38,112	36,732	37,158
May	35,835	29,546	32,316	40,130	40,945	38,764
June	35,943	29,107	33,534	38,105	36,081	35,441
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	36,035	
December	35,751	28,962	29,959	34,793	34,646	
Total	412,578	335,983	381,313	422,388	425,791	205,981

*Source Airline reported data through June 2026

Enplanements



*Source Airline reported data through June 2026

Total Passengers



May 2026

- 70,221 Total Passengers
- Versus '25 – **↓2.53%**

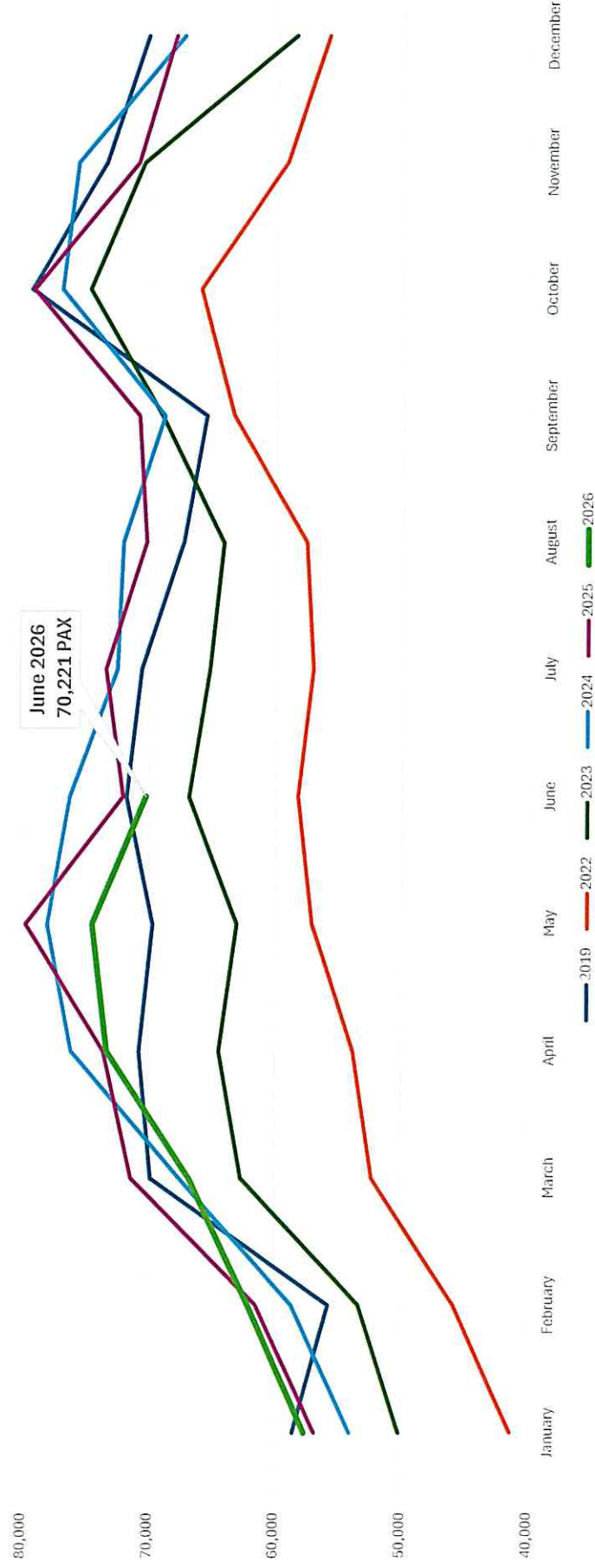
Year-to-Date:

- 404,477 Total Passengers
- **↓2.52%** YOY

Month	2019	2022	2023	2024	2025	2026
January	58,567	41,368	50,176	54,086	56,824	57,650
February	55,792	45,867	53,381	58,670	61,470	62,099
March	69,808	52,341	62,696	67,522	71,337	66,757
April	70,745	53,880	64,448	76,081	73,531	73,284
May	69,670	57,136	63,056	78,024	79,745	74,466
June	71,751	58,252	66,827	76,231	72,040	70,221
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	70,956	
December	70,218	55,998	58,582	67,373	68,016	
Total	822,846	668,176	762,789	844,025	847,604	404,477

*Source Airline reported data through June 2026

Total Passengers



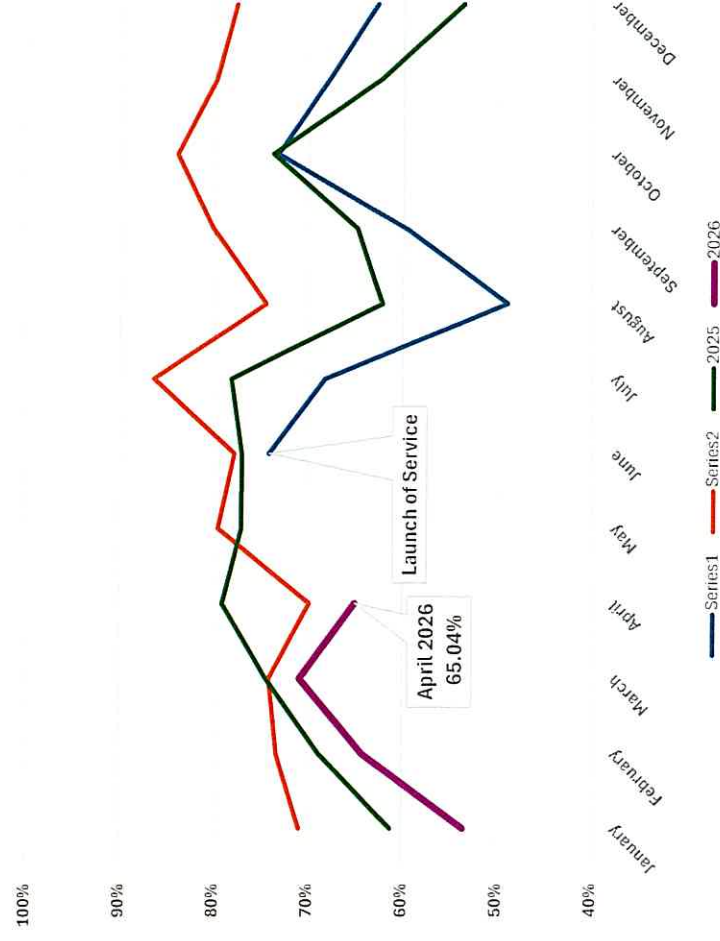
*Source Airline reported data through June 2026

BTR-DCA Load Factors



BTR- DCA Historical Load Factor				
Month	2023	2024	2025	2026
January		70.87%	61.24%	53.59%
February		73.29%	68.80%	64.21%
March		74.10%	74.39%	70.84%
April		69.85%	79.11%	65.04%
May		79.59%	77.08%	
June	74.13%	77.88%	77.07%	
July	68.19%	86.44%	78.21%	
August	49.01%	74.50%	62.20%	
September	59.66%	80.13%	64.82%	
October	73.20%	83.93%	73.75%	
November	67.90%	79.85%	62.39%	
December	62.77%	77.72%	53.74%	
AVG (Annual)	64.98%	77.35%	69.40%	63.42%
AVG (Overall)				70.56%

BTR-DCA Historical Load Factor

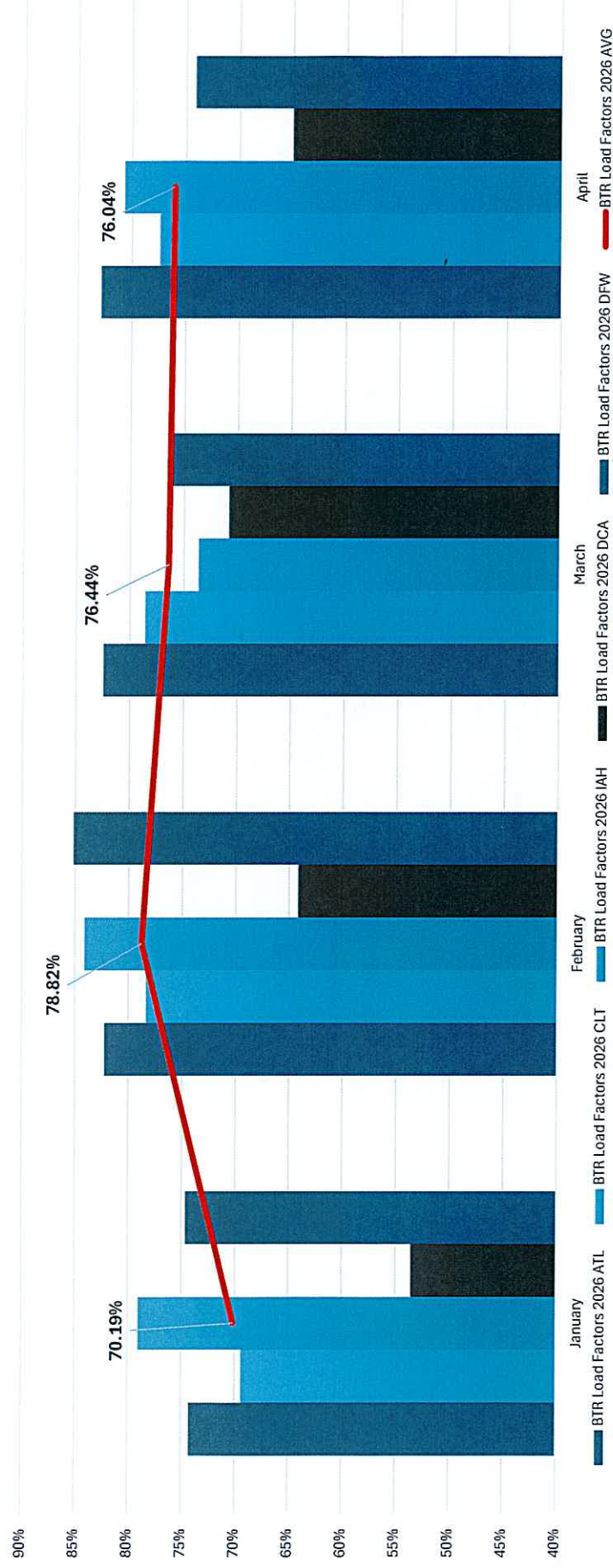


* Source Airline Data-DOT data through April 2026

BTR Load Factors



2026



*Source Airline Data-DOT data through April 2026



BTR

Q1 & Q2 2026 Campaign Report

Q1 & Q2 2026 Campaigns & Creative



Q1 & Q2 Campaign Schedule



TV

February - April
June



Digital

January - June



Radio

January - June



YouTube

March, May



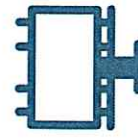
Print

January - June



Facebook & Instagram

January - June



Outdoor

Digital: March, May
Static: January - June

Print Ads



Your ticket to memories... starts at BTR.

Skip the line, hassle and inconvenience of larger airports, and go straight to the experiences that will last a lifetime.

Book your next memory today at flybtr.com.

BTR It's about time

American Airlines | UNITED | DELTA



The easier WAY TO GO.

American Airlines | UNITED | DELTA

BTR BATON ROUGE MEETS LAZYONE

By searching flights, price matching and booking directly, I can

FlyMy Way
at **flybtr.com**




BTR

Baton Rouge
Parents Magazine

Baton Rouge
Business Report

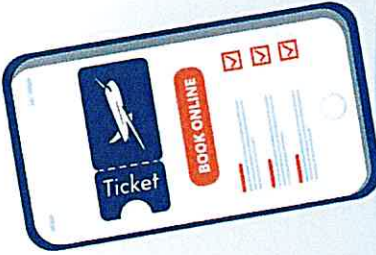
Digital & Outdoor Campaigns



I Can
FlyMy Way
at flybtr.com



By searching flights, price matching
and booking directly, I can
FlyMy Way at flybtr.com



I Can
FlyMy Way
at flybtr.com

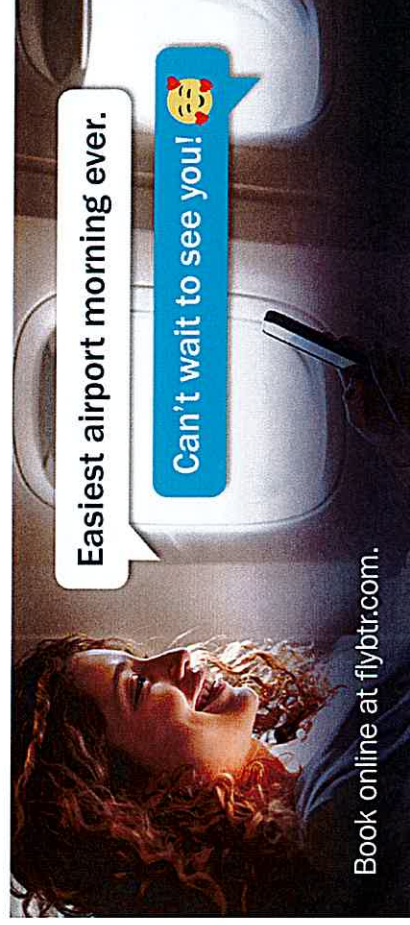


Static Outdoor Campaign



I-10 at Prairieville

I-12 at College
Drive



Facebook Ad Campaign



**En Route
to a PR**

with  **BTR**

ENTER HOUSE & TRIP AWAY

**Skate
through
Your Travel**

 **BTR**

**Should've
flown BTR.**

I've been waiting for 3 hours ...

 **BTR**

**Vacation
Loading...**

 **BTR**

**I Can
FlyMy Way**

 **BTR**

**Suite
Dreams**

 **BTR**

**BTR's FlyMy
is a Keeper**

 **BTR**

KQXL Radio Dashboard Message

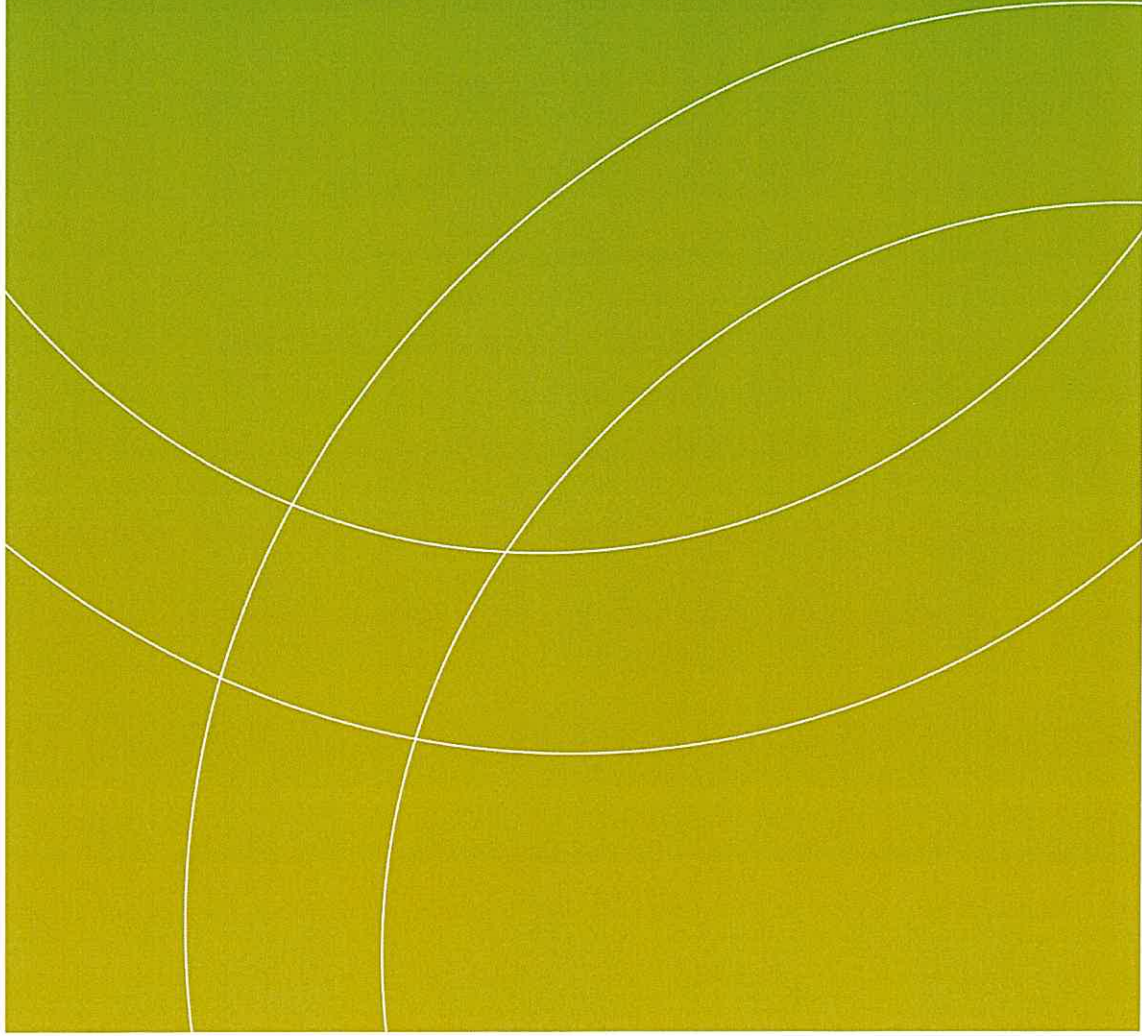


Skip the Stress and
Book at FlyBTR.com

TV & YouTube



Q1 & Q2 Campaign Results



Glossary



Display Ads, Search & Social Media



Impressions

The number of individual ad messages served to date



Clicks

The number of clicks on an ad that lead to a landing page



CTR

The percentage of clicks divided by impressions



Engagement

The number of accounts that interacted with an ad



Completion

The number of individuals that watched the entirety of a video ad

Q1 & Q2 Digital Ads



Campaign Results

“Plane and Simple: DC” digital ads ran in January and “FlyMy Way” digital ads ran from February - June through **Tiger Rag Magazine** daily email and Twitter (X) sponsorship.

“FlyMy Way” digital ads ran through the **Google Display Ad** network in March & May.

“FlyMy Way” digital ads ran through the **Baton Rouge Business Report Daily Report** in May.

			
Impressions	Clicks	CTR	Trend
868,006	1,480	0.22%	The average industry CTR is 0.05 - 0.10%.



Q1 & Q2 YouTube

Campaign Results

The “Way to Go” video ads ran through YouTube in March & May.



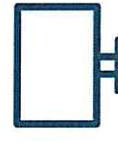
Views
15,344

Creative:

0:15 seconds: 10,854

0:30 seconds: 4,490

Top Views (By Device):

	Connected TV	10,298
	Mobile	3,514
	Desktop	855
	Tablet	677

Q1 & Q2 CTV/OTT



Campaign Results

The “Way to Go” video ads ran through CTV/OTT in April - June.



Impressions

202,578



Completions

200,511
98.98%

Q1 & Q2 Radio



Campaign Results

Radio ran in January on **Brian Haldane's DC Mardi Gras Special** and **WDGL** LSU football package.

Radio ran in January - June on **Talk 107.3 Mornings** with Brian Haldane.

Radio ran in March & May on **KQXL** (Urban).

Impressions are calculated through average monthly listeners.



Impressions

854,000

Q1 & Q2 Television



Campaign Results

Broadcast and cable television ran in February through **WVLA Winter Olympics**.

Broadcast and cable television ran in March, April & June through **WAFB, WBRZ and Cox**, including a **FIFA Sponsorship** package.

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



Impressions

2,176,499

Q1 & Q2 Print Ads



Campaign Results

Print was distributed (including digital iterations) via the **Baton Rouge Visitor's Guide** in January.

Print was distributed (including digital iterations) via the **Baton Rouge Parents Magazine**, the camp guide, in February and the summer travel issue in March.

Print was distributed (including digital iterations) via the **Baton Rouge Business Report** in February, May and June.

Impressions are calculated using the total number of copies distributed.



Impressions

215,000

Q1 & Q2 Digital Outdoor



Campaign Results

A total of four FlyMy Way digital billboards ran in March & May with Lamar Advertising.

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



Impressions

1,945,504

Q1 & Q2 Facebook & Instagram



Campaign Results

LA Marathon FlyMy ads ran in January.

Mardi Gras Travel and Winter Olympic ads ran in February.

Spring Break Travel ads ran in March.

“FlyMy Way” ads ran in February - April.

TSA ads ran in May.

FIFA ads ran in June.



Reach

266,050



Engagements

11,401



Link Clicks

10,973



Impressions

552,483

Q1 & Q2 All Channels



- TV
- Radio
- Print
- Outdoor
- Digital Ads
- YouTube
- Facebook &
- Instagram



Total Impressions

6.64M



Total Link Clicks

12,453



Total Social Media Reach

266,050



Total Social Media Engagements

11,401

Questions? Comments? Conversation?

Trae Russell
Vice President
trae@covalentlogic.com



AIRPORT COMMISSION AGENDA

SUPPORTING DOCUMENT NO. 10

**GREATER BATON ROUGE AIRPORT DISTRICT
STATEMENT OF REVENUES AND EXPENDITURES
FOR THE PERIOD ENDING JUNE 2026**

	2026 APPROVED BUDGET	(-)	2026 EXPENDITURES/ REVENUES	(=)	2026 BALANCE	VARIANCE	JUNE 2025 EXPENDITURES/ REVENUES	2026 EXPENDITURES/ REVENUES COMPARED TO 2025
Total Expenditures	9,028,205.55		8,008,438.04		1,019,767.51	-11.30%	7,597,596.08	5.41%
Total Revenues	9,071,605.00		9,495,116.78		423,511.78	4.67%	8,489,768.49	11.84%
Surplus (Deficit)			<u>1,486,678.74</u>				<u>892,172.41</u>	



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

	2023	2024	2025	2026	% Change 25/26
January	\$ 124,789.65	\$ 121,739.25	\$ 136,499.25	\$ 128,774.85	-5.66%
February	148,725.45	167,003.25	174,592.35	152,317.05	-12.76%
March	193,983.30	186,554.10	188,030.10	179,306.14	-4.64%
April	168,245.55	192,107.55	172,919.52	174,407.85	0.86%
May	174,703.05	192,989.15	185,213.40	179,666.10	-3.00%
June	179,616.90	170,447.25	166,252.95	163,639.20	-1.57%
July	171,093.00	188,263.80	170,100.02	-	-
August	176,664.90	175,600.95	176,277.79	-	-
September	175,594.80	165,551.85	172,667.84	-	-
October	192,999.30	216,498.45	178,632.90	-	-
November	171,345.15	177,501.30	179,961.30	-	-
December	140,552.10	163,657.65	155,275.20	-	-
Totals for the Period Ending June 30	\$ 990,063.90	\$ 1,030,840.55	\$ 1,023,507.57	\$ 978,111.19	-4.44%



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

	2023	2024	2025	2026	% Change 25/26
January	\$ 105,684.86	\$ 112,686.91	\$ 117,796.87	\$ 120,255.27	2.09%
February	113,349.80	124,895.50	131,059.06	131,151.25	0.07%
March	133,833.54	143,412.52	155,787.93	150,098.49	-3.65%
April	137,982.09	163,180.69	156,986.40	158,044.39	0.67%
May	138,324.51	171,490.96	175,942.42	164,984.98	-6.23%
June	142,872.55	162,636.33	154,593.85	151,095.02	-2.26%
July	136,910.93	153,487.57	158,663.38	-	-
August	134,022.31	151,986.19	146,266.02	-	-
September	147,363.52	145,510.94	150,708.70	-	-
October	156,534.23	163,062.16	168,137.00	-	-
November	150,871.13	162,149.04	152,741.27	-	-
December	127,489.99	148,250.30	146,981.59	-	-
Totals for the Period Ending June 30	\$ 772,047.35	\$ 878,302.91	\$ 892,166.53	\$ 875,629.40	-1.85%



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BATON ROUGE
METROPOLITAN AIRPORT

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

	2023	2024	2025	2026	% Change 25/26
January	\$ 244,899.03	\$ 266,572.06	\$ 267,744.78	\$ 338,729.48	26.51%
February	251,233.76	285,296.00	278,010.43	387,081.41	39.23%
March	281,831.74	300,449.29	319,873.94	430,542.91	34.60%
April	299,575.72	340,342.86	321,502.81	447,006.30	39.04%
May	294,524.60	361,546.15	354,344.24	479,799.07	35.40%
June	329,547.07	389,505.68	376,987.00	496,396.70	31.67%
July	332,207.37	363,652.57	358,488.26	-	-
August	313,523.29	348,382.08	348,670.59	-	-
September	350,206.48	374,177.53	362,395.03	-	-
October	368,849.92	370,935.00	388,159.24	-	-
November	307,151.87	315,042.26	316,326.72	-	-
December	258,291.00	295,288.76	264,801.53	-	-
Totals for the Period Ending June 30	\$ 1,701,611.92	\$ 1,943,712.04	\$ 1,918,463.20	\$ 2,579,555.87	34.46%



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BATON ROUGE
METROPOLITAN AIRPORT

BATON ROUGE METRO AIRPORT
TRANSPORTATION NETWORK CARRIERS
ACCRUAL BASIS

							% Change
	2024 Pickups	2024 Fees	2025 Pickups	2025 Fees	2026 Pickups	2026 Fees	25/26
January	3,895	\$ 11,100.75	4,172	\$ 11,890.20	4,657	\$ 22,120.75	86.04%
February	3,251	9,265.35	3,508	9,997.80	4,121	19,574.75	95.79%
March	4,091	11,659.35	4,127	11,761.95	5,218	24,785.50	110.73%
April	4,380	12,483.00	4,935	14,064.75	4,606	21,878.50	55.56%
May	3,593	10,240.05	4,680	13,338.00	4,269	20,277.75	52.03%
June	3,609	10,285.65	3,916	11,160.60	4,029	19,137.75	71.48%
July	3,689	10,513.65	3,946	11,246.10	-	-	-
August	3,779	10,770.15	4,213	12,007.05	-	-	-
September	3,731	10,633.35	4,399	12,537.15	-	-	-
October	4,397	12,531.45	5,254	14,973.90	-	-	-
November	4,269	12,166.65	4,433	21,056.75	-	-	-
December	3,589	10,228.65	3,901	18,529.75	-	-	-
Totals for the Period Ending June 30	22,819	\$ 65,034.15	25,338	\$ 72,213.30	26,900	\$ 127,775.00	76.94%

AIRPORT COMMISSION AGENDA

SUPPORTING DOCUMENT NO. 11

Business Development Report



BTR

BATON ROUGE METRO AIRPORT

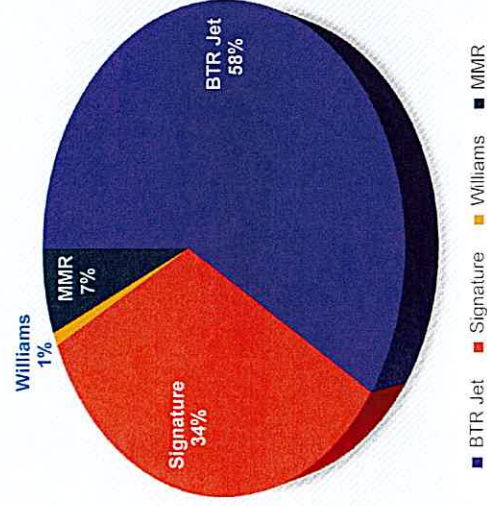
It's about time.



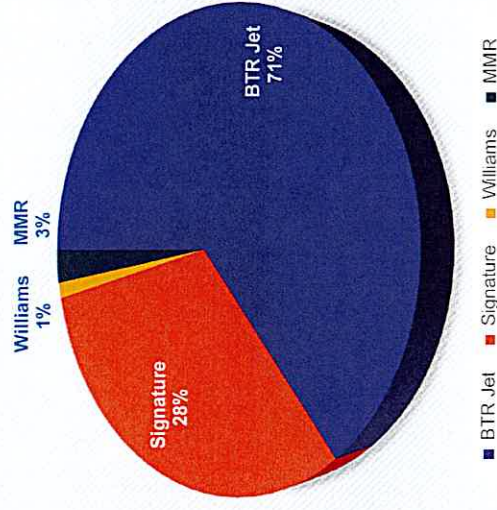
FUEL FLOWAGE



YTD thru June 2025 Fuel Sales



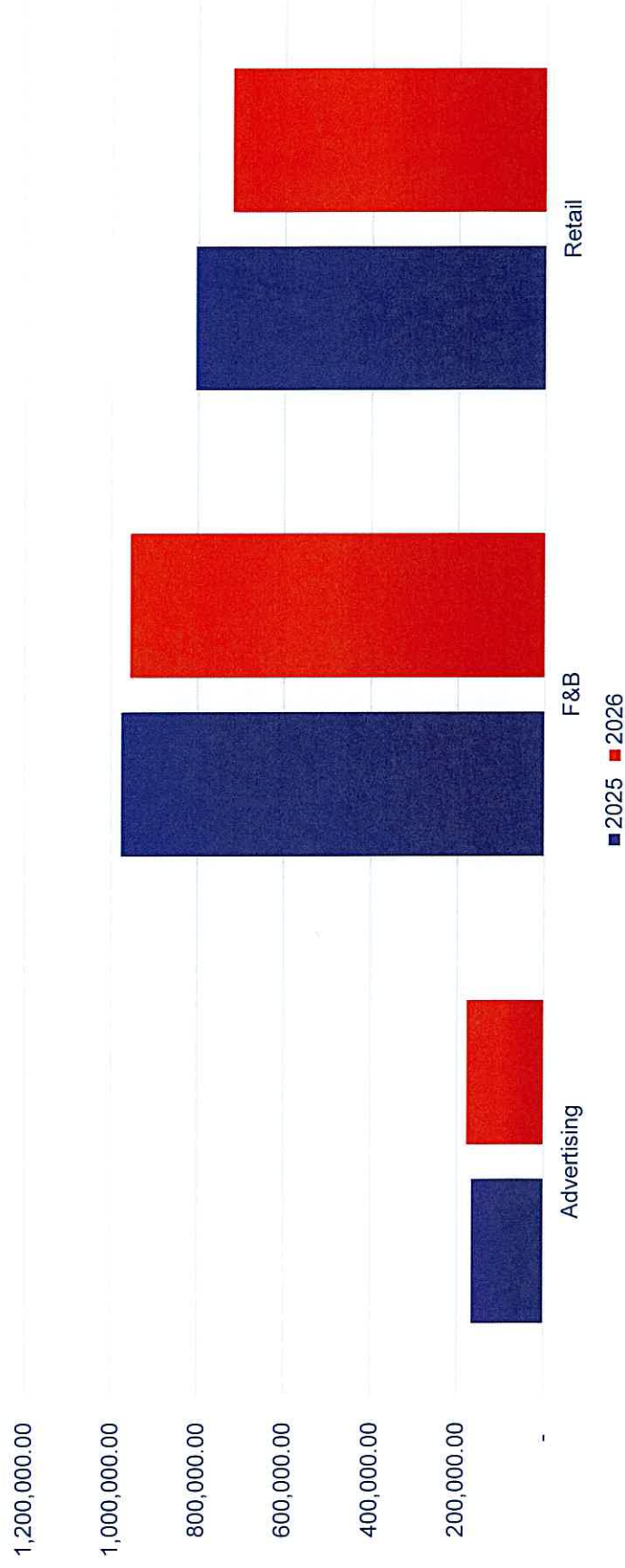
YTD thru June 2026 Fuel Sales



IN-TERMINAL CONCESSIONS



YTD thru June 2026

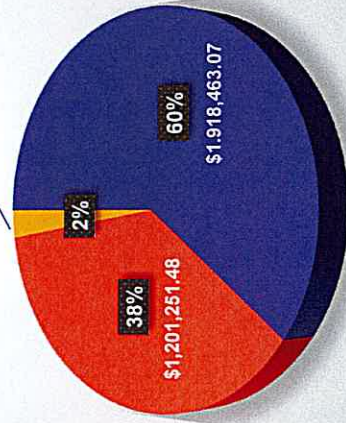


Ground Transportation



Ground Transportation
YTD thru June 2025

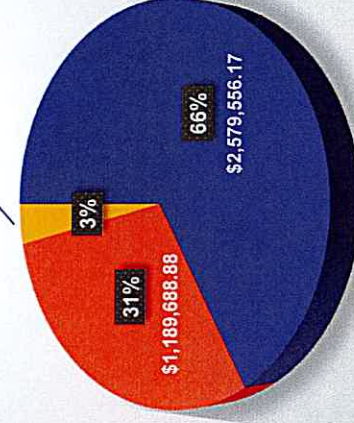
\$76,014.00



Parking
Rental Cars
Ride Share

Ground Transportation
YTD thru June 2026

\$134,500.00



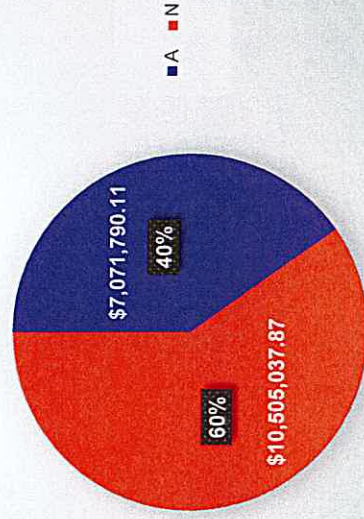
Parking
Rental Cars
Ride Share

AERONAUTICAL VS NON-AERONAUTICAL REVENUE BREAKDOWN



BTR

AERONAUTICAL
VS
NON-AERONAUTICAL REVENUE
2025



AERONAUTICAL
VS
NON-AERONAUTICAL REVENUE
YTD thru June 2026

