



The City of Santa Barbara invites applications for  
**Airport Business Development Manager**  
Santa Barbara Municipal Airport (SBA)

Santa Barbara, California

*Executive Search Services Provided by ADK Consulting & Executive Search*

## The Airport

**The Santa Barbara Airport** is owned and operated by the City of Santa Barbara, Airport Department, and has provided commercial and general aviation transportation to the region for more than 80 years. Located approximately 10 miles west of downtown Santa Barbara, the Airport is conveniently located near U.S. Highway 101. SBA is the busiest airport between Los Angeles and San Jose carrying 710,000 passengers annually. It is an integral part of the transportation system and an economic engine for the region generating a half billion dollars of revenue in taxes, sales, and employment to the local community.

The Airline Terminal complex consists of a two-story, 72,000 square foot, Spanish Revival building with three glass boarding bridges, the 6,700 square foot historic terminal, and the short and long term parking lots within walking distance of the Terminal.

Most recent significant capital improvement projects, completed or underway include: Completed Runway Safety Area project, rerouted two creeks, mitigation, \$63 million project; Constructed new airline terminal and restored original 1942 terminal in 2011-2012. The FY 2016 Operating Budget is \$16,300,122 which includes debt service. Capital budget from Airport reserves is \$1,326,395 and federal AIP grant capital budget is approximately \$2.7 million.

Passenger amenities include a news & gift shop, a full service bar and restaurant in the passenger holding area, a restaurant outside of the secured boarding area, free WIFI, car rental facilities, and ground transportation.

Three passenger airlines, Alaska, American, and United provide year-around service. SBA offers daily non-stop flights to Seattle, Portland, San Francisco, Phoenix, Denver and Los Angeles and one-stop flights to anywhere in the world. SBA is also home to Signature Flight Support and Atlantic Aviation.

There are 55 employees at the airport: 52 union and 3 non-union. Year-end enplanements for the calendar year ending 2014 were 332,999 and most recent operations annualized for calendar year 2014 were 104,706 SBA is the 13th busiest airport in California and the 137th busiest commercial services airport in the United States.





## The Community

**Santa Barbara** is among the world's most desirable places to work and live. Quietly nestled between the Pacific Ocean and the Santa Ynez Mountains, Santa Barbara represents the essence of Southern California — the art and culture of a metropolitan city with the heart and hospitality of a small, beautiful coastal town. Located just 90 miles north of Los Angeles, Santa Barbara provides a unique living environment. The City offers its approximately 90,000 residents a year-round mild climate with an average temperature in the 70s, magnificent beaches, mountains and parks within minutes of a bustling downtown.

Santa Barbara is sometimes referred to as the American Riviera. Its beautiful beaches, majestic mountains, and colorful culture make Santa Barbara a premier resort destination. World-class accommodations and dining await its many visitors.

Santa Barbara is a 2-hour drive north from Los Angeles or a short hop from any corner of the world via the Santa Barbara airport. Santa Barbara's harbor is home to the world famous Stearns Wharf, a great destination for the entire family. Visiting the zoological gardens makes for a great family day-trip.

From the City, you are just minutes away from the Santa Barbara wine country. The gorgeous Santa Ynez Valley, with its breath-taking vistas, is home to such notable attractions as Solvang and the Chumash Reservation.

Among the City's many amenities are excellent healthcare services, abundant shopping and dining, harbor facilities, a municipal golf course and a newly renovated municipal airport. Institutions of higher learning include the University of California at Santa Barbara, Santa Barbara City College, Westmont College, Antioch University, and Brooks Institute of Photography. With so many choices of restaurants, cultural events, outdoor recreations and leisure activities, Santa Barbara offers something for every taste and lifestyle. Santa Barbara is a truly a magnificent and unique place to live and work.



## The Position

The City of Santa Barbara is looking for a dynamic individual to manage business marketing, air service development, property management, parking operations, capital programs, internal accounting and administrative services. This position reports directly to the Airport Director and assists the Director with departmental budgeting, community relations and administrative assignments. Manages business development strategy, including land development and air service operations, as well as negotiating strategies for new and critical revenue generating areas. Leads air service development efforts, in conjunction with the Airport Director, which includes initiatives to align the Airport with community stakeholders, while building solid business case(s) to maintain and grow passenger service. Leads and directs marketing plans and strategies for promoting air service, industrial development, including promotional materials, airline statistical information and public presentations. Develops strategic partnerships with key tourism partners. Develops and implements short and long-term strategies to maximize non-aviation revenues and increase customer satisfaction in accordance with the Airport's strategic business plan. Leads strategic planning and implementation of business initiatives for commercial land development, concessions and rental car activities, parking operations and redevelopment of existing facilities. Directs the negotiation of agreements with airline customers encompassing the terms and conditions of their activity at the Airport, including rates and charges. Develops airline incentive programs to stimulate passenger growth. Directs and manages development and delivery of Department budget, performance objectives, as well as development and oversight of applicable capital improvement plans (City and FAA/State); and prepares and presents reports to Airport Commission and City Council.

For a full job description, [click here](#).



## The Ideal Candidate has knowledge of:

- ◆ Principles and practices of management and administration of public use airports;
- ◆ Property management techniques and tenant relationships, principles and practices of mediation, negotiation, and conflict resolution;
- ◆ Negotiation and processing Airport property leases, license, and permits;
- ◆ Airport operations and security, terminology and facilities;
- ◆ Principles and practices of management and supervision;
- ◆ Principles and practices of municipal budget development and compliance;
- ◆ Administrative principles and practices including goal setting, program development, implementation, evaluation and the management of employees through multiple levels of supervision;
- ◆ And professional staff development.





## Position Requirements

This position requires six or more years of progressively responsible experience involving general management, finance, marketing, business, and capital improvements related to airport operations, including three or more years in a managerial or administrative capacity. A Bachelor's degree in Business Administration, Public Administration, Aviation Management or related field and AAE accreditation is highly desirable.

## Salary & Compensation

The salary range for this position is \$108,281.16 to \$131,616.48 with an excellent benefit package.

## How to Apply:

- A. Please submit, **in PDF format**, a cover letter & a resume. A single **PDF** file is appreciated. Please do not send your cover letter in the body of an email. Send your PDF files to ADK Executive Search at:  
[SBA@adkexecutivesearch.com](mailto:SBA@adkexecutivesearch.com)
  
- B. Please complete the ADK employment application form at: **[ADK Application Form](#)** (*this is a secure link*)

**Filing Deadline:** Monday, November 23, 2015

Only complete electronic submissions will be considered.

The Santa Barbara Airport (SBA) is an equal opportunity employer.

Email questions to:  
[SBA@adkexecutivesearch.com](mailto:SBA@adkexecutivesearch.com)