



AIRPORT ADVISORY BOARD AGENDA ITEM

Agenda Date Requested: 4-30-2026

Requested By: Ray Mayo

Department: Public Works

Report Resolution Ordinance

Exhibits: Airport Branding Concepts

SUMMARY & RECOMMENDATION

Presentation and Discussion to discuss airport branding options and goals for La Porte Municipal Airport.

WHAT IS BRANDING? Branding in marketing is the intentional process to create a unique identity and emotional connection for a business to differentiate it from competitors and build instant recognition and promote customer loyalty.

CREATE VISIBILITY – through signage, logos, swag, letterhead, social media platforms, Business website, photos, and cover art.

LET PEOPLE KNOW – Let the aviation community know we are OPEN FOR BUSINESS!

ACTION REQUIRED BY ADVISORY BOARD

Provide feedback to staff on Airport branding.
