



**long beach
airport**

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**Public Affairs Highlights and Initiatives
February 2023**

Advertising/Marketing

Long Beach Airport (LGB) continues to market itself through a variety of advertisements including new graphics on the recently unveiled video scoreboard at Blair Field where Long Beach State Dirtbags baseball games are held. And a new map highlighting our 22 nonstop destinations was produced.



Nonstop Destinations from Long Beach Airport (LGB)


American Airlines	Southwest Airlines
• Phoenix, AZ	••• Albuquerque, NM
Delta Air Lines	Austin, TX
Salt Lake City, UT	• Chicago, IL (Midway)
Hawaiian Airlines	•• Colorado Springs, CO
Honolulu, HI	Dallas, TX (Love)
Maui, HI	Denver, CO
	•• El Paso, TX
	Honolulu, HI
	Houston, TX (Hobby)
	• Kansas City, MO
	Las Vegas, NV
	• Maui, HI
	Nashville, TN
	New Orleans, LA
	Oakland, CA
	•• Orlando, FL
	Phoenix, AZ
	Reno, NV
	Sacramento, CA
	St. Louis, MO
	Salt Lake City, UT
	San Jose, CA

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• Service ends 2/28/23 * Service begins 3/9/23
 •• Service begins July 2023 ••• Service begins 9/5/23
 All destinations subject to change | Rev. 2/8/23

Community Outreach

We published our monthly edition of the Business Partner Brief. In February, our featured partners were Lauren and Cat Stevens, co-owners and operating managers of Plane Fax and Hangar Sisters.

 FEBRUARY 2023

LGB Business Partner Spotlight: Plane Fax and Hangar Sisters

This month we're pleased to introduce you to the dynamic duo of sisters Lauren and Cat Stevens, co-owners and operating managers of Plane Fax and Hangar Sisters.

Q: Can you please tell us a bit about your backgrounds?

A: We have been around general aviation our whole lives. Our dad was an aircraft dealer and founded Plane Fax back in 1989 when they would send out ads via fax machines. Since we grew up exposed to general aviation, we both knew we had a knack for planes. Back in 2019 our dad unfortunately passed away, so we took on Plane Fax and eventually started Hangar Sisters! We feel so lucky to be able to keep our dad's legacy going and build on what he started.



We reached out to businesses via social media to spread the word about a bid opportunity related to the upcoming Taxilane K and Taxilane U projects. Registered Disadvantaged Business Enterprises (DBS) companies were encouraged to apply.

Two tours of Long Beach Airport for 37 people were conducted in February. Members of the Long Beach Model T Ford Club and Boeing engineers enjoyed hearing about LGB's rich history.

In anticipation of our 100th anniversary, we consolidated and updated the historical information on our website into a new Long Beach Aviation History webpage. Readers can view a historical timeline, and learn about the early days of aviation, the role of women during World War II and the post-war manufacturing era in Long Beach.



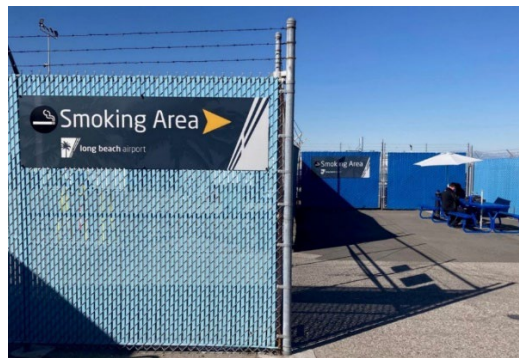
Customer Experience

The Historic Terminal was aglow in red and green lighting to commemorate Black History Month in February. And on Presidents Day, February 20, it was illuminated red, white and blue.

Long Beach Airport visitors on Valentine's Day received a sweet treat: free love poems from RENT poet and Harper Collins author Brian Sonia-Wallace. The custom poetry, crafted for travelers' loved ones while they waited for their flights, was composed on an antique typewriter on site.



New Smoking Area signs were installed to enhance wayfinding for passengers, visitors and employees.



Government Affairs

LGB welcomed 25 visitors from the South East Queensland Council of Mayors from Brisbane, Australia. The mayoral delegation also met with Long Beach Mayor Rex Richardson and toured the Airport and other destinations in Long Beach, while learning more about the upcoming 2028 Olympics in Los Angeles. Australia will host the games in 2032! The visit and tours were conducted in partnership with the Long Beach Economic Partnership and also focused on sharing more about local companies, such as Virgin Orbit and Wisk Aero, as well as Long Beach's Advanced Air Mobility working group.



Director Cynthia Guidry participated in a panel that focused on the State’s multimodal transportation future at the California Transportation Foundation Mobility Symposium on February 14.




THIS JUST IN

MOBILITY SYMPOSIUM FEBRUARY 14, 2023 9AM - 2PM

TRAINS, PLANES AND AUTOMOBILES: THE FUTURE OF MOBILITY IN CALIFORNIA PANEL

The panel will discuss California's multimodal transportation future. Join us as we look at innovation, what's ahead in terms of trends, funding, sustainability, interoperability, and how our multimodal network connects to get people and goods where they need to go.

REGISTER OR SPONSOR
<https://www.the-ctf.org/events>



Tim Halle, Executive Director, CCTA



Cynthia Guidry, Director, Long Beach Airport



LaDonna DiCoriello, Southern California Regional Director, CAHSRA

Media

There were 109 earned media placements in February. The stories that garnered the most interest included Southwest Airlines initiating service from LGB to Albuquerque (ABQ) New Mexico, Colorado Springs (COS) Colorado, and El Paso (ELP) Texas with the addition of five new supplemental flight slots, the Historic Terminal’s year-long closure for renovation and free love poems for LGB travelers on Valentine’s Day.

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LONG BEACH AIRPORT CLOSURES ITS HISTORIC TERMINAL. TEMPORARILY

February 21, 2023 | Harriet Baskas | Airport Terminals | Amelia Earhart, aviation history, Long Beach Airport



Long Beach Airport Terminal circa 1962 – Courtesy of the airport

Over the past week, the Stuck at the Airport team has shared news of how Kansas City decided to replace an old terminal with a brand new one at Kansas City International Airport (MCI). And of a new museum in Atchison, Kansas dedicated to iconic aviator Amelia Earhart.

Today we share some news about Long Beach, which is keeping and preserving its historic Long Beach Airport (LGB) terminal. The airport, also known as Daugherty Field, is where Amelia Earhart took her first airplane ride in 1920.

Social Media

We continued to engage with the community via our social media channels. In February, we celebrated Black History Month, Valentine’s Day and Presidents Day,

announced Southwest Airlines' new nonstop service to Albuquerque, Colorado Springs and El Paso Airports and highlighted Long Beach's history.



Facebook was up to 22,401 likes in February. The post with the greatest reach (106,777):




Performance

Reach	Reactions, comments and sh...	Results										
<p>Total</p> <p>106,777</p> <p>Worst Best</p> <p>This post reached more Accounts Center accounts than 100% of your 50 most recent Facebook posts and stories.</p>	<p>Total</p> <p>1,538</p> <p>Worst Best</p> <p>This post received more reactions, comments and shares than 96% of your 50 most recent Facebook posts and stories.</p>	<p>Total</p> <p>252</p> <p>Worst Best</p> <p>This post received more link clicks than 78% of your 50 most recent Facebook posts and stories.</p>										
<table border="0"> <tr> <td>Reach</td> <td>106,777</td> </tr> </table>	Reach	106,777	<table border="0"> <tr> <td>Reactions</td> <td>1,244</td> </tr> <tr> <td>Comments</td> <td>173</td> </tr> <tr> <td>Shares</td> <td>121</td> </tr> </table>	Reactions	1,244	Comments	173	Shares	121	<table border="0"> <tr> <td>Link clicks</td> <td>252</td> </tr> </table>	Link clicks	252
Reach	106,777											
Reactions	1,244											
Comments	173											
Shares	121											
Link clicks	252											

Twitter was up to 14,971 followers in February. Tweets generated 39,800 impressions. The post with the most interest:


Long Beach Airport @LGBAirport

There's a Historic Terminal at the end of this #rainbow! 🌈



Impressions	4,551
Total engagements	180
Likes	89
Detail expands	49
Media engagements	17
Retweets	12
Profile clicks	11
Link clicks	1
Hashtag clicks	1

Instagram was up to 11,319 followers in February. Posts averaged 228 likes each. The most popular post:



igbairport Long Beach Airport

Southwest Airlines is launching daily, nonstop flights from Long Beach to Albuquerque, Colorado Springs and El Paso, plus seasonal service to Maui is returning! Book your flight to these exciting new destinations at Southwest.com. With these latest additions, air carriers at LGB now offer nonstop flights to 22 destinations nationwide, which is more than any other time in our airport's 100-year history! #longbeach

Edited · 3w

flyelp 🍷👏👏
3w · 1 like · Reply

harborbreezecruises 🌊💙
2w · Reply

View insights **Boost post**

Liked by bevbartownieves and 532 others

FEBRUARY 9

Post insights

533 Likes, 15 Comments, 78 Retweets, 13 Shares

Overview

Accounts reached: 4,053
Accounts engaged: 572
Profile activity: 37

Reach

4,053 Accounts reached

3,585 Followers, 468 Non-Followers

Impressions 4,439

From Home: 3,845
From Other: 358