



**long beach  
airport**

where the going is easy®

## Public Affairs Highlights and Initiatives March and April 2022

### Advertising/Marketing

Long Beach Airport (LGB) ran a full-page color ad in the 2022 California Travel Guide and a quarter-page ad in the Sailing Convention for Women program in April. And LGB continued its marketing program with California State University, Long Beach, with sign placement at Blair Field for the Dirtbags baseball season.



Travel starts here.

Nonstop flights to 16 destinations.

Start your travel in our award-winning passenger concourse. Along with our convenient location, LGB provides a delightful Southern California experience, beginning your trip in a relaxing outdoor environment. Long Beach Airport offers nonstop flights to 16 destinations across America, with countless connections. Travel well. Travel Long Beach.



Long Beach Airport sets the standard for travel today, while capturing the luxury and service of yesterday. Whether beginning your trip or returning home, when you land in Long Beach, you've arrived. Travel well. Travel Long Beach.



## Community Outreach

We continued to engage with the community via our social media channels in March and April. We celebrated Women's History Month, continued to highlight green initiatives and great reasons to #FlyLGB, and promoted the Good Traveler program, our coloring sheet design contest and our Open House event on April 30<sup>th</sup>.



**Long Beach...** · 3/30/22

LGB is proud to participate in @TheGoodTravelerCO2, a program to voluntarily offset your travel's environmental impact by purchasing carbon offsets. Find out how to offset your air travel on our website: [bit.ly/36zW8lk](https://bit.ly/36zW8lk) #GoGreenLGB



**Long Beach Airport** @LGBAirport · Apr 1

Ground support equipment repositions and services aircraft, loads and unloads cargo and transports luggage. We've provided fast chargers at all of our gates and we applaud the airlines for their investment in an electric GSE fleet that reduces emissions! #GoGreenLGB



**Long Beach Airport** @LGBAirport · Apr 19

New coloring sheets just landed! These aviation-themed coloring sheets created by local artists make it "Plane to See" why LGB and its storied aviation history are so special. 16 selected drawings are available to download on our website! [bit.ly/3xFnnpV](https://bit.ly/3xFnnpV)

Details [bit.ly/3xFnnpV](https://bit.ly/3xFnnpV)



Arts Council for LB



**Long Beach Airport** @LGBAirport · Apr 8

Bird's-eye-view of our outdoor concourse at sunset. #HappyFriday #FlyLGB



**Long Beach Airport** @LGBAirport · Apr 21

You're invited! We're hosting an open house for our local community and neighbors to showcase our new Ticketing Lobby before it officially opens to the traveling public.

RSVPs are appreciated but not required [bit.ly/lgbopenhouse](https://bit.ly/lgbopenhouse)





We celebrated #WomensHistoryMonth by highlighting International Women's Day, the second Women's Air Derby, Barbara London, and sharing a historical commentary by the Signal Tribune.



We hosted four in-person tours in March and April for 85 people, including students from California State University Los Angeles and the University of Illinois, as well as the Hebrew Academy of Long Beach who enjoyed posing in front of a fire truck and members of Jack and Jill of America's Long Beach chapter with our therapy dogs.



We published our monthly editions of the Business Partner Brief. In March, our featured partner was Leticia Stockton, General Manager-Retail for Paradies Lagardère at LGB.

#### LGB Business Partner Spotlight: Leticia Stockton

This month we'd like to introduce Leticia "Tish" Stockton, General Manager-Retail for Paradies Lagardère at LGB. Tish began her career with Paradies Lagardère in 2011, has received numerous industry accolades, and transferred to LGB in 2021. In her spare time, she enjoys playing a variety of sports (she played college basketball), traveling and eating good food!

Q: Can you tell us about your business operations at Long Beach Airport?

A: Paradies Lagardère operates two retail stores at Long Beach Airport, one in the north concourse and one in the south concourse. Our team consists of 16 dedicated employees who have been with the company for numerous years. I'm very proud of our team's outstanding customer service and our impeccable merchandising standards. All the praise goes to the team and all the hard work that they put into making us great and having a great partnership with LGB.



Long Beach's biggest event of the year, the Acura Grand Prix, took place in April and our team was there to welcome more than 5,000 visitors to our booth at the Grand Prix Lifestyle Expo. Travelers also enjoyed a race vehicle displayed in our garden area.

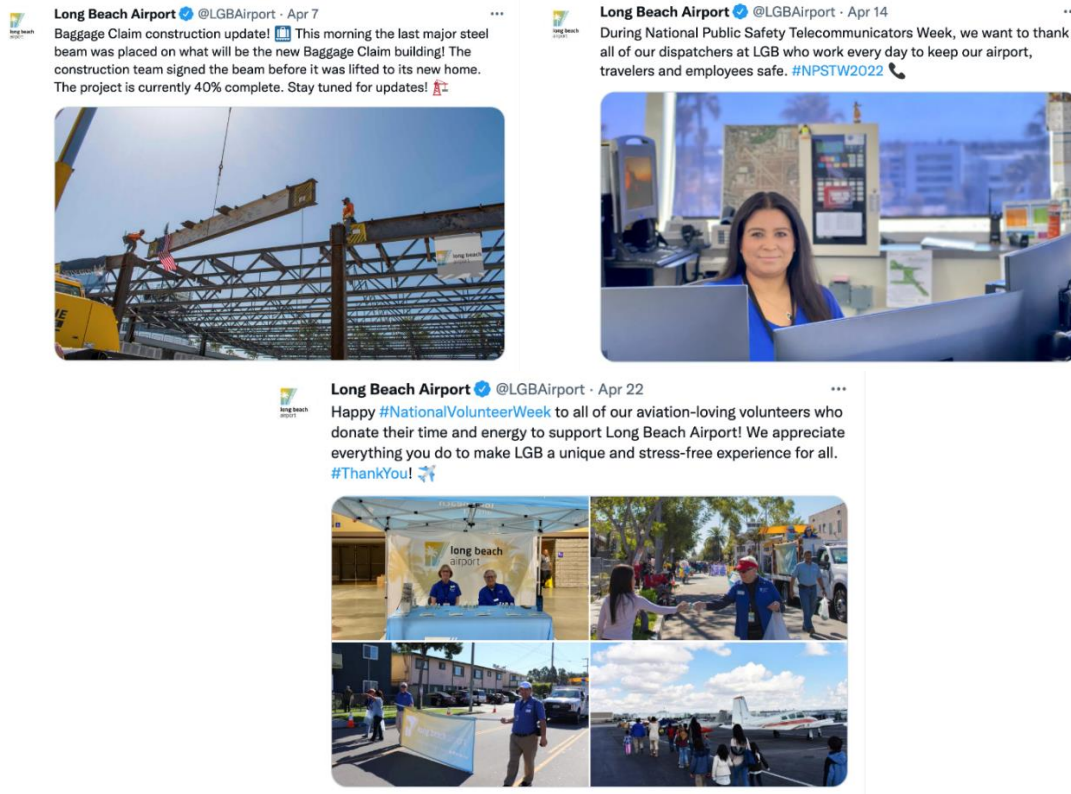


LGB hosted a booth at the annual National Business Aviation Association (NBAA) Schedulers & Dispatchers Conference and introduced attendees to all the great amenities that LGB has to offer the business aviation community.





In April via our social media channels, we commemorated the placement of the last major steel beam for the new Baggage Claim area, celebrated National Public Safety Telecommunicators Week and recognized our volunteers during National Volunteers Week.



Vanessa Estrada, LGB engineer and capital projects coordinator, visited Duarte High School on career day. It was organized by WTS-LA, a chapter of the Women's Transportation Seminar, an international association for advancing women in transportation, through WTS-LA's Transportation YOU youth mentoring program. Vanessa serves as a committee member for Transportation YOU, which is designed to introduce high school students to a variety of careers in transportation and spark interest in STEM learning.



LGB's 'Plane to See' aviation-themed illustration contest garnered more than 100 entries from talented artists throughout Los Angeles and Orange counties. Sixteen selected designs, like the one pictured below, are now available as coloring sheets to download from our [website](#). The uplifting designs make it 'Plane to See' why LGB and its storied aviation history are so special.



The 2022 Long Beach Airport Security Tabletop, an emergency response exercise where key personnel from the airport and partnering agencies reviewed procedures and discuss coordinated efforts to address a real emergency, was held in April. The critical emergency exercise fulfilled both the FAA Part 139 and security annual tabletop requirements.



Noise Compliance and Environmental Affairs Officer Ryan McMullan and Operations & Facilities Bureau Manager Ron Reeves were invited to meet with residents of the South of Conant Neighborhood Association. They discussed COVID-19 impacts, Phase II and Taxiway L improvements, sustainability and environmental affairs.

## Customer Experience

The Historic Terminal was illuminated in purple lights to celebrate International Women's Day and green lights for St. Patrick's Day and Earth Day!



The Operations office and the Southwest Airlines baggage office modular units have a great new look! The wrap designs help direct travelers to the appropriate office for assistance.

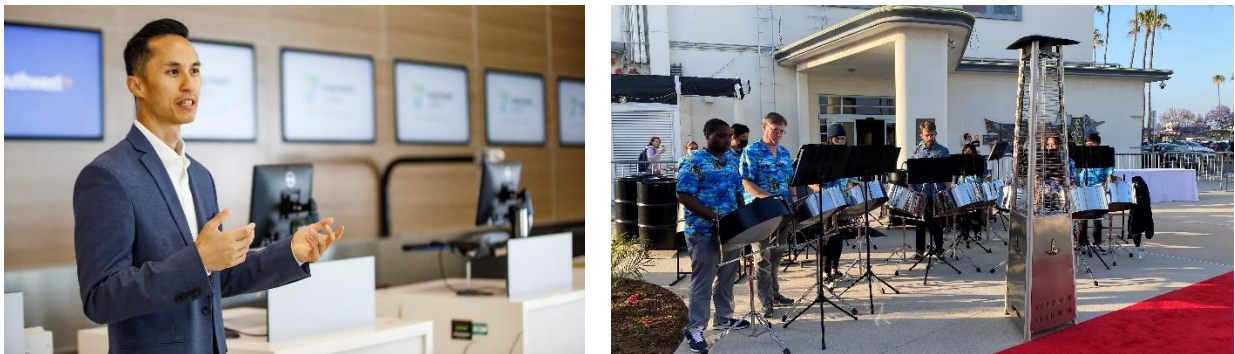


And beyond the trailers, a decorative covering was added to beautify the 365' fence between the rental car facilities and Parking Structure A.

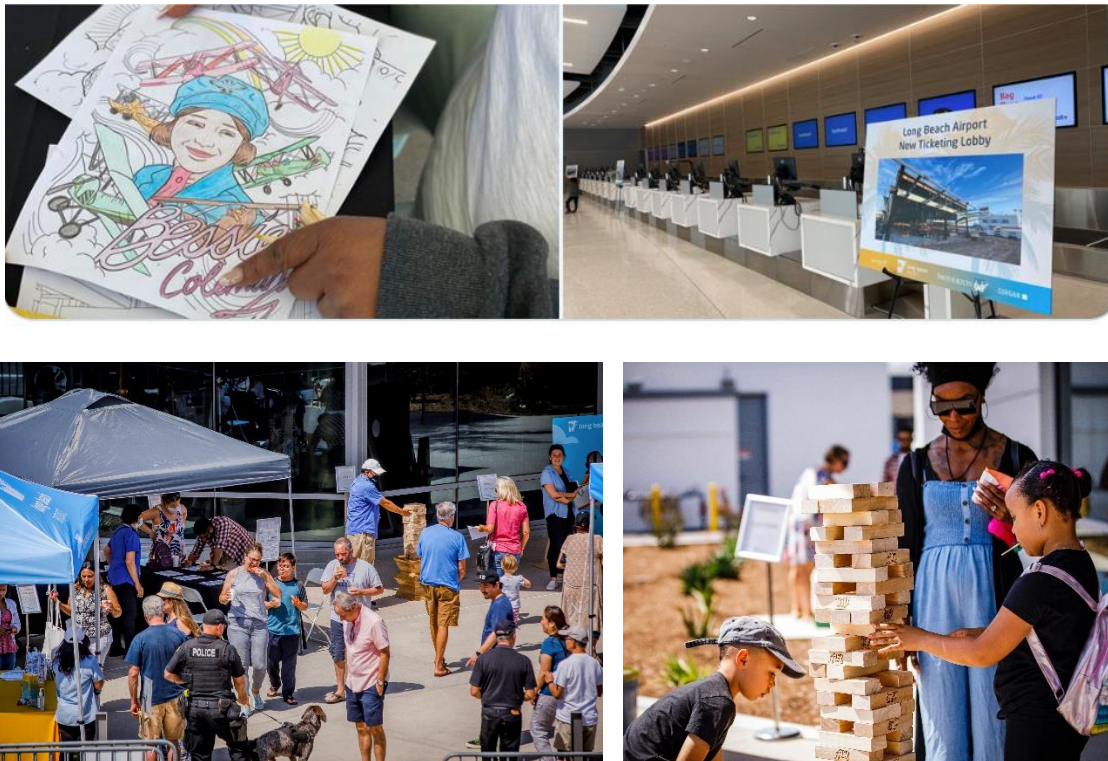




In anticipation of the opening of the New Ticketing Lobby, LGB hosted a Ribbon Cutting, and Grand Opening Celebration in April. And hundreds of Long Beach residents and visitors had a great time at the Community Open House!







## Government Affairs

Director Cynthia Guidry participated in a panel featuring airport directors who shared their perspectives about commercial flight activity outlook, capital improvement projects and other aviation-related topics, at the 2022 Airport Experience Conference in March. Panelists included Tom Nolan of Orlando Sanford International Airport, Phil Washington of Denver International Airport and Chad Markovsky of Phoenix Sky Harbor International Airport.



Airport staff participated in the Airport Minority Advisory Council (AMAC) 2022 Economic Opportunity and Policy Forum in March. AMAC is the only national, non-profit trade association dedicated to promoting the full participation of minority-owned, women-owned and disadvantaged business enterprises in contracting opportunities and professional development through the aviation and aerospace industries. Deputy Director Juan Lopez-Rios presented information about LGB's capital improvement program.



Director Cynthia Guidry participated in the AMAC Airport Leadership Collective (ALC) Fireside Chat: Bridging the Cultural Divide. ALC creates engagement between current and former airport leaders and individuals navigating their careers, including discussion topics on leadership to problem-solving. Cynthia was joined by Thella Bowens, Former CEO, San Diego Regional Airport Authority, Gladys D. Brown, Director, Yuma International Airport and Angela Gittens, Former Director General, Airports Council International – ACI World.

**AMAC ALC Fireside Chat: Bridging the Cultural Divide**



**SPEAKERS**



**THELLA BOWENS**  
Former CEO, San Diego County  
Regional Airport Authority



**GLADYS D. BROWN**  
Director, Yuma  
International Airport



**ANGELA GITTENS**  
Former Director General, Airports  
Council International – ACI World



**CYNTHIA GUIDRY**  
Director, Long Beach  
Airport

The AMAC Airport Leadership Collective (ALC) is kicking off a quarterly series of conversations to create engagement between current and former airport leaders and individuals navigating their careers, including discussion topics of leadership and problem solving. Come prepared to hear from our speakers and participate in the interactive Q&A.

**TOPICS**

- ▶ Leadership
- ▶ Navigating through Political Landscape
- ▶ Management Psychology
- ▶ Problem Solving
- ▶ Finding Your Voice in the Workplace
- ▶ Self-Promotion and Presence

[www.amac-org.com/events](http://www.amac-org.com/events)

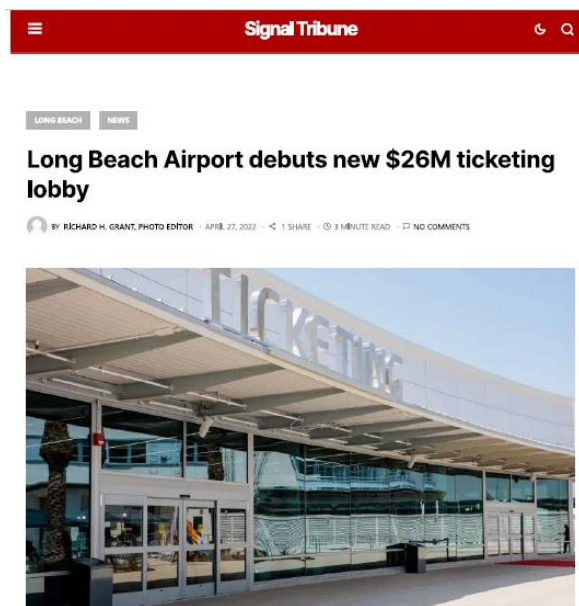


## Media

There were 63 earned media placements in March. The stories that garnered the most interest focused on the Hawaiian Airlines maintenance base at LGB and a fatal traffic collision near the airport. LGB's outdoor garden area was featured in Airport Improvement Magazine (March/April issue):

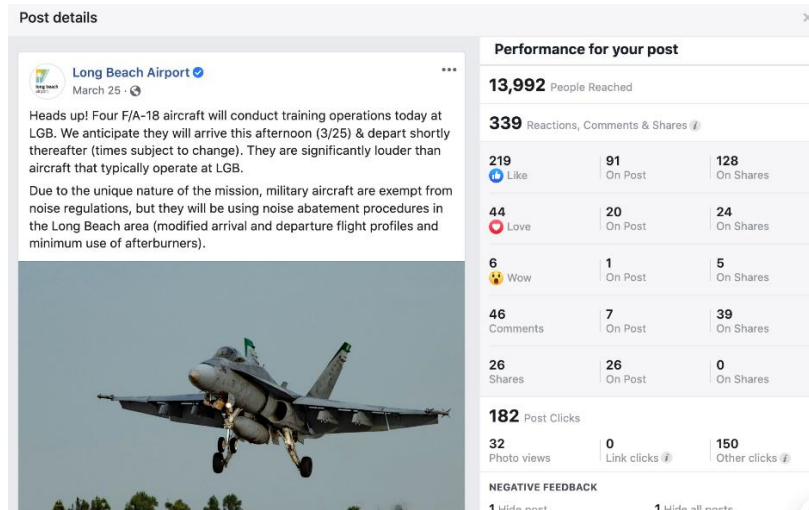


There were 76 earned media placements in April. The top stories focused on mask requirements at public transportation hubs, the new LGB Ticketing Lobby and Odys Aviation's relocation to Long Beach to advance testing of vertical takeoff and landing mobility technology.

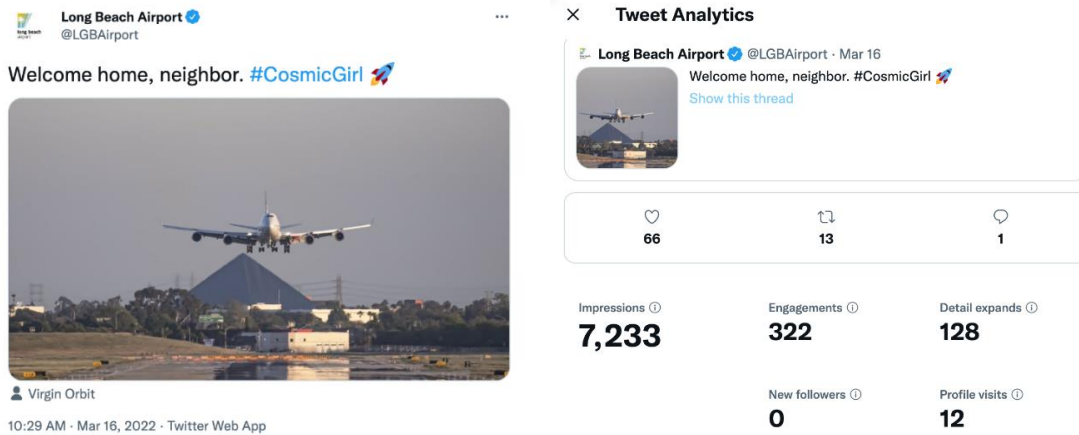


## Social Media

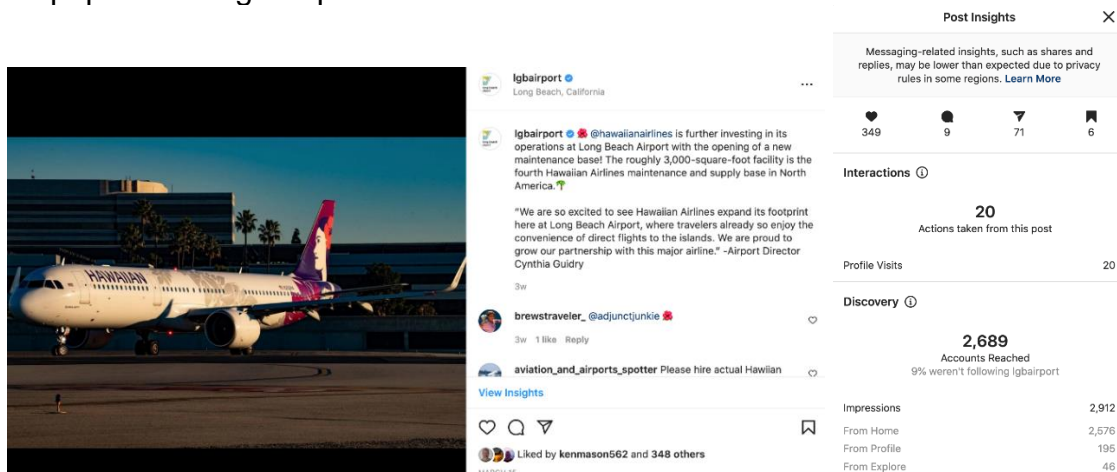
Facebook was up to 19,611 likes in March. The post with the greatest reach (13,992):



Twitter was up to 14,344 followers March. Tweets generated 63,800 impressions. The post with the most interest:

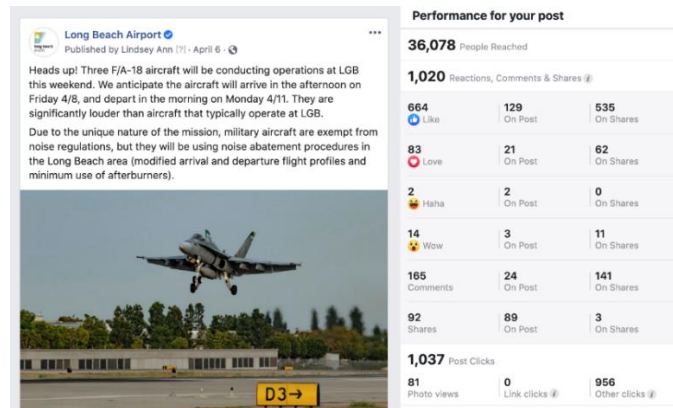


Instagram was up to 9,811 followers in March. Posts averaged 148 likes each. The most popular Instagram post:

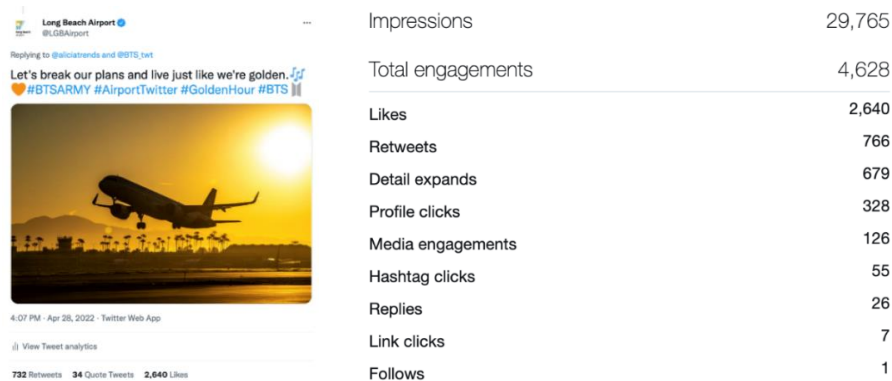




Facebook was up to 19,779 likes in April. The post with the greatest reach (36,078):



Twitter was up to 14,412 followers April. Tweets generated 89,400 impressions. This below post garnered more than 750 retweets and is LGB's most-liked tweet ever!



Instagram was up to 9,965 followers in April. Posts averaged 174 likes each. The most popular Instagram post:

