



**long beach**  
airport

where the going is easy®

## Public Affairs Highlights and Initiatives June 2022

### Advertising/Marketing

Long Beach Airport (LGB) continues to market itself to the community. LGB was a banner sponsor for Tichenor Clinic for Children's Superheroes Resource Fair, and we promoted our nonstop flight destinations in a full-page color ad in the Andy Street Black History Celebration event program.

**TICHENOR** ❤️  
CLINIC FOR CHILDREN

**7TH ANNUAL SUPERHEROES  
CARNIVAL & RESOURCE FAIR**

*Thank you, Sponsors!!*

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Disabilities**  **WM**



## Nonstop Flights

from Long Beach to 15 destinations.

Austin, TX | Chicago, IL (Midway) | Dallas, TX (Love) | Denver, CO | Honolulu, HI  
Houston, TX (Hobby) | Las Vegas, NV | Maui, HI | Oakland, CA | Phoenix, AZ  
Reno, NV | Sacramento, CA | Salt Lake City, UT | St. Louis, MO | San Jose, CA



In June, we placed full-page color ads promoting our destinations in the LGBTQ Black & White Ball program and the National Council of Negro Women 36<sup>th</sup> Annual Fundraiser program.



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LGB supports the Press Telegram's Newspapers in Education program and was recognized in its partnership advertisement.



**Today's readers are tomorrow's leaders**  
The Press-Telegram thanks these major NIE sponsors for investing in our students.

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 Long Beach Airport

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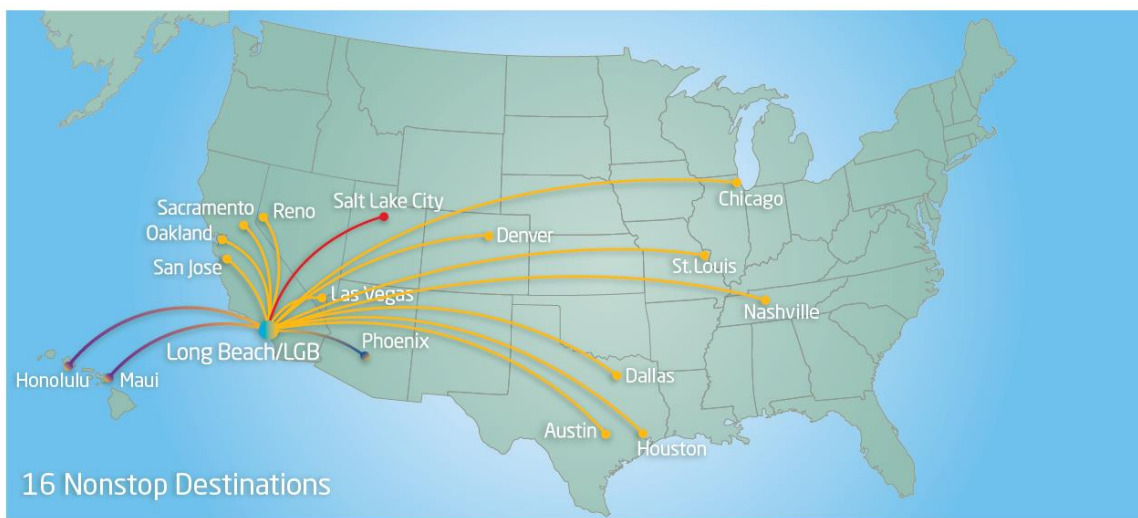
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To learn how you or your company can support classroom learning by becoming a Newspaper In Education sponsor, visit [www.socalnie.com](http://www.socalnie.com)

**PRESS-TELEGRAM**  
Local. News. Matters.



We updated our destination postcard and website to reflect Nashville (BNA), the newest destination via Southwest Airlines. Daily nonstop service begins November 6, 2022, with weekday service continuing to Ronald Reagan Washington National Airport (DCA) after an approximately 45-minute stop at BNA. We also added Breeze Airways, which received a permanent flight slot to start service this fall.



### Nonstop Destinations from Long Beach Airport (LGB)

#### American Airlines

Phoenix, AZ

#### \*\* Breeze Airways

Destination TBD

#### Delta Air Lines

Salt Lake City, UT

#### Hawaiian Airlines

Honolulu, HI  
Maui, HI

#### Southwest Airlines

Austin, TX  
Chicago, IL (Midway)  
Dallas, TX (Love)  
Denver, CO  
Honolulu, HI  
Houston, TX (Hobby)  
Las Vegas, NV  
Maui, HI

\* Nashville, TN  
Oakland, CA  
Phoenix, AZ  
Reno, NV  
Sacramento, CA  
St. Louis, MO  
San Jose, CA



**long beach**  
airport

where the going is easy®

\* Service begins Nov. 6, 2022

\*\* Scheduled to start in Fall 2022

## Community Outreach

We continued to engage with the community via our social media channels. In June, we celebrated Pride Month and Juneteenth, promoted our Festival of Flight and green initiatives, showcased visiting aircraft and provided construction updates.

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

Save the date for October 29, 2022 ! LGB's annual Festival of Flight is a free community celebration featuring aircraft on static display, food trucks and live music. We hope to see you there! 📅 📍 [lgb.org/lbfof](https://lgb.org/lbfof)

**October 29**  
10 a.m. - 4 p.m.

Join us for the Festival of Flight, a FREE celebration featuring food & beer trucks, static aircraft and live entertainment.

**Long Beach Airport** @LGBAirport · Jun 3

Check out our recent visitor! The Airbus A400M Atlas is a European four-engine turboprop military transport aircraft. #FunFact, along with the transport role, the #A400M can perform aerial refueling. We believe this is the first time we've ever had a visit from this aircraft!



LGB participated in two community events in June. The Andy Street Community Association's 10<sup>th</sup> Anniversary Black History Celebration: Yesterday, Today & Tomorrow celebrated African American history, heritage, arts, culture, contributions and legacy with a diverse audience over three days. And LGB staff met community members at the Long Beach Juneteenth Celebration where thousands enjoyed a variety of cultural performances.



We published our monthly edition of the Business Partner Brief. In June, our featured partner was Wayne Grakowski, the Transportation Security Administration Lead Transportation Security Manager at Long Beach Airport.



### LGB Business Partner Spotlight: Wayne Grakowski

This month we'd like to spotlight Wayne Grakowski, the Transportation Security Administration (TSA) Lead Transportation Security Manager at Long Beach Airport. Wayne applies extensive knowledge and personal grace to his work, and we're grateful to have him overseeing the team that helps ensure the safety of our travelers.

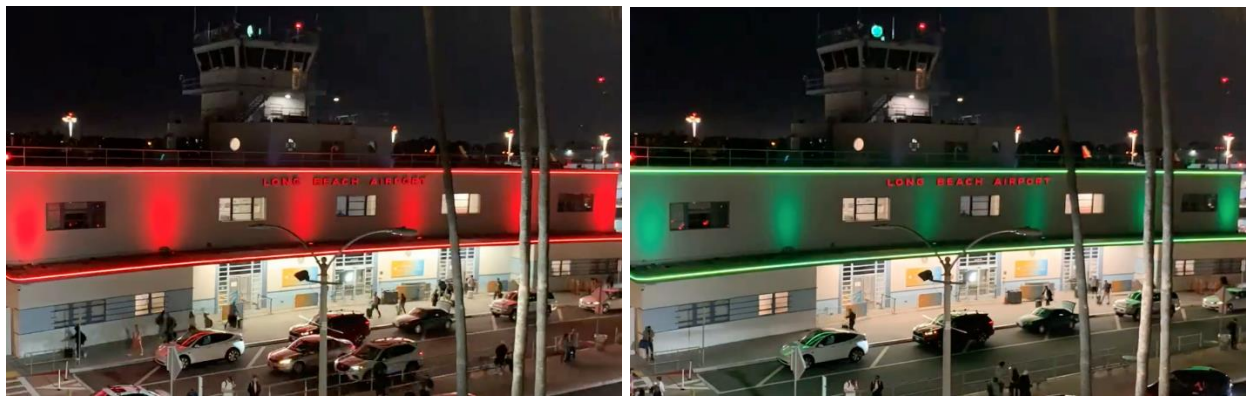


## Customer Experience

June is National LGBTQ Pride Month and we celebrated with a rainbow display of colors on our historic terminal.



We were proud to illuminate the terminal red and green in honor of Juneteenth.

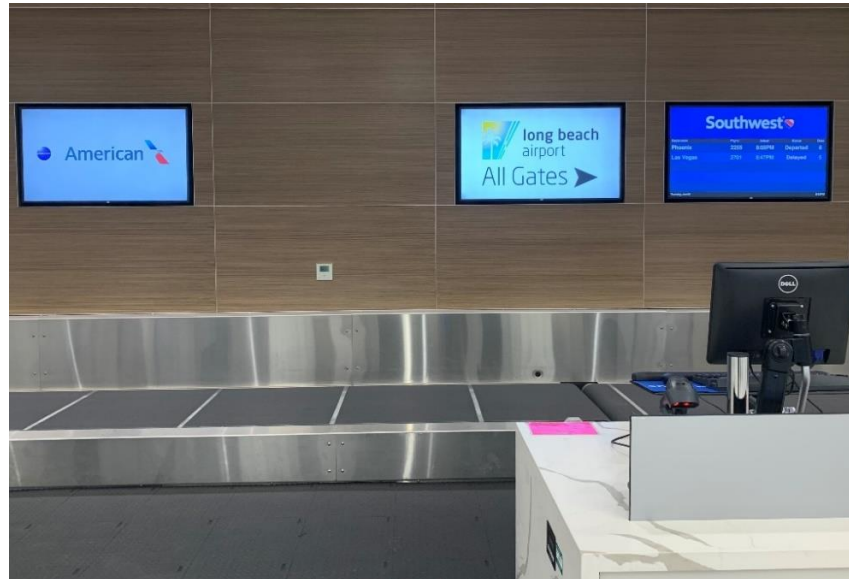


Our LGB Live! summer concert series continued through the month of June. And on June 21, we invited a couple of artists to celebrate Make Music Day, a free celebration of music around the world. Launched in 1982 in France, Make Music Day is now held on the same day in more than 1,000 cities in 120 countries and right here at LGB!





A new “All Gates” LGB branded slide was added to the Ticketing Lobby screens to enhance wayfinding signage for departing passengers.



## Government Affairs

Long Beach Airport took home two awards from the Construction Management Association of America Southern California Chapter (CMAASC) 29<sup>th</sup> Annual Awards Gala. The Project Achievement Awards highlight the best of the best, those projects that serve as an example to the industry, and LGB was recognized for the improvements to Taxiway C and the reconstruction of Taxiway B (redesignated as Taxiway E).



Director Cynthia Guidry attended the 37<sup>th</sup> Annual Aviation Minority Advisory Council (AMAC) Airport Business Diversity Conference: *Redefining Aviation Opportunities Together*.

The American Red Cross held a blood drive at LGB where 10 blood donors (including

two first-timers!) donated nine units of blood – this quantity can potentially save 27 lives. We're proud to partner with the Red Cross to hold this worthwhile event three times each year.



## Media

There were 85 earned media placements in June. The stories that garnered the most interest focused on Southwest Airlines launching its new route from LGB to Nashville, Long Beach Airport adding Breeze Airways this fall, F/A-18 training operations at LGB and dozens of flights were cancelled at regional airports during Father's Day weekend – but none at Long Beach Airport!

June 28, 2022

BUSINESS JOURNAL

Newswatch 21

# Nonstop flight to Nashville coming to Long Beach Airport

By Brandon Richardson

Using a new flight slot recently relinquished by another carrier, Southwest Airlines has announced daily, nonstop service from Long Beach to Nashville, with service set to begin Nov. 6.

The flights will depart every morning at 9 a.m. from Long Beach, traveling to Nashville International Airport. On weekdays, after a 45-minute stop, the aircraft will continue directly to Ronald Reagan Washington National Airport in Arlington, Virginia, which is a primary airport for Washington, D.C.

"We're grateful to the city of Long Beach for additional access at the airport that will bring travelers much more than just nonstop travel to and from Nashville," Adam Decaire, vice president of network

planning for Southwest, said in a statement. "Nashville service also brings dozens of cities in the East within faster reach, and the fastest trip between Long Beach and the heart of the nation's capital region."

Travelers can arrive in D.C. six and a half hours after departing Long Beach.

Tickets for the Nashville service are available now at Southwest.com.

Of Long Beach's 53 daily flight slots, Southwest now holds 38 and flies to 15 U.S. cities. The latest flight slot was one of two recently relinquished by Delta—the other was awarded to the city's newest carrier, Breeze Airways.

The Nashville route was part of a broader Southwest schedule announcement, which included flights between San Jose and Palm Springs, Nashville and Steamboat Springs, Colorado, and San Diego



A Southwest aircraft comes in for a landing at Long Beach Airport.

and Colorado Springs.

For years, daily flight slots have gone unused at Long Beach—even before the pandemic, as JetBlue began quietly winding down service out of the small municipal airport. As the facility continues to rebound after the coronavirus pandemic decimated air travel, the use of additional slots by the city's leading


carrier is welcome.

"We welcome this exciting new addition to Southwest's nonstop destinations from Long Beach Airport," the airport's director Cynthia Guidry said in a statement. "Beyond Nashville, this new service adds flexibility and options for travelers to connect to the East Coast and Southwest's broader network." ■

## Social Media

Facebook was up to 19,966 likes in June. The post with the greatest reach (38,036):


Post details

**Long Beach Airport** ✓  
Published by Lindsey Ann [?] · June 16 · 🌐

Here we come, **Nashville International Airport!** Southwest Airlines announced that it will begin offering daily, nonstop flights from Long Beach to Nashville. Service is set to start on November 6.

On weekdays, the aircraft will make an approximately 45-minute stop in Nashville before continuing to **Ronald Reagan Washington National Airport**. This means weekday travelers can depart LGB and arrive in Washington, D.C. in around six and a half hours!

Details 📄 <http://bit.ly/3OonwDD>



Performance for your post

**38,036** People Reached


**1,274** Reactions, Comments & Shares 📊

|                        |                       |                         |
|------------------------|-----------------------|-------------------------|
| <b>767</b><br>Like     | <b>225</b><br>On Post | <b>542</b><br>On Shares |
| <b>123</b><br>Love     | <b>34</b><br>On Post  | <b>89</b><br>On Shares  |
| <b>1</b><br>Haha       | <b>0</b><br>On Post   | <b>1</b><br>On Shares   |
| <b>11</b><br>Wow       | <b>5</b><br>On Post   | <b>6</b><br>On Shares   |
| <b>1</b><br>Sad        | <b>1</b><br>On Post   | <b>0</b><br>On Shares   |
| <b>287</b><br>Comments | <b>57</b><br>On Post  | <b>230</b><br>On Shares |
| <b>84</b><br>Shares    | <b>84</b><br>On Post  | <b>0</b><br>On Shares   |

**1,461** Post Clicks


|                          |                            |                                |
|--------------------------|----------------------------|--------------------------------|
| <b>61</b><br>Photo views | <b>52</b><br>Link clicks 📄 | <b>1,348</b><br>Other clicks 📄 |
|--------------------------|----------------------------|--------------------------------|

Twitter was up to 14,586 followers in June. Tweets generated 90,700 impressions. The post with the most interest:


**Long Beach Airport** ✓  
@LGBAirport


Airline news! We are excited to announce that **@BreezeAirways** will start service from Long Beach Airport this fall. The new carrier was awarded 1 permanent flight slot (**@SouthwestAir** received the other). Stay tuned for news on their destination! 🌴

[bit.ly/3NfKHZK](http://bit.ly/3NfKHZK)





Tweet Analytics


**Long Beach Airport** ✓ @LGBAirport · Jun 2



Airline news! We are excited to announce that **@BreezeAirways** will start service from Long Beach Airport this fall. The new carrier was awarded 1 permanent flight slot (**@SouthwestAir** received the other). Stay tuned for news on their destination! 🌴 ...

**42**

**6**

**10**

**Impressions** ⓘ  
**20,074**

**Engagements** ⓘ  
**478**

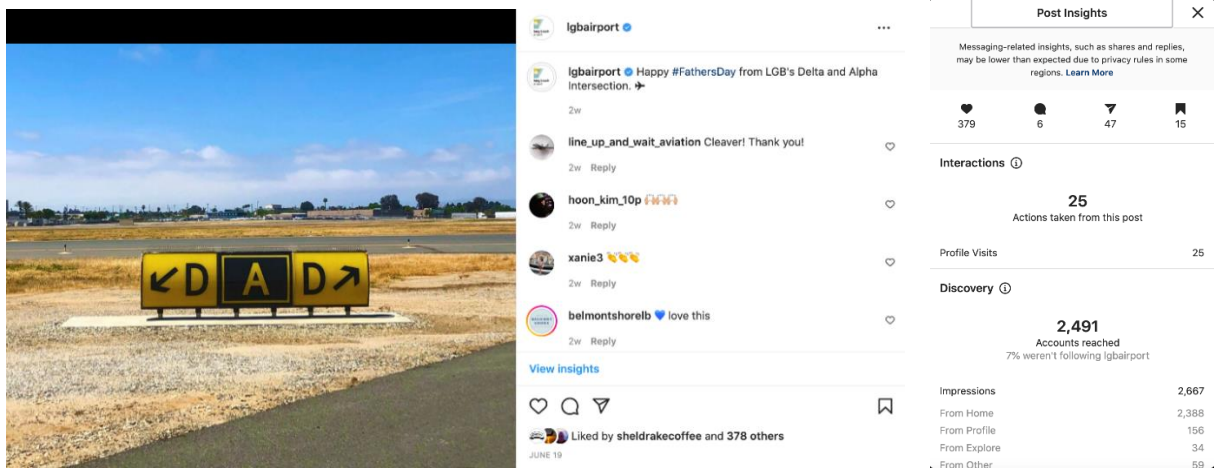
**Detail expands** ⓘ  
**251**

**New followers** ⓘ  
**0**

**Profile visits** ⓘ  
**75**



Instagram was up to 10,155 followers in June. Posts averaged 215 likes each. The most popular Instagram post:



Our Father's Day post that featured LGB's Delta Alpha intersection sign on the airfield, which reads "DAD," was a fun way to honor aviation-loving dads and did especially well on LinkedIn. It garnered 19,000 impressions and 770 likes, making it LGB's most-liked LinkedIn post ever!