



Staff Report

File #: 24-266

Version: 1

Date: 6/24/2024

Item #: 7.2a.

TO: Mayor and City Council

THROUGH: Keith Stahley, City Manager

FROM: Brian D. Martin, PE, Public Works Director

SUBJECT:

Renaming Salem Municipal Airport to "Salem - Willamette Valley Airport."

Ward(s): Ward 2

Councilor(s): Nishioka

Neighborhood(s): Southeast Mill Creek Association (SEMCA), Southeast Salem Neighborhood Association (SESNA)

Result Area(s): Strong and Diverse Economy.

SUMMARY:

At its June 10, 2024, meeting, City Council adopted Resolution 2024-29 which officially renamed the Salem Municipal Airport to Salem - Willamette Valley Airport. Council also conducted first reading of Ordinance Bill No. 6-24, amending Chapters 9 and 602 of the *Salem Revised Code*. Renaming the airport to include Willamette Valley in its title will reflect its geographic location in the center of the Willamette Valley and that it serves as a transportation hub for commercial, military, emergency response, and general aviation services, not only for the Salem metropolitan area, but the greater Willamette Valley. Public awareness of its larger regional role will help market the airport and its commercial air passenger service more broadly for those wanting to travel to the Pacific Northwest. The ordinance bill changes references to the Airport in the *Salem Revised Code*.

ISSUE:

Shall City Council conduct second reading and enact Ordinance Bill No. 6-24, amending Chapters 9 and 602 of the *Salem Revised Code*?

RECOMMENDATION:

Conduct second reading and enact Ordinance Bill No. 6-24, amending Chapters 9 and 602 of the *Salem Revised Code*.

FACTS AND FINDINGS:

Commercial passenger service was re-established at Salem Municipal Airport on October 5, 2023. Public awareness of the airport's larger regional role will help market commercial passenger service to those traveling to and from Oregon's Willamette Valley. The Valley is a popular destination for travelers wanting to experience world-class recreational opportunities, an award-winning culinary scene, key cultural and historic attractions including the Oregon State Capitol, and access to the Oregon coast and Cascades Mountains. In addition, the Mid-Willamette Valley is home to six universities, various governmental institutions, and a thriving agricultural, commercial, manufacturing, distribution, and research economic base.

Following Council adoption, airport regulatory documents will be revised with the new name and submitted for approval by the Federal Aviation Administration and Transportation Security Administration. Over the next year, a comprehensive rebranding effort will be undertaken that includes, but not limited to, developing a new airport logo, new airport building and entranceway signs, and marketing materials. Funding for rebranding efforts is anticipated to come from existing Airport Funds and savings from the airport terminal renovation effort.

At its May 14, 2024, meeting, the Airport Steering Committee acknowledged its support of the name change; and at its meeting on May 15, 2024, the Airport Advisory Commission voted unanimously to recommend that the City Council support the resolution.

BACKGROUND:

Salem Municipal Airport was established in 1929. After the onset of World War II, the airport became an Army Air Corps training base in 1942. In 1944 the Salem City Council named the airfield McNary Field in honor of Charles L. McNary who served as a U.S. Senator from Oregon and as an Oregon Supreme Court Justice. After the war, the airport was returned to the City of Salem. While the airport is officially known as Salem Municipal Airport, the airfield portion of the airport has retained the honorary name of McNary Field. The International Air Transport Association's three-letter identifier for Salem Municipal Airport is SLE. That identifier will remain the same.

Mark Becketl, AICP
Asst. Public Works Director - Operations

Attachments:

1. Attachment 1 - Ordinance Bill No. 6-24)
2. Exhibit A to Ordinance Bill No. 6-24