BOCA RATON AIRPORT AUTHORITY
MEETING AGENDA

Wednesday, February 21, 2018
Council Chambers – City Hall
201 W. Palmetto Park Road, Boca Raton, Florida

The Boca Raton Airport Authority Agenda will be considered by the Chair and Authority Members Wednesday, February 21, 2018 at 6 p.m. All requests to be placed on the agenda by the public must be submitted to the Executive Director, in writing, via the Agenda Request Form, at least twenty (20) days before the Authority meeting. Such written requests must be in sufficient detail to identify the subject matter as well as the contact person who will represent the matter before the Authority. The Boca Raton Airport Authority reserves the right to not consider matters over which the Authority has no jurisdiction.

This meeting will be televised on Comcast channel 20 in the City of Boca Raton, and on AT&T U-Verse channel 99 throughout Palm Beach County and will be videotaped for broadcast at a later date. The meeting will also be streamed live to the Boca Raton Airport Authority Website, www.bocaairport.com and may also be heard on the radio on 1650 AM.

I. ROLL CALL

MITCHELL FOGEL	CHAIR
CHERYL BUDD	VICE-CHAIR
RANDY NOBLES	SECRETARY/TREASURER
GENE FOLDEN	BOARD MEMBER
JACK FOX	BOARD MEMBER
JAMES R. NAU	BOARD MEMBER
MELVIN POLLACK	BOARD MEMBER

II. APPROVAL OF MINUTES

Consider approval of Minutes for the Regular Meeting of January 17, 2018.

III. AGENDA CHANGES

IV. PUBLIC REQUESTS

If any member of the public wishes to provide comment on any item, the time to do so is now. Please complete a public comment card identifying the item upon

which you wish to be heard and provide it to Ms. Landers. The public comment cards are located in the lobby. Each member of the public wishing to comment will be provided with 5 minutes to do so. The Chair reserves the right to move the public comment opportunity on a specific agenda item to the point in the agenda when that item is to be considered and /or to extend the allotted time per speaker.

V.   CONSENT AGENDA

VI.   FEDERAL, STATE AND MUNICIPAL INPUT

VII.   FINANCIAL REPORT

A. Presentation of the January 2018 Financial Report.

Consider a Motion for approval of the Financial Report for January 2018.

VIII.   TENANT REPORTS AND REQUESTS

IX.   EXECUTIVE DIRECTOR AND STAFF REPORTS

A. Noise Abatement/Operations Summary for the month of January 2018.

B. Community Engagement & Corporate Identify Program Update.

C. Airport Projects Update.

X.   AUTHORITY BOARD MEMBER REQUESTS AND REPORTS

A. Discussion on date and agenda for Spring Board Workshop.

XI.   PUBLIC COMMENT

XII.   OTHER BUSINESS

XIII.   MISCELLANEOUS

The next meeting is scheduled for March 21, 2018 at 6:00 p.m. in the Boca Raton Council Chambers at City Hall.

XIV. ADJOURNMENT

Respectfully Submitted,
Clara Bennett
Executive Director

Boca Raton Airport Authority
Meeting Minutes
January 17, 2018
Boca Raton City Hall – Council Chambers

Chair Mitchell Fogel called the meeting to order at 6:00 P.M.

<u>**BOARD MEMBERS**</u>

Mitchell Fogel	Chair
Cheryl Budd	Vice-Chair
Randy Nobles	Secretary/Treasurer
Gene Folden	Board Member
Jack Fox	Board Member
James R Nau	Board Member
Melvin Pollack	Board Member - ABSENT

<u>**COUNSEL**</u>   Robert Diffenderfer, Esquire – Lewis Longman Walker

<u>**STAFF**</u>   Clara Bennett, Executive Director
Scott Kohut, Deputy Director
Ariadna Camilo, Finance and Administration Manager
Travis Bryan, Operations Manager
Christine Landers, Business Manager
Robert Abbott, Operations Coordinator
William Urbanek, Operations Coordinator

The meeting was televised live and videotaped for broadcast at a later date. The meeting was also streamed live to the Boca Raton Airport Authority Website, www.bocaairport.com and aired on the radio at 1650 AM.

<u>**APPROVAL OF MINUTES**</u>

A MOTION to approve the minutes of the December 13, 2017 Regular Meeting was made by Ms. Budd and seconded by Mr. Fox. The Motion was carried unanimously.

<u>**AGENDA CHANGES**</u>

There were no agenda changes.

Ms. Bennett introduced William "Drew" Urbanek, the new Operations Coordinator.

<u>**CONSENT AGENDA**</u>

There were no items on the consent agenda.

FEDERAL, STATE AND MUNICIPAL INPUT

There was no Federal, State or Municipal Input.

PUBLIC REQUESTS

There were no public requests.

FINANCIAL REPORT

Mr. Nobles and Ms. Camilo presented the Financial Report for December 2017.

A MOTION to approve the Financial Report for December 2017 was made by Mr. Folden and seconded by Ms. Budd. The Motion carried unanimously.

TENANT REPORTS AND REQUESTS

Mr. Salvatore D'Amico, Chief Operating Officer, Privaira spoke regarding the IAWA's General Aviation Women's Leadership Forum event to be held at Privaira.

A MOTION to approve Resolution No. 01-01-18 of the Boca Raton Airport Authority granting conditional approval to Atlantic Aviation for their request to host a special event on their leasehold premises for Sky One Holdings, LLC d/b/a Privaira on January 25, 2018 was made by Mr. Fox and seconded by Mr. Folden. The Motion carried unanimously.

Mr. Salvatore D'Amico, Chief Operating Officer, Privaira spoke regarding their request to host an aviation themed children's event on March 17, 2018.

A MOTION to approve Resolution No. 01-02-18 of the Boca Raton Airport Authority granting conditional approval to Atlantic Aviation for their request to host a special event on their leasehold premises for Sky One Holdings, LLC d/b/a Privaira on March 17, 2018 was made by Mr. Folden and seconded by Mr. Nobles. The Motion carried unanimously.

Mr. Garry Madolid, Station Manager, Signature Flight Support spoke regarding the upcoming Wings of Freedom event to be held on January 22-25, 2018.

A MOTION to approve Resolution No. 01-03-18 of the Boca Raton Airport Authority granting conditional approval to Signature Flight Support to host the Collings Foundation's "Wings of Freedom" tour special event on January 22-25, 2018 was made by Mr. Fox and seconded by Mr. Folden. The Motion carried unanimously.

Lt. Col Michael T. Harding, Civil Air Patrol spoke regarding their donation request to cover the rental of two hangars. He also thanked the Boca Raton Airport Authority for their continued support.

A MOTION to approve a financial donation in the amount of $6,594.75 to Civil Air Patrol was made by Mr. Nau and seconded by Mr. Nobles. The Motion carried unanimously.

EXECUTIVE DIRECTOR AND STAFF REPORTS

Mr. Abbott presented the Noise Abatement/Operations Summary for the month of December 2017.

Mr. Abbott presented the Aircraft Noise Exposure Contour update and answered questions.

Mr. Kohut presented a Joint Participation Agreement from the State of Florida for a Facilities Management Plan.

A discussion ensued.

A MOTION to approve Resolution No. 01-04-18 of the Boca Raton Airport Authority accepting the Joint Participation Agreement with the State of Florida Department of Transportation for a Facilities Management Plan at the Boca Raton Airport was made by Ms. Budd and seconded by Mr. Nobles. The Motion carried unanimously.

Ms. Landers advised the Board that the November Board meeting would be the Wednesday before Thanksgiving.

A discussion ensued and the Board requested that staff check with the City of Boca Raton to see what additional options were available.

Ms. Budd provided an overview of the performance review process for the Executive Director.

Mr. Fox offered an alternative to the current process for the Executive Director's annual review.

A discussion ensued.

Mr. Fogel summarized the discussion and suggested that options may be discussed at an upcoming workshop.

A MOTION to award Ms. Bennett a 5% merit increase was made by Mr. Nobles and seconded by Mr. Nau. The Motion carried unanimously.

A MOTION to award Ms. Bennett a 15% performance bonus was made by Mr. Nobles and seconded by Mr. Nau. The Motion carried unanimously.

Ms. Budd then wanted to clarify what was discussed and what the options would be based on the Executive Director's current contract.

A discussion ensued.

AUTHORITY MEMBERS REQUESTS AND REPORTS

Mr. Fox advised the Board that Irvin Stovroff, a WWII Veteran, passed away on the 16th of January.

Mr. Folden advised the Board that the Midtown project is being voted on at the next City Council meeting and suggested that there be an avigation easement for that project.   Mr. Folden recommended that Board Members attend the meeting and express the Airport's concerns. Ms. Bennett stated that she would attend the meeting and speak on behalf of the Airport Authority.

A discussion ensued.

A MOTION to request the City to include an avigation easement as a condition for approval of the Midtown project was made by Mr. Folden and seconded by Mr. Fox. The Motion carried unanimously.

The Board requested that Lewis Longman and Walker compose a letter to be sent to City officials.

PUBLIC INPUT

There was no public input.

OTHER BUSINESS

Mr. Bryce Wagner, resident Project engineer for Ricondo and Associates, Inc. provided an update on the construction status of the Customs and Border Protection Facility.

MISCELLANEOUS

The next regularly scheduled meeting is Wednesday, February 21, 2018 at 6:00 p.m. in the Boca Raton Council Chambers at City Hall.

ADJOURNMENT

Meeting adjourned at 7:41 p.m.

_____   _____
Mitchell Fogel, Chair   Date

Memo

To: Mitchell Fogel, Chair and Board Members

From: Ariadna Camilo, Finance and Administration Manager

Date: February 21, 2018

RE: **Financial Report – January 2018**

AGENDA ITEM – VII – A

Airport Management and the Secretary/Treasurer will provide an overview of the Financial Report for the four months ending January 31, 2018.

Total Operating Revenues as of January 31, 2018 were $1,336,910, an increase of $103,765 or 8.4% to budget. This increase in revenue year to date is attributable to increased Fuel Flowage revenue during the Presidential visits.

Total Non-Operating Revenues and Capital Contributions as of January 31, 2018 were $0.

Total Operating Expenses as of January 31, 2018 were $754,682 a decrease of $261,629 or 25.7% compared to budget. Significant variances in expenses compared to budget for the four months ending January 31, 2018 are as follows:

- Project expenditures are down $113,495 or 75.9% to budget, primarily due to the anticipated ATCT Rehabilitation project currently in the design phase.

- Airport Operations expenditures are down $25,082 or 15.8% to budget, primarily due to expenses being lower than anticipated.

- Legal Service expenditures year to date are detailed below, including a breakdown of costs for board member related matters and capital projects.

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	TOTAL
GENERAL	$ 6,914	$ 11,408	$ 2,600	$ 6,586	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 27,508
BOARD	$ 936	$ 7,854	$ -	$ 2,096	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 10,886
CUSTOMS	$ 208	$ 208	$ -	$ 780	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,196
EMAS	$ -	$ -	$ 650	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 650

Total Capital Expenditures as of January 31, 2018 were $92,755. The majority of Capital Expenditures were attributable to Task 42 – EMAS and Task 47 – Access Road Development of the Capital Improvement Program. Of the total $92,755 in Capital Expenditures, $1,846 were attributable to project-related legal fees, while $0 were attributable to Capital Outlay.

Summary Results

	FY 2018 Annual Budget	FY 2018 January Actual	FY 2018 January Budget	Variance FY 2018 Actual vs. Budget	
				Dollars	Percent
Operating Revenues	$ 3,699,435	$ 1,336,910	$ 1,233,145	$ 103,765	8.4%
Operating Expenses	$ 3,048,934	$ 754,682	$ 1,016,311	$ (261,629)	-25.7%
Operating Income/(Loss) before Depreciation	**$ 650,500**	**$ 582,227**	**$ 216,834**	**$ 365,394**	**168.5%**
Depreciation	$ 1,486,832	$ 495,611	$ 495,611	$ -	0.0%
Net Operating Income/(Loss)	**$ (836,332)**	**$ 86,617**	**$ (278,777)**	**$ 365,394**	**-131.1%**
Non-Operating Revenues	$ 359,071	$ -			
Income/(Loss) before Capital Contributions	**$ (477,261)**	**$ 86,617**			
Capital Contributions from State and Federal Grants	$ 3,648,160	$ -			
Change in Net Position	**$ 3,170,899**	**$ 86,617**			

Boca Raton Airport Authority
Actual Revenue Results Versus Budget
For the Four Months Ending January 31, 2018
(unaudited)

Revenue Summary

	FY 2018 Annual Budget	FY 2018 January Actual	FY 2018 January Budget	Variance FY 2018 Actual vs. Budget Dollars	Percent
Rent Revenue	$ 2,985,111	$ 1,004,698	$ 995,037	$ 9,661	1.0%
Fuel Flowage Fees	$ 475,000	$ 298,263	$ 158,333	$ 139,930	88.4%
Customs Facility Revenue	$ 108,000	$ -	$ 36,000	$ (36,000)	-100.0%
Interest Income	$ 58,500	$ 13,546	$ 19,500	$ (5,954)	-30.5%
Other Revenue	$ 72,824	$ 20,402	$ 24,275	$ (3,872)	-16.0%
Total Operating Revenues	**$ 3,699,435**	**$ 1,336,910**	**$ 1,233,145**	**$ 103,765**	**8.4%**
FDOT Grants	$ 359,071	$ -			
Non-Operating Revenues	**$ 359,071**	**$ -**			
FDOT Grants	$ 2,514,615	$ -			
FAA Grants	$ 286,480	$ -			
Capital Contributions	**$ 2,801,095**	**$ -**			
from State and Federal Grants					

Boca Raton Airport Authority
Actual Expense Results Versus Budget
For the Four Months Ending January 31, 2018
(unaudited)

Expense Summary

	FY 2018 Annual Budget	FY 2018 January Actual	FY 2018 January Budget	Variance FY 2018 Actual vs. Budget	
				Dollars	Percent
Personnel Expenses	$ 996,778	$ 352,169	$ 332,260	$ 19,910	6.0%
Professional Services	$ 219,800	$ 49,655	$ 73,267	$ (23,611)	-32.2%
Office Operating Expenses	$ 241,679	$ 75,795	$ 80,560	$ (4,765)	-5.9%
Airport Operations	$ 474,820	$ 133,191	$ 158,273	$ (25,082)	-15.8%
Insurance Expense	$ 183,128	$ 41,817	$ 61,043	$ (19,226)	-31.5%
ATCT Facility	$ 54,432	$ 15,029	$ 18,144	$ (3,115)	-17.2%
Customs Facility	$ 248,478	$ 10,495	$ 82,826	$ (72,331)	-87.3%
Marketing & Special Events	$ 180,980	$ 40,414	$ 60,327	$ (19,913)	-33.0%
Projects	$ 448,839	$ 36,118	$ 149,613	$ (113,495)	-75.9%
Total Operating Expenses	**$ 3,048,934**	**$ 754,682**	**$ 1,016,311**	**$ (261,629)**	**-25.7%**
Capital Outlay	$ 35,000	$ -			
Capital Improvement Program	$ 3,661,644	$ 92,755			
Total Capital Expenditures	**$ 3,696,644**	**$ 92,755**			

Boca Raton Airport Authority
Balance Sheet Summary
January 31, 2018
(unaudited)

Summary Results

	ASSETS			LIABILITIES AND CAPITAL		
Current Assets			Current Liabilities			
Cash and Cash Equivalents	$	1,199,831	Accounts Payable	$	697,615	
Receivables	$	174,928	Due to Other Governments	$	2,556	
Due From Other Governments	$	513,956	Compensated Absences, short-term	$	17,857	
Money Markets	$	1,589	Deferred Rent Income	$	157,826	
Certificates of Deposit	$	3,031,088				
Certificates of Deposit, Restricted	$	183,478	**Total Current Liabilities**		**$**	**875,855**
Other Assets	$	99,462				
			Non-Current Liabilities			
Total Current Assets	**$**	**5,204,331**	Security Deposits	$	167,879	
			Compensated Absences, long-term	$	-	
Non-Current Assets						
Rent Receivable	$	494,644	**Total Non-Current Liabilities**		**$**	**167,879**
Capital Assets						
Land	$	1,791,886	**Total Liabilities**		**$**	**1,043,734**
Avigation Easements	$	4,835,961				
Project in Progress	$	20,800,766	Capital			
Buildings	$	2,854,224	Florida Operations Trust Fund	$	267,950	
Land Procurement	$	955,070	Retained Earnings	$	34,582,211	
Leasehold Improvements	$	8,220,981	Contributed Capital - Federal	$	317,029	
Furniture, Fixtures, and Equipment	$	2,777,781	Contributed Capital - State	$	6,430,281	
Infrastructure	$	13,646,351	Net Income	$	86,617	
Less Accumulated Depreciation	$	(18,854,175)				
Total Non-Current Assets	**$**	**37,523,490**	**Total Capital**		**$**	**41,684,087**
Total Assets	**$**	**42,727,821**	**Total Liabilities & Capital**		**$**	**42,727,821**

Memo

To: Mitchell Fogel, Chair and Authority Members

From: Robert Abbott, Operations Coordinator

Date: February 21, 2018

RE: **Operations and Noise Abatement Report, January 2018**

AGENDA ITEM – IX- A

Airport Management provides an overview of the Noise Abatement/Operations Summary for the month of January. This report is derived from the Air Traffic Control Tower operations report. These operations do not include night time flights, as the Air Traffic Control Tower is closed from 11:00 pm - 7:00 am.

During the month of January 2018 there were 5,985 operations reported by the Tower, which is fourteen percent (14%) more than the operations reported in January 2017.

There were sixteen (16) noise calls by seven (7) different households received on the Airport Authority Noise Hotline during the month, mostly related to the Temporary Flight Restriction associated with Presidential visit during the New Year and Martin Luther King Jr. Day holiday.

Deliveries of Jet A fuel in January were thirty-six percent (36%) more than January of the previous year. Avgas deliveries were sixty-six percent (66%) less than January of the previous year.

Noise Monitor Update:

Harris Corporation has replaced six of the noise monitors, with the seventh expected to be replaced in the next few weeks. The new Symphony PublicVue web portal is live on the website and can be accessed by the public. The noise monitor sound levels are expected to be visible in the PublicVue Portal in the next few days. Although they are not yet visible in PublicVue, all noise monitors are fully operational and are collecting data.

BOCA RATON AIRPORT AUTHORITY

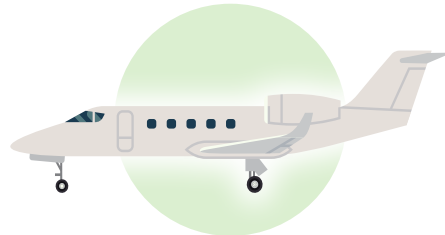# OPERATIONS AND NOISE ABATEMENT REPORT

BOCA RATON AIRPORT

JANUARY 2018

OPERATIONS REPORT

30%
TRAINING

44%
IFR

26%
VFR

OPERATIONS BREAKDOWN

Chart 1: Breakdown of last month's operations based on type of operation (ex. Training, Instrument Flight Rules, Visual Flight Rules). An operation is counted as an arrival or a departure, a touch-and-go operation counts as two operations.

+14%

5,234
JANUARY 2017

5,985
JANUARY 2018

TOWER OPERATIONS

1 PLANE = 500 OPERATIONS

Chart 2: January 2018 operations compared to January 2017 tower operations.

ABBREVIATIONS:

IFR (Instrument Flight Rules): Planes flying on an instrument flight plan - Primarily jets. VFR (Visual Flight Rules): - Primarily propeller aircraft.
TFR (Temporary Flight Restriction): Airspace flight restriction imposed by the Federal Aviation Administration (FAA) when there is a government VIP or special event in the area.

OPERATIONS REPORT

FUEL

+36%

FUEL

570,983

GALLONS
JANUARY 2017

777,599

GALLONS
JANUARY 2018

JET A FUEL REPORT

Jet A: Aviation fuel designed for use in aircraft powered by gas-turbine engines (jet aircraft).

Chart 3: Month of January 2018 deliveries of Jet A in gallons compared to January 2017 deliveries of Jet A.

FUEL

-66%

FUEL

25,169

GALLONS
JANUARY 2017

8,447

GALLONS
JANUARY 2018

AVGAS FUEL REPORT

Avgas: Aviation gasoline designed for use in piston-engine aircraft.

Chart 4: Month of January 2018 deliveries of Avgas in gallons compared to January 2017 deliveries of Avgas.

NOISE ABATEMENT REPORT

NOISE CONCERNS PER QUADRANT

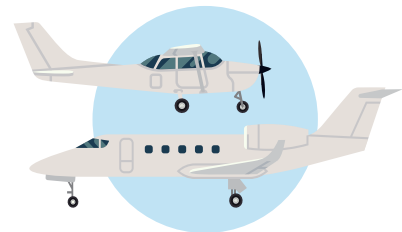| NW **2** | NE **0** |
| SW **13** | SE **1** |

Chart 5: Noise concerns submitted via telephone, email, or on our website are tracked by quadrant where the noise concern occurred in relation to the airport.

69%
TFR
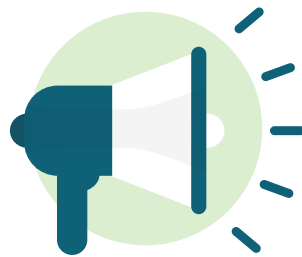
100%
NOISE

81%
TRAFFIC

TYPE OF CONCERN

Chart 6: Type of noise concern and/or if it occurred during a Temporary Flight Restriction (TFR).

NOISE ABATEMENT REPORT

VOLUNTARY CURFEW VIOLATIONS
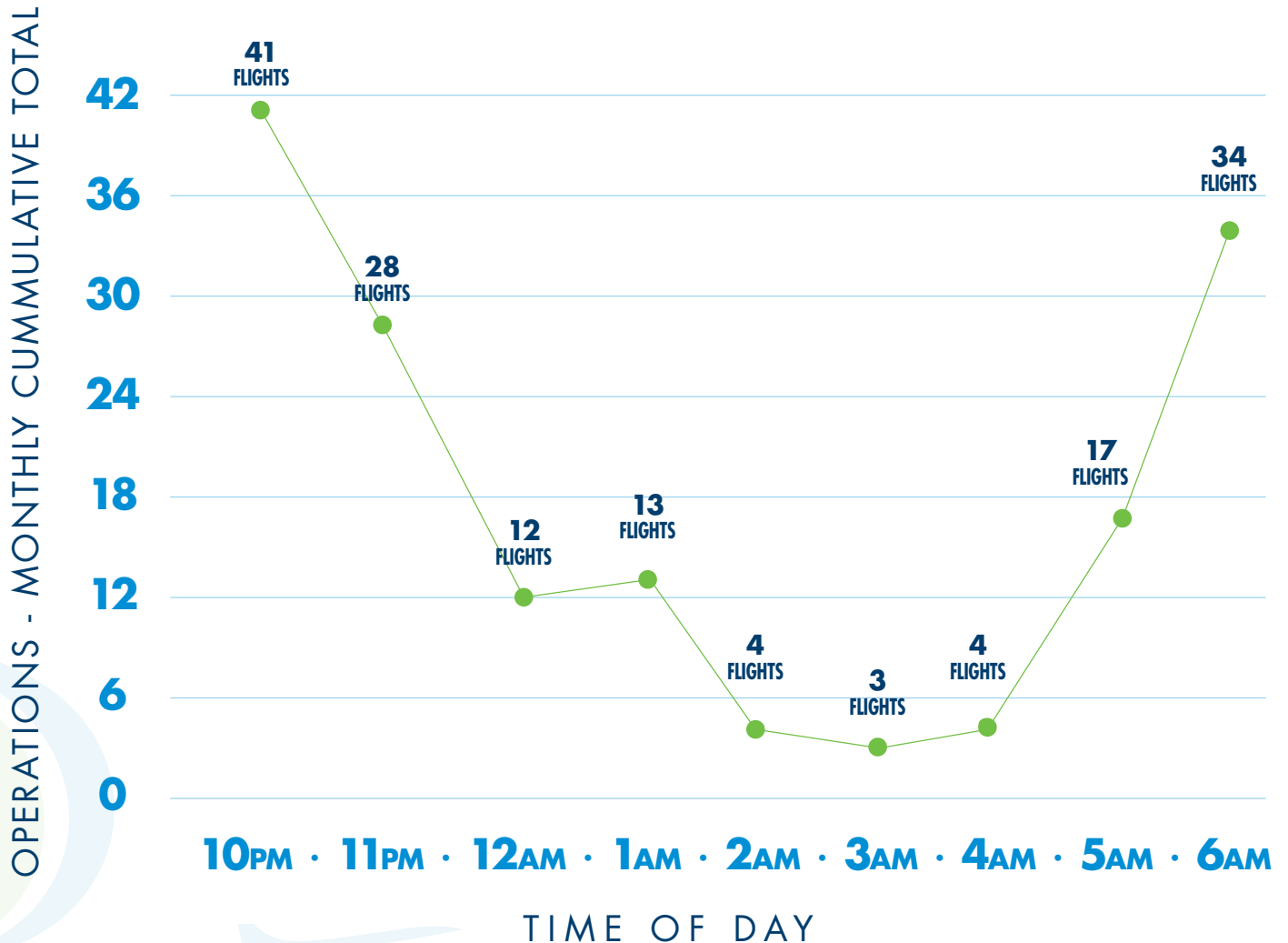
93

VILOATIONS

17%

DURING **TFR**

16 OUT OF 93

Chart 7: A voluntary curfew violation is an operation that occurred during our voluntary night curfew from 22:00 – 07:00 without prior notification to the airport. Voluntary curfew violators are notified of their violation via letter, email, or phone to inform them of the noise sensitivity of our community and to encourage them to operate outside our voluntary night curfew hours. Voluntary curfew operations that occurred during a TFR is also tracked.

NOISE ABATEMENT REPORT

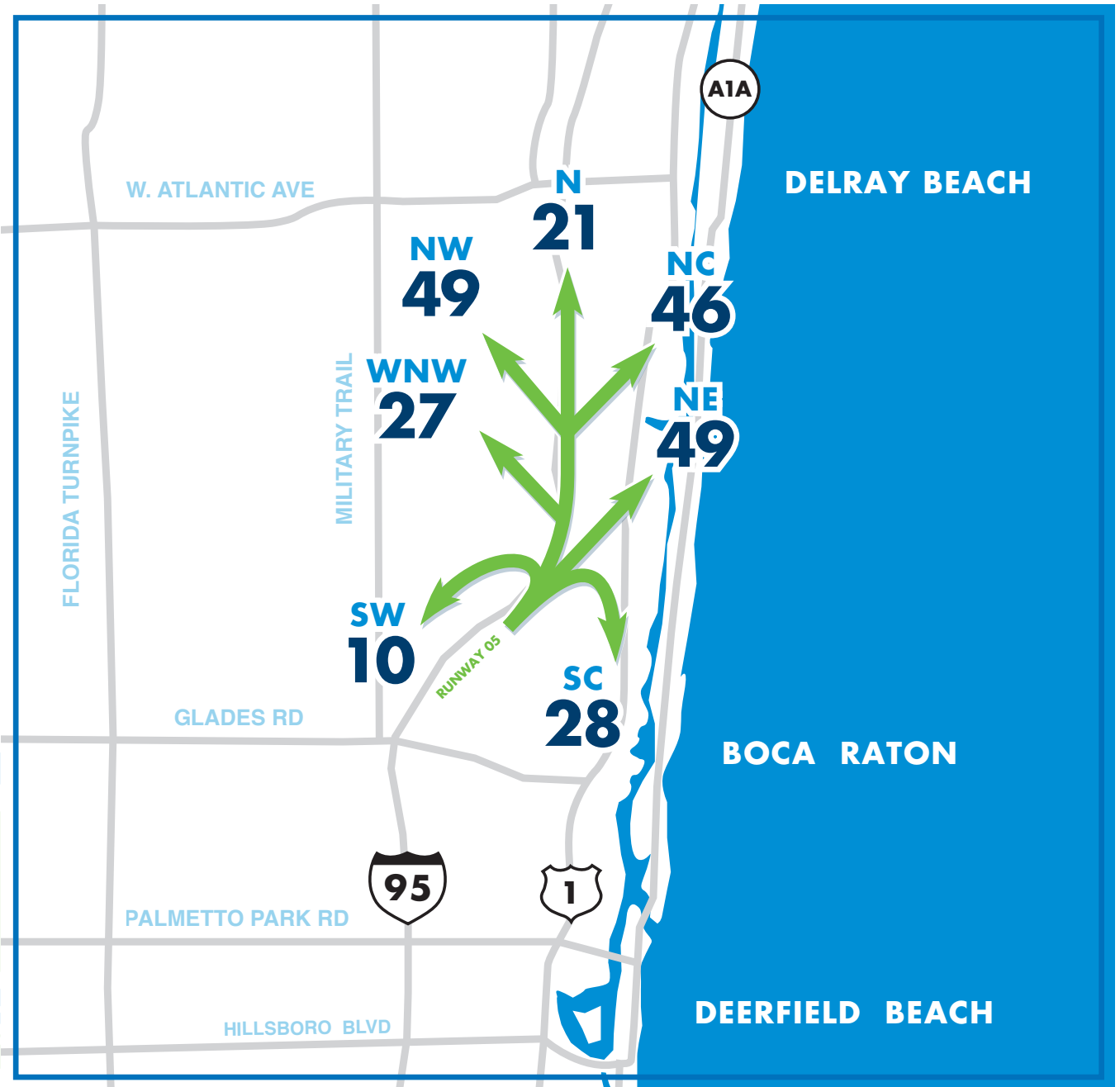## VOLUNTARY CURFEW OPERATIONS
BY HOUR

Chart 8: A voluntary curfew operation is an operation that occurred during our voluntary night curfew from 22:00 – 07:00. Chart breaks down the number of operations per hour during the voluntary curfew period in January 2018.

Y-axis: OPERATIONS - MONTHLY CUMMULATIVE TOTAL

X-axis: TIME OF DAY

Data points:
- 10PM: 41 FLIGHTS
- 11PM: 28 FLIGHTS
- 12AM: 12 FLIGHTS
- 1AM: 13 FLIGHTS
- 2AM: 4 FLIGHTS
- 3AM: 3 FLIGHTS
- 4AM: 4 FLIGHTS
- 5AM: 17 FLIGHTS
- 6AM: 34 FLIGHTS

NOISE ABATEMENT REPORT

RUNWAY DEPARTURE HEADING
BY DIRECTION

A1A

DELRAY BEACH

W. ATLANTIC AVE

N
21

NW
49

NC
46

WNW
27

NE
49

FLORIDA TURNPIKE

MILITARY TRAIL

SW
10

RUNWAY 05

SC
28

GLADES RD

BOCA RATON

95

1

PALMETTO PARK RD

DEERFIELD BEACH

HILLSBORO BLVD

Chart 9: Departure heading is the direction an aircraft flies after taking off. Departure headings are assigned by the Tower to aircraft prior to departure. This chart does not include helicopter operations.

JANUARY 2018
NOISE ABATEMENT REPORT

NOISE ABATEMENT CALLS

First Name	Last Name	Community	Quadrant	A/D/O/T	Runway	Aircraft Category	Tail/Flight Number	Aircraft Type	Concern	TFR Related?	Calls Received
Ross	Rosenburg	Wimbledon Villas	C	N/A	N/A	N/A	N/A	N/A	Noise, Traffic, Curfew	Yes: 7 No: 3	10
Elisa	Fitzmartin	N/A	C	N/A	N/A	N/A	N/A	N/A	Noise, Traffic	Yes	1
Kimberly	Sciarretta	Boca Bath and Tennis	A	D	5	Jet	N9099	LJ35	Noise, Curfew	No	1
Brian	Stenburg	Boca Square	D	A	5	Jet	N781JS	C25B	Noise	Yes	1
Keeli	Hayen	N/A	A	D	5	Jet	N1TT	GLF5	Noise, Curfew	Yes	1
Trish	Bobbing	Town Place Club Villas	C	N/A	N/A	N/A	N/A	N/A	Noise Traffic	Yes	1
Sandra	Sinclair	Boca Winds	C	O	N/A	Jet	N310LJ	LJ45	Traffic	No	1

NOISE ABATEMENT REPORT

VOLUNTARY CURFEW VIOLATORS

Date	Time	N#	Type	Operation (A/D/T)	RWY	Owner	Address	City	State
1/1/2018	1:09	N430AG	HELO	D	H	CR AVIATION LLC	60 COLUMBUS CIR FL 18	NEW YORK	NY
1/1/2018	5:49	N900LY	GLF5	D	5	LYON AVIATION	832 Tamarack Road	Pittsfield	MA
1/1/2018	22:17	N611NC	G150	A	5	MHW GROUP HOLDINGS LLC	11620 Red Run Boulevard	Reisterstown	MD
1/1/2018	23:29	N100FJ	FA10	A	5	A.V.W. Equipment Co., Inc.	581 Ottawa Avenue, Suite 300	Holland	MI
1/2/2018	0:26	N832SC	CL60	A	5	NWT AIRCRAFT CO	P.O. Box 1110, 2225 YOUNG DRIVE	LEXINGTON	KY
1/2/2018	6:48	N302AZ	E55P	A	5	Phenom 300, LLC	10 South New River Drive, Suite 200	Ft. Lauderdale	FL
1/2/2018	22:03/22:29	N75HS	C750	A/D	5	Club Air Inc.	P.O. Box 765209, 627 Mercury Avenue	Duncanville	TX
1/2/2018	22:11	N928AL	LJ55	D	5	DBA Century Aviation Services	2901 Airport Way	Klamath Falls	OR
1/2/2018	22:21	N777QS	CL35	D	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4111 Bridgeway Avenue	Columbus	OH
1/2/2018	22:31/23:20	N3FA	C560	A/D	5	TRUCK BODY AVIATION INC	3900 Campbell Avenue	Lynchburg	VA
1/3/2018	5:52	N634QS	C56X	D	5	NETJETS SALES INC	4556 Airport Road	Cincinnati	OH
1/3/2018	6:03	N623QS	C56X	D	5	NETJETS	4556 Airport Road	Cincinnati	OH
1/3/2018	6:22	N137SF	F900	D	5	CONSTELLATION LEASING LLC	1299 Scottsville Road	Rochester	NY
1/3/2018	6:49	N888LG	F900	D	5	GVG CAPITAL GROUP INTERNATIONAL INC	152 W Alexander Palm Road	Boca Raton	FL
1/3/2018	22:31	N856JL	CL60	D	23	PRESIDENTIAL AVIATION (FT. LAUDERDALE, FL)	1725 Northwest 51st Place	Ft. Lauderdale	FL
1/3/2018	22:59	N301AZ	E55P	A	23	Phenom 300, LLC	10 South New River Drive, Suite 200	Ft. Lauderdale	FL
1/3/2018	23:28	N76PW	F900	A	23	CGP Holdco, LLC	7755 South Peoria Street, Hangar 8	Englewood	CO
1/4/2018	0:32	N620PJ	CL60	A	23	Paragon Transport Management, LLC	2 Medical Plaza	Glen Cove	NY
1/4/2018	0:59	N888LG	F900	A	23	GVG CAPITAL GROUP INTERNATIONAL INC	152 W Alexander Palm Road	Boca Raton	FL
1/4/2018	1:07	N749QS	GALX	A	5	NETJETS SALES INC	4556 Airport Road	Cincinnati	OH
1/4/2018	2:19	N220GS	LJ35	D	5	Air Charters, Inc.	333 Industrial Avenue, Hangar 3	Teterboro	NJ
1/4/2018	6:10	N788QS	CL35	D	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4556 Airport Road	Cincinnati	OH
1/4/2018	6:53	N544QS	C68A	A	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4556 Airport Road	Cincinnati	OH
1/4/2018	22:05	N769QS	CL35	A	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4556 Airport Road	Cincinnati	OH
1/4/2018	22:05	N788QS	CL35	D	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4556 Airport Road	Cincinnati	OH
1/5/2018	22:15	N804UP	B350	A	5	WHEELS UP PARTNERS LLC	Two Corporate Drive, Suite 1050	Shelton	CT
1/7/2018	22:20	N521QS	C680	D	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4556 Airport Road	Cincinnati	OH
1/8/2018	0:51	N7FY	EA50	A	5	Platz, James A.	2 Great Falls Plaza	Auburn	ME
1/8/2018	5:49	N603GR	LJ60	D	5	Southern Jet, Inc.	3700 Airport Road, FL 1	Boca Raton	FL
1/10/2018	0:05/1:35	N9099	LJ35	A/D	23	Med Air, LLC	P.O. Box 490907, 570 Briscoe Boulevard	Lawrenceville	GA
1/10/2018	6:21	N1421U	C421	D	5	Mr. Bradley Detert	454 Morgan Boulevard	Valparaiso	IN
1/10/2018	6:32	N331QS	E55P	A	5	NETJETS	4556 Airport Road	Cincinnati	OH
1/11/2018	22:58	N420LM	F2TH	A	5	Milsub, LLC	3300 South Dixie Highway, Suite 1-365	WEST PALM BEACH	FL
1/11/2018	23:51	N36EP	F2TH	A	23	JSM AT FALCON II LLC	1260 Stelton Road	Piscataway	NJ
1/12/2018	2:00	N1421U	C421	A	23	Mr. Bradley Detert	454 Morgan Boulevard	Valparaiso	IN
1/12/2018	2:25	N157WH	BE40	A	23	PAT AIR LLC	3140 West Ward Road, Suite 203	Dunkirk	MD
1/12/2018	4:06	N368QS	C680	A	5	NETJETS SALES INC	4556 Airport Road	Cincinnati	OH
1/12/2018	23:56/1:00	N352BH	GLF4	A/D	23	GLE 1393 LLC	18001 Collins Avenue, 31st Floor	Sunny Isles Beach	FL
1/13/2018	0:07/1:03	N58BL	H25B	A/D	23	CDS AVIATION LLC	3299 Northwest, Second Avenue	Boca Raton	FL
1/13/2018	0:14	N313AR	LJ60	D	23	Cobra13 LLC	3211 Ponce de Leon Boulevard, Ste. 201	CORAL GABLES	FL
1/13/2018	0:35	N702GH	GLF4	A	23	GEH AIR TRANSPORTATION LLC	686 Fairchild Road	Trumbull	CT
1/13/2018	0:55	N450RX	GLF4	A	23	Roux Investment Management Co., LLC	9323 St. Brides Lane	Upperville	VA
1/13/2018	1:13	N699RK	SW3	A	23	DYNAMIC AIRCRAFT CONSORTIUM LLC	6026 Melrose Avenue	San Angelo	TX
1/13/2018	6:36	N90FX	GLEX	D	23	NEXTANT AIRCRAFT 9017 LLC	355 Richmond Road, Suite 8	Cleveland	OH
1/14/2018	4:13	N603NE	C68A	A	5	BSP603, LLC	670 North Commercial Street	Manchester	NH
1/14/2018	22:09	N768QS	CL35	A	5	NETJETS	4556 Airport Road	Cincinnati	OH
1/14/2018	22:21	N125JJ	C550	D	5	Neves, LLC	400 Ring Road, Suite 100	Elizabethtown	KY
1/14/2018	23:37	N850JA	H25C	A	5	Culbertson Aviation, LLC	764 Highway 84 West	Brookhaven	MS
1/15/2018	5:45	N515JM	H25B	D	5	JET I LLC	P.O. Box 295, 202 East 7th Street	Watsontown	PA
1/15/2018	6:08	N1TT	GLF5	D	5	TRT LEASING INC	505 South Flagler Drive, Suite 700	West Palm Beach	FL
1/15/2018	6:11	N104RJ	LJ60	D	5	HALRIVE AIR LLC	7120 Lions Head Lane	Boca Raton	FL
1/15/2018	22:05/23:20	N197MJ	FA10	A/D	5	Skyview, LLC	17957 Bearpath Trail	Eden Prairie	MN
1/15/2018	22:34	N64575	C172	A	5	N64575 LLC	1621 CENTRAL AVE	CHEYENNE	WY
1/15/2018	23:17	N496TM	BE40	A	5	AIRCRAFT HOLDING CO ONE LLC	P.O. Box 3030, 55470 County Road 1	ELKHART	IN
1/16/2018	5:48	N987HP	CL30	D	5	PALM AIR HOLDINGS LLC	101 Plaza Real South, Suite 205	Boca Raton	FL
1/16/2018	22:09	N421KS	C421	D	5	Environmental Manufacturing Solutions, Ltd.	100 Rialto Place, Suite 752	Melbourne	FL
1/16/2018	22:22	N120WJ	GLF4	A	5	Windsor Jet Management	1815 Northwest 51st Place	Ft. Lauderdale	FL
1/17/2018	5:42	N808TM	H25B	D	5	AIRCRAFT HOLDING CO ONE LLC	P.O. Box 3030, 55470 County Road 1	ELKHART	IN
1/17/2018	6:09	N716WW	CL30	D	5	Wish Equipment, LLC	75 N. Woodward Ave., #84659	Tallahassee	FL
1/17/2018	6:54	MMN26	F2TH	A	28R	PRO AIRWAYS, LLC (PLYMOUTH, MA)	N/A	N/A	N/A
1/17/2018	22:39	CYO500	LJ60	A	5	AIR TRANSPORT, INC. (EL PASO, TX)	N/A	N/A	N/A
1/17/2018	22:57	N785JS	C25B	A	5	JS CJ3 LLC	18952 MacArthur Boulevard, Suite 200	IRVINE	CA
1/18/2018	2:18	N349AJ	HA4T	A	5	M2P Aviation, LLC	60 Cuttermill Road	Great Neck	NY
1/19/2018	1:14/1:29	N189WT	C560	A/D	5	D & M Airway, LLC	1002 Jupiter Park Lane, Suite 2	Jupiter	FL
1/19/2018	22:11	N777J	CL60	A	5	SHL Challenger Limited	11 West 42nd Street, 21st Floor	New York	NY
1/19/2018	22:54	N837JS	C56X	A	5	FE 5164, LLC	2860 Jetport Road	Kinston	NC
1/19/2018	23:04	N513UP	C56X	D	5	Textron Financial Corporation	Two Cessna Boulevard, Suite 100	Wichita	KS
1/19/2018	23:13	N290QS	F2TH	A	5	NETJETS SALES INC	4556 Airport Road	Cincinnati	OH
1/20/2018	3:26	N324FP	GLF4	A	5	Fox Paine & Company, LLC	2105 Woodside Road, Suite D	Woodside	CA
1/21/2018	6:06	N406CR	C208	D	5	Barrows, William A., Jr.	202 Spinnaker Drive	Vero Beach	FL
1/21/2018	6:55	N342QS	C680	D	5	NETJETS	4556 Airport Road	Cincinnati	OH
1/21/2018	22:42	N327MM	TBM8	A	5	Ruegg Aircraft Holdings, LLC	6317 Market Street	Wilmington	NC
1/22/2018	1:59	N521AG	M20T	A	5	AVIATION FURY LLC	PO BOX 9711	WASHINGTON	DC
1/22/2018	5:45	N101PV	F2TH	D	5	VEGSO AVIATION INC	3201 Southwest 15th Street	Deerfield Beach	FL
1/22/2018	22:17	N479PF	LJ60	A	5	GENMARK VENTURES LLC	1515 North Federal Hwy., Suite 306	Boca Raton	FL
1/23/2018	6:42	N301AZ	E55P	A	5	Phenom 300, LLC	10 South New River Drive, Suite 200	Ft. Lauderdale	FL
1/23/2018	23:50	N203	CL60	A	5	JACURA DELAWARE INC	7634 Northwest 6th Avenue	Boca Raton	FL
1/24/2018	6:32	N638QS	C56X	D	5	NETJETS SALES INC	4556 Airport Road	Cincinnati	OH
1/24/2018	22:29	N105LU	C172	T	5	LYNN UNIVERSITY	3601 N MILITARY TRL	Boca Raton	FL
1/25/2018	6:30	N633AT	C500	A	5	AIR AMBULANCE BY AIR TREK INC	28000 Airport Road, Suite A5	Punta Gorda	FL
1/25/2018	22:18	N937RW	BE40	A	5	RECREATION WORLD INC	13906 West Colonial Drive	Winter Garden	FL
1/25/2018	23:44	N544QS	C68A	A	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4556 Airport Road	Cincinnati	OH
1/25/2018	23:55	N927CS	SR22	D	5	ASCENSION AIR MANAGEMENT INC	2007 FLIGHTWAY DR	ATLANTA	GA
1/26/2018	1:20/1:50	N400WK	C650	A/D	5	TRUCK BODY AVIATION INC	3900 Campbell Avenue	Lynchburg	VA
1/27/2018	22:39	N44686	P28A	A	5	PRATHER GREGORY DOUGLAS	4870 NE 27TH TER	LIGHTHOUSE POINT	FL
1/27/2018	22:41	N36MM	GLEX	D	5	JAGS LEASING LLC	1260 Stelton Road	Piscataway	NJ
1/28/2018	3:10	N744QS	CL35	A	5	NETJETS AVIATION, INC. (COLUMBUS, OH)	4556 Airport Road	Cincinnati	OH
1/28/2018	6:38	N499SC	GLF4	D	5	Cobro 4135, LLC	1002 East Newport Center Drive, #200	Deerfield Beach	FL
1/28/2018	23:49	N917LJ	E55P	A	23	Dimor Aerospace, Inc.	1420 Lee Wagner Boulevard	Ft. Lauderdale	FL
1/29/2018	5:37	N777QL	LJ45	A	23	GA Aircraft Sales, LLC	10919 Murdock Drive	Knoxville	TN
1/29/2018	6:56	N474FX	LJ75	D	23	45-506, LLC	One Security Benefit Place	Topeka	KS
1/29/2018	22:41/22:55	N367LJ	LJ60	A/D	23	G AND J AIRCRAFT LEASING LLC	981 Hillsboro Mile	Hillsboro Beach	FL
1/29/2018	22:58	N831BB	PA32	A	23	VENTEC LLC	3511 SILVERSIDE RD STE 105	WILMINGTON	DE
1/30/2018	23:14	N341QS	C680	A	5	NETJETS	4556 Airport Road	Cincinnati	OH

Memo

To: Mitchell Fogel, Chair and Board Members

From: Clara Bennett, Executive Director

Date: February 21, 2018

RE: **Corporate Identity and Community Engagement Program Update**

AGENDA ITEM – IX – B

Mr. Michael Schneider with Pace Advertising will present the quarterly update on the Corporate Identity and Community Engagement Program.

Online Digital Report

November, December 2017

January 2018

AUDIENCE OVERVIEW

In this section we compare
WEBSITE ACTIVITY
on BocaAirport.com from
November 1 2017 – January 31 2018 to the
same 3 months prior
(August 1-October 31).

Points of interest:
- Website visitors decreased (compared to the traffic received during the Irma period.
- New sessions continue to increase
- ORANGE spike is Irma from September 2017
- All other traffic remains consistent

[⤢ GO TO REPORT]

Audience Overview

All Users
+0.00% Users

Nov 1, 2017 - Jan 31, 2018
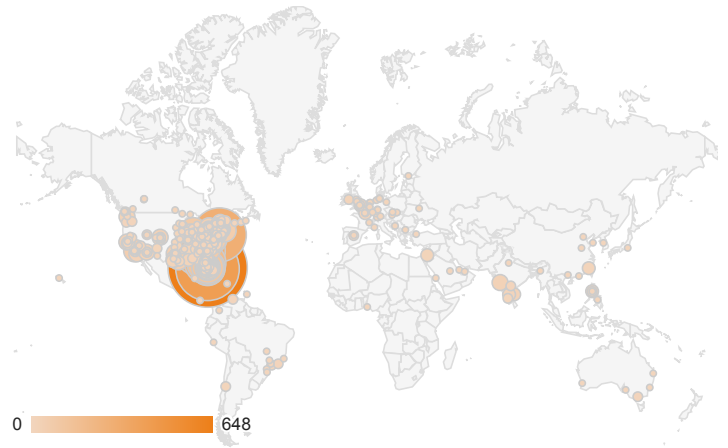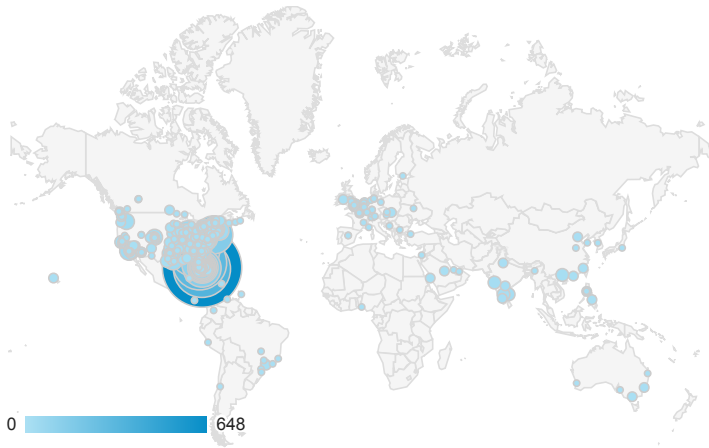Compare to: Aug 1, 2017 - Oct 31, 2017

Overview

Nov 1, 2017 - Jan 31, 2018: ● Users
Aug 1, 2017 - Oct 31, 2017: ● Users

● New Visitor ● Returning Visitor
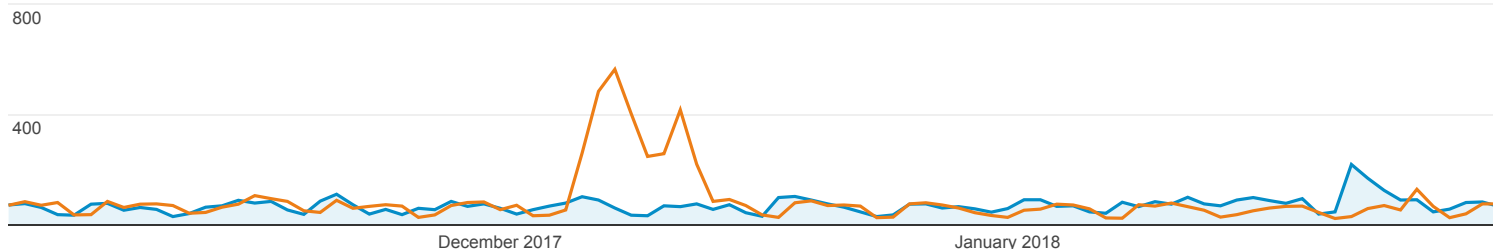
Users	**New Users**
-19.71%	-20.61%
5,484 vs 6,830	5,312 vs 6,691

Sessions
-19.63%
6,918 vs 8,608

Number of Sessions per User	**Pageviews**
0.09%	-18.02%
1.26 vs 1.26	15,376 vs 18,756

Pages / Session
2.01%
2.22 vs 2.18

Avg. Session Duration	**Bounce Rate**
9.64%	-3.75%
00:01:53 vs 00:01:43	55.94% vs 58.12%

Nov 1, 2017 - Jan 31, 2018
10.8%
89.2%
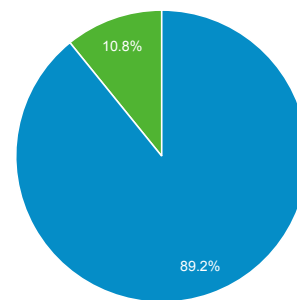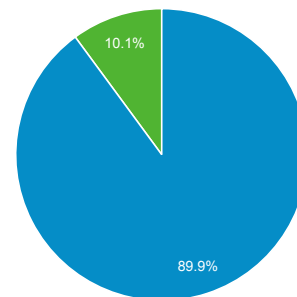
Aug 1, 2017 - Oct 31, 2017
10.1%
89.9%

Language	Users	% Users
1. en-us		
Nov 1, 2017 - Jan 31, 2018	5,092	92.85%
Aug 1, 2017 - Oct 31, 2017	6,306	92.11%
% Change	**-19.25%**	**0.80%**
2. en-gb		
Nov 1, 2017 - Jan 31, 2018	71	1.29%
Aug 1, 2017 - Oct 31, 2017	126	1.84%
% Change	**-43.65%**	**-29.66%**
3. (not set)		
Nov 1, 2017 - Jan 31, 2018	53	0.97%
Aug 1, 2017 - Oct 31, 2017	8	0.12%
% Change	**562.50%**	**727.04%**
4. en-ca		
Nov 1, 2017 - Jan 31, 2018		

Nov 1, 2017 - Jan 31, 2018			37	0.67%
Aug 1, 2017 - Oct 31, 2017			59	0.86%
% Change			**-37.29%**	**-21.71%**
5. ko				
Nov 1, 2017 - Jan 31, 2018			23	0.42%
Aug 1, 2017 - Oct 31, 2017			31	0.45%
% Change			**-25.81%**	**-7.38%**
6. pt-br				
Nov 1, 2017 - Jan 31, 2018			22	0.40%
Aug 1, 2017 - Oct 31, 2017			24	0.35%
% Change			**-8.33%**	**14.43%**
7. fr-ca				
Nov 1, 2017 - Jan 31, 2018			18	0.33%
Aug 1, 2017 - Oct 31, 2017			21	0.31%
% Change			**-14.29%**	**7.00%**
8. es-xl				
Nov 1, 2017 - Jan 31, 2018			16	0.29%
Aug 1, 2017 - Oct 31, 2017			12	0.18%
% Change			**33.33%**	**66.45%**
9. fr-fr				
Nov 1, 2017 - Jan 31, 2018			12	0.22%
Aug 1, 2017 - Oct 31, 2017			18	0.26%
% Change			**-33.33%**	**-16.78%**
10. de				
Nov 1, 2017 - Jan 31, 2018			11	0.20%
Aug 1, 2017 - Oct 31, 2017			12	0.18%
% Change			**-8.33%**	**14.43%**

DEMOGRAPHIC OVERVIEW

In this section we compare DEMOGRAPHICS
on BocaAirport.com from
November 1 2017 – January 31 2018 to the
same 3 months prior
(August 1-October 31).

Points of interest:
- Ages skewed younger during this period
- Gender sessions during this period tilted up slightly towards male visitors

Demographics: Overview

All Users
+0.00% Users

Nov 1, 2017 - Jan 31, 2018
Compare to: Aug 1, 2017 - Oct 31, 2017

Key Metric:

Age   47.72% of total users
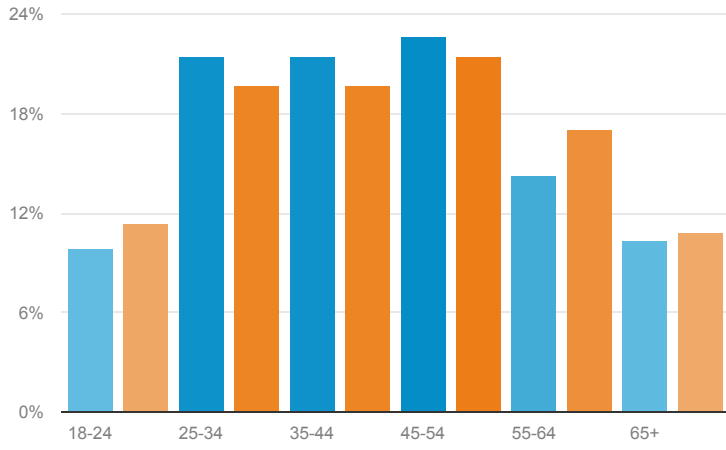
Gender   48.32% of total users

■ male ■ female

Nov 1, 2017 - Jan 31, 2018

34.8%   65.2%

Aug 1, 2017 - Oct 31, 2017

45.1%   54.9%

© 2018 Google
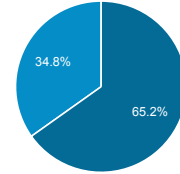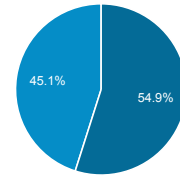
LOCATION OVERVIEW

In this section we compare
LOCATION OF VISITORS
on BocaAirport.com from
November 1 2017 – January 31 2018 to the
same 3 months prior
(August 1-October 31).

Points of interest:
- City rankings continue to evolve
- New York was a significant decrease in traffic
- Orlando was a significant increase in traffic.

All Web Site Data

Location

All Users
+0.00% Users

Nov 1, 2017 - Jan 31, 2018
Compare to: Aug 1, 2017 - Oct 31, 2017

Map Overlay

Summary

Nov 1, 2017 - Jan 31, 2018   **Aug 1, 2017 - Oct 31, 2017**

0 ▬▬▬▬ 648   0 ▬▬▬▬ 648

City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19.71% ▼ 5,484 vs 6,830	20.65% ▼ 5,313 vs 6,696	19.63% ▼ 6,918 vs 8,608	3.75% ▲ 55.94% vs 58.12%	2.01% ▲ 2.22 vs 2.18	9.64% ▲ 00:01:53 vs 00:01:43	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. Boca Raton									
Nov 1, 2017 - Jan 31, 2018	**648** (11.35%)	581 (10.94%)	1,140 (16.48%)	37.37%	3.00	00:03:11	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**637** (9.02%)	575 (8.59%)	1,264 (14.68%)	35.84%	3.61	00:04:39	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**1.73%**	**1.04%**	**-9.81%**	**4.27%**	**-16.82%**	**-31.61%**	**0.00%**	**0.00%**	**0.00%**
2. Miami									
Nov 1, 2017 - Jan 31, 2018	**342** (5.99%)	303 (5.70%)	403 (5.83%)	62.28%	1.92	00:01:40	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**413** (5.85%)	381 (5.69%)	480 (5.58%)	62.29%	1.90	00:01:12	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-17.19%**	**-20.47%**	**-16.04%**	**-0.01%**	**1.04%**	**38.27%**	**0.00%**	**0.00%**	**0.00%**
3. Orlando									
Nov 1, 2017 - Jan 31, 2018	**298** (5.22%)	268 (5.04%)	327 (4.73%)	60.55%	2.06	00:01:42	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**184** (2.61%)	169 (2.52%)	206 (2.39%)	50.49%	2.16	00:01:32	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**61.96%**	**58.58%**	**58.74%**	**19.94%**	**-4.23%**	**11.42%**	**0.00%**	**0.00%**	**0.00%**
4. Norcross									
Nov 1, 2017 - Jan 31, 2018	**261** (4.57%)	261 (4.91%)	261 (3.77%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**266** (3.77%)	266 (3.97%)	266 (3.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-1.88%**	**-1.88%**	**-1.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
5. (not set)									
Nov 1, 2017 - Jan 31, 2018	**168** (2.94%)	161 (3.03%)	170 (2.46%)	84.12%	1.41	00:00:31	0.00%	0 (0.00%)	$0.00 (0.00%)

Aug 1, 2017 - Oct 31, 2017	**195** **(2.76%)**	189 (2.82%)	203 (2.36%)	68.47%	1.70	00:00:41	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-13.85%**	**-14.81%**	**-16.26%**	**22.85%**	**-17.28%**	**-24.69%**	**0.00%**	**0.00%**	**0.00%**
6. New York									
Nov 1, 2017 - Jan 31, 2018	**147** **(2.57%)**	141 (2.65%)	158 (2.28%)	55.70%	2.08	00:01:33	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**284** **(4.02%)**	277 (4.14%)	300 (3.49%)	63.67%	1.70	00:00:38	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-48.24%**	**-49.10%**	**-47.33%**	**-12.52%**	**22.35%**	**144.87%**	**0.00%**	**0.00%**	**0.00%**
7. Fort Lauderdale									
Nov 1, 2017 - Jan 31, 2018	**134** **(2.35%)**	117 (2.20%)	181 (2.62%)	49.72%	2.81	00:02:48	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**122** **(1.73%)**	106 (1.58%)	179 (2.08%)	47.49%	2.44	00:02:25	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**9.84%**	**10.38%**	**1.12%**	**4.71%**	**15.45%**	**15.51%**	**0.00%**	**0.00%**	**0.00%**
8. Delray Beach									
Nov 1, 2017 - Jan 31, 2018	**110** **(1.93%)**	98 (1.84%)	128 (1.85%)	48.44%	2.34	00:01:51	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**99** **(1.40%)**	93 (1.39%)	117 (1.36%)	51.28%	2.37	00:01:51	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**11.11%**	**5.38%**	**9.40%**	**-5.55%**	**-1.00%**	**-0.49%**	**0.00%**	**0.00%**	**0.00%**
9. Tampa									
Nov 1, 2017 - Jan 31, 2018	**104** **(1.82%)**	92 (1.73%)	112 (1.62%)	66.96%	1.75	00:01:26	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**101** **(1.43%)**	94 (1.40%)	120 (1.39%)	58.33%	2.01	00:00:39	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**2.97%**	**-2.13%**	**-6.67%**	**14.80%**	**-12.86%**	**122.00%**	**0.00%**	**0.00%**	**0.00%**
10. Boca Del Mar									
Nov 1, 2017 - Jan 31, 2018	**85** **(1.49%)**	78 (1.47%)	101 (1.46%)	43.56%	2.65	00:02:31	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**131** **(1.86%)**	126 (1.88%)	154 (1.79%)	48.70%	2.49	00:02:00	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-35.11%**	**-38.10%**	**-34.42%**	**-10.55%**	**6.69%**	**26.33%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 10 of 2520

NEW VS RETURNING

In this section we compare
NEW vs RETURNING VISITORS
on BocaAirport.com from
November 1 2017 – January 31 2018 to the
same 3 months prior
(August 1-October 31).

Points of interest:
- Consistent with previous period
- Irma's "growth" of new visitors is not present
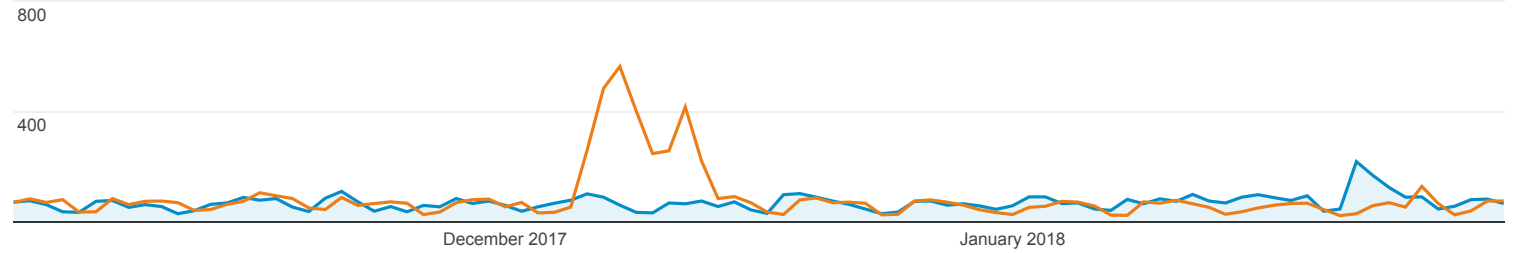
New vs Returning

All Users	
	+0.00% Users

Nov 1, 2017 - Jan 31, 2018
Compare to: Aug 1, 2017 - Oct 31, 2017

Explorer

Summary

Nov 1, 2017 - Jan 31, 2018: ● Users
Aug 1, 2017 - Oct 31, 2017: ● Users

User Type	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19.71% ▼ 5,484 vs 6,830	20.65% ▼ 5,313 vs 6,696	19.63% ▼ 6,918 vs 8,608	3.75% ▲ 55.94% vs 58.12%	2.01% ▲ 2.22 vs 2.18	9.64% ▲ 00:01:53 vs 00:01:43	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. New Visitor									
Nov 1, 2017 - Jan 31, 2018	**5,312** (89.17%)	5,313 (100.00%)	5,313 (76.80%)	59.25%	2.05	00:01:27	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**6,680** (89.91%)	6,696 (100.00%)	6,696 (77.79%)	62.13%	1.93	00:01:08	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-20.48%**	**-20.65%**	**-20.65%**	**-4.63%**	**6.53%**	**28.05%**	**0.00%**	**0.00%**	**0.00%**
2. Returning Visitor									
Nov 1, 2017 - Jan 31, 2018	**645** (10.83%)	0 (0.00%)	1,605 (23.20%)	44.98%	2.78	00:03:19	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**750** (10.09%)	0 (0.00%)	1,912 (22.21%)	44.09%	3.06	00:03:46	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-14.00%**	**0.00%**	**-16.06%**	**2.03%**	**-9.03%**	**-11.94%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 2 of 2

DEVICE OVERVIEW

In this section we compare
DEVICE USAGE
on BocaAirport.com from
November 1 2017 – January 31 2018 to the
same 3 months prior
(August 1-October 31).

Points of interest:
- Desktop still preferred
- Statistically the same from the previous period

Overview

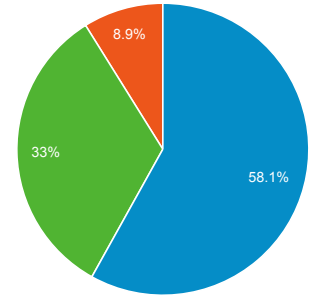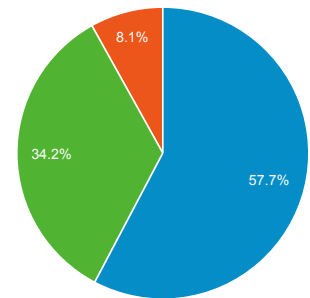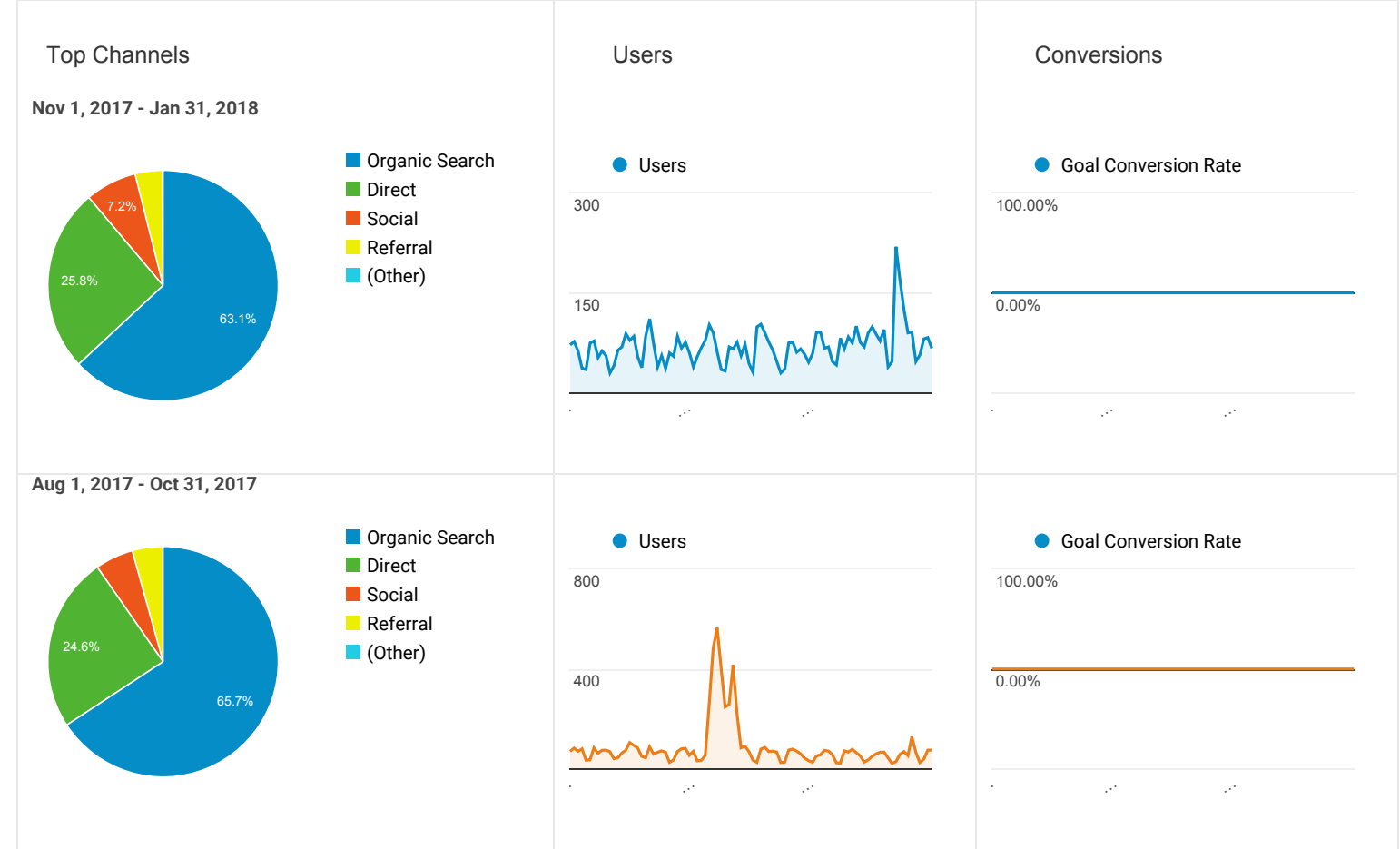| | All Users
+0.00% Users | | Nov 1, 2017 - Jan 31, 2018
Compare to: Aug 1, 2017 - Oct 31, 2017 |

Explorer

Summary

Nov 1, 2017 - Jan 31, 2018: ● Users
Aug 1, 2017 - Oct 31, 2017: ● Users
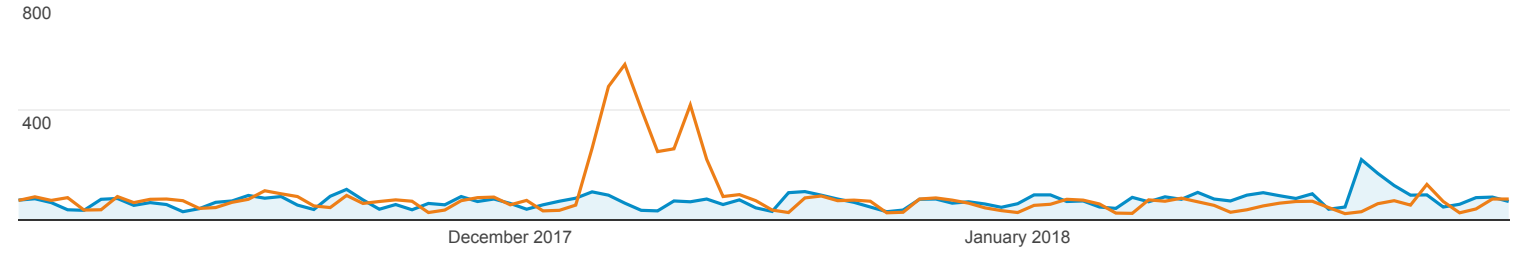
Device Category	Users ▼	Users	Contribution to total: Users ▼
	19.71% 5,484 vs 6,830	19.71% 5,484 vs 6,830	
1. ■ desktop			
Nov 1, 2017 - Jan 31, 2018	**3,185**	58.08%	
Aug 1, 2017 - Oct 31, 2017	**3,949**	57.73%	
2. ■ mobile			
Nov 1, 2017 - Jan 31, 2018	**1,812**	33.04%	
Aug 1, 2017 - Oct 31, 2017	**2,339**	34.19%	
3. ■ tablet			
Nov 1, 2017 - Jan 31, 2018	**487**	8.88%	
Aug 1, 2017 - Oct 31, 2017	**553**	8.08%	

Nov 1, 2017 - Jan 31, 2018

Aug 1, 2017 - Oct 31, 2017

Rows 1 - 3 of 3

ACQUISITION OVERVIEW

In this section we compare
HOW PEOPLE ARE COMING TO THE SITE
on BocaAirport.com from
November 1 2017 – January 31 2018 to the
same 3 months prior
(August 1-October 31).

Points of interest:
- Organic search is still the majority
- Statistically the same from the previous period

Acquisition Overview

All Users
+0.00% Users

Nov 1, 2017 - Jan 31, 2018
Compare to: Aug 1, 2017 - Oct 31, 2017

Primary Dimension: Top Channels ▾

Conversion: All Goals ▾

Edit Channel Grouping

Top Channels

Nov 1, 2017 - Jan 31, 2018

- Organic Search — 63.1%
- Direct — 25.8%
- Social — 7.2%
- Referral
- (Other)

Aug 1, 2017 - Oct 31, 2017

- Organic Search — 65.7%
- Direct — 24.6%
- Social
- Referral
- (Other)

Users

- Users
- 300
- 150

- Users
- 800
- 400

Conversions

- Goal Conversion Rate
- 100.00%
- 0.00%

- Goal Conversion Rate
- 100.00%
- 0.00%

Conversions

Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

		Acquisition			Behavior		
		Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
		19.71%	20.61% 🔻	19.63% 🔻	3.75%	2.01% 🔺	9.64% 🔺
1	Organic Search	22.99% 🔻			8.11% 🔻		
2	Direct	15.77% 🔻			1.42% 🔻		
3	Social	8.38% 🔺			11.49% 🔺		
4	Referral	28.43% 🔻			0.99% 🔻		
5	(Other)	100.00% 🔺			100.00% 🔺		

PAGE TRAFFIC

In this section we compare
MOST ACTIVE/USED PAGES
On BocaAirport.com from
August 1 – October 31 to the same 3
months prior (May 1-July 31).

Points of interest:
- Home page is first followed by About content
- Followed by Customs, RFPS, and News
- This shows trends into usage and by whom

Pages

	All Users
◯◯	+0.00% Pageviews

Nov 1, 2017 - Jan 31, 2018
Compare to: Aug 1, 2017 - Oct 31, 2017

Explorer

Nov 1, 2017 - Jan 31, 2018: ● Pageviews
Aug 1, 2017 - Oct 31, 2017: ● Pageviews
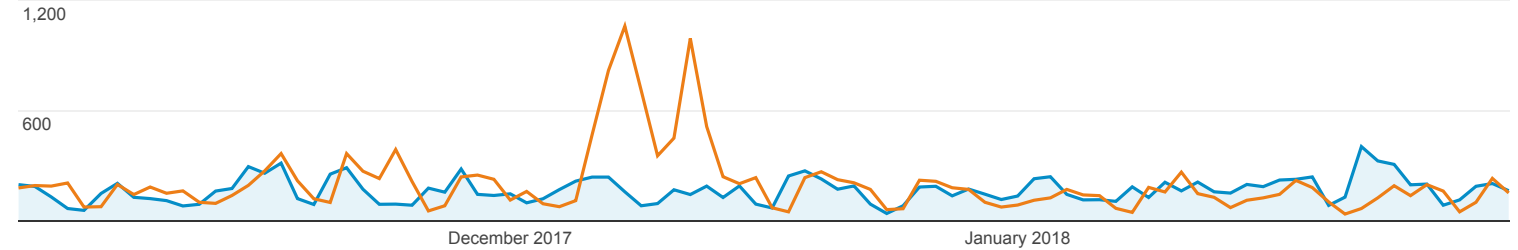
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	18.02% ▼ 15,376 vs 18,756	17.26% ▼ 12,127 vs 14,656	5.73% ▲ 00:01:32 vs 00:01:27	19.63% ▼ 6,918 vs 8,608	3.75% ▲ 55.94% vs 58.12%	1.97% ▼ 44.99% vs 45.89%	0.00% $0.00 vs $0.00
1. /							
Nov 1, 2017 - Jan 31, 2018	**5,419** (35.24%)	4,245 (35.00%)	00:01:09	4,103 (59.31%)	45.65%	44.40%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**6,490** (34.60%)	4,851 (33.10%)	00:01:07	4,698 (54.58%)	40.17%	40.12%	$0.00 (0.00%)
% Change	**-16.50%**	-12.49%	3.59%	-12.66%	13.65%	10.66%	0.00%
2. /about/							
Nov 1, 2017 - Jan 31, 2018	**775** (5.04%)	674 (5.56%)	00:01:14	80 (1.16%)	66.25%	41.42%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**745** (3.97%)	647 (4.41%)	00:01:06	37 (0.43%)	67.57%	39.19%	$0.00 (0.00%)
% Change	**4.03%**	4.17%	12.52%	116.22%	-1.95%	5.68%	0.00%
3. /customs/							
Nov 1, 2017 - Jan 31, 2018	**701** (4.56%)	519 (4.28%)	00:01:41	230 (3.32%)	54.78%	44.51%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**316** (1.68%)	248 (1.69%)	00:01:44	37 (0.43%)	56.76%	35.44%	$0.00 (0.00%)
% Change	**121.84%**	109.27%	-2.71%	521.62%	-3.48%	25.58%	0.00%
4. /rfps/							
Nov 1, 2017 - Jan 31, 2018	**426** (2.77%)	366 (3.02%)	00:02:10	360 (5.20%)	87.22%	80.75%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**391** (2.08%)	353 (2.41%)	00:02:05	339 (3.94%)	85.55%	81.59%	$0.00 (0.00%)
% Change	**8.95%**	3.68%	3.92%	6.19%	1.96%	-1.02%	0.00%
5. /news/							
Nov 1, 2017 - Jan 31, 2018	**362** (2.35%)	299 (2.47%)	00:01:01	44 (0.64%)	47.73%	27.90%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**501** (2.67%)	369 (2.52%)	00:00:53	54 (0.63%)	62.96%	25.75%	$0.00 (0.00%)
% Change	**-27.74%**	-18.97%	15.02%	-18.52%	-24.20%	8.36%	0.00%
6. /wings-freedom-tour-returns-boca-raton-airport/							
Nov 1, 2017 - Jan 31, 2018	**349**	316	00:02:46	243	89.71%	81.66%	$0.00

	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	(2.27%)	(2.61%)		(3.51%)			(0.00%)
Aug 1, 2017 - Oct 31, 2017	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**
7. /airport-authority-meeting/							
Nov 1, 2017 - Jan 31, 2018	**346** (2.25%)	191 (1.57%)	00:01:19	24 (0.35%)	33.33%	30.06%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**329** (1.75%)	134 (0.91%)	00:01:31	19 (0.22%)	52.63%	23.71%	$0.00 (0.00%)
% Change	**5.17%**	**42.54%**	**-13.45%**	**26.32%**	**-36.67%**	**26.78%**	**0.00%**
8. /pilots/fbos/							
Nov 1, 2017 - Jan 31, 2018	**333** (2.17%)	289 (2.38%)	00:01:34	25 (0.36%)	84.00%	48.35%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**346** (1.84%)	286 (1.95%)	00:01:40	22 (0.26%)	68.18%	44.51%	$0.00 (0.00%)
% Change	**-3.76%**	**1.05%**	**-6.20%**	**13.64%**	**23.20%**	**8.63%**	**0.00%**
9. /pilots/flight-tracking/							
Nov 1, 2017 - Jan 31, 2018	**307** (2.00%)	275 (2.27%)	00:02:54	32 (0.46%)	84.38%	63.52%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**240** (1.28%)	209 (1.43%)	00:02:46	18 (0.21%)	88.89%	58.33%	$0.00 (0.00%)
% Change	**27.92%**	**31.58%**	**4.75%**	**77.78%**	**-5.08%**	**8.89%**	**0.00%**
10. /contact-page/							
Nov 1, 2017 - Jan 31, 2018	**261** (1.70%)	226 (1.86%)	00:01:57	15 (0.22%)	93.33%	51.34%	$0.00 (0.00%)
Aug 1, 2017 - Oct 31, 2017	**248** (1.32%)	209 (1.43%)	00:01:39	13 (0.15%)	76.92%	44.35%	$0.00 (0.00%)
% Change	**5.24%**	**8.13%**	**18.47%**	**15.38%**	**21.33%**	**15.75%**	**0.00%**

Rows 1 - 10 of 595

GLOSSARY OF TERMS

Google Analytics Glossary of Terms

A

Alerts: A Google Analytics Alert is a notification of a change in your data. Alerts are beneficial because they draw your attention to program abnormalities you otherwise may have overlooked.

B

Benchmarking: The Google Analytics service gives users a view into how their Website is performing in comparison to other Websites of similar size. Benchmarking allows you to compare your site's Analytics data, including visits, page views, bounce rate, average time on site and other metrics against data from other participating Websites.

Bounce Rate: The percentage of visits in which the visitor only views one page of your Website before leaving is known as the Bounce Rate. With Bounce Rate information, you can analyze the quality of user visits. A high Bounce Rate often indicates that your pages are not relevant to what your visitors are looking for. You can lower your bounce rate by generating better targeted ads and Landing Pages, as well as creating quality content that will engage visitors and draw them into your Website.

C

Click: The single instance of a user following a hyperlink to another page or to initiate an action.

Conversion: This is what occurs when a goal is completed. Conversions happen when a visitor comes to your site and completes a desired goal or action. Completing a purchase and submitting a contact form are both examples of goals. Google Analytics allows you to create customized goals so you can measure user actions that are important to your Website.

Cookie: A small amount of text data used to remember information from page to page and visit to visit. Cookies can contain information such as user preferences or shopping cart contents.

Cost Data: The information imported from a Google AdWords account into an Analytics account.

Custom Reporting: Google Analytics offers the option to create custom reports based on the metrics and dimensions you choose. Custom reports present the information you selected, organized in a way that works for you. Once you create a custom report, it will be available to you each time you login.

D

Direct Traffic: Visits to your site where the user types your URL into their browser's address bar or when a visitor uses a bookmark to get to your Website. It is important to know where your Website traffic is coming from so you can understand which marketing endeavors are working for you. Direct traffic

illustrates how many of your visitors know your brand and Website URL. These visitors did not find your Website on search engines or on another site. They came directly to your Website.

E

Ecommerce: The purchasing or selling of products or services over the Internet.

Exact Match: One of the three different match types that Google Analytics defines to identify a URL for either a goal or a funnel. An exact match is a match on every character in your search string from beginning to end.

Example: if you set your exact match URI to "/page1" then only the "/page1" string will be included. "/page12345" would not and "2/page1" would also not be included.

F

Filter: A guideline that includes or excludes specific data from reports. You can use filters to carry out actions like eliminating internal traffic from reports or to only include traffic to a specific subdomain.

Funnels: Series of steps a visitor completes to reach an end goal. Google Analytics allows you to indicate up to ten pages in each funnel definition. Creating funnels can show you where visitors abandon the process during the path to conversion.

G

Goal: A measure of something you want to track in Google Analytics that you define as a success. Goals must relate to a quantifiable action that your Website's visitors take, such as product purchases, newsletter sign ups, or downloads. Goals are set up in Google Analytics to track conversions.

Goal Conversion Rate: The percentage of visits on a site where the visitor completes a goal or completes a conversion.

Google Analytics: Free service offering a simple way to track metrics on your Website with the addition of a small snippet of code placed on all pages of your Website. Google Analytics allows you to see how visitors found your site, what pages they visited, how long they stayed on your site, among many other facts and figures. Properly understanding and interpreting the data available through Google Analytics will allow you to improve your Website, increase your conversions and increase your Website's effectiveness.

H

Head Match: One of the three different match types that Google Analytics defines to identify a URL for either a goal or a funnel. Matches the characters you specify as the beginning of a string including all strings that end with characters in addition to what you have specified.

Example: if you set your head match URI to be "/page1", then "/page12345" will also be included because the beginning of the string is identical.

I

Impression: The display of a referral link or advertisement on a web page.

Include: A type of filter that matches a text string or regular expression against incoming data, and keeps only those hits that match.

K

Keywords: These are the words that visitors use to find your Website when using a search engine. Google Analytics provides a list of keywords that have been searched by users who find your Website. This information shows you what searchers are actually looking for when they find your Website. This also allows you to discover potential new keywords to target.

L

Landing Page: The first page a visitor views during a session; also known as the entrance page.

Loyalty: A measure of visitor behavior. A visitor's loyalty is illustrated by the amount of times they return to your Website in a specified time period. Loyal visitors are typically highly engaged with your Website and your brand. Low customer loyalty often illustrates the need for new content and regular updates to a Website.

M

Match Type: Defines how Google Analytics identifies a URL to include or exclude for goals and funnels. The three available match types include head match, exact match and regular expression match.

N

New Visitors: Internet users who have not previously or recently visited your site are considered new visitors. If cookies on a previous visitor's computer have expired or if they have deleted their cookies, these visitors will also register as new visitors. Google Analytics lets you see how many new visitors you have so you can fine-tune your Website to increase repeat visits as well as increase the number of new visitors.

O

Organic Traffic: Visitors who come to your Website from unpaid organic or natural search engine results.

P

Paid Traffic: This consists of visitors who come to your Website from Google AdWords ads, paid search engine keywords and other online paid ad campaigns. When investing in an online PPC or other advertising campaign, this data will show you how effective your paid online marketing program is.

Page View: The amount of times visitors arrive on individual pages of your Website. If a user reloads a page, that action will be counted as an additional page view. If a visitor navigates to a different page and then returns to the original page, a second Page View will be recorded as well. Page views allow you to see which pages on your site are the most popular.

Q

Query Parameter: A VARIABLE=VALUE pair that follows the question mark ("?") in a URL. Example: http://www.example.com/search?q=foo contains the query parameter q=foo

Query Variable: The VARIABLE portion of the VARIABLE=VALUE pair that makes up a query parameter. Variables store information such as search terms entered into a search engine. In the above example, the "q" in "q=foo" is the query variable.

R

Referring Sites: Other Websites that refer or send visitors to your Website are called referring sites. Knowing where your traffic is coming from is an easy way to increase your ROI. You can focus more resources on sites that are referring more traffic, or re-evaluate your campaigns on sites that are not driving much traffic.

Regular Expression Match: One of three different match types that Google Analytics defines to identify a URL for either a goal or a funnel. Special characters can be used that enable wildcard and flexible matching. This is useful if your visitors are coming from multiple sub domains or if you use dynamic session IDs.

Request URI: The string at the end of a URL after the ".com" in your Web address is the request URI.

Example: If your URL is "www.mycompany.com/page1/product1.htm" then your request URI is "/page/product1.htm".

Returning Visitor: A returning visitor is a user who has been to your Website and has come back. When visitors return to a Website, it demonstrates that the Website is of interest to them.

S

Search Engines: Online tools that allow you to find specific Web pages by using a keyword search query. The three main search engines are Google, Yahoo, and Bing. Google Analytics segments your traffic data so you can see which search engines are driving traffic to your Website, and how much traffic each search engine is generating. Google Analytics allows you to separate this data into paid and non-paid results.

T

Time on Site: The average length of time a visitor spends accessing your site within a specified time period. You can use this data to measure the effectiveness and quality of your Website. The longer visitors spend on your site, the more informative and interactive your site is.

Top Exit Pages: The pages on your Website that visitors leave from. In Google Analytics, these pages are listed in order from those the most visitors exited your site to those pages that visitors least exited your site. Take into consideration the content of the exit page when deciding on a course of action. If people are leaving your site from a Thank You page, there is no need for worry. If one of your Top Exit Pages is another page on your site, you want to investigate why your visitors are leaving from this page.

Top Landing Pages: The first pages that users land on, or come to when entering your Website. Within Google Analytics, these pages are listed in order of most visited to least visited. This data is important because it allows you to see which pages are attracting visitors.

Tracking Code: A small snippet of code that is inserted into the body of an HTML page. The tracking code captures information about visits to a page.

Traffic: The total number of visits to your Website. Within Google Analytics, traffic can be divided into multiple categories including, direct, organic and paid.

Traffic Sources: Where your traffic is coming from. Google Analytics includes information on which sites your visitors are coming to your Website from as well as what keywords they are using to get to your Website.

U

Unique Visitor: The number of individual (non-duplicate) visitors to a site over the course of a specific time period. This data is determined by cookies that are stored in visitor browsers.

Uniform Resource Locator (URL): The address of your Website (i.e. www.mycompany.com)

V

Visitor: The person who goes to a Website. The "Visitor" section of Google Analytics offers data and reports concerning the behavior of the visitors that frequent your Website.

Visitor Session: The time a visitor spends on a Website. The longer a visitor stays on your Website, the more relevant it appears to search engines. To increase the amount of time visitors stay on your site, it is important to present informative content, easy to use navigation, and up to date information on your brand, products and services.

Visits: The amount of times your Website is accessed. This data allows you to see how effectively your Website is being promoted. Watching the trends in your visits allows you to analyze which aspects of your online marketing are working.

Social Media Report

BOCA RATON AIRPORT AUTHORITY

Facebook Pages

for **Boca Raton Airport**

Nov 01, 2017 - Jan 31, 2018

Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview

👁 **302,224** Impressions	👍 **3,127** Engagements	➤ **481** Clicks
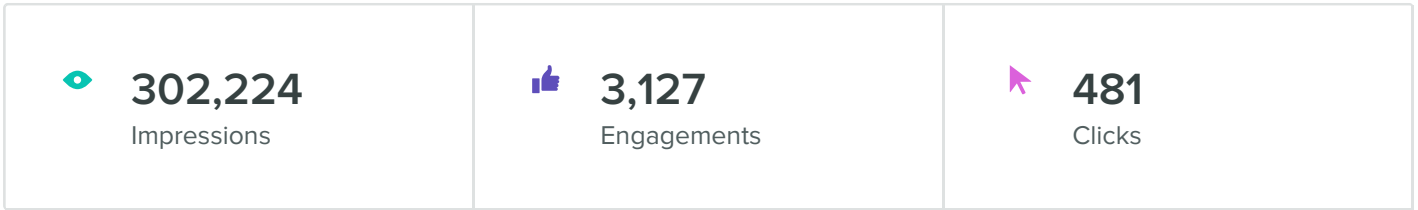
Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

█ ORGANIC LIKES █ PAID LIKES █ UNLIKES
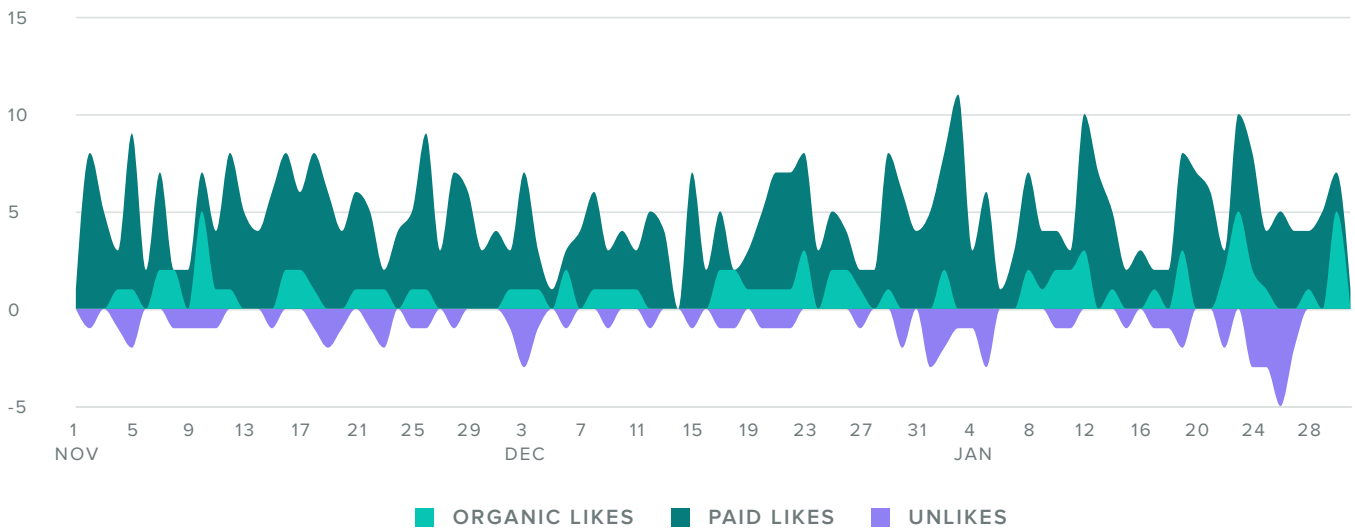
Audience Growth Metrics	Totals
Total Fans	**4,845**
Paid Likes	361
Organic Likes	82
Unlikes	68
Net Likes	375

Total fans increased by

▲**8.4%**

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY

POSTS SENT
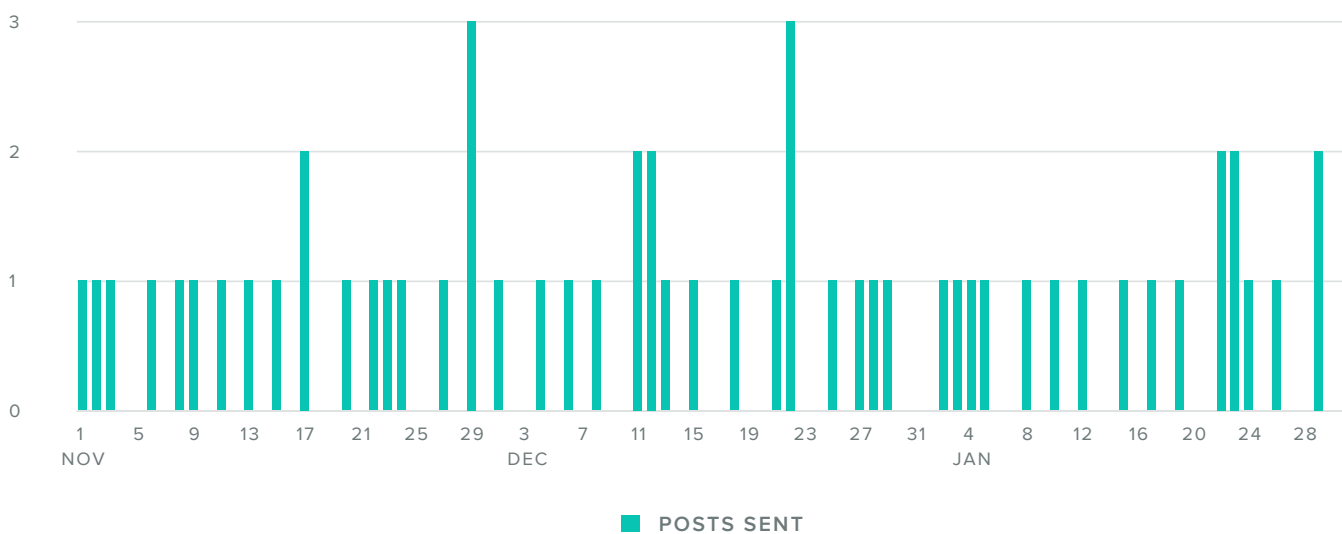
Publishing Metrics	Totals
Photos	33
Videos	8
Posts	16
Notes	–
Total Posts	**57**

The number of posts you sent
decreased by

▾9.5%

since previous date range

Facebook Top Posts, by Reactions

Post		Reactions ▾	Comments	Engagement	Reach
Boca Raton Airport A little **#MondayMotivation** to kick off your fabulous flying week! (Post) November 13, 2017 8:00 am		216	8	8.4%	3,067

Facebook Top Posts, by Reactions

Post	Reactions ▾	Comments	Engagement	Reach
Boca Raton Airport True Story! **#WordsOfWisdom** (Post) December 13, 2017 8:05 am	176	7	9.2%	2,437
Boca Raton Airport A Friday Funny to kick off the weekend! 😁 (Post) December 01, 2017 8:05 am	160	4	11.1%	1,617
Boca Raton Airport The **Boca Raton Airport** is welcomes the **Collings Foundation** Wings of Freedom-Living History Display including the WWII Vintage Boeing B-17 Flying Fortress, Consolidated B-24 Liberator, and North American P-51D Mustang. The event will be at BCT until January 25th at **Signature Flight Support BCT - Boca Raton Airport**. Click below for complete details. 🔗 The Wings of Freedom Tour Returns to the Boca Raton Airport (Post) January 22, 2018 9:26 am	154	11	6.0%	5,142
Boca Raton Airport A **#Thanksgiving** Flying Funny! Happy Turkey Day fellow fliers. (Post) November 22, 2017 8:05 am	126	8	6.0%	2,645

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

PAID   ORGANIC   VIRAL
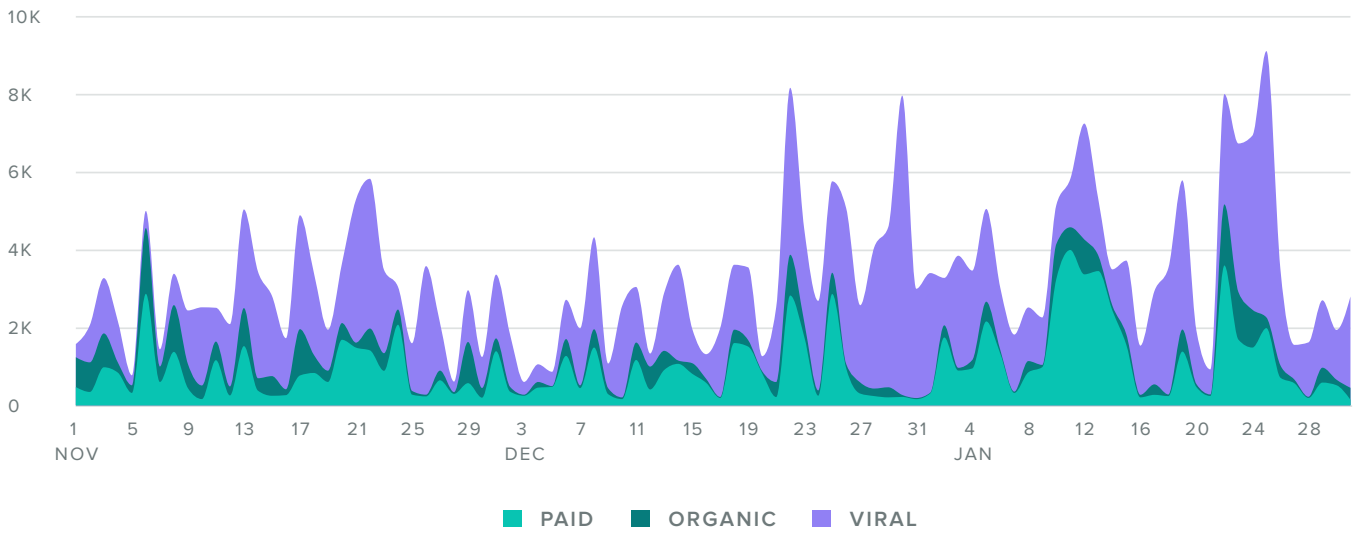
Impressions Metrics	Totals
Organic Impressions	34,353
Viral Impressions	176,382
Paid Impressions	91,489
Total Impressions	**302,224**
Average Daily Users Reached	**2,227**

Total Impressions decreased by

▾ -7.7%

since previous date range
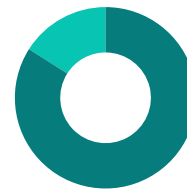
Facebook Video Performance

VIEW METRICS

16.8k
TOTAL VIEWS
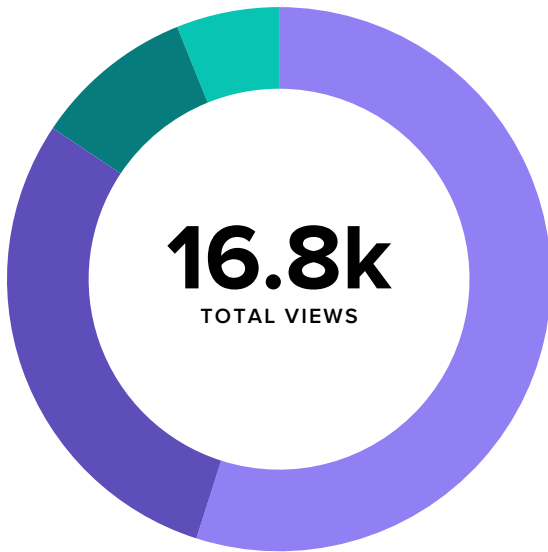
1.0k
ORGANIC FULL

1.6k
ORGANIC PARTIAL

9.2k
PAID FULL

4.9k
PAID PARTIAL

VIEWING BREAKDOWN

16%
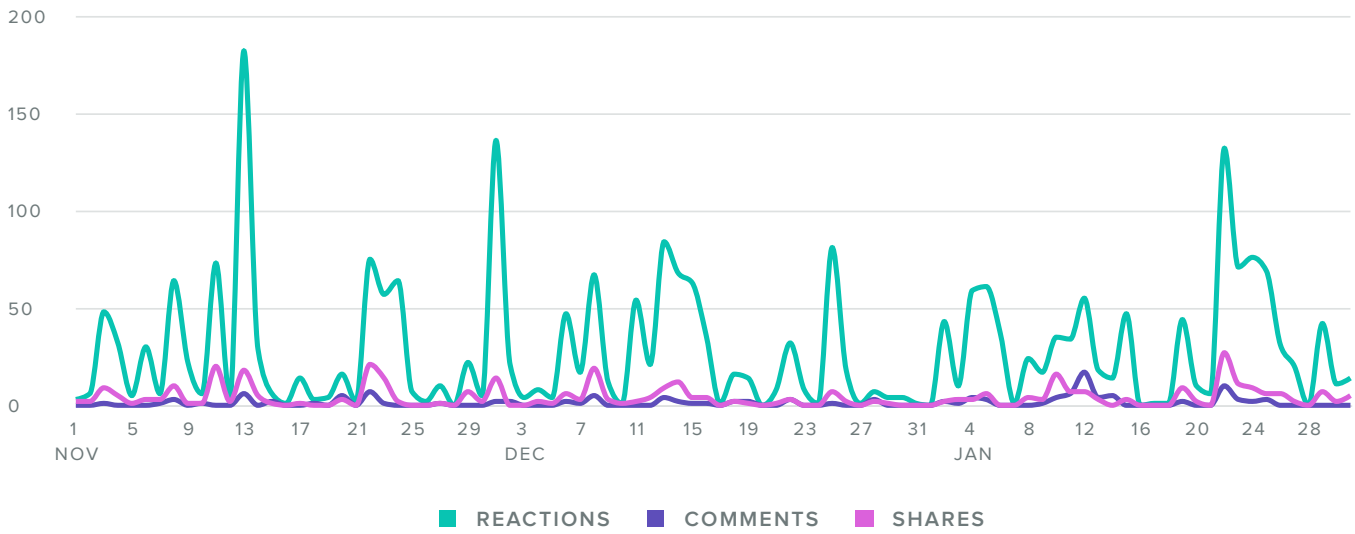ORGANIC VIEWS

84%
PAID VIEWS
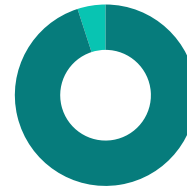
5%
CLICK PLAYS

95%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY

REACTIONS   COMMENTS   SHARES

Action Metrics	Totals
Reactions	2,620
Comments	127
Shares	380
Total Engagements	**3,127**

Total Engagements decreased by

▾ -2.4%

since previous date range
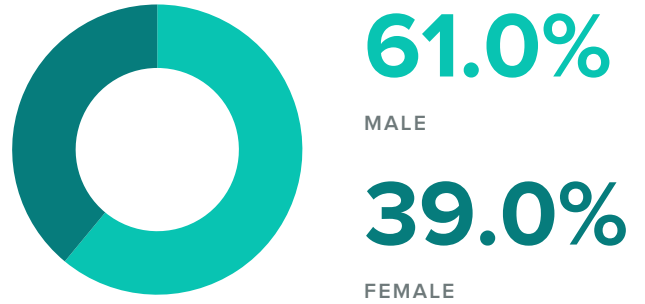
Facebook Audience Demographics

Page Fans	People Reached	People Engaged

BY AGE

Age	Percentage
13-17	0%
18-24	1%
25-34	27%
35-44	32.7%
45-54	30.9%
55-64	7.1%
65+	1.3%

BY GENDER

61.0% MALE

39.0% FEMALE
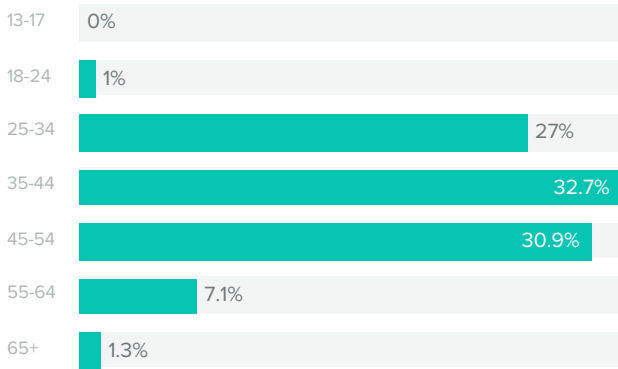
Men and people between the ages of **35-44** appear to be the leading force among your fans.

Top Countries

🇺🇸	United States	4,503
🇧🇷	Brazil	61
🇨🇴	Colombia	21
🇲🇽	Mexico	21
🇵🇷	Puerto Rico	21

Top Cities

Boca Raton, FL	854
Fort Lauderdale, FL	445
West Palm Beach, FL	299
Lake Worth, FL	205
Miami, FL	191

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Boca Raton Airport	4,845	8.44%	57	302,224	5,302	3,127	54.9	481

GLOSSARY
OF TERMS

Glossary of Social Media Terms

A

Analytics (social media) - the analysis of data gathered from social media sites.

Analytics Tools - tools either built-in to social media sites or accessed through third-party sites, which assist in the collection and analysis of data.

B

Blogger - the author of a blog.

Blog - a self-publishing tool on the Web.

Blog Post - an entry in a blog, listed in reverse chronological order; it can contain text, images, links or other media.

Brand - the unique identify of an organization, business or product that differentiates it from competitors; it can include a combination of design, logo, colors and fonts.

C

Channel (YouTube) - the homepage for an account on YouTube which displays the account name, account type, uploaded public videos and other user information or information the user has chosen to highlight.

Chat - to communicate in real-time on a Web interface with at least one other person by typing messages to one another. It is also known as Instant Messaging (IM).

Circle (Google+) - a Google+ feature which allows users to organize people according to your relationship with them or by their specific interest in your organization.

Click - the ability to select a hyperlinked image or text to reach another website or document.

Community (online) - a network of people with a common interest who interact using social tools such as message boards, e-mails, chat rooms, or online forums.

Community (Google+) - a Google+ feature which allows users to create a group on a particular topic and invite others with a shared interest to join.

Community Building - the process of recruiting an online community built around a common interest and encouraging active engagement and conversation among community members.

Communication Strategy - a plan which outlines goals and methods for an organization's outreach activities.

Company Page (LinkedIn) - a page created on LinkedIn by a business or organization which allows the entity to share information on their purpose, brand, products, services and job opportunities. Any LinkedIn user can follow a Company Page to learn more about the company and receive updates.

Content - the text, photos, videos, infographics or any other material placed online (e.g., website, blog, Facebook Page, etc.) for the audience to consume.

Copyright - the legal rights to a published work, whether it is published in print or electronically. By default all the rights to use and reuse the work belong to the author for a set number of years, unless they have contractually given up their rights (usually to an employer), given permission for the work to be reused/licensed or released some or all of the rights to the public domain.

Creative Commons - a form of standardized licensing, which easily allows the full or partial release of copyright rights to the world. The work can either be fully released for anyone to use in any way they like, or it can restrict usage by requiring attribution, restricting any changes to the work or requiring users of the work to be non-commercial.

Crowdfunding - the practice of funding a project in small increments through large groups of people, usually online.

Crowdsourcing - to outsource a task, generally large in scope, to an online community. Contributors are usually volunteers.

D

Digital Divide - the term used to describe the discrepancy between those who have access to the Internet and advanced technology tools and those who do not. It can also refer to the discrepancy between those who have the skills to use these tools and those who do not.

E

Engagement Rate - a metric used to measure the number of interactions, such as likes, comments or shares a post receives on a particular social networking page.

F

Facebook Group - an online forum for a group of people with a common interest, dedicated to fostering dialogue on a common topic, issue or activity. Facebook groups have more flexibility in privacy settingsthan Pages.

Facebook Page Insights - offers page administrators a platform to examine a wide range of measurable data related to their Page's content displayed through interactive graphs and visuals.

Fair Use - the limited use of copyrighted material, such as text, or a very small-scale reproduction of a photo, in order to inform the audience about something that has been written, photographed or produced.

Fan (Facebook) - a term used to reference Facebook users who follow Facebook Pages, which are profiles set up by public figures, organizations or business on Facebook.

Favorite (Twitter) - otherwise known as favoriting a Tweet, lets the original poster of a Tweet know that you liked their tweet by clicking on the small star icon next to the Tweet. Favoriting a Tweet also saves the Tweet in reverse chronological order under the Favorite tab on your page.

Filters - a tool that transforms and outputs data in a manner preferred to the user. For example, to sort names in a database in alphabetical order.

Follower - a person who subscribes to receive updates from a particular user on a social media site. The term is commonly referred to followers on Twitter, but it can refer to blogs and other social media sites.

Friend - a user, typically on Facebook, who is linked to another user's profile Page and can their updates. For Facebook, you must submit and/or accept a Friend request to be included among a user's Friends.

H
Hangouts (Google+) - Video chats on Google+ for up to 10 participants.

Hangouts on Air - public video chats on Google+ that can be broadcast to an unlimited audience and viewed through YouTube in real-time or saved for later viewing.

Hashtag - a word or unspaced phrase preceded by the hash symbol (#) used to add context to a message and allow users to track topics and keywords. It is used on social media sites such as Facebook, Twitter, Instagram, Google+ and Pinterest.

I
Infographic - a graphic representation of information to help present complex data quickly and clearly.

InMaps - a LinkedIn tool which allows users to visualize and understand their growing networks on LinkedIn.

Instant Messaging (IM) - a service that enables real-time rapid communication with another individual or group over the Internet. It is available for desktop and mobile applications.

K

Key Influencer - social media users with a substantial and loyal following.

Key Performance Indicator (KPI) - a performance measurement used to identify factors critical to the success of a particular activity or objective of a business or organization.

L

Like - to show agreement with content or a post shared on a social media site such as Facebook, LinkedIn or Pinterest. It can serve to move the item up in news feeds or search engines, garnering more attention.

M

Malicious Link - a link which causes a computer or device to inadvertently download a virus, spyware or adware. It is often presented in a way to hide the true purpose of the link.

Mention - to reference another person by preceding their username with an @ symbol.

Microblog - brief social media posts, most commonly associated with Twitter, where posts can be limited to as few as 140 characters. It can also refer to posts on other social networking sites such as Tumblr.

Mobile Application (app) - software designed to run on mobile devices such as smartphones and tablets or other handheld mobile devices to facilitate the use and access of websites and other tools.

Mobile Operating System (Mobile OS) - an operating system (OS) run on devices like mobile phones and tablets, iOS and Android being the most common.

Mobile Phone - a cellular phone which offers more basic features compared to a smartphone; it can connect to a wireless network through radio waves or satellite transmissions and provide short message service (SMS).

Multimedia - using more than one type of media to convey a message. This can include any combination of text, audio, video, graphics or animation.

N

News Feed - a live feed of updates and posts that appear in a central space on a social networking site. On Facebook, the feeds are filtered by an algorithm which brings topics more relevant to a user to the top of the feed. On Twitter, the feed appears in reverse chronological order.

P

Page - a dedicated space on a social networking site where content is displayed and managed by the owner, user or administrator of the Page.

Phishing - the act of sending an e-mail to a person and falsely posing as a legitimate company to scam the person into surrendering private information to be used for identify theft. The e-mail directs the person to a fake website setup to steal the user's private information.

Pin - to post an image or video to a Pinboard on Pinterest from a website or from a computer's hard drive.

Plain Language - text which is highly technical, or written with many acronyms or jargon can be incomprehensible to a wider audience. Writing in plain language avoids many of the technical terms and acronyms.

Platform - either an operating system or another electronic environment which allows programs or applications/apps to run. Generally a program running on one platform (for example the Mac) cannot run on a different platform (such as Microsoft Windows) unless a different version has been written for the other platform.

Privacy Setting - a setting which determines how much of your information is shared either with the public or with the site owners. Privacy settings should be reviewed frequently as they change, often without notice.

Profile - in social media a profile is a page, a box or a blurb about eitheran individual or an organization.

Public Domain - content which is free to be used by anybody, for any purpose. This could be because the creators chose to share it with the world for free, or it could be due to an expired copyright.

Q

Qualitative Analysis - to analyze audience sentiment, with no attempt made at assigning numeric counts to the audience or demographic.

Quantitative Analysis - to analyze data that can be counted.

R
Reach - an indicator of the overall number of individuals following and visiting a site, their geographic location and frequency of their visits.

Reply - to join a conversation on Twitter by @replying to another user and mentioning them in a Tweet. It can be done by clicking on the Reply button on a Tweet or composing a new Tweet.

Retweet (RT) - to share another user's Tweet on Twitter.

Short Message Service (SMS) - a text messaging service on mobile phones.

Showcase Page (LinkedIn) - a page that features a particular initiative a business or organization would like to drive attention to. An administrator of a LinkedIn Company Page can create a Showcase Page.

Smartphone - a mobile phone built with a mobile operating systemwhich offers advanced computing features such as mobile browsing, photography, GPS navigation and other features common with a desktop or handheld computer.

Social Click-Through Rate (CTR) - a metric to measure the number of times a user clicks on a link shared on one of a social media platform.

Social Gaming - playing a game online as a way of social interaction, instead of playing in solitude.

Social Media - an online medium, such as blog, wiki and social networking site that allows people to socially interact with one another or share information.

Social Media Management Tool - a tool to help page administrators manage, monitor and analyze social media activities from a central location. The tool can be Web based or downloaded to a desktop.

Social Media Policy - a policy that provides guidelines on posting content on social media platforms and sets expectations for appropriate behavior.

Social Media Strategy - a comprehensive plan targeting a specific audience which guides an organization's social media efforts

Social Networking Site - online platforms where users can create profiles and share information with a network of friends and followers.

Status Update - a brief update posted on a social networking site to share relevant information or to express what a user is doing or feeling in real-time.

Subscribe - an action performed to receive and follow updates posted by a specific social media user or page.

Tag - a label attached to content, such as a blog post or photo on a social networking site, to indicate what the content is about, or in the case of a photo, to identify individuals in the photo. If the tag is used for a photo, the tag can link to the person's personal page.

Timeline (Facebook) - a reverse chronological detail of a Facebook user's life events and posts displayed in a visually pleasing way on the user's profile Page.

Trending - a topic that is popular in real-time. A list of trending topics can be featured on a social networking site.

Tweet - an update or post on Twitter. Tweets are limited to 140 characters.

Typography - is the way that text is presented to viewers, including the font type, size, spacing, alignment, kerning, etc. Whatever text viewers see is a presentation of typography.

Updates - in the context of social media, refers to new content being pushed out to inform an audience about news, updates projects, successes or anything else deemed worthy of sharing with the audience. The updates can be Tweeted, posted to Facebook, added to blogs, emailed or a combination of these actions.

URL - short for Universal Resource Link, a URL is a unique address on the Internet which points to specific content. URLs beginning in http or https will direct the user to a website, while other types of URLs may refer to email addresses or other resources.

URL Shortener - an application that shortens a URL, but directs it to the original, much longer, URL once the user clicks on it. The shorter address often has a string of random characters after the domain name. A URL shortener can also be used to track traffic originating in a specific ad or email campaign.

Viewership - the people who are exposed to a user's content comprise the user's viewership. Most organizations try to determine how many people their content is reaching, and who those people are.

Visualization - a graphic representation of data or concepts to increase understanding.

W

Webinar - short for Web-based seminar, a tool that allows presentations, lectures or workshops to be transmitted over the Web with interactive features for the presenter and the audience.

Wiki - a website that has the built-in functionality which allows users of the site to edit the content of the pages. Some wikis are set up to require membership to edit, or are locked to most people, while others are completely open to editing by anybody.

Y

YouTube Analytics - an internal YouTube tool which allows channels to assess their performance and investigate trends across key metrics.

Memo

To: Mitchell Fogel, Chair and Board Members

From: Travis Bryan, Operations Manager

Date: February 21, 2018

RE: **Airport Projects Update**

AGENDA ITEM – IX – C

Airport Security Enhancements:
Initial design work has begun on Phase III of the Airport Security Enhancements Project. This phase of the project encompasses replacement of the hydraulic vehicle gate operators at each gate location, installation of additional life safety equipment at each gate including photo eyes and crush sensors, and replacement of ground loop detectors. An initial plan submittal review meeting with Ricondo and Associates occurred the week of February 12th.

ATCT Rehabilitation:
Phase II of the ATCT Rehabilitation project is currently in design and engineering. This phase of the project includes replacement of the tower cab windows with impact rated glass and shades, cabinetry replacement and refinishing, and minor electrical upgrades. A phasing plan for this project is currently in development with all tower cab work scheduled for overnight hours when the facility is unoccupied.

Airport Road Improvements Project:
Airport Management held a meeting on January 11th with representatives from City of Boca Raton Development Services Department, the Palm Beach Transportation Planning Agency (TPA), and the Airport's engineering team to discuss the various project elements, which include safety enhancements, pedestrian and bicycle access, landscape improvements, drainage enhancements, and updated signage. Mr. Folden, Board liaison on this project, also attended the meeting. Overall, the attendees responded well to the project and provided valuable input. City representatives agreed to review project goals and possibly advance upcoming projects on City-owned portions of Airport Road. The

TPA provided information on possible grant funding programs that are available for joint application by the City and the Airport.

Airport Management also met on February 9th with representatives from FPL to discuss the process to relocate the power lines underground. The engineering team will begin developing the scope of work required and materials and effort needed from FPL.

US Customs Facility Project:
A Certificate of Occupancy was issued for the facility on the week of February 5th. The contractor, West Construction, was granted Substantial Completion concurrently with the issuance of the CO. West is now addressing and repairing items identified in the engineer's punch list. Punch list completion is expected by the first week of March 2018. Installation of CBP specific items is ongoing and is expected to be completed with the facility's final acceptance.

Memo

To: Mitchell Fogel, Chair and Board Members

From: Clara Bennett, Executive Director

Date: February 21, 2018

RE: Board Workshop

AGENDA ITEM – X – A

There was discussion at the January 17th Board Meeting regarding a Board Workshop to be held in March or April.

Airport Management requests Board input on the proposed agenda topics and suggested dates.