



75TH ANNIVERSARY MEDIA KIT

PAST. PRESENT. FUTURE.

1936

A grass strip airport is established, bringing air travel to Boca Raton.



1942

The airstrip becomes the Boca Raton Army Airfield and serves as the only training base for airborne radar during WWII.

1948

The Town of Boca Raton takes over the airfield property and formally establishes the Boca Raton Airport (BCT).



1957

1,000 acres of airport land are released for educational use, laying the foundation for Florida Atlantic University.

1982

The Boca Raton Airport Authority (BRAA) is established, institutionalizing the Airport's governance and aligning its operations with broader civic objectives.



2000

The Air Traffic Control Tower (ATCT) opens to accommodate the rising influx of corporate jets.

2018

The opening of the U.S. Customs and Border Protection facility represents an innovation in the Airport's services, enabling international flights and expanding its scope.



2023

The 75th anniversary underscores the Airport's long-standing commitment to community and innovation. It serves as a moment to reflect on our story to date and envision the Airport's future potential embedded within the national airspace system.

INTRODUCTION

This media kit serves as an authoritative resource for the Boca Raton Airport Authority's (BRAA) 75th anniversary campaign, commemorating its past, present, and future. The kit offers a multifaceted glimpse into the campaign's scheduled events and community initiatives. It also contextualizes the Airport's sustained impact throughout the local community and the region over three-quarters of a century, provides a branding guide for the campaign, and delivers additional background on BRAA activities. We invite you to explore the following pages to gain a comprehensive understanding of this 75-year milestone.

The Boca Raton Airport is a general aviation transport facility, governed by the Boca Raton Airport Authority and its seven-member board. The Airport serves the corporate, recreational, and flight training needs of the community, averaging over 83,000 operations annually.



THE AIRPORT'S IMPACT

Over the last 75 years, the Airport has been a:



Resource to the community, offering medical flights and disaster relief assistance.



Supporter of education, awarding aviation and aerospace scholarships to local students and providing resources to local high schools.



Partner to philanthropic organizations such as Boca Helping Hands, Vets Helping Heroes, and Habitat for Humanity of Greater Palm Beach County.



Conscientious neighbor to its surrounding community with a voluntary curfew from 10 PM to 7 AM, a noise abatement hotline, and a flight tracking system.



Convenient location for national, international, and business travelers arriving from more than 70 countries.



THE 2022 FDOT ECONOMIC IMPACT STUDY UNDERSCORES THE AIRPORT'S SIGNIFICANT CONTRIBUTION TO THE LOCAL ECONOMY, QUANTIFYING IT AT \$693 MILLION ANNUALLY. BEYOND MERE NUMBERS, THIS ECONOMIC CONTRIBUTION TRANSLATES INTO ROBUST EMPLOYMENT OPPORTUNITIES, WITH THE AIRPORT AND ITS TENANTS COLLECTIVELY EMPLOYING OVER 4,843 INDIVIDUALS ANNUALLY. THIS DATA ILLUSTRATES NOT ONLY THE AIRPORT'S ECONOMIC FOOTPRINT, BUT ALSO ITS CONTRIBUTION TO THE GROWTH OF THE REGION AS A THRIVING DESTINATION FOR TOURISM, BUSINESS, AND RESIDENCY.

LEGACY ROOTED IN COMMUNITY

“
As a true community partner we strive to improve our community not only for us but for the next generation.
”

Helping our Community Soar

The Boca Raton Airport Authority (BRAA) is committed to elevating community well-being through deliberate collaborations. Our initiatives extend from philanthropic ventures to educational partnerships with local institutions, including the provision of scholarships aimed at nurturing talent and expanding career horizons in aviation for the younger generation.



BRAA Executive Director Clara Bennett served as co-chair for the Habitat for Humanity's Women Build 2023 campaign, raising over \$350k – a fundraising record for the annual campaign.



BRAA collected over 800 lbs. of food in partnership with Boca Helping Hands.



BRAA received the Corporate Community Service Award from the George Snow Scholarship Fund.



BRAA will be presented with the Rotary Club Downtown Boca Raton's 2023 George Long Award for Business at the 8th Annual Boca Raton Mayors Ball.

DISCOVER OUR HISTORY



Scan the QR code to explore the last 75 years.

75TH COMMEMORATIVE CELEBRATION

In honor of Boca Raton Airport's 75th anniversary, the campaign will celebrate the Airport's past, present, and future.

In recognition of Boca Raton Airport's 75th anniversary, the campaign is designed to honor the past, illuminate the present, and consider industry trends of the future. The objective is to initiate positive engagement with neighboring institutions, governmental bodies, and other strategic collaborators, while uncovering the stories that shape the Airport's role in the community. The Boca Raton Airport Authority (BRAA) will sustain this engagement through content and events that extend into 2024.



MURAL WALL PAST, PRESENT, AND FUTURE

In collaboration with a local artist, the BRAA is commissioning a mural to encapsulate the Airport's historical journey, current significance, and future aspirations—interwoven with the fabric of the local community. **This artistic addition to the property will be revealed in Winter 2023**, with its completion commemorated by a video feature.

OBSERVATION DECK CELEBRATION EVENT

The BRAA will be hosting a special event to mark the **grand opening of the Airport's new Observation Deck**. Open to the public, the deck will offer visitors an up-close perspective on aviation. The occasion will also serve as a culmination of campaign activity, rounding off the celebration of the Boca Raton Airport's 75-year story.

BUSINESS/EDUCATIONAL SPEAKER SERIES

Led by **Executive Director Clara Bennett**, this speaker series is intended as a forum for insight and dialogue on the evolving landscape of aviation. The series will convene thought leaders from various sectors, including BRAA, FAU Tech Runway, the FDOT, Research Park at FAU, and others. These talks and panel discussions aim to shed light on trends and opportunities, reinforcing the Airport's commitment to innovation within our communities and across the industry.

75TH ANNIVERSARY COFFEE TABLE BOOK

The Airport plans to publish a continuation of the 70th anniversary book as a collector's piece in both physical and digital formats. The 75th anniversary book will feature interviews with the Airport's community, highlights from the past 5 years, and an exploration of the industry's future.



OUR BRANDING

INTEGRITY | EXCELLENCE | RESPECT | LEADERSHIP | COLLABORATION



COLOR PALETTE



#003D6D

#72BE44

#008ED3

UNLOCK LOGOS, IMAGERY, VIDEO, AND AN AIRPORT MAP
VIA OUR WEBSITE

DOWNLOADABLE ASSETS

Explore a comprehensive array of essential resources including logos, Airport imagery, dynamic video content, and an informative airport map, all conveniently accessible through our user-friendly website.

DOWNLOAD



BOCA RATON AIRPORT CLARA BENNETT



Since 2014, Clara Bennett has led a team of dedicated aviation professionals as the Executive Director of the Boca Raton Airport Authority (BRAA). Bennett has over 30 years of experience as an airport executive and previously served as president for the Florida Airports Council. Bennett is a private pilot, giving her further insight and understanding of the Airport's tenants and customers. Under her leadership, the Airport has soared to new heights, both as a transportation facility and significant contributor to the local economy.

While at the Airport, Clara Bennett has:

- Developed a \$50 million Capital Improvement Plan to enhance Airport facilities and safety.
- Overseen the establishment and operation of the U.S. Customs & Border Protection Facility.
- Taken a leadership role in national aviation issues and currently serves as Chair of the US Contract Tower Association Policy Board.
- Actively promoted local economic development and currently serves as treasurer of the Boca Raton Chamber of Commerce and secretary of the Hispanic Entrepreneur Initiative.
- Given back to the community by supporting local non-profit organizations and served as co-chair for the Habitat for Humanity's Women Build 2023 campaign.



**MEDIA INQUIRIES, REQUESTS FOR INTERVIEWS, AND REQUESTS TO FILM
AT THE AIRPORT SHOULD BE DIRECTED TO:**

EXECUTIVE DIRECTOR CLARA BENNETT

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In the Director's absence, please contact:

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SOCIAL MEDIA

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