



MEMORANDUM

OCAAT Agenda
Item No. IV. M
8/22/2024

TO: Trustees, Oklahoma City Airport Trust

FROM: Jeff Mulder, Director of Airports

Resolution approving the branding for OKC Will Rogers International Airport, subject to the approval of the name change by The City of Oklahoma City.

Location:

Will Rogers World Airport

Background:

The Trust entered into a Professional Services Agreement with Nominee Design, LLC (Consultant) pursuant to a request for proposals to update the Will Rogers World Airport (Airport) name and brand. The Airport was known as the "Will Rogers World Airport" for many years, and based on the recommendation of the Consultant, the Trust approved a name change to "OKC Will Rogers International Airport" on August 22, 2024, and The City of Oklahoma City (City) will next consider the name change on August 27, 2024.

Along with the new name of the Airport, and subject to the name change approval by the City, the Consultant recommends the Airport's brand be updated and modernized to continue to reflect the namesake "Will Rogers," to focus on future storytelling around his contributions to aviation, to adopt a positioning statement of warmly welcoming travelers into our city's vibrant culture, and to offer an easy-in, easy-out travel experience. The new Trust brand would include updates to name, imagery, coloration and typology.

Recommendation: Resolution be adopted.