

**AMENDMENT FOUR  
TO  
CONSULTANT AGREEMENT  
FOR AIR SERVICE CONSULTING SERVICES  
BY AND BETWEEN  
CITY OF BILLINGS, MONTANA  
AND  
MEAD & HUNT, INC.  
DATED: FEBRUARY 7, 2023**

This AMENDMENT, made and entered into on \_\_\_\_\_ by and between the following:

City of Billings, Montana, a Municipal Corporation  
P.O. Box 1178, Billings, Montana 59103, hereinafter designated as "CITY"

and

Mead & Hunt, Inc., a Wisconsin Corporation  
2011 Commerce Drive, Suite D103, Peachtree City, GA 30269, hereinafter  
designated as "CONSULTANT"

**WITNESSETH:**

WHEREAS, the CITY and the CONSULTANT have entered into a Consultant Agreement for air service consulting services dated February 7, 2023 ("Master Agreement") and

WHEREAS, the CITY has a need for air service consulting services for the Fiscal Year 2026, and

WHEREAS, the CONSULTANT represents that he/she is qualified to perform such services, is in compliance with the Montana Statutes relating to the provision of such services, and is available and willing to furnish such services to the CITY.

NOW THEREFORE, in consideration of the term, conditions, covenants, and performance contained herein, or attached and incorporated herein, the parties agree to amend the **February 7, 2023** Agreement, and all related exhibits as follows:

## **SCOPE OF SERVICES**

The following general items of work listed below are identified as the Project, and incorporated into the Master Agreement by Amendment Four for the air service consulting services for Fiscal Year 2026 (beginning July 1, 2025 and ending June 30, 2026):

<b>ITEM</b>	<b>DESCRIPTION</b>
1	Airline Headquarters Meetings – Three Virtual or In-Person Meetings
2	Industry Conferences – Four Annual Conferences
3	True Visitation Estimate with 5 - Destination Analysis – One Report
4	True Market Estimate – One Report
5	Quarterly Performance Monitoring – Four Reports
6	Airfare Monitoring – One Report
7	Community Meeting – One Meeting
8	Additional Services as Requested (Up to 12 Hours)

The specific services for this Project to be provided or furnished by the CONSULTANT under this Amendment are the services (and related items and conditions) set forth in the Proposal and Agreement for Air Service Consulting Services dated June 5, 2025, a copy of which is included as Attachment 1 and incorporated by reference.

## **COMPENSATION**

CONSULTANT will be compensated for the work described under the Scope of Services in Attachment 1, for a monthly fee of \$7,565, and a total of \$90,780 for the 12-month period. CONSULTANT will bill associated expenses (e.g., pro-rated registration, airfare, hotel, meals, printing) at cost as incurred. Expenses for the 12-month period are estimated to be an additional \$6,800 and will not exceed this amount. The total contract cost is \$97,580.

## **CONSULTANT'S RESPONSIBILITY**

The provisions of Paragraph 7, Agreements of Consultant, from the Master Agreement are hereby incorporated by reference.

## **CITY'S RESPONSIBILITY**

The provisions of Paragraph 8, Agreements of City, from the Master Agreement are hereby incorporated by reference.

**OTHER MODIFICATIONS TO MASTER AGREEMENT**

There are no other modifications to the Master Agreement.

**ATTACHMENTS**

Proposal and Agreement for Air Service Consulting Services dated June 5, 2025.

**APPROVAL AND ACCEPTANCE**

Approval and Acceptance of this Amendment Four, including the Attachment listed above, shall incorporate this document as part of the Master Agreement. CONSULTANT is authorized to begin performance of the Project on July 1, 2025, which date is confirmed upon receipt of a copy of this Amendment Four signed by the CITY.

IN WITNESS WHEREOF, the parties hereto have executed this instrument the day and year first above written.

**CITY OF BILLINGS, MONTANA**

**MEAD & HUNT, INC.**

\_\_\_\_\_  
WILLIAM A. COLE  
MAYOR

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
JOSEPH PICKERING  
PRINT NAME

APPROVED AS TO FORM:

\_\_\_\_\_  
VICE PRESIDENT  
PRINT TITLE

\_\_\_\_\_  
CITY ATTORNEY'S OFFICE

ATTEST:

\_\_\_\_\_  
CITY CLERK



2440 Deming Way  
Middleton, Wisconsin 53562  
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meadhunt.com

June 5, 2025

Jeff Roach  
Airport Director  
Billings Logan International Airport  
1901 Terminal Circle, Suite 216  
Billings, MT 59105

**Subject: Proposal and Agreement for Air Service Consulting Services**

Dear Jeff:

It is my understanding the Billings Logan International Airport (BIL) is interested in a proposal of recommended air service consulting services for fiscal year (FY) 2026. Tasks are sorted based on what is considered to be the highest priority. Mead & Hunt is pleased to submit this proposal for your review, which includes a scope of services and compensation.

**Scope of Services**

The following services are recommended for consideration by BIL.

**1. Airline Headquarters Meetings (3 virtual or in-person per 12-month period)**

It is highly recommended that airline headquarters meetings be conducted annually with either BIL's incumbent or potential new airlines. Mead & Hunt will provide the analysis, preparation, presentation and consulting services associated with meetings with incumbent airlines. BIL representatives and Mead & Hunt staff will meet with each airline virtually or in-person, as available. Mead & Hunt will format the PowerPoint presentation. BIL will be responsible for providing information about the community and community support elements for the presentation. Mead & Hunt will assist BIL with structuring these elements for the presentation and participate in the meeting. The output of this effort will be a PowerPoint presentation to each airline, including community-related information, analysis of existing service and historical performance, and the airline-specific opportunities and incentive package. Upon notice to proceed, Mead & Hunt will work to secure meeting dates with each airline. Once meeting dates are secured, Mead & Hunt will complete the presentation.

**2. Industry Conferences (4 per 12-month period)**

To maintain relationships with air carriers in between the annual headquarters meetings and have additional touchpoints during the year with both incumbent and new potential airlines, it is recommended that BIL attend several industry conferences throughout the year. Conferences for consideration, listed from the highest priority to lowest, include the Montana Airline Rendezvous (September 2025), Mead &

Hunt's Air Service Conference (Spring 2026), Allegiant Airports Conference (April 2026) and the ACI-NA JumpStart Air Service Development Conference (June 2026). In addition to assisting with conference meetings, Mead & Hunt will prepare custom presentations for each meeting highlighting BIL and the community for use at the airline meetings. Mead & Hunt will complete the presentations for review prior to the conference.

### **3. True Visitation Estimate (1 per 12-month period)**

The True Visitation Estimate uses location-based cell phone Global Positioning System (GPS) data, which includes a sampling of true demand regardless of the mode of transportation, to determine the strength of the destination's overall visitation for identification of air service development opportunities. Use of GPS data improves the airline business case and can be customized to each airline's unique business strategy. The findings can also be used to amplify advertising and business development strategies. The True Visitation Estimate will identify preferred travel patterns by visitors from the U.S. and will measure the number of people coming to the destination. It is highly recommended the data be updated through calendar year 2025. This data is useful to airlines to determine top markets with inbound visitation to the BIL area. The output of the True Visitation Estimate will include inbound visitation broken down by region, state and metropolitan statistical area. In addition, in coordination with BIL, five domestic destinations will be identified to capture outbound visitation to supplement the inbound visitation data. The report will be delivered in PDF within 90 days of notice to proceed.

### **4. True Market Estimate (1 per 12-month period)**

The true market estimate quantifies by destination the number of air travelers in the market, including those air travelers that drive to an airport other than BIL (primarily Bozeman Yellowstone International Airport [BZN]) to originate the air travel portion of their trip. The most recent true market estimate was completed for the calendar year 2024. It is recommended that BIL update the true market estimate when calendar year 2025 data is available, anticipated in April 2026. Upon notice to proceed, Mead & Hunt will obtain Airline Reporting Corporation (ARC) data for the catchment area. ARC data will represent a statistically valid sample of airline tickets from within the airport catchment area. ARC data collected will include, but is not limited to, the originating airport, destination and airline. The output will include the top 25 domestic true markets, top 15 international true markets, and the top 50 aggregated true markets, including identification of passenger retention by destination and diverted origin and destination passengers.

### **5. Quarterly Performance Monitor (4 per 12-month period)**

Monitoring performance is important to identify potential air service issues or opportunities for regular discussions with airlines as well as keeping community members up to date on BIL's air service. On a quarterly basis, Mead & Hunt will track key statistics through a Quarterly Performance Monitor report, including seats, onboard passengers and load factor trends; current and historical passenger market share by airline; year-over-year change in the six-month, forward-looking schedules for flights and seats; comparisons to markets of similar size (e.g., population, passengers and seats); load factors for each nonstop market; and revenue per available seat mile (RASM) comparisons for each nonstop market. Keep in mind that origin and destination passenger related data is approximately six months behind. The

output of this effort will be a Quarterly Performance Monitor report provided in PDF within 30 days of receipt of the quarterly data from Diio Mi.

**6. Airfare Monitoring (1 per 12-month period)**

The primary purpose of monitoring airfares at BIL is to identify non-competitive airfares with BZN to prevent local passenger diversion and to help answer community inquiries regarding airfares. Mead & Hunt has been monitoring BIL’s published airfares each quarter since January 2006. This historical record assists in understanding current airfare trends and leveraging the discussion with the airlines. We recommend continuing to monitor available airfares on a quarterly basis. Mead & Hunt will provide the airfare comparisons in PDF.

**7. Community Meeting (1 per 12-month period)**

Mead & Hunt will prepare a PowerPoint presentation and participate in a community meeting held in BIL to help educate key stakeholders on industry changes as well as specifics regarding BIL’s air service development strategy. The meeting will also be useful for sharing results after the completion of key air service development tasks. Mead & Hunt anticipates, in general, the presentation to the community will cover an overview of the airline industry, airline performance in the BIL market, air service development strategies and air service opportunities. The date of the project meeting will be determined based on a mutually agreed upon date.

**8. Additional Services (12 hours per 12-month period)**

Additional services may be requested by the BIL that are not described above. Additional services may include but are not limited to the preparation of ad hoc reports; communication with airlines; coordination with the BIL; and other elements as identified on an as needed basis.

**Compensation**

Mead & Hunt will be compensated for the work described under Scope of Services as set forth below:

**1. Airline Headquarters Meeting**

Mead & Hunt will be compensated on a lump sum basis for the airline presentation preparation and meeting. Mead & Hunt will invoice for related expenses (e.g., air transportation, lodging, meals, printing, miscellaneous) at cost.

Airline presentation preparation/meeting (per airline) .....	\$5,400
Total FY 2026.....	\$16,200

*\* Fee increased to \$7,100, with estimated expenses of \$1,500, if conducted in-person.*

**2. Industry Conferences**

Mead & Hunt will be compensated on a lump sum basis for the presentation preparation and meetings. Mead & Hunt will invoice for related expenses (e.g., registration, air transportation, lodging, meals, printing, miscellaneous) at cost. Expenses will be pro-rated among clients being represented by the Project Manager.

Allegiant Airports Conference .....	\$4,100
JumpStart Air Service Development Conference .....	\$7,200
Mead & Hunt's Air Service Conference .....	\$7,200
Montana Rendezvous .....	\$7,200
Expenses (at cost, pro-rated, estimated) .....	\$5,300
Total FY 2026.....	\$31,000

**3. True Visitation Estimate**

Mead & Hunt will be compensated on a lump sum basis and will invoice based on the percent of project completed.

True Visitation Estimate .....	\$15,550
Destination Add-On.....	\$6,250
Total FY 2026.....	\$21,750

**4. True Market Estimate**

Mead & Hunt will be compensated on a lump sum basis and will invoice based on the percent of project completed.

True Market Estimate.....	\$11,300
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**5. Quarterly Performance Monitor**

Mead & Hunt will be compensated on a lump sum basis and will invoice based on the percent of project completed.

Quarterly Performance Monitor (per quarter).....	\$2,100
Total FY 2026.....	\$8,400

**6. Airfare Monitoring**

Mead & Hunt will be compensated on a lump sum basis.

Airfare Monitoring .....	\$1,600
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**7. Community Meeting**

Mead & Hunt will be compensated on a lump sum basis for the meeting preparation and meeting attendance and will invoice based on the percent of project completed. Related expenses (e.g., air transportation, lodging, meals, printing, miscellaneous) will be invoiced at cost.

Meeting preparation/meeting .....	\$6,800
Expenses (at cost, estimated).....	\$1,500
Total FY 2026.....	\$8,300

**8. Additional Services**

Additional services will be billed in accordance with the Standard Billing Rate Schedule, attached hereto and incorporated herein by reference.

Not to exceed (12 hours).....\$2,940

**Inclusive of all recommended services, fees are estimated at \$100,837. Expenses are estimated to be an additional \$6,800, for a contract total of \$107,637.** If BIL elects to be billed for the tasks on a monthly fee basis, fees will be reduced by approximately 10 percent, at a monthly rate of \$7,565 (\$90,780 annual) plus estimated expenses of \$6,800, for a contract total of \$97,580.

We appreciate the opportunity to submit this proposal to BIL.

Respectfully submitted,  
Mead & Hunt, Inc.



Jay Richardson  
Project Manager

Accepted by: CITY OF BILLINGS, MT

Approved by: MEAD & HUNT, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

*The above person is authorized to sign for Client and bind the Client to the terms hereof.*

By: Joseph R. Pickering  
Joseph Pickering  
Vice President

Date: \_\_\_\_\_

Date: June 5, 2025