Goodbye Wright Amendment, Hello New Love Field!

What has been close to a 34-year restriction has finally come to an end. On Oct. 13, the Wright Amendment, which restricted non-stop flights from Dallas Love Field throughout the U.S. since 1979, lifted. On this day, Dallas Love Field staff, airlines, tenants and customers celebrated new destinations, a new airline and the final stages of the Love Field Modernization Program (LFMP).

Passengers, guests, media and employees gathered at Love Landing, the mezzanine area above the terminal security checkpoint, to enjoy live entertainment and free donuts provided by Southwest Airlines.

City of Dallas Mayor Mike Rawlings and Southwest Airlines CEO Gary Kelly greeted guests and media in a morning press conference, welcoming new and current passengers and thanking citizens for supporting Southwest over the past 43 years. During the press conference, Rawlings reported that Dallas will gain nearly $1.7 billion of economic activity as a result of the Wright Amendment lift and new non-stop services.

Former U.S. Sen. Kay Bailey Hutchison, who was influential in efforts to overturn the Wright Amendment in 2006, also attended and expressed excitement for the celebration.

“We are seeing a revival of the spirit at Love Field,” Hutchinson proclaimed. “We welcome everyone flying with Love Field.”

On Oct. 12, prior to the Wright Amendment release, Love Field had 118 flight departures. The number increased to 140 on Oct. 13.

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New Brand Identities!

To complement the new facelift and attitude at Dallas Love Field Airport, the city developed new logos.

Southwest Airlines also unveiled new branding, which included a new logo and matching paint job for their planes.
Celebration activities continued throughout the day with a press conference for Love Field’s new carrier, Virgin America. Virgin opened the press conference with an inaugural flight from Dallas-Fort Worth International Airport into Dallas Love Field around 9 a.m.

Among the in-flight passengers were Dallas Mayor Pro Tem Tennell Atkins, Council members Dwaine Caraway and Philip Kingston; Virgin America’s CEO David Cush, and Virgin’s Founder Sir Richard Branson. Passengers enjoyed champagne, an in-flight concert by country music artist Kacey Musgraves and a special appearance by “Twilight” actor, Kellan Lutz.

During the press conference, Cush addressed the occasion as an exciting time for Virgin to bring new, competitive services to Dallas Love Field. According to Cush, Virgin is bringing 70 new jobs to Dallas Love Field and dropping air fares by 70 percent.

When the LFMP first began in 2009, the City of Dallas had plans to transform Dallas Love Field Airport into an efficient, modern facility that both travelers and guests could enjoy. Now that the Wright Amendment is lifted and renovations under the LFMP are almost complete, it is safe to say the airport has accomplished that goal.

To date, Love Field has opened a new 20-gate concourse with 32 food and retail concessions, a new Ticketing/Check-in Hall, an expanded Baggage Claim Hall, a collection of new and unique art pieces, and a whole lot of love in the city of Dallas!

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In addition to the lifting of the Wright Amendment on Oct. 13, Dallas Love Field welcomed a new airline, Virgin America. The airline previously operated flights from Dallas/Fort Worth International Airport, and moved its services to Gates 11 and 13 at Love Field.

Virgin America is a California-based airline founded by British entrepreneur, Sir Richard Branson, and has been operating since 2007.

The carrier celebrated the launch of new services from Dallas Love Field on the morning of Oct. 13 with an inaugural flight into Love Field transporting passengers, city representatives and celebrities to the gates.

Virgin also opened a first class Check-in lounge in the Ticketing/Check-in Hall for passengers to relax before departure. The lounge includes stylish furnishings and a service desk where passengers can obtain flight information.
FREEDOM TO FLY AT LOVE FIELD!

Photo credit: Southwest Airlines and City of Dallas Department of Aviation

Herb Kelleher, Mayor Mike Rawlings, Al Taylor, Sen. Hutchison and Gary Kelly celebrate the lifting of the Wright Amendment

Southwest Airlines press conference

Virgin America’s In-flight team

Press conference at Virgin America’s gates

The Why? Nots

Herb Kelleher and Gary Kelly celebrate with the Kilgore Rangerettes

The countdown clock at Southwest’s Headquarters

Richard Branson and Virgin America staff

The Dapper Dans, Walt Disney’s barbershop quartet
The Love Field Modernization Program (LFMP) showed love and appreciation for minority- and women-owned and disadvantaged business enterprise (M/W/DBE) firms that worked on the project through an awards and appreciation ceremony.

The event, “Love Evolved” occurred on Aug. 8 at the Renaissance Hotel in Dallas. More than 150 subcontractors and guests attended to recognize M/W/DBE firms who contributed hard work and success toward the modernization of Dallas Love Field. The event was hosted by the LFMP M/W/DBE Program Team, comprised of representatives from the City of Dallas Department of Aviation, Southwest Airlines, and Hensel Phelps, the construction manager for the project.

During the ceremony, several M/W/DBE firms received awards in the categories of Design Excellence, Best Outreach, Most Versatile, Most Valuable Player and Star Performer. Each recipient received a custom, crystal award with an embedded photo of the new Dallas Love Field.

Dallas Aviation Director Mark Duebner and Southwest Airlines Vice President of Airport Affairs Bob Montgomery spoke about the success of the LFMP and the impact the project has made on the local economy. Under the LFMP, more than 276 contracts have been awarded to M/W/DBE firms, totaling more than $200 million.

“It is the outstanding work of M/W/DBEs that led to the construction of a first class terminal that travelers across the country will be proud of,” Montgomery said.

The LFMP M/W/DBE Program was established by the City of Dallas and Southwest Airlines to ensure M/W/DBE participation on the project, through communications of bids and outreach. Now that the Wright Amendment has been lifted and the LFMP comes to a close, the City of Dallas and Southwest appreciate the work and contributions of M/W/DBE firms. Congratulations to the award recipients and M/W/DBE firms who contributed to the LFMP!
Southwest Airlines Vice President of Airport Affairs Bob Montgomery speaks about the success of the LFMP.

Harp and guitar duo, Eccentrica, entertained guests for the evening.

An award was presented to M/W/DBE firms for their hard work and contributions to the LFMP.

**LFMP M/W/DBE Participation**

- $202.3 Million M/WBE contracts awarded
- 41% M/WBE contracts awarded
- $18.7 Million DBE contracts awarded
- 25.83% DBE contracts awarded
- 276 Total number of contracts

**M/W/DBE AWARD RECIPIENTS**

- **BEST OUTREACH PROGRAM**
  - JMEG, LP

- **BEST TEAM PLAYER**
  - Renaissance Contractors

- **DESIGN EXCELLENCE**
  - Camargo Copeland Architecture
  - Multatech Engineering, Inc.
  - Pacheco Koch

- **STAR PERFORMERS**
  - MCM
  - Tillage Construction LLC

- **MOST VALUABLE PLAYER**
  - Desert Steel

- **MOST VERSATILE TEAM**
  - Phillips|May Corporation

- **RECOGNITION AWARD**
  - K Strategies Group
Four Reasons to Love the New Baggage Claim

In September 2014, Dallas Love Field revealed the new Baggage Claim Hall, the tunnel leading to Parking Garage A and the passenger roadway pick-up area. The opening was one of the largest milestones of the Love Modernization Program (LFMP) during 2014 to make the travel experience more efficient for passengers. The new Baggage Claim Hall and its components are much different than the previous ones. Below are four reasons to love the new space!

1. **There’s room for everyone!**
The new Baggage Claim Hall is more spacious than the old one. It provides an open concept with four inclined carousels and four extended conveyor belts to expedite incoming luggage, allowing multiple flights to unload baggage simultaneously. The larger, more open space will improve the flow of luggage travel time and passenger traffic.

2. **The fresh, modern look!**
The updated lighting, elevated ceilings and beams give the new Baggage Claim Hall a vibrant look to match the new Ticketing/Check-in Hall that opened in 2012. The glass elevator, terrazzo flooring, and flight display monitors adds a modern touch. Passengers will be able to appreciate one of two new art pieces that were installed in August as part of the Love Field Art Program. The artwork, titled “Line Dance,” which hangs above the baggage carousels, reflects the movement of the baggage on the carousel and passengers below.

3. **Easy access and exit!**
As part of the new Baggage Claim Hall, Love Field opened the renovated pedestrian tunnel connecting the hall to Parking Garage A and the passenger roadway pick-up area. The tunnel allows arriving passengers to easily exit the airport without crossing paths with departing passengers. Passengers will be able to take the tunnel to Parking Garage A and to ground transportation vehicles on the lower level curbside. In addition, passengers will notice “Giddy-up,” another piece of art from the Love Field Art Program, by artist Stephen T. Johnson.

4. **Pick-up is a breeze!**
The passenger roadway pick-up is located directly outside of the Baggage Claim Hall, allowing visibility and easy access for passenger pick-up. Under the LFMP, the roadway was expanded to allow room for more vehicles.
Contractors for the Love Field Modernization Program (LFMP) brought a little extra love to Dallas Love Field by building the Lil’ Love Lounge, a play/rest area for children, 100 percent donated by LFMP contractors.

Lil’ Love Lounge, located next to Creative Kids retail store, provides kid-size airplanes, padded floors made from recycled rubber and colorful decor to make the area safe and comfortable for Love Field passengers ages five to 11. The construction manager for the LFMP, Hensel Phelps Construction Co., spearheaded the efforts, pulling together several other contractors to donate 100 percent of the resources and materials.

The lounge officially opened on Oct. 10 during an afternoon ribbon cutting ceremony with Michael Orlowski, operations manager for Hensel Phelps and Mark Duebner, Dallas Director of Aviation.

“Being members of the community and working with airports around the country, Hensel Phelps wanted to give back in a way that inspires young passengers to have a love for travel,” Orlowski said. “With the help of our subcontractors and families, the Lil’ Love Lounge will enhance the experience of Dallas travelers for years to come.”

Hensel Phelps, who has been nationally recognized for their community involvement and commitment to diversity, has been influential in the success of the LFMP, awarding more than $67 million worth of contracts to local minority-and women-owned firms.

El Creative, Inc., a local minority-owned design and marketing firm, developed the Lil’ Love Lounge logo and wall graphics, including a colorful rendition of the Dallas skyline. Other contractors who contributed include Kav Plan, LLC, ASI Signage, Integrated Interiors, JMEG LP, GFS Texas, Carrco Painting, and Brandt Engineers.
Final additions to the Love Field Art Program were installed in August, giving passengers a taste of Dallas culture upon arrival.

One of the artworks, “Giddy Up,” is a series of 36 digital prints on glass, along the wall of the tunnel leading from the Baggage Claim Hall to Parking Garage A. The glass reads from left to right, beginning with a heart to symbolize Love Field from which Dallas’ iconic Pegasus horse ascends to become the Lone Star of Texas. The work was created by artist Stephen T. Johnson.

The other artwork titled “Line Dance,” displays 13 ribbons of kinetic mirror-finished aluminum suspended above the carousels in the new Baggage Claim Hall.

“Line Dance” was created by artists Tim Prentice and Dave Colbert to reflect the movement of the baggage on the carousel and passengers below.

To date, the program features a collection of 11 new commissions and five previous installations, ranging from formal and abstract to representational, that celebrate the culture of Dallas and the history of Dallas Love Field.

For more information about Dallas Love Field

Want more information about Dallas Love Field and the Love Field Modernization Program? Find us at:

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