



Steering Committee

Dear Community Member,

The “Fly Humboldt Coalition” needs your help. In response to recent reductions in passenger air service, a group of business, political, and community leaders who are banding together to **actively recruit new air service**.

Our goal is simple; we want **more flights to more destinations**.

How You Can Help

Convincing airlines to add new service is a community effort that must involve the business community, residents, public institutions and our airport. You can help this effort by:

1. Signing and returning the enclosed letter.
2. Answering our community air service survey and promoting the survey to your friends and colleagues.
3. Promoting a positive community support message to existing and potential air carriers.
4. Providing financial support and other resources to our air service development efforts.

In addition, you can pledge your support at our website, flyhumboldt.org and at our Facebook page, [Facebook.com/flyhumboldt](https://www.facebook.com/flyhumboldt).

Our Plan

Our plan is to recruit new carriers and work with our existing carrier to improve and expand service. Specific carriers and routes have been targeted. Targeted destinations include:

- Southern California
- Seattle or Portland
- An eastern destination like Salt Lake City or Denver

To support our recruitment efforts, we will:

- Compile information regarding passenger demand for increased service
- Determine the level of support for new service.
 - Distribute a survey to local businesses concerning their use of passenger and cargo air transport.
 - Meet personally with key businesses to target their needs.
- Assess support for pre-purchased air travel through a non-binding pledge for an Air Travel Bank (ATB). An ATB is a program to offset the start-up risk for a new service.
- Increase and support air service and airport marketing
 - Establish a cash and in-kind marketing fund to promote new service.
 - Marketing our airport, including changing its name.

- Conduct route analyses, local market analyses, and pro-forma market projections for new services and destinations.
- Present market data and support proposals to executives from airlines.

Why We Must Compete For Service

Why do we need to convince an airline to invest in service?

- The deregulation of airports in the late 1970's means that airlines operate in the free market.
- They are no longer obligated to provide service to a particular airport.
- Other airports and communities actively compete against us for service from airlines.
- An airline must be confident that its investment in new service will provide a financial return.

History

Since 2003, our community has been actively involved in improving passenger air service for our region.

This effort has involved two main thrusts:

- Active engagement and recruitment of airlines.
- Aggressive investment in terminal facilities and runway improvements.

The results of these efforts include:

- A 10,000 foot expansion and modernization of our passenger terminal.
- Extension of runway to a full 6,000 feet to better serve airline requirements.
- Installation of federally mandated "runway safety areas" ahead of the FAA deadline.
- Partnering with the City of Redding and Horizon Airlines to establish service to Los Angeles in 2005.
- Initiation of service from Delta Airlines to Salt Lake City in June 2008.

The Current Challenge

As you probably know these efforts have met with setbacks. Delta Airlines ceased their service after only 15 months, citing lack of passenger volume and profitability. In March 2011, Horizon Airlines announced that they will be ceasing all service from Humboldt County.

We know that many businesses, organizations, and residents have been negatively affected by the loss of service to Salt Lake City and Los Angeles. Many of you rely on convenient and affordable air travel for your businesses. The negative affects of the reduction of service are widespread and must be addressed. Therefore, the "Fly Humboldt Coalition" has been formed to demonstrate our community's support for improved and expanded air service.

What Airlines Want

Profitability and confidence in a market are the critical factors in attracting and retaining air service. The airline industry is a very tough business, with high costs and thin margins. Airlines make route decisions based on:

- Projected and actual ridership, both in actual numbers and percentage of seats filled (called "load factor").
- The costs of equipment on the route (i.e. the operating cost of the type of aircraft available).
- The costs of operating the route (including airport fees).
- The ability to compete on price and service against incumbent carriers.
- Sustainability of the route over time.

Let's "Fly Humboldt!"

Thank you for your support of this important community effort