



Plattsburgh
International
Airport

AIRPORT MARKETING PLAN: 2011

INTEGRATED APPROACH:

The North Country Chamber of Commerce plans to continue its integrated approach to marketing and development at Plattsburgh International Airport, pursuing both of the major facets of the mission, but in ways which recognize and utilize the natural synergies -- especially with regard to Canada:

- **AEROSPACE AND AVIATION INDUSTRIAL DEVELOPMENT**
- **AIR SERVICE DEVELOPMENT**

Our planned marketing and development strategies and activities in 2011 will include the following:

I. AEROSPACE AND AVIATION INDUSTRIAL: Quebec and our proximity to Montreal remain the cornerstones for aerospace and aviation industrial development at Plattsburgh. Our efforts over the last five years have strongly branded Plattsburgh as "MONTREAL'S U.S. AIRPORT" in the Montreal aerospace community and globally, with keen awareness of our attributes. The global economic downturn, which hit aerospace especially hard, has backburnered many possibilities over the last two years, but the slow recovery in the sector which is hopefully now underway should renew some past contacts we have kept warm while also generating fresh interest.

We will also continue to pursue potential opportunities for cargo/warehousing/distribution related activities, which have also been largely frozen due to economic circumstances but are showing signs of early revival. Because of our location, such activity is most likely to be trans-border in nature as opposed to a hub. Current limitations include the lack of fulltime U.S. Customs presence and the nature of our existing structures which lack loading docks and other attributes required for many of these operations.

1. **CANADIAN AVIATION/AEROSPACE EXPOS AND TRADE EVENTS:** We will exhibit at and/or otherwise be visible and engaged at major 2011 events conducted by the following:

- **QUEBEC AIR TRANSPORT ASSOCIATION**
- **QUEBEC AEROSPACE ASSOCIATION**
- **AIR TRANSPORT ASSOCIATION OF CANADA**
- **CANADIAN BUSINESS AVIATION ASSOCIATION**

The annual conference and expo of the Air Transport Association of Canada will be Montreal in November. Because it is next door this time, we will consider possibilities for heightened engagement including possible site visits by targeted executives attending the meeting.

In the case of the Canadian Business Aviation Association, we will also remain active attendees of regular meetings and programs of the Quebec Chapter, held in Montreal, which provides excellent networking for us.

We will also be open to one or two additional opportunities should they present themselves and be well targeted for us.

2. **LAURENTIAN AEROSPACE:** Priority #1 in 2011 will be to continue to render active and aggressive support for the finalization of the Laurentian venture and its successful business development thereafter. This will include but not be limited to:

- **Assistance with matters related to the closing.**
- **Continued leadership in government affairs matters and Washington & Albany connections.**
- **Continued leadership of the Aerospace Workforce Task Force in partnership with the venture.**
- **Assistance with procurement and various start-up functions and processes.**

We also anticipate becoming more engaged in 2011 in the field of MRO's and their supply chains, looking to utilize this venture as a catalyst for attracting interest from suppliers and vendors, but also other similar or related industries who will likely consider Plattsburgh more seriously going forward. This may well include, by 2012, joining Laurentian in MRO-related meetings, expos and trade events in North America.

3. **PARIS INTERNATIONAL AIR SHOW:** We again anticipate obtaining major funding from Empire State Development Corp. and from National Grid to be the lead organizers of a New York State presence and exhibition at the Paris International Air Show. Paris alternates with Farnborough every other year as the site of the world's largest gathering of aviation and aerospace companies and decision makers. Our past exposure has been extremely valuable and must be continued over time to increasingly establish Plattsburgh on the international map.
4. **MARKETING RECEPTION:** We are finalizing a date and arrangements for a Plattsburgh International Airport marketing reception in Montreal by spring, to be co-hosted by the U.S. Consul General in Montreal at the official residence. Targeted Montreal aerospace and aviation executives would be invited for networking and a short presentation.
5. **DATABASE AND NEWSLETTER:** We have developed, and will continue to expand, a database of key contacts at aerospace and aviation companies across North America and abroad. A periodic newsletter is sent to this list, providing updates on developments at Plattsburgh International and creating awareness and interest over time. We also direct press releases with airport news to a database of global aviation media contacts we have developed for free advertising and publicity, as well as to the general Montreal news media. We have had excellent play from these outreach efforts to date and will look to increase them in 2011.
6. **NEW YORK STATE:** We intend to significantly enhance the profile of "aerospace" as a recognized target for the state's new economic development strategy, now under development by the new Cuomo administration. This will facilitate the maximization of future state support and engagement in our marketing efforts and in our work with future prospects. We will also secure New York State's participation in the Aerospace States Association, a national organization of Lt. Governors from states with major aerospace interests.

7. **MARKETING TOOLS:** We will again update and upgrade our bi-lingual airport website, which serves both aerospace marketing activities and air service development. Other marketing materials and displays will be upgraded and renewed as needed.

II. AIR SERVICE DEVELOPMENT: Air service at Plattsburgh is poised for significant growth based on our development to date of its place in the market. We have connections with every business development executive and route planner at every U.S. and Canadian air carrier and many international carriers. Given the near maximization of the existing terminal, however, new service opportunities will be limited for the next two years until substantial new capacity is in hand. With that understood, our air service marketing efforts in 2011 will include the following:

- 1). **MAINTAINING COMMUNICATIONS:** We will continue to regularly communicate with and update our extensive contacts, keeping them "warm" and interested until terminal plans are clear with a clear completion date.
- 2) **MARKETING EVENTS:** We will again attend and participate in two major gatherings of airline executives and route planners in 2011, securing meetings for presentations and updates: Network 2011 in Austin in March, and Jump Start in Cleveland in June. We will also take part in the annual Allegiant Airlines Conference.
- 3) **TAKE OFF FUND:** We will complete a current fundraising campaign for the Take Off Fund, replenishing it for availability in connection with future air service development opportunities.
- 4) **SHOWS AND EVENTS:** We will again exhibit as Plattsburgh International Airport at several consumer expos in Montreal, continuing to spread awareness of our airport and its air services, and continuing to engage in intercept interviews with Montrealers to build our data on desired services and future interest in Plattsburgh International. The shows we plan to exhibit at will include:
 - **MONTREAL NATIONAL HOME SHOW**
 - **MONTREAL BUICK GOLF EXPO**
 - **MONTREAL OUTDOOR FESTIVAL**
 - **MONTREAL INTERNATIONAL TRAVEL SHOW**
- 5) **E- COMMUNICATIONS:** We will continue to build our database of now more than 20,000 Montreal area travel consumers, directing a monthly bi-lingual e-newsletter on Plattsburgh International Airport and its services to them. We will also continue to take advantage of every opportunity to obtain free earned media exposure in Quebec. And we will continue to build Plattsburgh International Airport's presence on Facebook and other alternative media.
- 6) **MARKETING SUPPORT:** Our staff will continue to offer its expertise to current and future air carriers at Plattsburgh in devising and implementing cost-effective marketing plans, particularly in the Montreal market.
- 7) **GENERAL AVIATION:** We will continue to produce and distribute the bi-lingual GA marketing materials we produced in 2010, and will collaborate with SheltAir on marketing efforts related to general aviation.

III. OTHER MARKETING AND DEVELOPMENT COMMITMENTS:

- 1) **WORKFORCE:** Our workforce readiness is crucial to our ability to effectively market Plattsburgh International Airport. In 2011, we will complete the implementation of our three-year Aerospace & Transportation Equipment Workforce Strategy, funded with \$1.5 million from the U.S. Labor Dept. Early in 2010, we will convene our Aerospace Workforce Task Force to develop a fresh agenda of action items to further develop our workforce readiness for airport development, and will seek appropriate additional support from Washington and Albany.
- 2) **AEROSPACE FINANCING:** In 2011, we will inaugurate the start-up of our new North Country EB-5 Regional Center, providing a new alternative funding tool for future prospects.
- 3) **GOVERNMENT AFFAIRS:** We will continue to work with and on behalf of the county to obtain maximum support from Washington and Albany for airport development, including appropriate utilization of our key representatives in our marketing endeavors and in interactions with prospects. In addition, 2011 will be the first year of a new administration in Albany, meaning the need to arrange visits, tours and orientations for new commissioners and other state officials and staff people in a position to assist the airport going forward.
- 4) **CONSULTANTS:** Our experience demonstrates the need to utilize consultants sparingly but when required to conduct analyses and forecasts. We will continue to engage the support of OAG and/or Sixel Associates when required in support of our efforts.
- 5) **MASTER PLAN:** We look forward to continuing to be an active participant in the current Airport Master Plan process, including planning related to terminal expansion.

CHAMBER AIRPORT MARKETING TEAM:

- Garry Douglas, President and CEO
- Susan Matton, V.P. for Economic Development
- Michele Powers, V.P. for Marketing