

CASE STUDIES

Airports throughout the state use a variety of activities to share information about the value of their contributions and to involve the community in ways that help community members better understand aviation.

Here are some examples of those activities, as well as contact information.

Airport Club

Involving community members

The South St. Paul Municipal Airport formed an airport club. Members include pilots and other community members who love aviation. They meet once a month to talk about their ideas for the airport. The airport manager usually attends to update the group on current news, such as construction projects or related city council issues, and members share their thoughts and reactions. Club members often volunteer their time to help make the airport a better place; for example, they organize fly-ins and other activities to raise money for the airport.

Contact: Glenn Burke, Airport Manager, South St. Paul Municipal Airport, 651-554-3350.

School Participation

Reaching out to teachers and local school children

Fairmont Municipal Airport opens its doors during the school year to grade school teachers and their students. The airport manager hosts a tour of the airport, showing children the terminal, maintenance hangers, and the inside of some small aircraft. The teachers and children say they enjoy seeing the airport and the different aspects of aviation.

Contact: Jim Zarling, City Administrator, Fairmont Municipal Airport, 507-238-9461.

Training Events

Sharing airport facilities

Allowing local government personnel to use airport facilities offers several advantages. It helps local government, and it encourages collaborations that benefit the community as well. At the Hector Municipal Airport, emergency training personnel practice loading patients into rescue helicopters. The police also come to the airport for driving exercises.

Contact: Ed Newberg, Airport Manager, Hector Municipal Airport, 320-848-2745.

Name and Logo

Increasing awareness through a consistent identity

The St. Cloud Regional Airport developed a simple logo for use on its signs and materials. The logo makes it easier for community members to recognize information from the airport and helps increase awareness of the airport's presence in the community.

Contact: Bill Towle, Airport Director, St. Cloud Regional Airport, 320-255-7292.

Media Connections

Sharing your story with your local newspaper

Staying in contact with your local newspaper can help you increase awareness about your airport and its value to the community. Duane Wething, a member of the Detroit Lakes Airport board, invited media representatives of Detroit Lakes to write a story about the airport.

Wething took media representatives for airplane rides over the city. They photographed the airport and returned for additional information on several occasions. After a month, a story appeared in the newspaper that described the airport's history and current activities. The article turned out to be an effective way to promote the airport.

Contact: Duane Wething, Airport Board Member, Detroit Lakes Airport, 218-847-4240.

Advertising

Generating greater visibility for your airport

Billboards and signs in Chisholm and Hibbing encourage community members to consider using the commercial service at the Chisholm-Hibbing Airport. The ads point out that community members can save money by flying to Minneapolis to connect to their destination flight instead of driving, parking at the airport, and driving back home.

Contact: David Danielson, Executive Director, Chisholm-Hibbing Municipal Airport, 218-262-3452.

