

FLYING HIGH

About this project

In 2003, AirTAP published *Flying High: A Marketing Toolkit for Minnesota Airports*. This toolkit includes results of a study that shows the impact of Minnesota airports and airfields; easy-to-implement ideas that help airport personnel build support for airport operations and demonstrate the value of their airport to the community; and other information and resources.

The AirTAP initiative offers training and outreach activities on topics of importance to the state's aviation industry. AirTAP is sponsored by the Minnesota Department of Transportation's Office of Aeronautics, in partnership with the Minnesota Council of Airports and the Center for Transportation Studies at the University of Minnesota.

The purpose

The toolkit resulted from discussions among members of the aviation community, who wanted to know more about ways to show the contributions of Minnesota's aviation industry to the state and to local communities. It was designed to help airport personnel increase their knowledge of the economic impact of their airport operations, offer them tools to share information about economic impacts and other activities with their local government and local community members, and provide a list of additional resources.

Inside the toolkit

The toolkit presents the results of a 1997 research study that examined the economic impact of the state's airports. The study concluded that Minnesota airports generate more than \$10 billion annually in economic activity. The toolkit provides additional detail about the study and includes impact figures for commercial service airports, non-commercial key airports, intermediate airports, and landing strip airports.

In addition, the toolkit summarizes ideas that airports already use to involve community members, generate community awareness, and build support. Among those ideas is the Mn/DOT Office of Aeronautics Adopt-An-Airport Program, in which an airport agrees to put itself "up for adoption" by civic and community groups. In return, members of those groups volunteer their time and efforts to support the airport.



To make it as easy as possible for airport personnel to share the results of the economic study, the toolkit comes with a ready-to-use presentation on CD-ROM, as well as talking points to accompany it. The presentation begins by describing the possible impacts of airports, along with some examples of those impacts. It then explains the three measures of impact—economic activity, earnings, and related jobs—and details the results of the study. The presentation also includes information from the Aircraft Owners and Pilots Association video, “Local Airports Access to America.” The video outlines the value that general aviation airports bring to a community.

A fact sheet in the toolkit summarizes key presentation points and can be distributed at presentations or used to accompany a letter to local officials.

Next steps

We want to hear from you. Please tell us about your outreach efforts. What are you doing to share information about your airport? What has been the response? And, let us know what additional resources and information may be helpful for enhancements to this toolkit.

For information about the project or to share your feedback, contact:

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For additional copies of *Flying High*, contact Arlene Mathison, CTS Librarian, at 612-624-3646 or at amathison@cts.umn.edu. The toolkit is also available for download on AirTAP’s web site at www.airtap.umn.edu.

AirTAP Steering Committee

Special thanks to AirTAP Steering Committee members, who guide AirTAP activities such as the *Flying High* toolkit.

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