

Memo

State Aviation Board Review: Crater Lake Klamath Regional Airport application for ROAR Funds

Date: March 7, 2019 Presented by: Program Coordinators

On February 25, 2019, ODA received via email an application submitted by John Barsalou on behalf of the Crater Lake Klamath Regional Airport.

The attached ROAR application is being sent to you in preparation for the April 4, 2019 board meeting.

Due to timing issues, you are receiving these packets concurrently with the Aviation Review Committee (ARC).

The ARC will meet on March 29, 2019 to discuss the applications and provide their recommendations. ODA Program Coordinators will provide a staff report for each of the applications with the ARC's recommendations by close of business April 1, 2019.

Please keep in mind, the applicant should not be lobbying you or discussing the application with you. In addition, ODA requests that any inquires related to the application or applicant be directed to program coordinators and not discussed with outside parties.

General Project Information: 2019 Air Service Revenue Guarantee

City of Klamath Falls - Airport Department

ROAR Application 2019

Applicant					
One animation Name					
Organization Name City of Klamath Falls -	Airport Departme	nt		Contact Person John Barsalou, A	
	Allport Departille	int			Λ.Λ.L.
Address				Contact Person	Title *
6775 Arnold Ave				Airport Director	
City	State	Zip Code		Phone Number	Email
Klamath Falls	Oregon	97603		(541) 883-5373	jbarsalou@flykfalls.com
Project Name and Lo	cation				
Project Name *				Project Location	
2019 Air Service Reve	enue Guarantee			Klamath Falls, O	R
ODOT Region:					
Region 4					
County tax parcel ide	entification number	er(s): *			
39S09E-15D0 / 39S09			0		
For convenience, If y	ou have these co	mpiled, please uplo	oad them here:		
Airport Information					
Airport Name: *			rt Category: *		NPIAS or Non-NPIAS: *
Crater Lake - Klamath Airport	Regional	Categ	jory 1b		NPIAS
Project Overview					
Select the type of pro	ject being propos	sed: *			
Program Implementati	ion				
Select the category o	f project for whic	h you are requestir	ng funding: *		
Other					
Project Start Date: Project End Date:	6/1/2019				
FIVIEULEIIU Dale:	3/31/2020	,			

City of Klamath Falls - Airport Department **ROAR Application 2019**

Project Summary

Provide a brief summary of the project in the space provided below:

ROAR grant funds will be used to augment \$500,000 in local funds for the establishment of a revenue guarantee for proposed air service by SkyWest dba United Express. While the Crater Lake - Klamath Regional Airport has not yet received a commitment from SkyWest to begin service, discussions with the company have been ongoing and there is a potential for service starting in the summer of 2019.

Project Purpose and Description *

Provide a purpose and description of the project in the space provided below:

The Crater Lake - Klamath Regional Airport has been actively recruiting an air carrier to provide service to the community since the cancellation of service by PenAir in August of 2017. Small communities have been increasingly challenged in recent years to attract and maintain service in light of industry trends that include discontinuing use of aircraft under 50 seats and a stronger emphasis on utilization/profitability of aircraft in markets. Potential markets such as Klamath Falls, must prove to potential air carriers that they can profitably fill an aircraft on a proposed route in the long term AND that they can do so better than another market that could utilize the same aircraft.

These factors increase the risk to an airline that may be considering starting service in Klamath Falls which the Crater Lake -Klamath Regional Airport intends to mitigate with a minimum revenue guarantee in addition to other measures to help launch the service. While the details of a revenue guarantee would be dependent on the proposed service, in general it would be structured to cover the first year of operation while the new service is getting established. The Airport has already received \$500,000 in verbal commitments locally towards a revenue guarantee with an overall goal of \$1,000,000.

In addition to the revenue guarantee, the Airport would provide additional incentives to SkyWest, or any other potential airline, that may include abatement of rent and/or other fees and funds for marketing the new service.

Clearly define the proposed project in each of the following areas:

• Does the project eliminate current deficiencies listed in the current Oregon Aviation Plan? * There were two deficiencies listed for the Crater Lake - Klamath Regional Airport in the 2018 Oregon Aviation Plan: (1) a deicing facility and (2) a 24-hour credit card fuel pump. The ability to successfully obtain, and retain, commercial air service would provide the need and justification for eliminating these two deficiencies. Without commercial air service it would be difficult to make the justification for a deicing facility at the Crater Lake - Klamath Regional Airport as there is little other air traffic that requires the service. While an air carrier would be unlikely to utilize a 24-hour credit card fuel pump, it is expected that air service would increase the

volume of fuel being dispensed on the airport. A greater volume of fuel being pumped on the airport would potentially allow the airport to make a justification for investing additional funds into expanding fueling options to include a credit card fuel pump with 24-hour access.

Does the project modernize the airport by exceeding state or federal minimum standards as stated in the current Oregon Aviation Plan and identified by the Federal Aviation Administration Advisory Circulars or other regulations? *

The Crater Lake - Klamath Regional Airport is listed as a Category I - Commercial Service Airport in the Oregon Aviation Plan. Successfully being able to obtain air service by SkyWest would validate this categorization . The Airport is already compliant with

✓ Yes

✓ Yes

No

No

✓ Yes

✓ Yes

No

No

FAA Part 139 requirements for the operation of a commercial service airport.

Does the project prevent future deficiencies and preserve the existing facilities?*

Yes, the ability to regain status as a commercial service airport will allow for the full use of existing facilities, such as the terminal building, that are currently being underutilized. In addition, the business that is generated from passenger service would allow for the easier retention of existing airport businesses such as car rentals, the restaurant and the fixed base operator.

Does the project increase the financial self-sufficiency of the airport?*

Yes, a return of air service to the Crater Lake - Klamath Regional Airport increases revenue to the Airport with a minimal increase in expenses leading to an overall net gain to the Airport fund. Additional direct revenue would be derived from rental, concession, landing and fuel flowage fees plus Passenger Facility Charges. Indirect revenue would include the potential for increased Transient Room Tax revenue (the Airport receives a portion of the TRT receipts received by the City) resulting from an increase in visitors who are now able to more conveniently access the community.

Additionally, with enplanements greater than 10,000, the Airport would qualify for an additional \$850,000 in FAA Airport Improvement Project Program entitlement funds annually. These funds greatly enhance the Airport's ability to fund necessary capital improvements on the airport without relying on additional general fund dollars from the City.

Does the project have local support? *

Yes, initiative to regain commercial air service to the Klamath community has widespread local support. In addition, to the \$250,000 the City is dedicating towards the revenue guarantee, Klamath County has also pledged \$250,000 as well. Plus organizations such as Discover Klamath (local tourism agency), Klamath County Chamber of Commerce and the Klamath County Economic Development Association have supported the initiative with technical assistance and /or by joining the Airport on trips to meet with airline executives.

It is also expected that local media organizations (newspaper, radio, television) will donate in-kind services towards a marketing campaign to launch the service once a commitment is obtained from an airline.

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General Project Information: 2019 Air Service Revenue Guarantee

Yes

No

Project Documentation: 2019 Air Service Revenue Guarantee

City of Klamath Falls - Airport Department

ROAR Application 2019

Documentation and Permits

Was the Airport Layout Plan (ALP) Completed within the last 10 years? *

✓ Yes No Underway

Is a NEPA review required? *

Yes 🖌 No

Please select the applicable review type:

If 'Other' is selected, please describe the type of NEPA review in the provided field below.

Note any required permits, date issued or expected issue date, completion status, and required status. Permits may include, but are not limited to: right-of-way permits, land acquisition permits, building permits, etc. Click the **"SAVE"** button to add additional rows.

Permit Type	Date Issued	Completion Status	Required Status

Statewide Impact: 2019 Air Service Revenue Guarantee

City of Klamath Falls - Airport Department ROAR Application 2019 Application Year: 2019 ROAR-2019-LMT-00007

Statewide Impact of Project

Per **ORS 367.084(6)**, the following questions apply:

sources of labor? If yes, provide a short explanation. *	✓ Yes	No
Yes, this project satisfies both of these objectives. Commercial air service to Klamath Falls provides the most direct and eff access for businesses needing to do business in Klamath Falls or for local businesses who need to travel beyond Klamath Without direct air service, those needing to conduct business must utilize the Medford Airport and drive to /from Klamath Falls adds significant time and cost to their trip.	Falls.	
The lack of air service also impacts access to jobs and sources of labor by making it more difficult to recruit potential candi from outside the area. The Sky Lakes Medical Center has specifically found it difficult to recruit physicians to the area wher impression they have is often one of how difficult and time consuming it is to access the community.		
Does the proposed project result in an economic benefit to the state? If yes, provide a short explanation. *	✔ Yes	No
Yes, a comprehensive air transportation system that connects all parts of the state contributes to a strong and vibrant econ base for local communities which in turn benefits the state. Commercial air service is an efficient way to convey people and through the state and especially for rural communities, is an important aspect of economic stability and development. It is e that annual passenger enplanements should commercial service return would amount to over 25,000.	d goods	
In addition, approximately 10-15 jobs would be created by the return of air service to Klamath Falls which benefits the local state economy. It also greatly enhances the community's ability to attract new businesses, grow existing businesses and extourism.		
Is the proposed project a critical link connecting elements of Oregon's transportation system that will measurably improve utilization and efficiency of the system? If yes, provide a short explanation. * Yes, a return of commercial air service to Klamath Falls would provide an alternate means of accessing the community bes roadways which, during winter weather, may prove difficult for all people to transit. In addition, air service provides for a more and less impactful method of moving people around the state saving wear and tear on roads and reducing congestion on h	ore efficient	No
Is the proposed project ready for construction or implementation? *	✔ Yes	No
Yes, airport facilities are ready and available should SkyWest or another airline provide notice that they would like to start s The Airport would work with our air service consultant, Mead & Hunt, to timely execute the necessary revenue guarantee a with the airline.		
Does the project have any unique construction-readiness, project implementation issues, or possible delays? *	Yes	✓ No
Does the proposed project have a useful life expectancy that offers maximum benefit to the state? If yes, provide	✓ Yes	No
a short explanation. *	oint where	

Is this project currently listed in your approved Federal CIP? *

Yes 🖌 No

Federally Funded Projects *

FAA Funding Breakdown							
Federally Funded Projects		0 %					
FAA AIP Grant Match Requirement from Sponsor		0 %					
Total Project Cost	\$0	100 %					

Non-Federally Funded Projects *

Total Project Cost

\$1,000,000.00

Project Funding Breakdown

Provide the funding source and the amount of funding from that source.

	Percent of Project Cost
Minimum Program Match Requirement:	35%

Source of Match Funds *	Amount	Date Available
FAA grant funds	\$0	
City of Klamath Falls	\$250,000.00	4/1/2019
Klamath County	\$250,000.00	4/1/2019
Total Match Funds:	\$500,000.00	50 %

Aviation Project Funding Request to ODA *			
	Amount requested from ODA:	\$500,000.00	50 %

Project Budget Summary		
Total applicant matching funds:	\$500,000.00	50 %
Funding request to ODA:	\$500,000.00	50 %
Total Project Cost:	\$1,000,000.00	100 %

Pre-Agreement Expenditures *

Has the project incurred any expenditures prior to the completion of this agreement, if awarded? If yes, explain.

Yes 🖌 No

In accordance with **OAR 738-124-0045(3)(b)** "Only Project costs incurred on or after the effective date of the Agreement are eligible for grant funds."

Please describe those pre-agreement expenditures.

Related Document Uploads

Description	Upload

File Repository

Attachment 1 - Supplemental Questions and Marketing Plan Attachment 2 - Letters of Support Attachment 3 - Council Meeting Summary from Feb 19 2019

Attachment 2 - Letters of Support

Attachment 3 - Council Meeting Summary from Feb 19 2019

10061_1098897-LMT-ROAR-Sky WestRevenueGuaranteeAttachm ent1SuppQsandMktgPlan.pdf

Person:Linda Tepper Date:2/25/2019

10061_1098897_1-LMT-ROAR-S kyWestRevenueGuaranteeAttac hment2LettersofSupport.pdf

Person:Linda Tepper Date:2/25/2019

10061_1098897_1-LMT-ROAR-S kyWestRevenueGuaranteeAttac hment3CouncilSummaryFeb192 019.pdf

Person:Linda Tepper Date:2/25/2019

Final Report

(You must upload your Final Report prior to closeout) <u>Click here to generate the Final Report form</u>

Upload

2019 ROAR Request for Application & Business Plan Crater Lake – Klamath Regional Airport Air Service Revenue Guarantee

I. Proposal Summary (Executive Summary)

The Crater Lake – Klamath Regional Airport is requesting \$500,000 in ROAR funds towards a revenue guarantee to be used in attracting an air carrier to serve the local market. The ROAR funds will be matched with \$500,000 in local funds for a total of \$1,000,000 to go towards offsetting the risk of an air carrier restarting service in the Klamath Falls market. The Airport and local Klamath community hope to regain commercial service to San Francisco via SkyWest Airlines.

II. Organization Description and History

History of Organization

The City of Klamath Falls is in south-central Oregon, 15 miles north of the Oregon /California border. The City of Klamath Falls is the Klamath County seat and the commerce center for the Klamath Basin Region of south-central Oregon and northcentral California. The City of Klamath Falls owns the Crater Lake – Klamath Regional Airport and administers sponsorship in accordance with Federal Aviation Administration (FAA) grant obligations.

In November 1928, Klamath voters approved a measure allowing the City to sell \$50,000 in bonds to fund the construction of an airport. The Airport was developed in 1930 as a municipal airport with the construction of gravel runways. In 1947, United Airlines became the first air carrier to provided scheduled passenger service. The Airport had uninterrupted commercial air service from a variety of air carriers from 1947 until July 2014.

Organization Structure

The City's airport administration includes an Airport Director responsible for overall management, in addition to a Business Manager and Operations Manager, with supporting maintenance/operations personnel. The Airport Director reports to the City Manager, who in turn reports to the City Council. The Airport Department (LMT) is its own department under the City of Klamath Falls.

Major Accomplishments

The Crater Lake – Klamath Regional Airport has been successfully operated as a certificated Part 139 airport with no major discrepancies. The Airport is compliant with all regulations, grant assurances and mandated programs required by the FAA.

The community successfully supported air service for over six decades and weathered numerous changes in the airline industry. The market base has always supported any air carrier that provided reliable and cost-effective service to the community.

Relevant Experience

In 2008 the Airport successfully managed a revenue guarantee program for the establishment of new air service to SFO and PDX when Horizon Air left the market. The revenue guarantee program for SFO was funded by a SCASDP grant while the revenue guarantee for PDX was based on locally raised funds.

Both the SFO and PDX routes were able to become self-supporting after the initial revenue guarantee period.

Established Partnerships and Relationships

The Airport has strong partnerships and relationships throughout the community when it comes to air service. As evident by the letters of support for our grant application there are a great number of organizations that see a return of air service as vital for our local economy.

The Airport has a strong relationship with our local tourism agency and Chamber of Commerce that allows us to have a strong sense of the needs of both our business and leisure customers. In addition, this relationship allows us to leverage programs at each organization when it comes to recruiting, establishing and maintaining air service.

In addition, the Airport has established strong ties with local businesses and organizations that would benefit from having local access to air service. These entities such as the Oregon Air National Guard 173rd Fighter Wing, Sky Lakes Medical Center, and Oregon Institute of Technology would not only provide a significant number of passengers but are effective at garnering community support as well.

Prior Grants Received

The Airport has a successful track record of managing grants from federal, state and local sources. Federal grants include FAA Airport Improvement Program grants and DOT Small Communities Air Service Development Program (SCASDP) grants. State grants include DOT ConnectOregon plus ODA ROAR and COAR grants.

III. Background

The Crater Lake – Klamath Regional Airport is classified by the Oregon Aviation Plan as a commercial service airport. Air Service to Klamath Falls existed from various airlines from 1947 through to 2014 when SkyWest ceased air service. In August 2015, PenAir (an Alaskan based air carrier) agreed to serve the City of Klamath Falls and passenger air services began the following year. Commercial passenger air service ceased in August 2017 when PenAir filed for bankruptcy. PenAir expanded quickly in the Northwest and apparently over did it. Since that time staff has been working diligently to find a

replacement air carrier. For example, airport staff met with United Airlines and SkyWest Airlines to discuss the possibility of flying from Klamath Falls. Informal conversations were also had with Southwest, Frontier, Allegiant and Alaska over the last several months, but these carriers don't have aircraft that can successfully serve the Klamath market.

United, likely using SkyWest as their contract carrier, stated they were interested but wouldn't consider service until Summer 2019. Airport staff and community partners meet with United Airlines at their Headquarters during the summer of 2018 to further explore options, and they recommended we meet with SkyWest. SkyWest also stated they were interested but wouldn't consider service until Summer of 2019, in alignment with United. Given the pilot shortage and increasing aircraft size, providing enough risk abatement (either through a revenue guarantee or subsidy) to entice a carrier to the market is one hurdle to overcome when seeking air service.

The Essential Air Service (EAS) program provides the air carrier with a Federal subsidy to provide service to 113 rural communities. Unfortunately, unless the program changes, Klamath Falls is not eligible to be in the program. Details of the current EAS program can be found here: <u>https://fas.org/sgp/crs/misc/R44176.pdf</u>. On average in 2017, the EAS program subsidized airlines at the cost of \$2.5M per airport. On February 21, 2019, Senator's Merkley and Wyden and Representative Walden sent a letter to the Comptroller General of the U.S. General Accountability Office requesting a review of the EAS program that seeks to remove the restriction allowing Klamath Falls (and other similarly situated communities) to again become eligible.

As described elsewhere in the grant application, the lack of connectivity via air service to the rest of Oregon and the rest of the World hampers economic development and community growth. Specifically, Mr. Cox (Choose Klamath) states in his letter, "Transportation networks and facilities play a critical role in the economic development of communities. It has been well documented that the sustainability and growth of a rural economy is especially influenced by its airport facilities. The case is true with Klamath County's economy. Air service is undoubtedly a resource for bringing new investment to the local economy and influence the attractiveness of our region to prospective industry as they assess company location decisions. It helps retain local businesses, also giving these existing companies expansion opportunities as the logistical range of where they can provide their products and/or services grows exponentially. Air service additionally presents opportunities to further develop our tourism sector, for as more airport visitors come in, more money flows into our local economy."

Oregon Air National Guard's mission, through the 173rd Fighter Wing, and its future growth is negatively impacted by the lack of air service to the Crater Lake – Klamath Regional Airport. Oregon Tech relies on air service to travel between their main campus in Klamath Falls and the Portland-Metro area. "Connecting Klamath Falls to the rest of the state and the region through commercial air service is a critical link for Oregon Tech and our entire community of faculty, staff, students, parents, and many visitors" states its President, Mr. Naganathan, Ph.D. Returning air service to the community by providing a revenue guarantee will assist the entire Klamath community.

Finally, the Airport seeks to obtain a 2019 Small Community Air Service Development Program (SCASDP) Grant from the U.S. Department of Transportation once the grant opportunity is available. These additional SCASDP funds, along with the ROAR grant funds, will reduce overall airline costs making the Klamath Falls air service market viable once again.

IV. Project Description (Program / Project Narrative)

The Crater Lake - Klamath Regional Airport has been actively recruiting an air carrier to provide service to the community since the cancellation of service by PenAir in August 2017. Small communities have been increasingly challenged in recent years to attract and maintain service in light of industry trends that include discontinuing use of aircraft under 50 seats and a stronger emphasis on utilization/profitability of aircraft in markets. Potential markets such as Klamath Falls, must prove to potential air carriers that they can profitably fill an aircraft on a proposed route in the long term AND that they can do so better than another market that could utilize the same aircraft.

These factors increase the risk to an airline that may be considering starting service in Klamath Falls which the Crater Lake -Klamath Regional Airport intends to mitigate with a minimum revenue guarantee in addition to other measures to help launch the service. While the details of a revenue guarantee would be dependent on the proposed service, in general it would be structured to cover the first year of operation while the new service is getting established. The Airport has already received \$500,000 in verbal commitments locally towards a revenue guarantee with an overall goal of \$1,000,000.

In addition to the revenue guarantee, the Airport would provide additional incentives to SkyWest, or any other potential airline, that may include abatement of rent and/or other fees and funds for marketing the new service.

The ROAR Supplemental Questions and the attached Marketing Plan provide a detailed description of the program that will be funded by the requested grant and explain the time frame during which the funds will support the project.

Also, as explained in the attached Supplemental Questions, the Airport serves a large geographic area with a growing population. The catchment area encompasses Klamath and Lake Counties in Oregon and portions of Modoc and Siskiyou counties in California. The Crater Lake – Klamath Regional Airport serves the City of Klamath Falls, Oregon, as well as multiple cities in northern California and rural areas in both states. More than 82,000 people reside in the LMT catchment area. Within a 50-mile radius the population increases to almost 100,000.

Success of the project is determined by ridership or enplanements and will be tracked each month by Airport staff. It is the Airport's goal that the airline will be completely self-sufficient within two years after beginning air service.

In addition to three operations staff, Airport management consists of:

<u>Staff</u>	Position	Years of Experience
John T. Barsalou, A.A.E.	Airport Director	34 years in 3 states
Linda Tepper, A.A.E.	Business Manager	23 years
Joe Goetz, C.M.	Operations Manager	13 years in 3 states

Each management staff brings a wealth of experience and expertise to operating an airport to support Part 139 operations and Part 121 air carrier operations, including winter time operations.

V. Project Timeline / Budget Timeline

Notice of intent to start service by airline	April 2019
Start marketing campaign	May 2019
Commencement of air service	June 2019
Revenue Guarantee Period	June 2019 through June 2020

Drawdowr	n of Funds												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019						\$143,929	\$137,469	\$131,009	\$124,549	\$118,089	\$111,629	\$105,169	\$871,842
2020	\$98, 709	\$92,249	\$85,789	\$59,949	\$34,109	\$7,354	\$0	\$0	\$0	\$0	\$0	\$0	\$378, 158
2021	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

VI. Budget

All of the ROAR grant funds would go towards a revenue guarantee to help mitigate the risk an air carrier would likely encounter establishing new service to Klamath Falls. The grant funds would be matched equally by local funds to bring the available revenue guarantee to \$1,000,000. In addition, the Airport would allocate, or receive in-kind services, of \$100,000 towards marketing the new air service to help it get established.

Expenditure Category	ROAR Fund Request	Match	Total
Revenue Guarantee	\$500,000	\$500,000	\$1,000,000
Marketing Campaign		\$100,000	\$100,000
Totals	\$500,000	\$600,000	\$1,100,000

VII. Proposed Safety and Operations Plans

The Airport anticipates that SkyWest has and/or will provide a Safety and Operations Plan upon the start of air service. Both plans are FAA required for SkyWest, as a Part 121 air carrier.

ROAR Questions:

1. Rural airport(s) proposed to be served.

This grant request is for supporting the reinstatement of air service at the Crater Lake – Klamath Regional Airport (LMT) located in Southern Oregon. The Klamath Basin includes a vibrant business community such as JELD-WEN, Inc., the military through the 173rd Fighter Wing of the Oregon Air National Guard, educational institutions such as the Oregon Institute of Technology and the Klamath Community College, and healthcare facilities such as Sky Lakes Medical Center and the Sanford Pediatric Clinic, a regional healthcare provider.

LMT serves a large geographic area with a growing population. The LMT catchment area encompasses Klamath and Lake Counties in Oregon and portions of Modoc and Siskiyou counties in California. LMT serves the City of Klamath Falls, Oregon, as well as multiple cities in northern California and rural areas in both states. More than 82,000 people reside in the LMT catchment area. Within a 50-mile radius the population increases to almost 100,000.

2. The proposed start date for this service.

The Crater Lake – Klamath Regional Airport has not received notification from SkyWest regarding a start date for air service but we are anticipating the earliest would be June 2019. The proposed service would likely be one daily roundtrip flight to/from San Francisco.

3. Amount of grant request for a two year trial period, including proposed month by month drawdown of grant.

The Airport is seeking \$500,000 in grant funding to be combined with \$500,000 in local funds for a \$1,000,000 revenue guarantee to be utilized by SkyWest should they start commercial air service. The revenue guarantee is anticipated to cover the first year of service after which passenger levels are expected to be at a level of profitability that no longer requires the revenue guarantee.

Total Passe	engers												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019						1,575	1,600	1,625	1,650	1,675	1,700	1,725	11,550
2020	1,750	1,775	1,800	1,900	2,000	2,100	2,132	2,132	2,132	2,132	2,132	2,132	20,592
2021	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	25,584

Forecasted passenger enplanements for the two year period:

Forecasted grant drawdown for the two year period:

Drawdown	of Funds												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019						\$143,929	\$137,469	\$131,009	\$124,549	\$118,089	\$111,629	\$105,169	\$871,842
2020	\$98, 709	\$92, 249	\$85,789	\$59,949	\$34,109	\$7,354	\$0	\$0	\$0	\$0	\$0	\$0	\$378, 158
2021	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

4. Additional funds being provided by community being served or other sources.

The Crater Lake – Klamath Regional Airport has commitments from the City of Klamath Falls and Klamath County to each contribute \$250,000 towards a revenue guarantee for SkyWest service. In addition, the Airport expects additional in-kind services to be offered in the way of marketing/advertising from local media companies.

5. Total expected budget for the proposed rural air service, showing all expected sources of revenue and expenses.

Revenues:	\$250,000 \$250,000	City of Klamath Falls Klamath County
	\$500,000	ROAR Grant

Expenses: \$1,000,000 Revenue Guarantee Expenses

6. Probable customer air fares for the service and whether they are fixed amounts, or will be variable-priced based on criteria of available seats, closeness to day of flight, or other factors.

In an air service pro forma prepared by Mead & Hunt, average fares including the local and beyond markets was estimated at \$212 one-way excluded taxes and fees. Airfares would be set by the airline and would be market-based pricing.

7. Projected aircraft to be used.

It is expected that service would be provided on a 50-seat CRJ-200.

8. Type of FAA certificate operations will be conducted under.

SkyWest Airlines dba United Express would operate under a Part 121 certificate.

9. Discussion of how applicant will maximize filling of seats.

To raise awareness of the new service a Marketing Plan (attached Exhibit A) has been formulated that will focus on:

- Saturating the local market with advertising so that the community is aware of the new service.
- Targeting business travelers in the San Francisco Bay area that have reason to travel to Klamath Falls.
- Working closely with Discover Klamath, the local Destination Marketing Organization, to promote the service in their targeted tourism markets.

The Marketing Plan will use an integrated marketing approach, meaning multiple mediums will be used to communicate key messages throughout the campaign.

10. Method for scheduling of service, e.g. fixed schedules, on-line demand-based schedules, or other creative methods that maximize filling of seats.

Proposed service by SkyWest would be a fixed schedule service as usual with a Part 121 commercial air service provider.

11. Projected draw down of grant funds, month by month for initial 24 month period.

Drawdowr	n of Funds												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019						\$143,929	\$137,469	\$131,009	\$124,549	\$118,089	\$111,629	\$105,169	\$871,842
2020	\$98,709	\$92,249	\$85,789	\$59,949	\$34,109	\$7,354	\$0	\$0	\$0	\$0	\$0	\$0	\$378,158
2021	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

12. Projection of anticipated passenger loads by month for initial 24 month period.

Total Passe	ngers												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019						1,575	1,600	1,625	1,650	1,675	1,700	1,725	11,550
2020	1,750	1,775	1,800	1,900	2,000	2,100	2,132	2,132	2,132	2,132	2,132	2,132	20, 592
2021	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	2,132	25,584

13. Marketing plan for the rural air service. Please see attached Exhibit A.

14. Local companies and government agencies in the communities who have expressed interest in or commitments to support your proposed air service.

City of Klamath Falls Discover Klamath Jeld-Wen Klamath Community College Klamath County Klamath County Chamber of Commerce Klamath County Economic Development Association Oregon Air National Guard – 173rd Fighter Wing Oregon Institute of Technology Sky Lakes Medical Center South Central Oregon Economic Development District

City of Klamath Falls / Crater Lake – Klamath Regional Airport (LMT) Air Service Marketing Plan – SkyWest dba United Express to SFO

Strategic Plan: Raise awareness of new air service by SkyWest Airlines dba United Express between Klamath Falls and San Francisco, CA.

The City of Klamath Falls, Discover Klamath, and Klamath County Chamber of Commerce have formed a partnership and collectively is committed to completing the Marketing Plan outlined herein.

To raise awareness of the new service a Marketing Plan has been formulated that will focus on:

- Saturate the local market with advertising so that the community is aware of the new service.
- Target business travelers in the San Francisco Bay area that have reason to travel to Klamath Falls.
- Working closely with Discover Klamath, the local Destination Marketing Organization, to promote the service in their targeted tourism markets.

The Marketing Plan will use an integrated marketing approach, meaning multiple mediums will be used to communicate key messages throughout the campaign. The plan will convey two primary marketing messages:

- (1) Branding generate awareness and association that the Crater Lake Klamath Regional Airport (LMT) is the home of Crater Lake National Park, and thereby capture more inbound air traffic.
- (2) Airport Amenities stress the convenience and amenities available by flying local. LMT offers: free parking, high convenience, onsite national rental car agencies as well as short wait times at airline ticket counters for check-in, TSA and boarding.

Specific elements of the campaign include:

• <u>Promotional Items/Events</u>

Events to raise awareness in the local community regarding the new service and to interact on a one-on-one basis with individuals to answer specific questions and help with booking inquiries. Promotional items will be given away to increase brand awareness of the Airport and United Express.

• Digital Campaign

Digital retargeting has become one of the most effective ways to reach potential customers by search retargeting (providing information based on customer's search words), site retargeting (providing information based on sites a customer visits) and contextual retargeting (providing information based on what customers are reading). Digital retargeting is not only cost effective but the ability to narrow campaigns by specific subjects/words and geographic areas make it highly effective.

• Print Campaign

Print advertising will be utilized in specific publications that support of the three focus areas of the marketing campaign.

- United In-flight Magazine
- Oregon Business Magazine
- Local newspaper, Herald and News

Budget

Promotional Items/Events		\$5,000.00
Digital Campaign		\$10,000.00
Print Campaign		
United Magazine	¹ / ₂ page ad for three months	\$40,000.00
Oregon Business Magazine	Full page ad, for six month campaign	\$30,000.00
Local Newspaper	Display ads & Digital campaign	\$15,000.00
	TOTAL	\$100,000.00

COUNCIL MEETING SUMMARY (Tuesday, February 19, 2019)

A regular meeting of the Klamath Falls City Council was held in the City Council Chambers (500 Klamath Avenue) on the above date at 7:00 p.m. Mayor Carol Westfall called the meeting to order.

<u>Council members present</u>: Councilman Dodson, Councilman Studenberg, Councilwoman Bell, and Councilman Andres (via teleconference phone). <u>Council member absent</u>: Councilman Tofell.

<u>City staff members present</u>: Nathan Cherpeski, City Manager Michael Swanson, City Attorney Brooke Marshall, Support Services Director Mark Willrett, Public Works Director Dave Henslee, Chief of Police John Barsalou, Airport Director Joe Goetz, Airport Operations Manager Linda Tepper, Airport Business Manager Scott Souders, City Engineer Joe Wall, Planning Manager Nickole Barrington, City Recorder

1. <u>WORK SESSION</u> - 6:00PM- EXECUTIVE SESSION under 192.660(2)(h) – Consultation with Legal Counsel; and 6:30PM- WORK SESSION – Fee Schedule Discussion.

2. <u>MEETING OPENING</u> - 7:00 PM

<u>2.1 CALL TO ORDER</u> Mayor Westfall called the meeting to order. Council Members present were Councilman Dodson, Councilman Studenberg, Councilwoman Bell, and Councilman Andres (via teleconference phone).

Councilman Dodson **moved to excuse Councilman Tofell.** Councilman Studenberg seconded. The motion carried unanimously with all Council Members present and on the phone voting aye.

Procedural: <u>2.2 PLEDGE OF ALLEGIANCE</u> The Pledge of Allegiance was recited.

<u>PRESENTATIONS</u>
 Information: <u>3.1 Klamath IDEA Presentation</u>
 Mayor Westfall introduced Kat Rutledge to give the Klamath IDEA presentation.
 Ms. Rutledge presented her PowerPoint presentation to Council.

4. <u>PUBLIC COMMENT</u> Information: <u>4.1 PUBLIC COMMENT GUIDELINES</u> Mayor Westfall opened the meeting for Public Comment.
<u>Sally Wells, 820 North Eldorado</u> spoke and asked for a status update on several items.
After hearing and seeing no one else who wished to speak, Mayor Westfall closed the Public Comment.

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5. <u>CONSENT AGENDA</u> Action (Consent): <u>5.1 APPROVAL OF CONSENT AGENDA</u> - Meeting Agenda; and Prior Meeting Minutes (February 4, 2019).

Councilman Dodson **moved to approve the Consent Agenda: approving the February 19, 2019 Agenda; and the February 4, 2019 Meeting Minutes.** Councilman Studenberg seconded. The motion carried unanimously with all Council Members present and on the phone voting aye.

6. <u>LEGISLATIVE ACTIONS</u>

Action: <u>6.1 CITY COUNCIL'S COMMITTEES, BOARDS, AND COMMISSIONS</u> <u>MEMBERS' REGULATIONS</u>

Councilwoman Bell **moved to introduce the ordinance for first reading by title only**. Councilman Dodson seconded. *City Attorney Michael Swanson clarified the changes to the title and committee language added. Council acknowledged acceptance of the title and language amendments.* The motion carried unanimously with all Council Members present and on the phone voting aye. City Manager Nathan Cherpeski read the Ordinance by title only.

Action: <u>6.2 UPDATE TO AIRPORT'S MINIMUM STANDARDS FOR COMMERCIAL</u> <u>AERONAUTICAL ACTIVITIES</u>

Councilman Studenberg **moved to approve the updates to the Airport's Minimum Standards for Commercial Aeronautical Activities.** Councilman Dodson seconded. The motion carried unanimously with all Council Members present and on the phone voting aye.

Action: 6.3 UPDATE TO THE AIRPORT'S RULES AND REGULATIONS

Councilman Studenberg **moved to approve the updates to the Airport's Rules and Regulations.** Councilwoman Bell seconded. The motion carried unanimously with all Council Members present and on the phone voting aye.

Action: 6.4 RURAL OREGON AVIATION RELIEF PROGRAM GRANT APPLICATION

Councilman Studenberg **moved to authorize staff to submit a Rural Oregon Aviation Relief Program Grant Application to the Oregon Department of Aviation.** Councilwoman Bell seconded. The motion carried unanimously with all Council Members present and on the phone voting aye.

Action: <u>6.5 EXCLUSIVE NEGOTIATING AGREEMENT WITH PROJECT^ FOR THE MAIN</u> <u>AND ESPLANADE SITE REDEVELOPMENT</u>

Councilman Studenberg **moved to authorize staff to enter into discussions for an Exclusive Negotiating Agreement with project^.** Councilman Dodson seconded. The motion carried unanimously with all Council Members present and on the phone voting aye.

7. <u>OTHER MATTERS</u> No other matters were discussed.

8. <u>ADJOURNMENT</u> Action: <u>8.1 ADJOURNMENT</u>

Councilman Dodson **moved to adjourn the meeting.** Councilman Studenberg seconded. The motion carried unanimously with all Council Members present and on the phone voting aye.

The meeting adjourned at 7:45 p.m.



February 8, 2019

Mr. John Barsalou Director Crater Lake – Klamath Regional Airport 6775 Arnold Ave. Klamath Falls, OR 97603

Subject: SkyWest Airlines' Letter of Support for Crater Lake-Klamath Regional Airport's 2019 Rural Oregon Airport Relief Program Application

Dear Mr. Barsalou:

SkyWest Airlines supports Crater Lake – Klamath Regional Airport's (LMT)'s Rural Oregon Airport Relief Program (ROAR) application. Air service in small communities is critical to the economic vitality of the community, and we feel that the LMT application for service to San Francisco International Airport (SFO) is an important addition for the entire region.

SkyWest has been very active in adding service to smaller communities across the nation and believes that the Klamath community offers an opportunity for us to bring our quality air service to the region. While we believe that LMT-SFO service could be successful, any new service, especially introducing a new airline to a community, has inherent risk and significant costs. A ROAR award with an associated minimum revenue guarantee would help us to overcome those risks. While SkyWest cannot guarantee it will launch service from LMT, the grant would greatly increase our interest in entering the market.

We look forward to continuing to work with LMT regarding adding SkyWest service to SFO.

Sincerely,

my Atter

Greg Atkir∜ Managing Director



DEPARTMENT OF THE AIR FORCE 173D FIGHTER WING KINGSLEY FIELD OREGON

21 February 2019

Betty Stansbury Director Oregon Department of Aviation 3040 25th St. SE Salem, OR 97302

Dear Ms. Stansbury:

The 173d Fighter Wing wishes to express support for the Crater Lake – Klamath Regional Airport's grant application to the Rural Oregon Aviation Relief (ROAR) program for funds to be used towards an air service revenue guarantee.

The 173d Fighter Wing's mission is to train F-15 pilots for the United States Air Force. Students attending training at Kingsley Field are temporarily assigned and often travel to their home of record and later to their permanent duty locations. Local air service to other major hubs would greatly benefit these students as well as our permanently assigned service members who regularly travel to training assignments and deployed locations. We have relied heavily on this air service in the past.

In 2014, the Chief of Staff of the Air Force added nearly 100 military families to our base in an effort to increase F-15 student production. Five years later, our mission continues to grow, as does our nation's demand for more fighter pilots. New opportunities are on the horizon, and we anticipate the Department of Defense to lean on us heavily as fighter aircraft missions evolve in the coming years. The result may benefit the Klamath Falls economy and increase number of travelers. Having air service in Klamath Falls would certainly ease the logistics burden for our airmen currently traveling 90+ miles to the next nearest airport.

Since the cancellation of service by PenAir in August of 2017, the Airport has been actively recruiting an air carrier to provide service to the community. The availability of funds for a revenue guarantee would greatly enhance the attractiveness of our market by decreasing the risk associated with starting new service. The 173d Fighter Wing wholeheartedly supports this initiative and considers air carrier service at the Klamath Falls Airport a vital component to our mission success.

Thank you for your consideration of this letter.

Sincerely,

JEFFREY S. SMITH, Colonel, ORANG

Commander, 173d Fighter Wing



23 FEB 19

Betty Stansbury, Director Oregon Department of Aviation 3040 25th St. SE Salem, OR 97302

Dear Ms. Stansbury:

The City of Merrill Oregon wishes to express our support for the Crater Lake – Klamath Regional Airport's grant application to the Rural Oregon Aviation Relief (ROAR) program for funds to be used towards an air service revenue guarantee.

Our City relies on air service for its residents that travel for business and to seek to attract new businesses. Our flight options are to either drive to Portland or Reno, or drive over a pass which is dangerous in the winter to connect through Medford.

The Airport has been actively recruiting an air carrier to provide service to the community since the cancellation of service by PenAir in August of 2017, something we wholeheartedly support. The availability of funds for a revenue guarantee would greatly enhance the attractiveness of our market by decreasing the risk associated with starting new service.

Thank you for your consideration of this letter.

Sincerely, /s/

Bill Carlson, Mayor



February 20, 2019

Betty Stansbury Director Oregon Department of Aviation 3040 25th St. SE Salem, OR 97302

Dear Ms. Stansbury:

We wish to express our support for the Crater Lake – Klamath Regional Airport's grant application to the Rural Oregon Aviation Relief (ROAR) program for funds to be used towards an air service revenue guarantee.

Klamath Community College relies on air service for many college operations, conferences and administrative travel out of town. Having to utilize airports outside of Klamath Falls air service is both inconvenient and inefficient and is a significant impact to our budget and time efficiencies.

The Airport has been actively recruiting an air carrier to provide service to the community since the cancellation of service by PenAir in August of 2017, something we wholeheartedly support. The availability of funds for a revenue guarantee would greatly enhance the attractiveness of our market by decreasing the risk associated with starting new service.

Thank you for your consideration of this letter.

Sincerely,

Dr. Roberto Gutierrez President, Klamath Community College 7390 S. 6th Street Klamath Falls, OR 97601 541-880-2210



February 21, 2019

Betty Stansbury

Director Oregon Department of Aviation 3040 25th St. SE Salem, OR 97302

Dear Ms. Stansbury:

I am writing you on behalf of the Klamath County Economic Development Association to express our support for the Crater Lake – Klamath Regional Airport's grant application to the Rural Oregon Aviation Relief (ROAR) program for funds to be used towards an air service revenue guarantee.

Our agency's purpose is to lead economic development and diversification of the county through areas such as marketing, targeted recruitment, business retention/expansion, entrepreneurship, advocacy, and more. Ultimately, we look to strengthen the reach and depth of the area's industry offerings, creating an economic climate that generates jobs and entices consistent investment. A key part of this is ensuring that Klamath regional airport be in the strongest position possible for commercial air service.

Transportation networks and facilities play a critical role in the economic development of communities. It has been well documented that the sustainability and growth of a rural economy is especially influenced by its airport facilities. The case is true with Klamath County's economy. Air service is undoubtedly a resource for bringing new investment to the local economy and influence the attractiveness of our region to prospective industry as they assess company location decisions. It helps retain local businesses, also giving these existing companies expansion opportunities as the logistical range of where they can provide their products and/or services grows exponentially. Air service additionally presents opportunities to further develop our tourism sector, for as more airport visitors come in, more money flows into our local economy.

Business travel is an industry that annually generates \$2 trillion in economic output, supporting 14.6 million US jobs in the process. Such output is indicative of how important it is within a global marketplace for businesses to still feel and experience things firsthand. Several studies clearly show productivity gains take various forms through new sales, customer retention, collaboration, employee satisfaction, networking, industry knowledge, and idea sharing through having accessible air service available for conducting business. Simply put, commercial air service is directly connected to out ability to strengthen and diversify our economy.

Our team continues to work hard with many stakeholders to put our area "on the map" for new investment to potentially take place in Klamath. Although we are getting more attention to the region from prospective businesses, a reoccurring obstacle that has and will continue to hinder our ability to secure these investments is lack of commercial air service. Our partners at the airport have been actively recruiting an air carrier to provide service to the community since the cancellation of service by PenAir

in August of 2017, something we wholeheartedly support. The availability of funds for a revenue guarantee would greatly enhance the attractiveness of our market by decreasing the risk associated with starting new service.

Our rural Oregon community needs your help. I am hopeful that you will give thoughtful consideration to the support letters being sent on behalf of this grant application, such as one being sent from SkyWest Airlines, and recognize the potential impact such funds could have in creating forward movement for Klamath's economy.

Sincerely,

Daridy

Randy Cox CEO, Choose Klamath (KCEDA)



Nagi G. Naganathan, Ph.D., ASME Fellow 3201 Campus Drive, Klamath Falls, OR 97601 541.885.1112 (office) 541.885.1101 (fax) president@oit.edu

February 21, 2019

Betty Stansbury, Director Oregon Department of Aviation 3040 25th Street SE Salem, OR 97302

Re: Crater Lake - Klamath Regional Airport

Dear Ms. Stansbury,

The Oregon Institute of Technology (Oregon Tech) is pleased to submit this letter of support for the Crater Lake – Klamath Regional Airport's grant application to the Rural Oregon Aviation Relief (ROAR) program for funds to be used towards an air service revenue guarantee.

Air service to the Klamath Basin greatly impacts Oregon Tech and our ability to leverage our faculty's unique expertise to support manufacturing, high-tech, renewable energy, and medical industries across Oregon and the Pacific Northwest. We recognize the importance of quality commercial air service to the economy through improved access for visitors, to facilitate businesses, and increase export-oriented manufacturing and agriculture.

Our university relies on air service to travel between our main campus in Klamath Falls and our Portland-Metro campus located in Wilsonville. Our faculty and staff travel very frequently between campuses because many of them are responsible for both locations in the work they do, and they also attend meetings, conferences and other work-related events. The lack of air service increases the expense and decreases our ability to interact with colleagues and partners which would increase our reputation, increase our applied research activities with industry partners and to fully leverage our unique capabilities as the Northwest's premier polytechnic university.

Connecting Klamath Falls to the rest of the state and the region through commercial air service is a critical link for Oregon Tech and our entire community of faculty, staff, students, parents, and many visitors. The lack of a commercial airline connecting Klamath Falls to the state and region reduces the willingness of students and their families to visit, and inhibits their ability to travel to and from our Klamath Falls campus. Oregon Tech is a major economic driver in the Klamath Falls area, with enrollment of almost 4,800 students, more than 225 faculty and staff, and hundreds of visitors a year coming to campus, including parents, conference attendees, and visiting dignitaries. We have a multi-million dollar impact on the community, but have lost partnerships, potential employees, and students because of the isolation of this community without an air service option.

With Oregon Tech's enrollment and program offerings growing at both campuses there will continue to be a very high demand for air service. Please help make our community more connected, safe and successful by working towards air service that is convenient, fast and accessible for our community, and for Oregonians and visitors as well.

Hands-on education for real-world achievement.

Thank you for all of your support of the Klamath Basin and of Oregon Tech. If it was available, air travel would provide a faster, safer alternative than driving the rural and mountain highways that face weather challenges for many months a year, and are among the most dangerous roads in the state. Consistent and reliable commercial air service to Klamath Falls is desperately needed by our community and will help to leverage the many assets our university and the Basin have to offer. Oregon Tech strongly supports the request for funds to be used as an air service revenue guarantee to enhance to decrease the risk associated with starting new service.

Thank you for your consideration of this letter and the Crater Lake – Klamath Regional Airport grant application.

Warm regards,

Nagi G.Naganathan, Ph.D., ASME Fellow

Nagi G. Naganathan, Ph.D., ASME Fellow President

Cc: John Barsalou, Airport Director, Crater Lake Klamath Regional Airport



February 25, 2018

- TO: Betty Stansbury Director Oregon Department of Aviation 3040 25th St. SE Salem, OR 97302
- RE: Letter of Support for Rural Oregon Relief Program (ROAR) Crater Lake / Klamath Regional Airport

I would like to express my full support for the approval of \$500,000 for Crater Lake / Klamath Regional Airport through the Rural Oregon Relief Program (ROAR).

The Klamath Falls City Council has granted the airport permission to submit an application to apply for the grant. Community support is strong for commercial service in Klamath. Both the city and the county are providing \$250,000 in matching funds.

In order to keep pace with the rest of Oregon's growth, commercial service to the Crater Lake / Klamath Regional Airport is essential. This grant will help build assurance towards that goal.

Thank you for your consideration.

Sincerely,

E. WERNER RESCHKE State Representative, HD 56 Southern Klamath & Lake Counties



February 20th, 2019

To: Whom It May Concern From: George Rogers General Manager Running Y Properties

Re: ROAR Grant

Dear Sir/Madam,

Running Y Properties, representing Running Y Ranch Resort and Cerulean Hotel, sincerely asks for grant funds to support the Crater Lake - Klamath Regional Airport. The return of Commercial Air Service to our community is truly a vital economic need.

Tourism and economic growth is a focus for our entire community and region. For this effort to be successful, a commercial airline option is critical.

Thank you in advance for considering Crater Lake - Klamath Regional Airport for these grant funds.

Sincerely,

George Rogers General Manager Running Y Properties georger@runningy.com 541-850-5599

Life-changing journeys await.

5500 Running Y Road Klamath Falls, Oregon 97601 runningy.com 541.850.5500