

October 16th, 2018

City Manager
100 W Washington Ave
Yakima, WA 98903

RE: SPONSORSHIP REQUEST TO MAINTAIN THE FLYYKM MARKETING PROGRAM

The Yakima Air Terminal-McAllister Field (Yakima Airport) is served by Alaska Airlines, which provides the Greater Yakima area with reliable and convenient air transportation to Seattle-Tacoma International Airport (SEATAC). In 2014, the City of Yakima utilized a \$290,000 grant from the United States Department of Transportation (USDOT) to launch a FLY YKM marketing program to encourage the community to fly out of the Yakima Airport instead of driving to SEATAC. This program has been successful by attracting an additional 38,000 passengers to the Yakima Airport thereby increasing passenger ridership 32%. This increase resulted in Alaska Airlines adding an additional daily roundtrip flight to SEATAC. The success of this marketing program has provided our communities with shorter connections at SEATAC and provides a more reliable way of travel during winter months when mountain passes frequently close due to unsafe driving conditions.

Unfortunately, the USDOT grant will expire at the end of 2018. In order to continue this marketing program on behalf of all communities in the Yakima Valley, the City of Yakima is committed to budgeting \$25,000 in 2019 for this effort. Since Yakima's air service is essential for our region, it is imperative that the City of Yakima reach out to our neighboring cities whose residents utilize the airport in order to maintain our marketing program in 2019 and years to follow. In order to maintain our current level of marketing, the City of Yakima is requesting a \$10,000 match from the City of _____ for 2019. The City of Yakima encourages our neighboring cities to participate in the FLY YKM program to ensure future air service is not only retained, but has the opportunity to grow with additional flights or new destinations.

Thank you for your consideration and please let me know if you have any questions.

Sincerely,

Cliff Moore
City Manager

Cc: Yakima City Council
Robert Peterson, Airport Director, Yakima Air Terminal-McAllister Field