

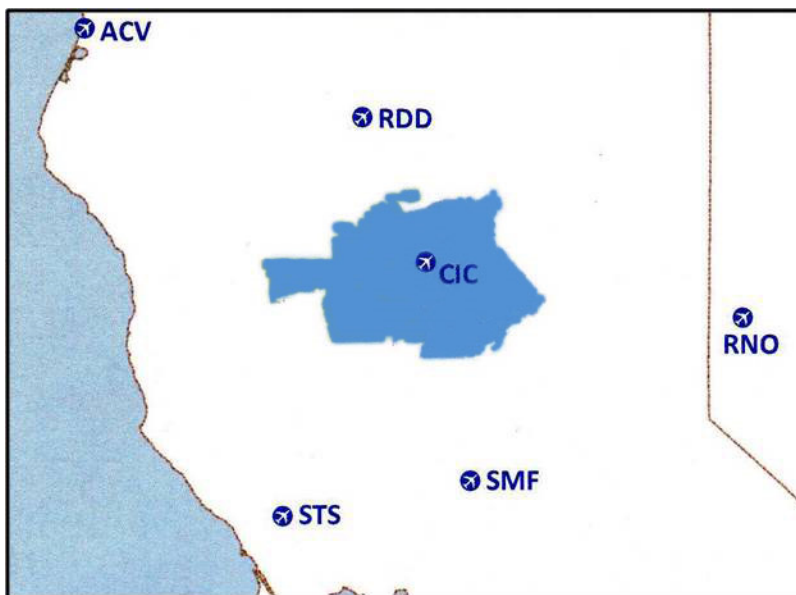
See our Banner "We're Going Places" at the Chico Heat Games this year!

What's happening with JetChico and The Return of Commercial Air Service to Our Airport?

Our collective voices are having an impact! JetChico, whose goal is to return Commercial Air Service to Chico and the surrounding area, entered the spring of 2018 poised to make the vision of commercial air service for Chico, a very real possibility. Thanks in part to your continued support and the unwavering grass roots efforts of members of our community, Chico Municipal Airport is once again 'on the radar' of several commercial air carriers.

Data compiled in a recent catchment study (read, study of local air travel passenger number and destination demography) of Chico, Butte County, and surrounding municipalities, clearly indicates that there is the economic and population strength more than sufficient to attract and support commercial air service at our Chico Municipal Airport. That's great news!

The aviation consulting firm, InterVISTAS, presented a detailed report to the City and the Chico Airport Commission (November 8, 2017) which demonstrated that a local passenger base of Chico and surrounding areas that is sufficient to support a robust scheduled airline service at Chico Municipal Airport (See Map).



Map of Area used in
the InterVISTAS Catchment Study.

In summary, this report states that:

- The Chico metropolitan area population of ~225,000 is comparable to a number of cities across the U.S. already enjoying scheduled commercial air service.
- Based on data from comparable regions, cities and more detailed information reported by the U.S. DOT and ARC (Airline Reporting Corporation), InterVISTAS has projected that Chico air travel demand is approximately as follows.
 - It is estimated that a total daily Chico demand figure of 682 PDEWs (Passengers Daily Each Way) with Los Angeles, San Diego, Seattle, and New York being the top destinations
 - InterVISTAS also estimates that 75% of total Chico's traveling population currently departs from Sacramento/SMF and that SFO provides the majority of international departures.
- If Chico can attract just 20% of this local demand to the Chico Municipal Airport, it will likely be able to support two daily departures with a 70-seat aircraft. Assumptions in this statement include:
 - There is only a single carrier in operation at the airport
 - The travel fares are competitive with other current regional airports.

Some important facts to keep in mind:

- More than 80 signatures from local business leaders and influential community members have already been collected affirming support for the efforts of JetChico. The City of Chico and the Chamber of Commerce are aware of this support, and will play a major leadership roles as the quest to return commercial air service goes forward
- The ongoing financial impact to our community is enormous. By **NOT** having commercial air service at our airport, the community loses ~ \$1 million dollars annually in Federal Airport Improvement Program funds not to mention the loss of Passenger Facility Charges from not having commercial passenger travel. This has a significant impact on the airport's bottom line.

Outlined below are some of the accomplishments in 2017, as well as, our goals and activities for 2018.

- Chico's Airport Manager, Sherry Miller, has taken charge of creating a business-welcome atmosphere for Chico Municipal Airport, and is actively reaching out to various air carriers to solicit interest in doing business in Chico. A number of meetings have been held with air carriers open to discussion of possibilities; thus far feedback appears positive.
- JetChico members continue to engage in community outreach to garner increased support for bringing commercial air service back to Chico. JetChico also conducts monthly meetings which have resulted in members outlining strategic goals, increasing a social media presence and seeking additional marketing and advertising outlets to raise public awareness and support.
- JetChico is continuing efforts to identify and secure assets, services, and guarantees that serve to entice, incentivize, and accelerate airline interest and partnership in providing sustained commercial air transportation to the public.

- JetChico continues to gather community support in every way possible. Expanding the critical partnership with elected local government has been a high priority. Please advance this effort by contacting your government representatives and educating them as to how commercial air service would improve and enhance your ability to conduct business, or enhance your personal travel.

What can you do?

You are encouraged to assist in making commercial air service in Chico a reality. JetChico encourages citizens to contact all local elected officials and representatives to advise them of your support for this effort to propel our community into the future. The positive result of this effort will serve as a major economic engine for our region, which will enhance job creation, attract new businesses, support current business retention and growth, as well as attract additional investment growth. JetChico will continue to solicit the full support of the Chico community and the entire region in this endeavor.

Thank you for your support of this critical effort. Commercial air service is essential for our region if we are to improve the local economy, create and attract good-paying jobs for the area, and power the economic engine of the Northstate. Do not hesitate to contact either of the JetChico members below for more information.

Norm Rosene – odysseywinery@aol.com, 530-891-8884
Sherry Miller (City of Chico) – 530-896-7216