

SUMMARY INFORMATION¹

www.grants.gov.

at <https://www.transportation.gov/policy/aviation-policy/small-community-rural-air-service/SCASDP>

Legal Sponsor Name: City of Billings, Montana

Sponsor: William A. Cole, Mayor

UEI: UJZCNRD8UUH5

1. Billings, MT

2. _____

4. _____

1. Billings Logan International Airport (BIL) 2.

3. 4.

¹ Note that the Summary Information does not count against the 20-page limit of the SCASDP application.

IS THE AIRPORT SEEKING SERVICE NOT LARGER THAN A SMALL HUB AIRPORT UNDER FAA HUB CLASSIFICATIONS EFFECTIVE ON THE NOFO'S SET APPLICATION DUE DATE?

☒ **YES** ☐ **NO**

Does the airport seeking service hold an airport operating certificate issued by the Federal Aviation Administration under 14 CFR Part 139? (If "No", Please explain whether the airport intends to apply for a certificate or whether an application under Part 139 is pending.)

☒ **YES** ☐ **NO**

D. SHOW THE DRIVING DISTANCE FROM THE APPLICANT COMMUNITY TO THE NEAREST:

1. Large hub airport: Salt Lake City, UT (SLC) - 555 miles
2. Medium hub airport: Boise, ID (BOI) - 613 miles
3. Small hub airport: Bozeman, MT (BZN) - 152 miles
4. Airport with jet service: Bozeman, MT (BZN) - 152 miles

Note: Provide the airport name and distance, in miles, for each category.

E. LIST THE 2-DIGIT CONGRESSIONAL DISTRICT CODE APPLICABLE TO THE SPONSORING ORGANIZATION, AND IF A CONSORTIUM, TO EACH PARTICIPATING COMMUNITY.

1. MT-002	2.
3.	4.

F. APPLICANT INFORMATION: (CHECK ALL THAT APPLY)

- ☒ Not a Consortium ☐ Interstate Consortium ☐ Intrastate Consortium
- ☒ Community (or Consortium member) previously received a Small Community Air Service Development Program Grant

NOTE: A community that currently receives subsidized Essential Air Service funding, receives assistance under the Alternate Essential Air Service Pilot Program, or is a participant in, and has received a grant under, the Community Flexibility Pilot Program, is not eligible for SCASDP grant funds. See Section C.1. (“Essential Air Service Communities”)

If previous recipient: Provide year of grant(s): 2016 ; and, the text of the grant agreement section(s) setting forth the scope of the grant project:

Minimum revenue guarantee (MRG), fee waivers and marketing program to recruit, initiate and support new daily service between Billings Logan International Airport (BIL) and Dallas/Ft. Worth International Airport (DFW).

G. PUBLIC/PRIVATE PARTNERSHIPS: (LIST ORGANIZATION NAMES)

PUBLIC	PRIVATE
1. City of Billings, MT	1. Billings Air Service Coalition
2. Big Sky Economic Development	2. Billings Chamber of Commerce
3. Visit Billings	3.
4.	4.
5.	5.

H. PROJECT PROPOSAL:

1a. BROAD GRANT GOAL(S): (CHECK ALL THAT APPLY)

- | | | |
|---|---|---|
| <input type="checkbox"/> Launch New Carrier | <input checked="" type="checkbox"/> Secure Additional Service | <input type="checkbox"/> Upgrade Aircraft |
| <input type="checkbox"/> First Service | <input checked="" type="checkbox"/> New Route | <input checked="" type="checkbox"/> Service Restoration |
| <input type="checkbox"/> Regional Service | <input type="checkbox"/> Surface Transportation | <input type="checkbox"/> Professional Services ² |

² “Professional Services” involve a community contracting with a firm to produce a product such as a marketing plan, study, air carrier proposal, etc.

☐ **Other** (explain below)

1b. GRANT PURPOSE:

CONCISELY DESCRIBE THE BROAD PURPOSE OF THE PROPOSED GRANT PROJECT THAT WILL ADDRESS THE COMMUNITY’S AIR SERVICE NEEDS OR DEFICIENCIES (FOR EXAMPLE, ‘GAIN ACCESS TO A MAJOR HUB’, OR ‘NEW SERVICE TO THE EASTERN UNITED STATES’).
Acquire daily, nonstop service to California

1c. GRANT SCOPE:

CONCISELY DESCRIBE THE SPECIFIC SCOPE OF THE PROPOSED GRANT PROJECT (THAT WILL SERVE TO ACHIEVE THE GOALS OF THE GRANT PURPOSE STATED ABOVE), AS YOU WOULD ENVISION THE SCOPE LANGUAGE WOULD APPEAR IN A FORMAL GRANT AGREEMENT, USING THE FORMAT/STRUCTURE USED IN THESE EXAMPLES: “REVENUE GUARANTEE TO RECRUIT, INITIATE, AND SUPPORT NEW DAILY SERVICE BETWEEN _____ AND _____;” OR “MARKETING PROGRAM TO SUPPORT EXISTING (OR NEW) SERVICE BETWEEN _____ AND _____ BY _____ AIRLINES.”)

Revenue guarantee to recruit, initiate, and support new daily service between Billings Logan International Airport (BIL) and Los Angeles International Airport (LAX) or San Francisco International Airport (SFO)

1d. GRANT HISTORY:

DOES THIS APPLICATION SEEK TO REPEAT A PAST GRANT PROJECT OF THE COMMUNITY OR CONSORTIUM (FOR EXAMPLE, A SPECIFIC DESTINATION AIRPORT)?

YES **X NO**

IF THE ANSWER TO THE ABOVE QUESTION IS ‘YES’:

A: WHAT YEAR WAS THE FORMER GRANT AGREEMENT SIGNED? _____

B: HAVE 10 YEARS PASSED SINCE THE PREVIOUS GRANT AGREEMENT WAS SIGNED?

YES **No**

IF THE ANSWER TO ‘B’ ABOVE IS ‘NO,’ THE APPLICANT SHOULD APPLY FOR A FORMAL WAIVER OF THE TEN-YEAR SAME PROJECT LIMITATION (SEE SECTION C.1. “SAME PROJECT LIMITATION”). THE REQUEST FOR WAIVER SHOULD INCLUDE A) A STATEMENT THAT THE COMMUNITY OR CONSORTIUM IS REQUESTING A WAIVER OF THE LIMITATION IN ACCORDANCE WITH THE PROVISIONS OF 49 U.S.C. § 41743(C)(4)(C); AND B) INFORMATION AND EVIDENCE TO SUPPORT A FINDING THAT THE APPLICANT SPENT LITTLE OR NO MONEY ON ITS PREVIOUS PROJECT OR ENCOUNTERED INDUSTRY OR ENVIRONMENTAL CHALLENGES, DUE TO CIRCUMSTANCES THAT WERE REASONABLY BEYOND THE CONTROL OF THE COMMUNITY OR CONSORTIUM. IF YOU HAVE ANY QUESTIONS ABOUT YOUR COMMUNITY’S PAST GRANTS, PLEASE CONTACT THE DEPARTMENT.

2. FINANCIAL TOOLS TO BE USED: (CHECK ALL THAT APPLY)

- ☒ **Marketing (including Advertising):** promotion of the air service to the public
- ☐ **Start-up Cost Offset:** offsetting expenses to assist an air service provider in setting up a new station and starting new service (for example, ticket counter reconfiguration). NOTE: While the Department will consider the eligibility of start-up costs to offset some expenses of a service/origin (such as ticket counter reconfiguration), the use of SCASDP grant funding is not eligible for inclusion in a grant proposal to support the following types of direct benefits to an air carrier:
- the establishment of a new air carrier, or other direct benefits to an air carrier or a company seeking to become an air carrier;
 - the purchase of aircraft;
 - relocation of personnel, including crews; or
 - relocation of ground equipment such as airport tugs or other ancillary aircraft equipment.

Also note that this is not an exhaustive list, and the Department reserves the right to review, and consider the eligibility of, any start-up cost proposals made by an applicant.

- ☒ **Revenue Guarantee:** an agreement with an air service provider setting forth a minimum guaranteed profit margin, a portion of which is eligible for reimbursement by the community
 - ☐ **Recruitment of U.S. Air Carrier:** air service development activities to recruit new air service, including expenses for airport marketers to meet with air service providers to make the case for new air service
 - ☒ **Fee Waivers:** waiver of airport fees, such as landing fees, to encourage new air service; counted as in-kind contributions only
 - ☐ **Ground Handling Fee:** reimbursement of expenses for passenger, cabin, and ramp (below wing) services provided by third party ground handlers
 - ☐ **Travel Bank:** travel pledges, or deposited monetary funds, from participating parties for the purchase of air travel on a U.S. air carrier, with defined procedures for the subsequent use of the pledges or the deposited funds; counted as in-kind contributions only
 - ☐ **Other** (explain below)
-
-

I. EXISTING LANDING AIDS AT LOCAL AIRPORT:

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Full ILS | <input checked="" type="checkbox"/> Outer/Middle Marker | <input checked="" type="checkbox"/> Published Instrument Approach |
| <input checked="" type="checkbox"/> Localizer | <input checked="" type="checkbox"/> Other (specify) PAPI, MALSAR, Glide Slope | |

J. PROJECT COST: DO NOT ENTER TEXT IN SHADED AREA

REMINDER: LOCAL CASH CONTRIBUTIONS MAY NOT BE PROVIDED BY AN AIR CARRIER (SEE “TYPES OF CONTRIBUTIONS” FOR REFERENCE).

LINE	DESCRIPTION		SUB TOTAL	TOTAL AMOUNT
1	Federal amount requested			\$1,000,000
2	State <u>cash</u> financial contribution			\$0
	<i>Local cash financial contribution</i>			
	3a	Airport <u>cash</u> funds		
	3b	Non-airport <u>cash</u> funds	\$750,000	
3	Total local <u>cash</u> funds (3a + 3b)			\$755,000
4	TOTAL CASH FUNDING (1+2+3)			\$1,755,000
	<i>In-Kind contribution</i>			
	5a	Airport <u>In-Kind</u> contribution**	\$80,000	
	5b	Other <u>In-Kind</u> contribution**	\$0	
5	TOTAL IN-KIND CONTRIBUTION (5a + 5b)			\$80,000
6	TOTAL PROJECT COST (4+5)			\$1,835,000

Is this project supported by any other Federal Funds?

☐ YES ☒ NO

If “Yes” please describe the source(s) and the value (\$) of such funding:

K. IN-KIND CONTRIBUTIONS**

For funds in lines 5a (Airport In-Kind contribution) and 5b (Other In-Kind contribution), please describe the source(s) of fund(s) and the value (\$) of each.

5a. Billings Logan International Airport, landing fee waiver, \$80,000

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L. Is This Application Subject To Review By an Affected State Under Executive Order 12372 Process?

- ☐ a. This application was made available to the State under the Executive Order 12372 Process for review on (date) _____.
- ☐ b. Program is subject to E.O. 12372, but has not been selected by the State for review.
- ☒ c. Program is not covered by E.O. 12372.

M. Is The Lead Applicant or Any Co-Applicants Delinquent On Any Federal Debt? (If “Yes”, Provide Explanation)

☒ No ☐ Yes (explain)

APPLICATION CHECKLIST

INCLUDED?	ITEM
<i>For Immediate Action</i>	
Y	Determine Eligibility
Y	New Grants.gov users must register with www.grants.gov . Existing Grants.gov users <i>must verify existing www.grants.gov account has not expired and the Authorized Organization Representative (AOR) is current.</i>
<i>For Submission by 4:00 PM EDT on May 17, 2023</i>	
N/A	Communities with active SCASDP grants: notify DOT/X50 of intent to terminate existing grant in order to be eligible for selection.
Y	Complete Application for Federal Domestic Assistance (SF424) via www.grants.gov
Y	Summary Information schedule complete and used as cover sheet (<i>see Appendix B</i>)
	Application of up to 20 one-sided pages (excluding any letters from the community or an air carrier showing support for the application), to include:
Y	<ul style="list-style-type: none"> A description of the community's air service needs or deficiencies.
Y	<ul style="list-style-type: none"> The driving distance, in miles, to the nearest large, medium, and small hub airports, and airport with jet service.
Y	<ul style="list-style-type: none"> A strategic plan for meeting those needs under the Small Community Program, including a concise synopsis of the scope of the proposed grant project.
Y	<ul style="list-style-type: none"> For service to or from a specific city or market, such as New York, Chicago, Los Angeles, or Washington, D.C., for example), a list of the airports that the applicant considers part of the market.
Y	<ul style="list-style-type: none"> A detailed description of the funding necessary for implementation of the community's project.
Y	<ul style="list-style-type: none"> An explanation of how the proposed project differs from any previous projects for which the community received SCASDP funds (if applicable).
Y	<ul style="list-style-type: none"> Designation of a legal sponsor responsible for administering the program.
N/A	<ul style="list-style-type: none"> A request for waiver of the Ten Year Same Project Limitation (if applicable) – <i>see Appendix B above.</i>
N/A	<ul style="list-style-type: none"> A motion for confidential treatment (if applicable) – <i>see Appendix D below.</i>

Section 1. Summary of Merit Criteria

The City of Billings, Montana, the sponsor of this Small Community Air Service Development Program (SCASDP) grant application, in cooperation with its public and private partners, is requesting \$1 million in federal assistance to implement a \$1,835,000 air service initiative at Billings Logan International Airport (BIL). **BIL has received one previous SCASDP grant award, which was successfully implemented within one year of grant award announcement.** As shown throughout this grant application, all of the elements are in place to make this another successful air service initiative.



The goal of this grant application is to acquire daily, nonstop service to California, specifically Los Angeles International Airport (LAX) or San Francisco International Airport (SFO), to meet the air service needs of this growing region. Carriers offering the right frequency and the most beneficial connections to and over LAX and SFO include Alaska Airlines, Delta Air Lines and United Airlines. **Alaska Airlines supports this grant application as evidenced in their letter of support in Appendix A.**

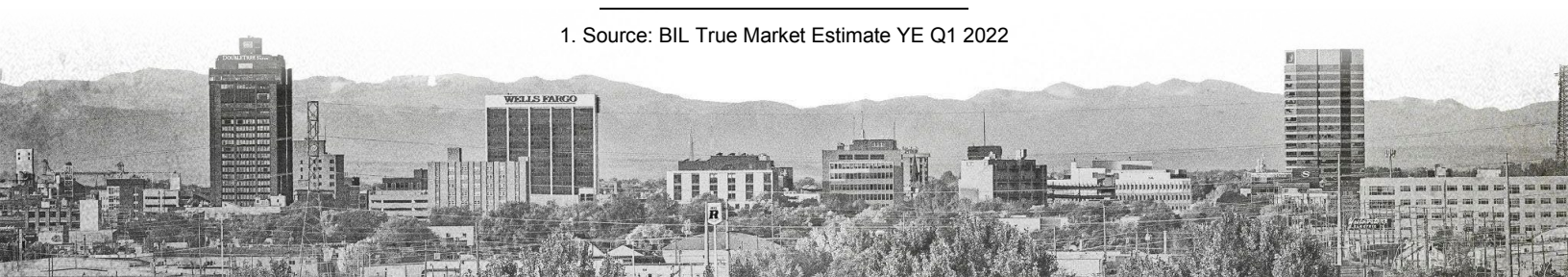
Airfares Higher than National Average

Billings' remote location and long and difficult drives to alternate airports leaves only a small percentage of Billings' residents and visitors using alternate airports (11 percent¹). Because of this, Billings' air travelers are left with few options other than the airlines and airfares available at BIL. According to the Bureau of Transportation Statistics (BTS) for calendar year 2022, **BIL has an average fare of \$520, 37 percent higher than the national average of \$378.** This is a significant difference in airfares and exceeds numerous airports with similar passenger levels across the country, such as South Bend, IN; Missoula, MT; Bellingham, WA; Amarillo, TX; and Bangor, ME. In the second quarter 2022 alone, the fare difference was even more significant, with BIL averaging 43 percent higher than the national average.

Community Funding

Non-airport sources will fund \$750,000 (43 percent) of the \$1,755,000 cash requirement. The non-airport funds will be contributed by numerous companies and organizations in the Billings community, including Visit Billings and other local government and business partners. This is a strong commitment by the local community to support nonstop LAX or SFO service.

1. Source: BIL True Market Estimate YE Q1 2022



Public-Private Partnership

The City of Billings/BIL, Billings Chamber of Commerce, Big Sky Economic Development, Visit Billings and the Billings Air Service Coalition, made up of more than 20 public and private partners, have formed a public-private partnership in support of this grant application. The partners represent local city government, chambers of commerce, economic development agencies and numerous businesses within the Billings community.

Restoration of Service

The most notable change in air service at Billings was the loss of service to California, the second largest state for BIL passenger demand. For many years, the Billings community supported seasonal service by Allegiant to LAX. With the pilot shortage, the service has not been reinstated. Allegiant also provided seasonal service to San Diego in 2020 and 2021 that was not reinstated in 2022. **California service reinstatement is a top priority.**

Material Benefits to an Isolated Region

Billings' residents and visitors are reliant on local access to the air transportation system, and numerous small communities across Montana and Wyoming also rely on BIL air service. As the regional hub of Montana and Wyoming, a significant population base is dependent on Billings as a retail and healthcare center. In fact, many communities in Montana use BIL as a hub through the Essential Air Service (EAS) program. Billings is the largest city in Montana and largest urban area from Denver to Calgary and Fargo to Spokane. Billings is home to corporate headquarters and Fortune 500 firms, including companies such as CHS, ExxonMobil, First Interstate Bank and Phillips 66, higher education institutions, and a vibrant tourism industry. **The proposed air service improvement plan will benefit a broad segment of the traveling public.**

Timely Manner

The Strategic Plan for meeting the project goal is sound, sustainable and supported by the Billings community. Detailed market analyses have been completed, indicating the service can generate sufficient passengers and revenue. Recent meetings with air carriers have been positive, and Alaska supports this grant application. In addition, the community has successfully implemented a previous SCASDP grant.

All elements are in place for timely use of SCASDP funds.



Section 2. Air Service Environment

This section provides Billings' community profile, highlighting the economic and demographic attributes of the BIL catchment area. This section identifies the businesses, institutions, government, population and visitors that will benefit from improved access to the national air transportation network.

Geographically Isolated Catchment Area

Like many communities in Montana, Billings is a geographically isolated area reliant upon local access to commercial air service. As shown in **Exhibit 2.1**, BIL serves a population isolated by mountainous terrain. While there are numerous airports across the state, many are subsidized by the EAS program and are dependent on connections beyond BIL to their final destination. **Because of this remoteness, few travelers use alternate airports** (see Section 4).

EXHIBIT 2.1 TERRAIN AND DISTANCE TO ALTERNATE AIRPORTS

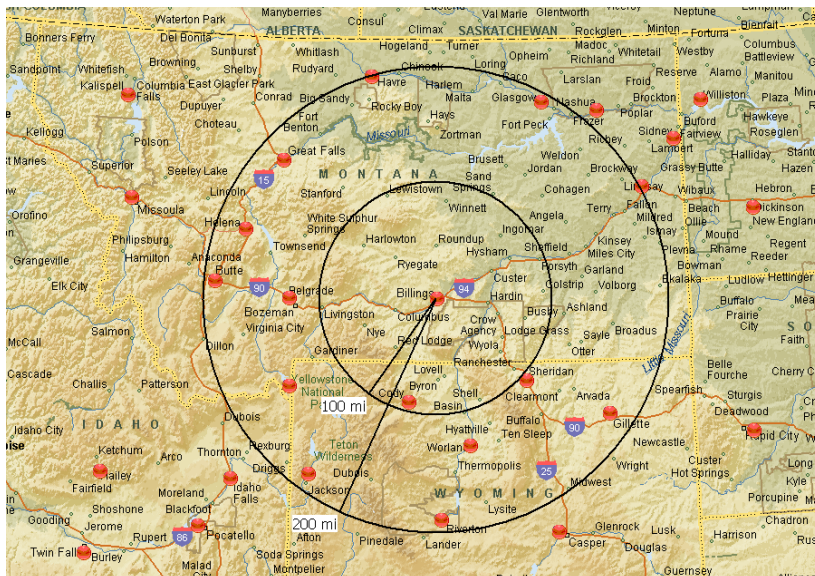


Table 2.1 provides drive miles and drive times to the nearest airports from the city of Billings. To reach the nearest airport of any size other than BIL requires an approximate 150-mile drive on Interstate 90 (two lanes each way) to Bozeman Yellowstone International Airport (BZN). During winter months, the last 40 miles are through the Bozeman Pass, which typically remains in snow and ice

TABLE 2.1 DRIVING DISTANCE TO THE NEAREST AIRPORTS

Airport	Hub Size	Drive Miles	Drive Time
Billings, MT (BIL)	Small hub	3	8 min
Cody, WY (COD)	Non hub	110	1 hr, 51 min
Bozeman, MT (BZN)	Small hub	152	2 hrs, 17 min
Rapid City, SD (RAP)	Small hub	326	5 hrs, 23 min
Missoula, MT (MSO)	Small hub	351	5 hrs, 13 min
Salt Lake City, UT (SLC)	Large hub	555	8 hrs, 43 min
Denver, CO (DEN)	Large hub	559	8 hrs, 10 min
Boise, ID (BOI)	Medium hub	613	9 hrs, 27 min

Source: Google Maps; Estimated from City of Billings Proper

conditions during much of the winter, requiring traction tires and/or tire chains. When conditions are severe enough, the road will be closed. If traveling from eastern Montana or northern Wyoming, BIL offers the closest option for accessing the national air transportation system. While BZN's air service far surpasses pre-pandemic levels, BIL's flights and seats still lag 2019. The long and difficult drive to BZN precludes the vast majority of Billings and eastern Montana air travelers from using BZN to access the national air transportation system. Beyond BZN, the next closest small hub or larger airports are more than 300 miles distant. **The nearest medium or large hub airports are more than 550 miles** (or more



than eight hours of driving). The BIL catchment area is therefore reliant on local commercial air service to access the air transportation system.

Highest Population

As shown in **Exhibit 2.2**, the Billings population far exceeds the population of other communities in Montana and Wyoming². With a population in a 50-mile radius of nearly 185,000, Billings exceeds the population of every other community in Montana and Wyoming. While Billings' population exceeds Bozeman's by 29 percent, BIL is projected to have 57 percent fewer seats than BZN in 2023. The Billings area has experienced strong population growth, increasing by 10 percent from 2010 to 2020 and projected to increase an additional 15 percent over the next 20 years, with air service not keeping pace.

Regional Hub of Montana/Wyoming

Billings is unique in its position as a regional hub for agriculture, education, energy, finance, medicine, retail, transportation, logistics and tourism. Billings has a retail catchment area of approximately 350,000 people and a healthcare catchment area of approximately 620,000 people. Billings is the largest city in Montana and largest urban area from Denver to Calgary and Fargo to Spokane as shown in **Exhibit 2.3**. Billings' business and industry serves an area that stretches in excess of 125,000 square miles. In addition to Billings' role as a trade, service and energy center, the educational and medical communities provide tremendous options and opportunities for residents and people in outlying communities. Each is described in more detail in the following subsections.

EXHIBIT 2.2 50-MILE POPULATION COMPARISONS

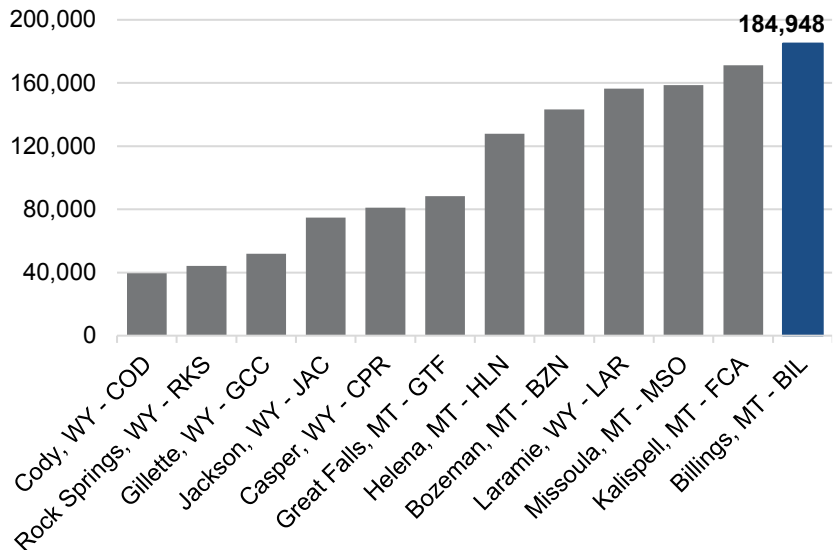
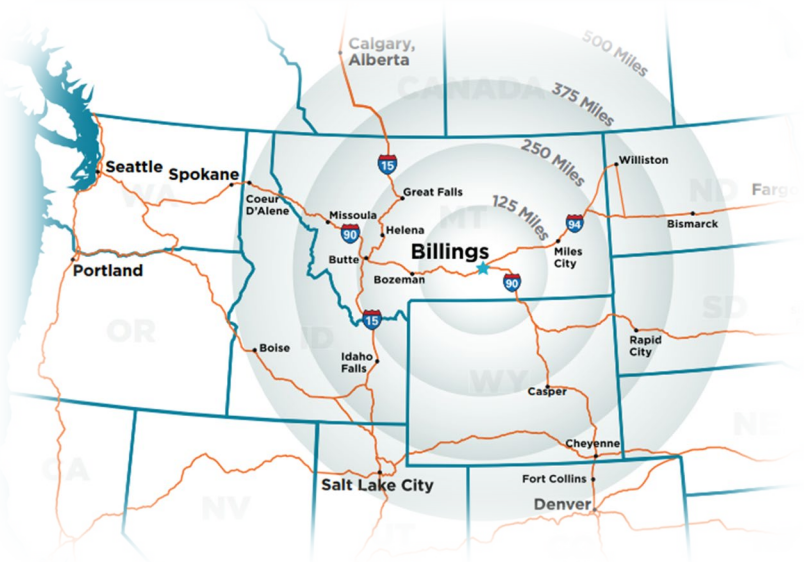
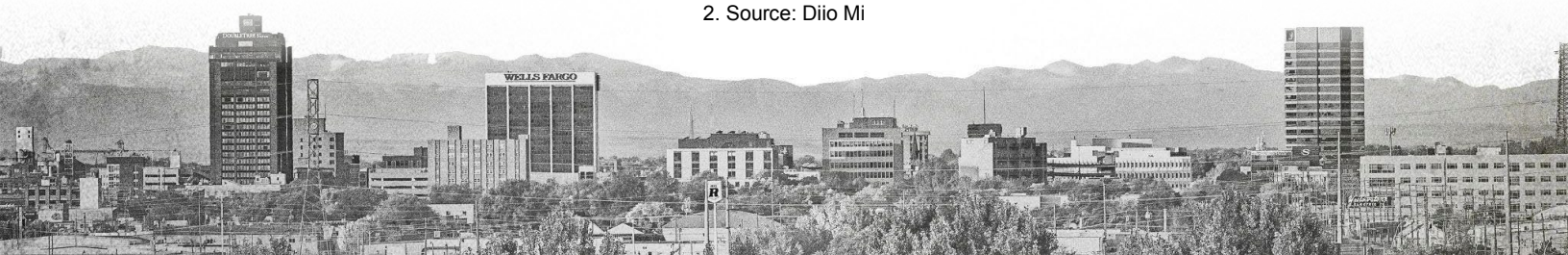


EXHIBIT 2.3 BIL = REGIONAL HUB OF MONTANA/WYOMING



2. Source: Diio Mi



Home to Corporate Headquarters and Fortune 500 Firms

As a regional hub, Billings is home to several corporate headquarters including Kampgrounds of America (KOA), Tire-Rama, Tractor & Equipment Co., Electrical Consultants, Inc. and Avitus Group. In addition, several Fortune 500 firms have branch operations in Billings, including CHS, ExxonMobil, FedEx, First Interstate Bank, GE Capital, Phillips 66 and Wells Fargo.

Table 2.2 provides a listing of major employers in the Billings area.

Oil and Gas Industry

Billings is the oil refining capital of the northern Rockies. Billings sits amidst the largest coal reserves in the U.S. as well as large oil and natural gas fields. The Bakken oil play in eastern Montana and western North Dakota was the largest oil discovery in U.S. history. The Heath shale oil play is also just north of Billings. The Bakken Oil Formation is centered on small, limited-service communities that are growing rapidly. Billings is able to play a significant role in this growth by acting as the headquarters on many levels, top to bottom. Major companies locate their regional headquarters in Billings, hold meetings and training, and more. Employees relocate their families to Billings for the services and amenities offered and commute back and forth. Oil and coal extraction are important to the region, and Billings plays a role for these functions as well. Additionally, Billings is home to three refining operations, CHS, ExxonMobil and Phillips 66. Refineries supply economic support through jobs and production. As the regional gateway for this national industry, BIL needs additional access to the national air transportation system.

Healthcare

The Billings medical corridor provides the most advanced healthcare services in a four-state area, including Wyoming and the Dakotas. The healthcare industry is a \$3.2 billion industry in Yellowstone County and accounts for 23,000 direct and indirect jobs³. Billings is expected to add another 2,400 health care jobs by 2028. Over \$1 billion in investment was just completed or on the way.

TABLE 2.2 MAJOR EMPLOYERS

1,000 AND OVER
Billings Clinic
St. Vincent Healthcare
500-999
Albertsons
Cenex Harvest States (CHS)
First Interstate Bank
SCL Health Medical Group
Wells Fargo
250-499
Charter Communications
ExxonMobil
Phillips 66 Company
Rocky Mountain College
ROI Solutions
Scheels
Sysco Food Services
Town Pump
United Parcel Service
Yellowstone Boys and Girls Ranch



3. Source: The Contribution of Health Care to Billings' Economy, Bureau of Business and Economic Research, University of Montana



Education

Billings offers a full spectrum of educational options, with quality education an important aspect of the Billings community. Two institutions that are reliant on local, commercial air service are Montana State University Billings and Rocky Mountain College. Montana State University Billings is a four-year public institution with three Billings campus locations. Approximately 4,400 students enroll annually, including 400 graduate students and international students from China, Saudi Arabia, United Kingdom and Germany. Out-of-state and international students comprise 13 percent of students. Rocky Mountain College, Montana's oldest higher education institution, is a four-year non-profit, private university with more than 1,000 students, including international students from 16 countries. Approximately 40 percent of students are from outside of Montana. In addition, construction of Montana's first full-time medical school, Rocky Vista University Montana College of Osteopathic Medicine, was recently completed. The first class is scheduled to begin in mid-July.



Tourism

Tourism is big business in Billings. Non-resident spending in Yellowstone County totals \$621 million annually and directly supports nearly 10,000 jobs and \$865 million of economic impact. Billings is coined as "Montana's Trailhead" due largely to its favorable positioning in the region. A one-hour drive in any direction from Billings offers access to iconic attractions, unspoiled nature and the genuine frontier.



One example of this just 30 miles from Billings is Pompeys Pillar, home to the only remaining evidence of Lewis and Clark's expedition. Approximately 60 miles from Billings is Little Bighorn Battlefield National Monument where the Sioux and Cheyenne battled Custer and the U.S. Army's 7th Cavalry. Billings is also a sports, convention and business mecca in the region, boasting the most accommodations and facilities in Montana. Billings has 5,000 guest rooms, 360,000 square feet of flexible meeting space, six convention-accommodating properties and a 10,000-seat arena. Billings plays host to the NILE Rodeo (National Rodeo Championship qualifying event) and other sports/athletic events.

In summary, as a regional economic hub of Montana and Wyoming and geographically isolated with no reasonable alternate airport for catchment area travelers, Billings' residents and visitors are reliant on local commercial air service for access to the national air transportation system.



Section 3. Air Service – Existing and Historical

This section summarizes existing and historical air service at BIL, including the number of flights, seat capacity, destinations, airlines and aircraft type. BIL's past air service development efforts are also covered in this section.

Existing Air Service

Billings is a central point in Montana providing access to the national transportation system for many small communities. Six airlines serve BIL, including Alaska Airlines, Allegiant Air, American Airlines, Cape Air, Delta Air Lines and United Airlines. Cape Air serves five smaller Montana communities with nine-seat turboprop aircraft via the EAS program (**Exhibit 3.1** and **Table 3.1**).

In July, Alaska is scheduled to provide service to two hubs, Portland (seasonally) and Seattle, with Embraer Regional Jet (ERJ)-175 aircraft. Allegiant is scheduled to provide less-than-daily service to Las Vegas and Phoenix-Mesa with Airbus A319/A320 aircraft. American's Dallas-Fort Worth and Chicago O'Hare (seasonal) services are scheduled on regional jets. American's Dallas-Fort Worth service was the result of a successful SCASDP award in 2016. In addition, Delta is scheduled to provide service to Minneapolis and Salt Lake City with a mix of mainline and regional jet aircraft, and United is scheduled to provide service to Denver, also with a mix of mainline and regional jet aircraft. Eighty percent of flights are provided on regional jet or turboprop aircraft. **Departures and seats remain below 2019 by 24 and 14 percent, respectively.**

EXHIBIT 3.1 BIL EXISTING AIR SERVICE

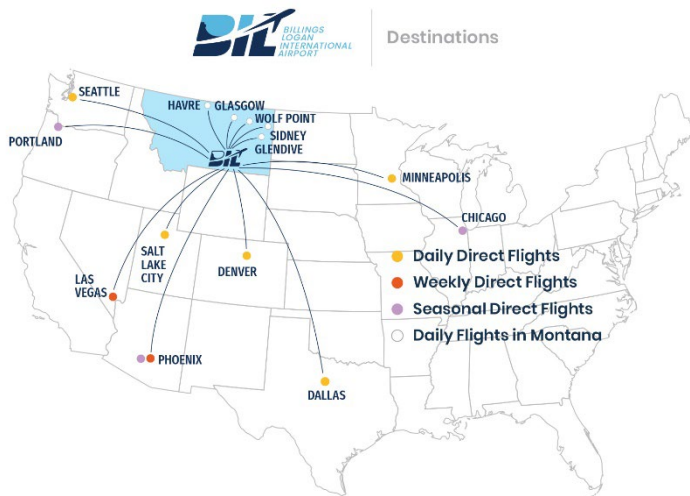
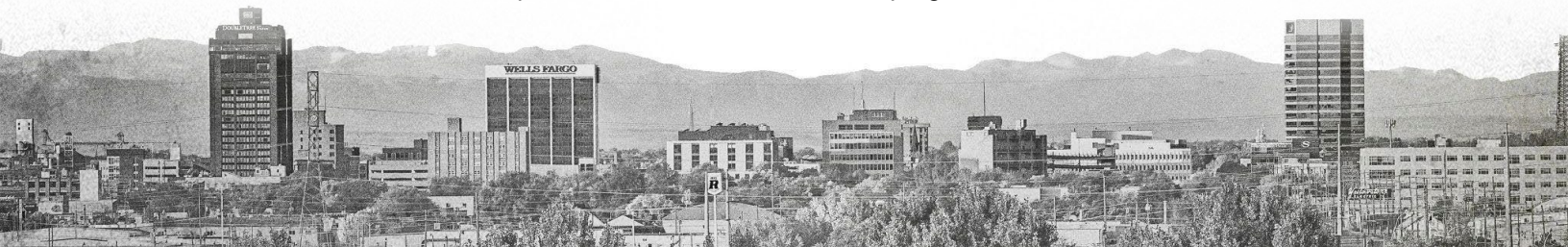


TABLE 3.1 BIL EXISTING AIR SERVICE

Hub	Carrier	Weekly Departures	Weekly Seats
Chicago, IL (ORD)*	American	7	455
Dallas, TX (DFW)	American	14	1,064
Denver, CO	United	27	3,118
Las Vegas, NV	Allegiant	2	317
Minneapolis, MN	Delta	12	1,828
Phoenix, AZ (AZA)	Allegiant	3	546
Portland, OR*	Alaska	1	86
Salt Lake City, UT	Delta	20	2,082
Seattle, WA	Alaska	14	1,064
Subtotal		100	10,560
Vs. July 2019		(24%)	(14%)
Essential Air Service	Cape Air	91	819
Total		191	11,379

Source: Diio Mi July 2023; Note: *Seasonal

Of particular note is BIL's position as the hub for five airports in north and eastern Montana through the EAS program. Access to commercial air service at BIL directly impacts these five communities, including Glasgow, Glendive, Havre, Sidney and Wolf Point. Air service improvements at BIL will impact these communities and continue to promote the success of the EAS program.



Historical Air Service

BIL's historical air service is provided in **Table 3.2**. From 2013 to 2022, BIL reached a peak in seat capacity in 2019, pre-pandemic. In 2021, departures reached a peak, while seats neared pre-pandemic levels. However, with the onslaught of the nationwide pilot shortage, airlines had to cut service in 2022, resulting in BIL having one of the lowest departure and capacity levels over the 10-year period. **In 2022, flights were down 22 percent and seats 17 percent from pre-pandemic levels.**

TABLE 3.2 HISTORICAL DESTINATIONS AND SERVICE PROVIDERS

Destination	Scheduled Annual Departures									
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
By Destination										
Atlanta, GA		11								
Chicago, IL (ORD)	71	70	46	45	45	68	75		117	74
Dallas, TX (DFW)					213	365	364	561	627	514
Denver, CO	1,502	1,813	1,636	1,488	1,422	1,431	1,598	1,061	1,443	950
Las Vegas, NV	125	117	119	115	111	113	121	117	122	116
Los Angeles, CA	20	28	22	22	22	20	20	22	24	
Minneapolis, MN	756	806	810	798	790	833	876	505	480	427
Oakland, CA	4									
Phoenix, AZ (AZA)	125	117	115	117	116	145	161	141	150	142
Phoenix, AZ (PHX)								59	151	149
Portland, OR	276	303	364	366	362	365	347	239	274	8
Salt Lake City, UT	1,474	1,353	1,153	1,141	1,133	1,064	1,150	1,046	1,194	1,027
San Diego, CA								22	22	
Seattle, WA	690	719	749	969	721	706	709	657	937	754
By Airline										
Alaska	966	1,022	1,100	1,092	1,083	1,071	1,056	912	1,181	762
Allegiant	274	262	256	254	249	278	302	302	348	258
American					213	365	364	620	895	737
Delta	2,230	2,170	1,976	2,182	1,923	1,897	2,026	1,551	1,674	1,454
Frontier	22						92	95	77	
United	1,551	1,883	1,682	1,533	1,467	1,499	1,581	968	1,366	950
Total departures	7,672	10,083	9,720	9,547	9,680	9,855	10,166	9,206	10,195	7,881
Total seats	473,309	532,089	526,315	531,772	533,686	541,781	573,552	471,519	567,021	474,540

Source: Diio Mi; Note: Detail excludes EAS/regional markets

One of the most notable changes in air service over the 10-year period was the loss of service to California, the second largest state for BIL passenger demand⁴. For many years, the Billings community supported seasonal service by Allegiant to LAX, with load factors often exceeding 90 percent in peak months. With the pilot shortage, the service has not been reinstated. Allegiant also provided seasonal service to San Diego in 2020 and 2021 that was not reinstated. In 2012, Allegiant provided less-than-daily service to Oakland, with load factors as high as 90 percent. **California service, specifically LAX or SFO, is the top air service priority for the Billings community.**

4. Source: Diio Mi, Year Ended December 31, 2022

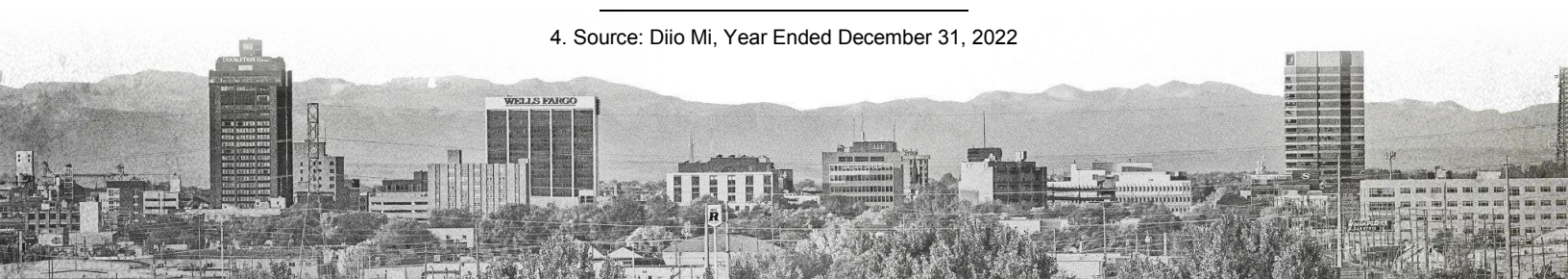
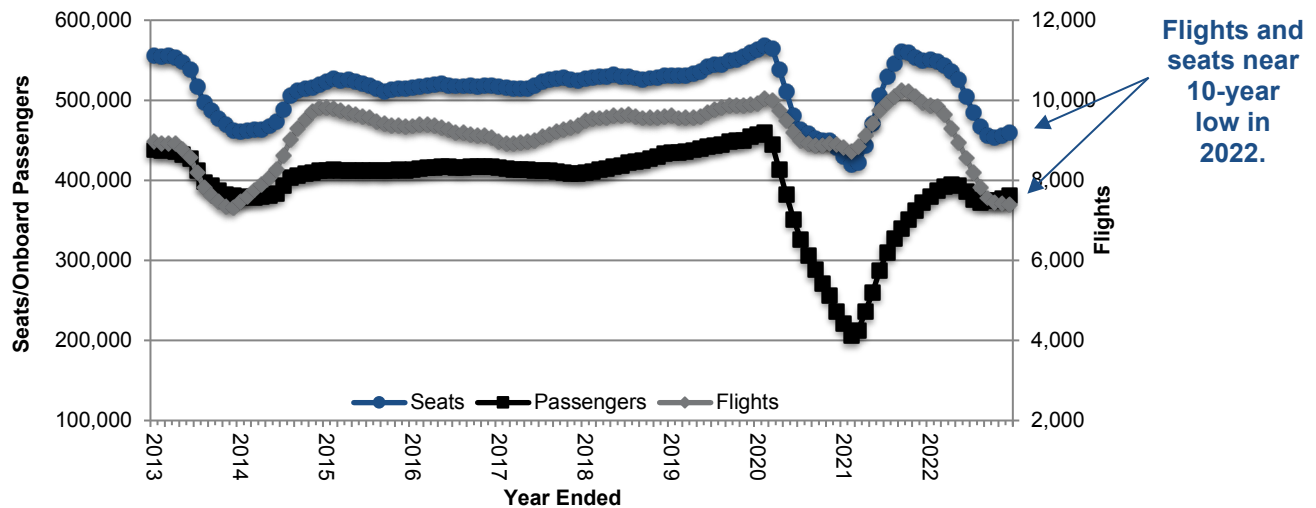


Exhibit 3.2 provides an illustration of the change in air service over the past 10 years. On a year-ended basis, seats were near the lowest level in 2022 over the 10-year period, including 2020 that was severely impacted by the pandemic. Flights were the lowest since 2013. Despite the reductions, passenger demand has returned, with load factors reaching record levels in 2022. This shows that the BIL demand for air service has increased despite decreasing service, which is in line with the community's growth.

EXHIBIT 3.2 BIL FLIGHTS, SEATS AND PASSENGER TRENDS



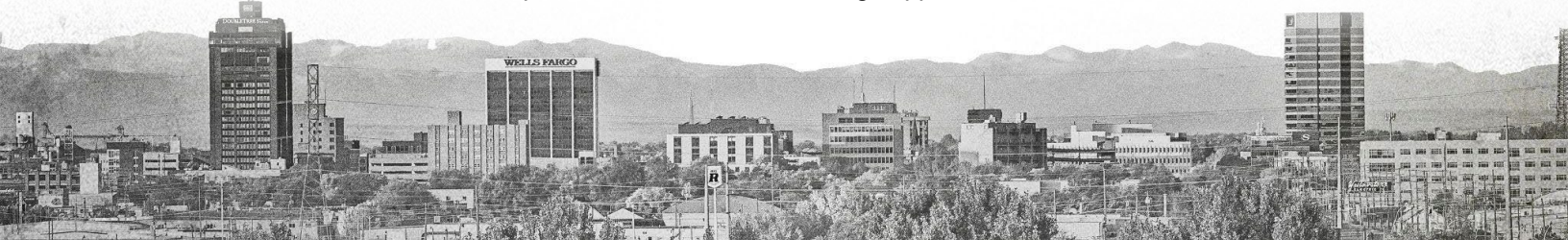
Source: Diio Mi

Past Air Service Development Efforts

The Billings community has continued to be active in air service development efforts to try to overcome the loss of service. An Air Service Coalition was formed with vast representation by the community:

- Best Western
- Big Sky Economic Dev.
- Billings Clinic
- Cape Air
- Century 21
- City of Billings
- Edwards Jet Center
- Eide Bailly LLP
- First Interstate Bank
- KOA international
- KTVQ TV
- McDonald Land Development
- Northern Hotel
- NorthWestern Energy
- PayneWest Insurance
- Stockman Bank
- Technology By Design
- Travel Cafe
- Visit Billings
- Visit Southeast Montana
- Western Skies Strategies
- Yellowstone Valley Electric Cooperative

In addition to regular Coalition meetings, BIL has completed numerous studies to quantify demand using various data sources, including Global Positioning System (GPS) data; monitors airfares quarterly; and meets with airlines frequently at industry conferences, such as the Montana Rendezvous and ACI-NA JumpStart, and at airline headquarters. The community also undertakes extensive destination marketing, with Visit Billings investing more than \$300,000 annually to promote Billings in BIL's direct fly markets. Visit Southeast Montana also provides destination marketing support.



Section 4. Air Service Needs and Deficiencies

This remote and growing Billings community has a unique set of air service needs and deficiencies due to their geographic region and status as the regional hub for Montana/Wyoming. This section demonstrates that Billings is underserved, and average airfares are higher than other comparable communities, particularly to California, Billings' top unserved region.

Reliance on Local Air Service

BIL recently updated a study using Airline Reporting Corporation (ARC) data combined with U.S. DOT reported airline data to determine what percentage of primary air service catchment area air travelers use alternate airports (i.e., true market estimate).

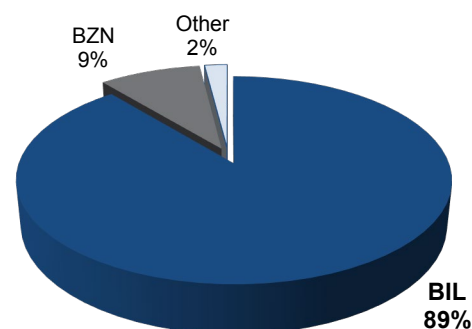
Exhibit 4.1 provides a depiction of the percentage use by airport. **The study revealed that, even with the new service provided by Southwest Airlines at BZN, few travelers will use a diverting airport for their travel needs due to the distance involved in accessing alternate airports.** BZN is the closest alternate airport and requires a drive of more than two hours, impacted by inclement weather much of the year.

This study also made it clear that BIL is a market of its own; air service at alternate airports is not a factor for the vast majority of air travelers to access the air transportation system. Because of this, the **reliance on local access is of greater importance to this community than most across the U.S.** The importance is compounded by Billings' role as the regional hub for numerous other smaller communities across Montana and Wyoming.

Lack of Service to a Top Region

The most critical need for both business and leisure travelers in Billings is nonstop service to California. As shown in the previous section, the Billings community has access to the east, south and northwest, but a glaring area without service is California. As shown in **Table 4.1**, for BIL flown passengers, California is the second largest state, behind only Arizona, yet BIL has no air service. In fact, BIL has nonstop service to every other state in the top six. To further exacerbate the issue, airfares to California for BIL air travelers exceed BIL's domestic average and are higher than the fares BIL travelers pay to nearly every other state.

EXHIBIT 4.1 BIL CATCHMENT AREA AIRPORT USE



Source: Mead & Hunt, Inc.; BIL True Market Estimate YE March 31, 2022

TABLE 4.1 FLOWN PASSENGERS BY STATE

Rank	Destination State	O&D Passengers	Fare
1	Arizona	72,132	\$139
2	California	64,664	\$267
3	Texas	55,606	\$299
4	Washington	54,067	\$216
5	Nevada	53,154	\$134
6	Colorado	46,299	\$195
7	Florida	39,514	\$327
8	Montana	27,881	\$114
9	Utah	27,487	\$220
10	Oregon	26,945	\$239
Domestic Total		711,680	\$254

Source: Diio Mi, Year Ended December 31, 2022



The need for daily service to California to serve business and leisure travelers, specifically the Los Angeles Basin or San Francisco Bay Area, is also supported by the true market estimate that included the 11 percent of travelers driving to alternate airports. As shown in **Table 4.2**, the Los Angeles Basin was the sixth largest travel demand market and the largest market without nonstop service. In addition, a lower percentage of travelers used BIL to access the Los Angeles Basin, with 19 percent of travelers using an alternate airport versus the 11 percent average. The low retention is an indicator of lack of reasonable connecting options and high airfares. The San Francisco Bay Area was also in the top 15 markets and one of the largest markets without nonstop service.

TABLE 4.2 BIL TRUE MARKET BY DESTINATION

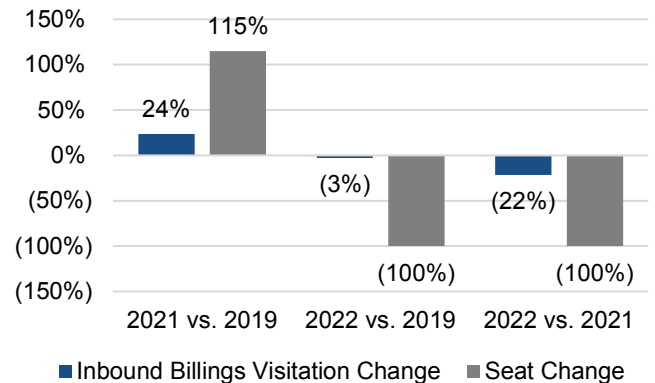
Rank	Metro Area	Retention %	True Market	PDEW
1	Phoenix, AZ	97%	72,085	98.7
2	Seattle, WA	83%	58,987	80.8
3	Las Vegas, NV	93%	48,575	66.5
4	Denver, CO	89%	47,728	65.4
5	Portland, OR	93%	33,533	45.9
6	Los Angeles Basin, CA	81%	32,942	45.1
7	Minneapolis, MN	94%	24,492	33.6
8	Dallas, TX	90%	23,881	32.7
9	Salt Lake City, UT	86%	23,727	32.5
10	San Diego, CA	86%	17,381	23.8
11	Orlando, FL	92%	16,537	22.7
12	Houston, TX	89%	14,847	20.3
13	Chicago, IL	85%	13,147	18.0
14	San Francisco Bay Area, CA	88%	12,807	17.5
15	Atlanta, GA	97%	12,022	16.5
Total		89%	873,456	1,196.5

Source: Mead & Hunt True Market Estimate, Year Ended March 31, 2022

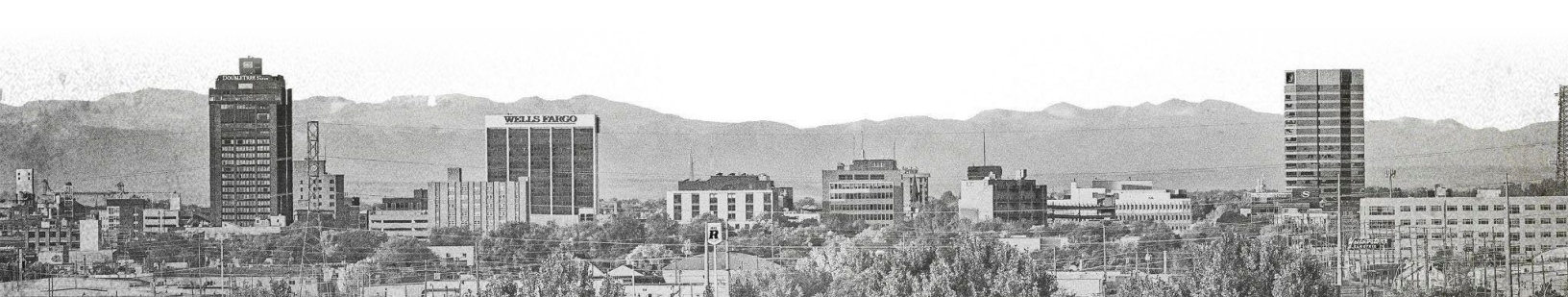
Visitation Impacted by Air Service

GPS data was also reviewed to assess trends in visitation from California to the Billings area. From 2019 to 2021, visitation from California to Billings increased by 24 percent (**Exhibit 4.2**). This visitation improvement was, in part, related to the significant capacity increase in air service to/from California. In 2021, Allegiant provided seasonal LAX and San Diego services. In 2022, without nonstop service to any California market, inbound visitation from California decreased by 22 percent from 2021 to 2022 and was below pre-pandemic visitation levels. The lack of nonstop service to/from California is negatively impacting the Billings economy, driving demand down. Outbound visitation from Billings to California has been similarly impacted. Visitation from Billings to the Los Angeles metro area was down 45 percent from 2019 to 2022, with the loss of nonstop service.

EXHIBIT 4.2 CALIFORNIA VISITATION VS. SEATS



Source: Placer.ai; Diio Mi



Higher Than Average Airfares

The Order Soliciting Community Proposals indicated that the U.S. DOT will compare the local community's airfares to the national average airfares for all communities using the BTS database. The BTS report for calendar year 2022 shows **BIL had an average roundtrip fare of \$520, 37 percent higher than the national average of \$378**. This is a significant difference in airfares and exceeds multiple airports with similar passenger levels, such as South Bend, IN; Missoula, MT; Flint, MI; Bellingham, WA; Peoria, IL; Amarillo, TX; Kalispell, MT; Bangor, ME; and Akron, OH. For the second quarter of 2022, **BIL's airfares were even more out of line at 43 percent above the U.S. average**. To provide further illustration, comparisons of BIL's fares over the past 10 years is shown in **Table 4.3**.

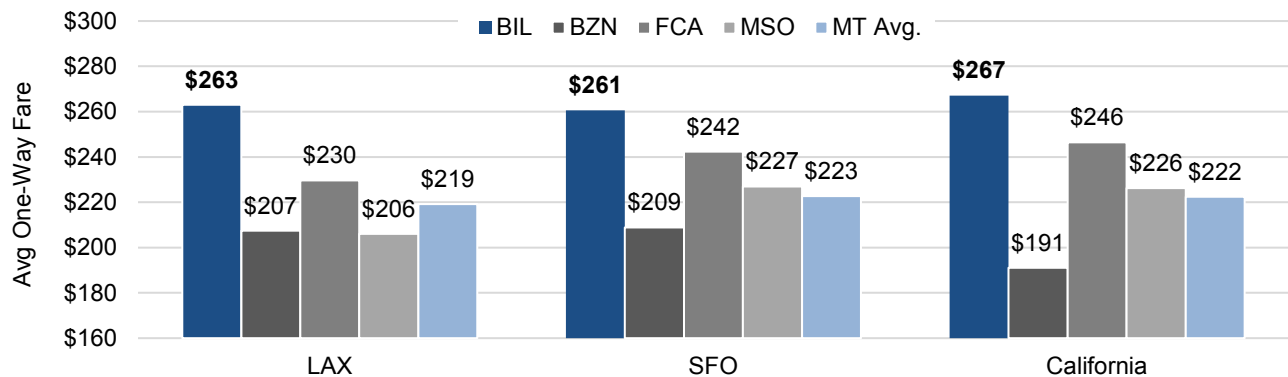
TABLE 4.3 AVERAGE ONE-WAY DOMESTIC FARE PAID

Region	Average Domestic One-Way Fare						10-Year % Change	BIL % Higher
	2013	2015	2017	2019	2021	2022		
Billings, MT (BIL)	\$210	\$214	\$218	\$207	\$179	\$254	21%	
Bozeman, MT (BZN)	\$223	\$224	\$228	\$211	\$161	\$224	0%	14%
Montana	\$218	\$217	\$220	\$208	\$178	\$247	13%	3%
Northwest Region	\$180	\$177	\$163	\$166	\$144	\$200	11%	27%
United States	\$184	\$180	\$168	\$169	\$141	\$188	2%	35%

Source: Diio Mi

BIL's domestic airfares have increased 21 percent since 2013 and were 14 percent higher than BZN. Compared to the Montana state average, BIL was 3 percent higher. The percentage was greater versus the Northwest region, with BIL 27 percent higher. Across the U.S., BIL's domestic average fare in 2022 was 35 percent higher. To demonstrate the higher than average fares to California, **Exhibit 4.3** provides a comparison of BIL to several other Montana airports and the average for the state to LAX, SFO and the state of California. As shown in the exhibit, BIL has a higher fare than each of the Montana airports shown and the state average to LAX, SFO and the state of California. **Nonstop service to LAX or SFO would provide nonstop service and more competition in the market, likely lowering airfares.**

EXHIBIT 4.3 AVERAGE FARE COMPARISON TO CALIFORNIA



Source: Diio Mi; Year Ended December 31, 2022



Section 5. Strategic Plan

The previous section, *Air Service Needs and Deficiencies*, identified nonstop LAX or SFO service as Billings' primary air service need. This section establishes the project goal, lays out a plan for achievement and demonstrates Billings' previous success in implementing a SCASDP grant award.

Public-Private Partnership

The City of Billings, a public entity, owner of BIL, and the sponsor of this application, has teamed up with two private and two public entities to create a public-private partnership. Partners include the Billings Air Service Coalition (reference list of participants on page 9), Billings Chamber of Commerce, Big Sky Economic Development and Visit Billings, who manage the Billings Tourism Business Improvement District and the Billings Convention and Visitors Bureau. Letters of support are included in *Appendix A*. **Table 5.1** shows that each member of the public-private partnership has an active role in the Strategic Plan.

EXHIBIT 5.1 STRATEGIC PLAN: BIL TO LAX/SFO



TABLE 5.1 ROLE OF PUBLIC-PRIVATE PARTNERS

Public-Private Partner	Role
Public:	
City of Billings (sponsor)	Grant administration and monitoring
Big Sky Economic Development	Assist with the marketing plan
Visit Billings	Develop/administer marketing plan
Private:	
Billings Air Service Coalition	Assist with the marketing plan
Billings Chamber of Commerce	Assist with the marketing plan

Project Goal

The goal of BIL's Strategic Plan is to acquire nonstop LAX or SFO service (**Exhibit 5.1**). If implemented, this Plan will increase competition, improve access to the national air transportation system and better serve the needs of the business and leisure travelers in the region, enabling continued economic development in Billings. Several air carriers could provide service to either airport; however, the primary targets include Alaska Airlines, Delta Air Lines and United Airlines due to their strong hub structure at



LAX and/or SFO. For example, in July 2023, United is scheduled to offer nonstop service from SFO to 97 domestic and international destinations on approximately 238 daily flights⁵. At LAX, Delta is scheduled to offer approximately 151 daily flights to 54 destinations. The public-private partnership has had recent discussions with each of the airlines regarding potential service. **Alaska Airlines has provided a letter of support (Appendix A).**

Detailed Market Analysis

The market opportunity for LAX and SFO service has been reviewed in detail for each of the target air carriers. By carrier, the total revenue opportunity for the local market and connectivity beyond the hub was calculated. The existing flown passengers, number of diverted passengers and average fare were determined to calculate the total revenue pool available to each carrier with their existing schedules. Markets were limited to a circuitry via the hub of no more than 1.5 (i.e., if a market is more than 1.5 times the mileage over the hub than flying direct, it is not included). **Table 5.2** provides an example of the analysis completed for LAX.

TABLE 5.2 EXAMPLE OF LAX REVENUE ANALYSIS: DELTA AIR LINES

Rank	Destination	BIL Flown	BIL Diverted	Total PDEW	Annual Revenue	Average Fare
	Los Angeles, CA	15.0	8.9	23.9	\$4,585,741	\$263
	Orange County, CA	8.4	1.2	9.6	\$1,766,561	\$252
	Ontario, CA	6.3	0.4	6.6	\$1,228,450	\$254
	Burbank, CA	4.1	0.0	4.1	\$814,671	\$271
	Long Beach, CA	1.4	0.0	1.4	\$269,545	\$270
1	Los Angeles Basin, CA	35.1	10.5	45.6	\$8,664,968	\$260
2	San Diego, CA	14.8	9.0	23.8	\$4,461,530	\$257
3	Cancun, Mexico	10.6	2.0	12.6	\$2,778,115	\$301
4	San Francisco, CA	9.0	0.0	9.0	\$1,715,245	\$261
5	Tucson, AZ	4.9	0.7	5.6	\$1,002,631	\$245
6	Kahului, HI	4.2	1.2	5.5	\$1,696,038	\$426
7	Honolulu, HI	5.4	0.0	5.4	\$1,624,494	\$415
8	San Jose, CA	4.2	0.7	4.9	\$937,331	\$260
9	San Jose del Cabo, Mexico	4.2	0.3	4.5	\$931,014	\$282
10	Puerto Vallarta, Mexico	2.9	1.1	3.9	\$778,856	\$272
	Total Domestic	85.4	24.0	109.4	\$22,675,823	\$284
	Total International	25.4	3.4	28.9	\$7,732,459	\$367
	Total All Markets	110.8	27.4	138.2	\$30,408,282	\$301
	Current DL Connections at BIL	100.0	24.9	125.0	\$26,198,125	\$287
	New DL Connections at BIL	10.8	2.5	13.3	\$4,210,157	\$435

Source: Diio Mi (O&D YE Q4 2022; Schedule July 2023 as of 4/12/2023); BIL True Market Estimate YE Q1 2022;
Note: Circuitry Limit = 1.5x nonstop mileage

5. Source: Diio Mi, July 2023, As of April 6, 2023



Table 5.3 provides an example of one of the SFO analyses.

TABLE 5.3 EXAMPLE OF SFO REVENUE ANALYSIS: UNITED AIRLINES

Rank	Destination	BIL Flown	BIL Diverted	Total PDEW	Annual Revenue	Average Fare
	San Francisco, CA	9.0	0.0	9.0	\$1,715,245	\$261
	San Jose, CA	4.2	0.7	4.9	\$937,331	\$260
	Oakland, CA	3.2	0.7	3.8	\$791,905	\$282
1	San Francisco Bay Area, CA	16.4	1.4	17.8	\$3,444,482	\$265
2	Los Angeles, CA	15.0	8.9	23.9	\$4,585,741	\$263
3	San Diego, CA	14.8	9.0	23.8	\$4,461,530	\$257
4	Anchorage, AK	12.8	3.0	15.8	\$3,922,062	\$340
5	Sacramento, CA	11.2	4.0	15.2	\$3,156,238	\$284
6	Orange County, CA	8.4	1.2	9.6	\$1,766,561	\$252
7	Ontario, CA	6.3	0.4	6.6	\$1,228,450	\$254
8	Kahului, HI	4.2	1.2	5.5	\$1,696,038	\$426
9	Honolulu, HI	5.4	0.0	5.4	\$1,624,494	\$415
10	San Jose del Cabo, Mexico	4.2	0.3	4.5	\$931,014	\$282
	Total Domestic	113.6	32.4	146.0	\$31,156,896	\$292
	Total International	17.5	1.4	18.9	\$6,643,505	\$481
	Total All Markets	131.1	33.8	164.9	\$37,800,401	\$314
	Current UA Connections at BIL	122.1	33.2	155.3	\$34,235,639	\$302
	New UA Connections at BIL	9.0	0.7	9.6	\$3,564,762	\$507

Source: Diio Mi (O&D YE Q4 2022; Schedule July 2023 as of 4/12/2023); BIL True Market Estimate YE Q1 2022;

Note: Circuitry Limit = 1.5x nonstop mileage

Due to connectivity over the hubs, of the three airlines, Delta has the highest revenue potential at LAX, whereas United has the highest revenue potential at SFO. **Table 5.4** provides a summary of each of the analyses.

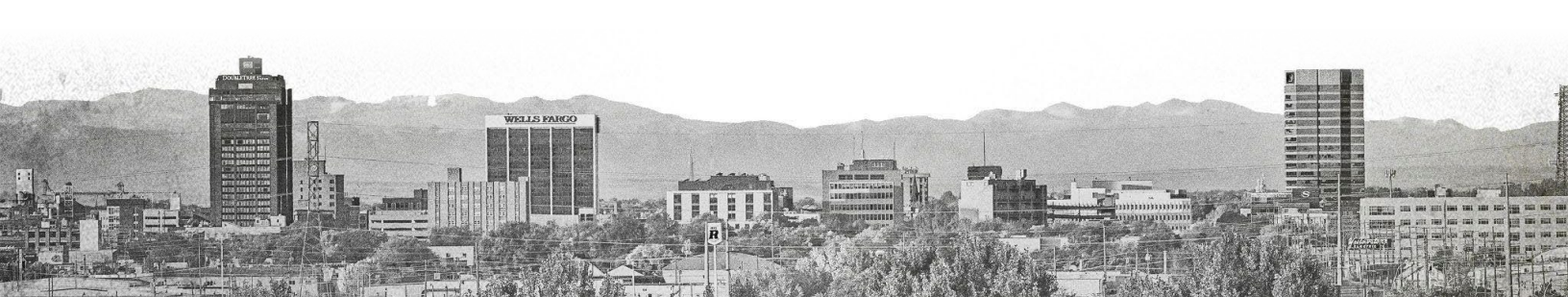
TABLE 5.4 SUMMARY OF REVENUE OPPORTUNITY ANALYSES

Rank	BIL Flown	BIL Diverted	Total PDEW	Annual Revenue	Average Fare
Los Angeles International Airport (LAX)					
Alaska Airlines	89.6	16.7	106.3	\$23,764,738	\$306
Delta Air Lines	110.8	27.4	138.2	\$30,408,282	\$301
United Airlines	105.7	26.7	132.5	\$29,909,575	\$309
San Francisco International Airport (SFO)					
Alaska Airlines	88.9	26.6	115.5	\$24,664,937	\$293
United Airlines	131.1	33.8	164.9	\$37,800,401	\$314

Source: Diio Mi (O&D YE Q4 2022; Schedule July 2023 as of 4/12/2023); BIL True Market Estimate YE Q1 2022;

Note: Circuitry Limit = 1.5x nonstop mileage

The analyses confirm that passenger demand is sufficient to support service to LAX or SFO on each of the target carriers. BIL's high fares also provide a significant revenue pool to draw from.



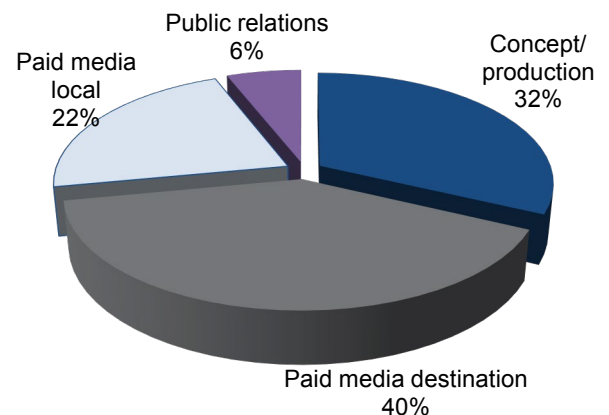
Incentive and Support Plan

The incentive and support plan has two primary objectives: first, to effectively market the service; and second, to offset an airline's risk during the passenger ramp-up period.

Marketing Plan

Through the partnership with Visit Billings, the following strategy has been developed to drive demand for nonstop service to LAX or SFO. The marketing strategy is integrated using Visit Billings paid, earned and owned communication channels, using paid media and public relations initiatives in Billings and in the nonstop market. The marketing campaign to promote the proposed new air service will begin approximately 90 days before the start date of the service and run for six months. The budget will be allocated based on **Exhibit 5.2**.

EXHIBIT 5.2 MARKETING BUDGET



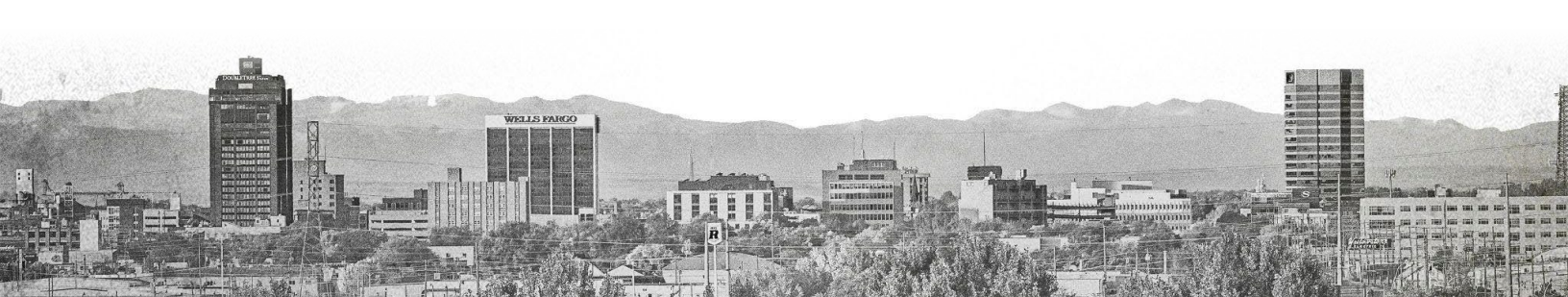
MEDIA STRATEGY

The marketing strategy is built with the target audience in mind, thinking through their travel motivators and behaviors. In addition, the strategy takes into consideration travel trends that can be leveraged to drive demand for the new service. Based on this information, a profile of behaviors, interests and key reasons for travel was developed. The strategy is designed to reach all airline travelers, while having an emphasis on the target airline's frequent fliers. These frequent fliers will likely be the first to know of new airline service and possibly more likely to test it for themselves.

For the media channels that will be executed programmatically, CTV/Online Video, the marketing team will tap into Travel Data partners like Adara and Foursquare to further build out the traveler profile. Adara tracks past traveler behavior, such as visiting Travelocity or Hotels.com, by analyzing credit card data, etc. Because of this, Adara is able to give insight into the travel intent of the target audiences. Foursquare has additional traveler segments that can be utilized for frequent travelers, vacationers, etc.

CREATIVE STRATEGY

The creative and messaging will highlight Visit Billings' research driven, consumer-focused brand platform, "Forge Your Own Path," while leveraging Billings' most recent marketing campaign "Be an Outsider" which was designed to increase awareness of the big skies and unspoiled outdoor adventure found in a visit to Billings, as well as the natural attractions surrounding the city. The campaign will be dramatic and highly visual that launches the new service and ultimately increases visitation.



The inspirational imagery and strong copy of this campaign will showcase how this region differentiates from its competitive set. In addition to promoting the ease of the new direct flight, the campaign will also showcase the historical landmarks and majestic landscapes of Billings that can be found in no other destination, combined with outdoor adventure and the destination's rich downtown offerings including the Brew Trail.



PAID MEDIA STRATEGY

New service awareness will be increased using audience research, strategic targeting, channel behaviors and overall campaign goals. To promote the new service, the media spend will be dedicated to Meta, CTV/Online video and digital out-of-home (OOH). Meta, formerly Facebook and Instagram, will promote the new service in a platform these audiences are using on a daily basis. According to Destination Analytics, 23 percent of respondents said they would be most receptive to learning about a new destination visit via Facebook and 15 percent via Instagram. Twenty percent of respondents said they would be most receptive to learning about a new destination visit via streaming video services.

CTV/Online video will extend reach and increase awareness among potential travelers within the Los Angeles or San Francisco areas. With a CTV and online video blend, the marketing campaign is able to run across additional video inventory. This improves the overall scale and ability to reach the audience.

Digital OOH will increase awareness at a local level. In Billings, these digital billboards will promote Los Angeles or San Francisco as a vacation spot, across convenience store points of sale, gas station screens, hotels, bars and entertainment venues. In Los Angeles or San Francisco, these billboards will feature a variety of things to do in Billings and encourage consideration for their next getaway. These billboards will also include rideshare and public transit screens. OOH traditional billboards will also be considered depending on the availability of sites. The plan will aim to strategically place these within high traffic downtown areas and feeder roads into Billings, showcasing the new flight and ease to reach Los Angeles or San Francisco.

INTEGRATING PUBLIC RELATIONS

Generating earned media coverage and influencer engagement will be an integral part of promoting the new service. Public relations activities will include:

- Sharing information on the new service with local print and broadcast media, regional travel media, travel bloggers and travel trade publications in Los Angeles or San Francisco
- Providing Billings-branded items to select media outlets in Los Angeles or San Francisco



- Invitation to select travel journalists to visit Billings to experience the various activities and attractions available to visitors and to then share those experiences with their viewers/readers
- Invitation to local figures in Los Angeles or San Francisco and Billings (e.g., government officials, influencers and relevant celebrities) to share reciprocal social media posts
- Promoting the flight locally through securing appearances on local broadcast morning shows (television and radio) and local print media in coordination with the media relations team at BIL
- Sharing information on the new flight via the airport and Visit Billings' social media platforms to increase reach among the local community as well as potential visitors in Los Angeles or San Francisco

Revenue Guarantee

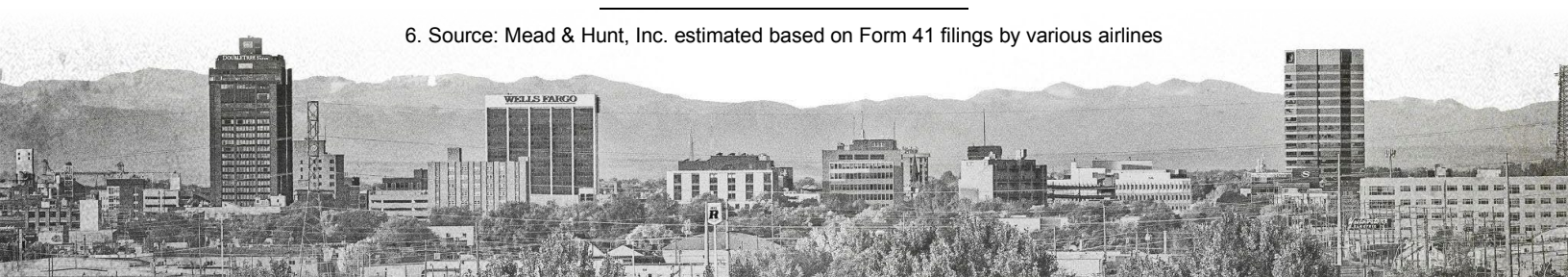
An airline's consideration of nonstop service between BIL and LAX or SFO depends heavily on financial support. Airlines have come to expect that a small community share in an airline's risk of service start-up, particularly in today's airline environment of resource constraints. Communities are competing for service with limited pilot availability. Depending on the aircraft used and frequency, airlines are typically requesting up to \$2 million in revenue guarantees for a once daily flight. Estimated airlines costs per segment flown between BIL and LAX are \$14,570 and \$14,230 between BIL and SFO⁶. Once daily, roundtrip service would cost an airline an estimated \$10.6 million annually.

Based on discussions with several airlines, a revenue guarantee of \$1.5 million will be required. This will offset the airline's direct cost by as much as 14 percent if revenue is not sufficient for a profitable operation. **Billings does not have the funds available to offer such a guarantee without the assistance of the U.S. DOT through this program.** Terms of the revenue guarantee agreement are subject to further negotiations and changing industry conditions. The negotiated revenue guarantee amount may have limitations based on the frequency, seasonality of service and connectivity offered by the airline over the hub.

Fee Waivers

The incentive program includes a landing fee waiver for the first 24 months of service. The fee waiver will vary depending on the type of aircraft used and the frequency of service. Alaska, Delta or United are expected to use a two-class regional jet to serve the market, with the most likely aircraft being the ERJ-175. The BIL-LAX or BIL-SFO service is most likely to be initiated with once daily service. To be conservative for purposes of this grant application, the landing fee waiver was estimated using one roundtrip for a total annual waiver of \$40,000, totaling \$80,000 over a two-year period.

6. Source: Mead & Hunt, Inc. estimated based on Form 41 filings by various airlines



Strategic Plan Funding

The City of Billings is seeking \$1 million in U.S. DOT funding as part of a support program associated with nonstop LAX or SFO service. **Table 5.5** provides the Strategic Plan budget broken down by element and sources of funding. The community will fund 46 percent of the total program. **Non-airport funding sources will provide 43 percent of the cash requirement.**

TABLE 5.5 STRATEGIC PLAN BUDGET

Description	Funding Source				Total
	U.S. DOT	Airport		Community	
	Cash	Cash	In-Kind	Cash	
Revenue Guarantee	\$855,000			\$645,000	\$1,500,000
Marketing Campaign	\$145,000	\$5,000		\$105,000	\$255,000
Landing Fee Waiver			\$80,000		\$80,000
Total	\$1,000,000	\$5,000	\$80,000	\$750,000	\$1,835,000
% of Total Project	54%	0%	5%	41%	100%
% of Cash Contribution	57%	0%	-	43%	100%

Project Continuation and Sustainability

The preliminary analysis indicates that sufficient passenger demand and revenue are available for successful (i.e., self-sustaining) daily jet service to LAX or SFO; however, a rise in fuel costs or other factors could result in fewer passengers or less revenue than anticipated. The City of Billings will track performance of the service. At the end of nine months, if service is not meeting expectations, the partners will evaluate the program and draw up a plan that targets the shortcomings.

Previous Grant Recipient – New Project and Goals

In 2016, BIL received a grant for \$750,000 to support nonstop service by American Airlines to Dallas-Fort Worth International Airport (DFW). The Order Awarding Grants (Order 2016-6-21) was served June 30, 2016. Within one year, the Billings community welcomed American's service to DFW, with the first flight operated on June 2, 2017. In addition to the quick service commencement, the service was so successful that a portion of the grant was not used. American has since expanded in the market, providing seasonal Chicago-O'Hare and Phoenix-Sky Harbor services.

This grant request is not only for service that is directionally different (southwest versus southeast), but it is also for a different hub, LAX or SFO versus DFW. This grant will build upon the previous success in assisting the Billings community with improved access to the national air transportation system. This grant request is clearly a new project with different goals than the previously awarded SCASDP.

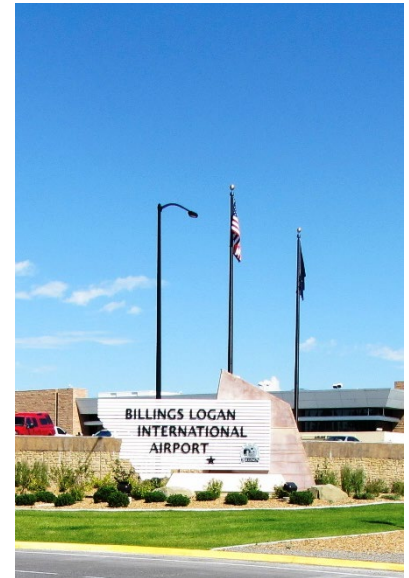


Section 6. Schedule and Monitoring

A realistic timetable has been developed to achieve the goals of this SCASDP application. This section provides critical milestones to be achieved by the public-private partnership and a monitoring program.

Strategic Plan Schedule and Milestones

After submission of the grant application, the next step will be meeting with each of the air carriers. BIL and community representatives are scheduled to attend ACI-NA's JumpStart Air Service Development conference in June. In October, airport and community representatives will meet again with airlines at the Montana Airline Rendezvous, a conference tailored specifically for Montana airports to meet one-on-one with airline representatives. In addition, airline headquarters meetings will be requested and scheduled with the target airlines in the fall/winter. By that time, availability of the grant will be known and, if awarded, presented to the airlines. This process will continue until an airline announces service.



The service start date is the critical date for the rest of the Strategic Plan. It is anticipated that, with successful airline negotiations, service would start in June 2024. Service start-up is dependent on airline route planning and aircraft and pilot availability for the BIL market. The following target dates are proposed to track the progress of this air service initiative:

- **October 2023-January 2024:** Airline meetings/negotiations
- **February-March 2024:** Marketing campaign development
- **April 2024:** Marketing initiation
- **June 2024:** Nonstop LAX or SFO service begins
- **May 2026:** Revenue guarantee contract completion

Strategic Plan Monitoring Program

The monitoring program includes service performance tracking, assessing the impact on airfares and determining the influence of nonstop LAX or SFO service on retention at BIL. Monitoring will include:

- **Quarterly:** Track published airfares to ensure fares are competitive with competing airports (i.e., BZN). Monitor market performance to determine if the service is performing similarly to other LAX or SFO markets, including the following indicators at a minimum: load factors, passengers, flown average fares and revenue per available seat mile.
- **Annually:** Update the true market estimate to evaluate the use of BIL by local travelers. Analyze output and communicate with airline. Update GPS-related studies for inbound and outbound visitation data.



Appendix A. Community Support Letters

Appendix A includes letters of support for the City of Billings' application to the U.S. DOT for nonstop service to LAX or SFO. Support letters were submitted by **Alaska Airlines**; federal, state and local government; participants in the public-private partnership; and members of the Billings community. The letters of support are included on the following pages of this *Appendix A*.

Airline

Alaska Airlines

Government

Congress of the United States,
Congressman Matthew Rosendale, Sr.
United States Senate, Senator Jon Tester
United States Senate, Senator Steve Daines
Montana Department of Commerce,
Director Scott Osterman

Public-Private Partnership

Big Sky Economic Development
Billings Chamber of Commerce
Billings Logan International Airport
City of Billings, Montana, Mayor William A. Cole
Visit Billings

Businesses and Organizations

A&E Design
Alpine Aviation
Aspinwall, Inc.
Billings Association of Realtors
Billings Public Schools
Canvas Creek Team Building
Coldwell Banker Commercial CBS
Collaborative Design Architects
Corning Companies
Diamond B Companies, Inc.
Dick Anderson Construction
Downtown Billings Alliance
Eide Bailly LLP
Exsolvis
ExxonMobil Product Solutions Company
First Interstate Bank

Businesses and Organizations (Cont.)

Graphic Finesse
Intermountain Health – St. Vincent Healthcare
Jones Construction, Inc.
Kampgrounds of America, Inc. (KOA)
KLJ
Midland Claims Service, Inc.
Montana State University Billings, Athletics,
Assistant Athletic Director
Montana State University Billings, Athletics,
Associate Athletic Director
Montana State University Billings, Golf Team
Montana State University Billings,
Office of the Chancellor
NorthWestern Energy
Painting by Ryan
PayneWest Insurance
Rocky Mountain College
Rocky Vista University – Montana College of
Osteopathic Medicine
Sanderson Stewart
Stockman Bank of Montana
Stonerock Business Solutions
Summit Oral Maxillofacial Surgery
The Brokerage
The Windmill Restaurant & Bar
Visit Southeast Montana
Voyage Marketing
Warren Transport, Inc., dba Weave Industries
Western Security Bank, a Division of Glacier Bank
Western Skies Real Estate
Western Skies Strategies
Wood's Powr-Grip Co., Inc. – Wood, Barry
Wood's Powr-Grip Co., Inc. – Wood, Bryan
Yellowstone Bank





May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Alaska Airlines' Letter of Support
Small Community Air Service Development Program (SCASDP)
Docket DOT-OST-2023-0037
City of Billings, MT – Billings Logan International Airport

Dear Ms. Chapman:

In conjunction with the subject grant application filed by the City of Billings, MT, Alaska Airlines strongly supports the Strategic Plan for a revenue guarantee, marketing campaign and fee waivers to support nonstop service to Los Angeles International Airport (LAX) or San Francisco International Airport (SFO).

As we continue to evaluate potential service from Billings to LAX or SFO, the inclusion of a minimum revenue guarantee will help us in our analysis and determination of starting service. While service on Alaska between Billings and LAX or SFO is not a guarantee, even if awarded the SCASDP grant, we feel that inclusion of the grant in the support package will help the potential case for the service.

Alaska Airlines looks forward to working with the U.S. Department of Transportation and the City of Billings on this air service initiative. Please contact me if you have questions concerning this letter of support and/or specifics about Alaska Airlines.

Sincerely,

A handwritten signature in black ink that reads "Kevin W. Lemme".

Kevin Lemme
General Manager, Airline Planning and Network Performance
Alaska Airlines



Congress of the United States
House of Representatives
Washington, DC 20515-2600

U.S. Department of Transportation
Attn: Associate Director Brooke Chapman
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

April 24, 2023

Dear Ms. Chapman,

As the Representative for Montana's Second Congressional District, I am writing to express my support for Billings Logan International Airport in their endeavor to secure a \$1,000,000 grant through the Federal Small Community Air Service Development Program (SCASDP). Billings Airport is partnering with the Billings Chamber of Commerce, the Billings Tourism Business Improvement District and Big Sky Economic Development in this effort to increase air service to a new destination. This grant would be leveraged with as much as \$750,0000 in private contributions.

This airline route will not only be imperative for Billings travelers to fly to a new destination; it will also allow visitors to come and experience the magic of Billings and the surrounding countryside. Given that both destinations are significant visitor destinations, it is expected that many travelers will take advantage of this new non-stop service. This grant will encourage economic development, boost tourism, and attract tourists to enjoy Montana's breathtaking outdoors. The leadership at Billings Airport has a long history of supporting air service development in a growing area through both traditional and non-traditional means. However, even with those efforts Montana remains one of the last major underserved areas of the United States.

Additionally, expanded service will allow future visitors another option when accessing the many great state and national landmarks the treasure state has to offer. Air service and its availability will often mirror the size of a service area as well as the size of the local economy. Billings is not only the largest city in the state of Montana, but it also serves as an economic hub for many of Montanans' communities and much of northern Wyoming. The economics of access to a new market accrues not only to consumers of air travel, but also the local, regional and state economies. Having a new direct air service provides Montana's citizens with the opportunity to access more destinations with fewer connections, and at lower fares.

Thank you for your consideration and your commitment to helping small communities address air service and airfare issues.

Congress of the United States
House of Representatives
Washington, DC 20515-2600

Sincerely,

A handwritten signature in black ink, appearing to read "Matt M. Rosendale, Sr.", with a stylized flourish at the end.

Matthew Rosendale, Sr.
Member of Congress

JON TESTER
MONTANA

COMMITTEES:
APPROPRIATIONS
BANKING
COMMERCE
INDIAN AFFAIRS
VETERANS' AFFAIRS

SENATE HART BUILDING
SUITE 311
WASHINGTON, DC 20510
202-224-2644

INTERNET:
tester.senate.gov/contact

United States Senate

May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Dear Ms. Chapman:

I write in support of the Billings Logan International Airport's (BLI) Federal Small Community Air Service Development Program grant (SCASDP), which would help secure non-stop air service from Billings, Montana to California.

BLI was one of the first airports established in Montana after a local dentist's successful flight in 1913. The buzz created from that flight led to the development of what 385,000 passengers a year now know and love as a "gateway to the Big Sky."

Billings is a tourist destination for approximately 2.6 million visitors per year, because of its close proximity to national parks and monuments, and abundant recreation opportunities. Securing this additional flight will help to drive down fares making it easier for tourists to visit the state, resulting in increased economic benefit to Billings and surrounding communities.

Thank you for your attention to this application. If I can provide any additional information, please do not hesitate to contact me. I would also appreciate you informing my office of the eventual decision on this application.

Sincerely,



Jon Tester
United States Senator

BOZEMAN
(406) 586-4450

BUTTE
(406) 723-3277

GLENDALE
(406) 365-2391

GREAT FALLS
(406) 452-9585

HELENA
(406) 449-5401

KALISPELL
(406) 257-3360

BILLINGS
(406) 252-0550

MISSOULA
(406) 728-3003

United States Senate

May 11, 2023

Brooke Chapman
Associate Director
Office of Aviation Analysis
1200 New Jersey Ave, SW W86-307
Washington, DC 20590-0001

Dear Ms. Chapman:

I write to you in support of the Billings Logan International Airport's application for the Small Community Air Service Development Program grant for the increase in air service to California from the City of Billings and surrounding communities.

The Billings Logan International Airport has fallen to fourth place for total enplanements out of all Montana airports. By securing more air service opportunities, the cost of airfare can be driven down by providing more competition. Both LAX and SFO airports will open up new one-stop markets from Billings which will improve access to the West Coast for Montana residents. California markets are the next highest underserved markets in this area and increasing access to these markets will also make it easier for tourists to reach Billings, which results in more tourism-based spending within the local economy.

If successful, the funding will support increased air service from Billings to the highly underserved California market. Further, the Billings community support for this endeavor will be evident by the match in grant dollars provided.

I trust you will give this application fair and thoughtful consideration.

Sincerely,



Steve Daines
United States Senator

May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development
Program Grant Application

Dear Ms. Chapman:

On behalf of the Montana Department of Commerce, I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport is a critical step toward building connectivity in Montana's largest City.

Non-stop connectivity to these markets will create a strong economic impact in our state both through better business connections and increased tourism. With Montana being increasingly "on the map" for visitation, providing non-stop service to one of these major markets opens the door to more dollars in our state economy.

We also recognize that the Billings community is suffering from airfare costs that are out of line with national trends. These costs hit the bottom line of businesses and deter business professionals from flying into the Billings market. Increasing service and competition is key to change this trend.

Thank you for your consideration.

Sincerely,



Scott Osterman, Director
Montana Department of Commerce



May 9, 2023

Brooke Chapman, Associate Director

Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman:

On behalf of Big Sky Economic Development I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport is critical for our economy.

Billings has seen significant growth over the past three years. Spurred by the migration created by the COVID pandemic, the Billings community has had one of the strongest real estate markets in the nation, has set record breaking numbers for new construction and has become home to a brand-new medical school. With these growth factors, air service has not kept pace. During the pandemic we lost frequency to key markets and have seen our connection times in major airport hubs grow as a result. This hinders travel efficiency for the business traveler and drives frustration for tourist - both those originating in Billings and those wanting to visit our great state. That is why our community is making a concerted effort to change the air service momentum. Choosing a state that we have seen a growing number of folks visiting and moving from as well as businesses relocating from, the non-stop connection to California will be critical for our economic growth and viability.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Arveschoug", is written over the word "Sincerely,".

Steve Arveschoug
Executive Director
stevea@bigskyeda.org/406.869.8401



Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, D.C. 20590

Representing our 1,100 business members who employ 44,000 people, the Billings Chamber of Commerce has identified increasing air service as one of our top community priorities. Therefore, we are pleased to support the City of Billings' request for a \$1 Million grant that will include over \$750,000 in local contributions.

Direct service to Los Angeles or San Francisco opens a significant opportunity to improve residential quality of life. Additionally, this connection aids in the recruitment of talent to our area. Without direct air service to all regions of the country, businesses and workers choose to locate elsewhere where transportation is more accessible.

As a gateway to Yellowstone National Park, Little Bighorn Battlefield, dinosaur adventures and outdoor recreation, this flight would grow our \$650 million per year visitor economy.

With no direct service to California on a daily basis from Billings, we are confident support from the SCASD program will encourage an airline to partner with us and make this flight a huge success.

Thank you for considering Billings, Montana as one of your grant recipients.

Respectfully

A handwritten signature in red ink, appearing to read "John Brewer".

John Brewer
President/CEO



Billings Logan International Airport
Aviation and Transit Department
1901 Terminal Circle, Room 216
Billings, MT 59105
P 406-657-8495

Travel With Us

April 3, 2023

Ms. Brooke Chapman, Associate Director
Small Community Air Service Development Program
U.S. Department of Transportation
Office of Aviation Analysis
1200 New Jersey Avenue, SE, W86-307
Washington, DC 20590

Dear Ms. Chapman:

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

The City of Billings and the Billings Logan International Airport have worked with the business and development community to look at options for enhancing air service to our community. Billings is the economic hub for eastern Montana and much of northern Wyoming. For the majority of that region, the Billings Airport is the only viable entrance into the national air transportation system. Unfortunately, Billings and the surrounding region have become a captive market to the airlines currently serving the Billings Airport. Airfares are often higher than the national average, and at certain times of the year passenger demand outstrips capacity, causing airfares to rise even higher.

The goal of this Small Community Air Service Development Program (SCASDP) grant application is to secure grant funds to supplement the significant funds already raised by the community to provide an adequate incentive package to pursue new service from a California airport. This new connection would provide the community with an alternative to access markets to the west coast that currently do not exist. It is also anticipated that any new competition will generally have a positive impact on the airfares being charged by the Airport's incumbent carriers.

Additionally, the Billings Airport serves as an Essential Air Service (EAS) hub destination for five (5) Montana communities that utilize the air service options available in Billings. These communities are a three to four hour drive from Billings, and the new air service options that the SCASDP grant may help to secure truly do benefit a large portion of eastern Montana.

This application has the community support to make the new service described in the application a successful reality. We appreciate the efforts of the U.S. Department of Transportation to administer the SCASDP for the benefit of enhancing air service to the small airports of America.

Sincerely,

A handwritten signature in blue ink that reads "Jeff A. Roach".

Jeff Roach, A.A.E.
Director of Aviation and Transit

JR:mdb

cc: Air Service Development
Chrono
J. Roach



March 21, 2023

Bill Cole, Mayor
P.O. Box 1178
Billings, MT 59103
P 406.657.8296
F 406.657.8390

Ms. Brooke Chapman
Associate Director, Small Community Program
U.S. Department of Transportation
Office of Aviation Analysis
1200 New Jersey Avenue SE
Washington, DC 20590

Dear Ms. Chapman:

During my tenure as Mayor, I have been closely involved in the challenges our community has dealt with regarding expanding air service options for Billings. Subsequently, I am happy to provide you with this letter of support for the grant application through the Small Community Air Service Development Program (SCASDP).

Billings is a dynamic, growing city that needs additional air service opportunities to really enhance the service available to not only the local community, but also most of eastern Montana and northern Wyoming. Many businesses in Billings and the surrounding region depend on adequate access to air service to grow and prosper. From the main street businessperson to the local hunting and fishing guide businesses, they are all supported by the ability to bring people into our area, and the common denominator for their success is great air service at a reasonable price.

There is great local support for the SCASDP application to secure additional grant funding needed to entice the expansion of service to our top unserved markets. We appreciate the opportunity to partner with the U.S. Department of Transportation via the SCASDP to provide needed resources to enhance the air service options for Billings and the surrounding region that depend on the Billings Logan International Airport for its air service needs.

Sincerely,

William A. Cole
Mayor

April 1, 2023

Brooke Chapman
Associate Director, Office of Aviation Analysis
United State Department of Transportation
1200 New Jersey Avenue, SE
Washington, D.C. 20590

Subject: BIL/SCASDP

Dear Brooke,

On behalf of the board of directors and staff who manage the Billings Tourism Business Improvement District (BTBID) and the Billings Convention and Visitors Bureau (BCVB) as Visit Billings, we submit this letter of support and financial commitment to assist Billings Logan International Airport (BIL) officials and the community of Billings, in efforts to secure the Small Community Air Service Development Program (SCASDP) Grant for the destination.

Visit Billings is the destination marketing and management organization for Billings and Yellowstone County. As the region's largest city, Billings relies heavily on air service to accommodate travel and tourism to the destination. According to Destinations International, 2.6 million people travel to Billings annually spending \$621m. Billings draws travelers from all over the world to experience historic and cultural attractions like Yellowstone National Park, and national monuments like Little Bighorn Battlefield and Pompeys Pillar. Access to outdoor recreation, urban amenities, and big Montana skies are demand generators and the destination's strategies to continue to grow the visitor economy depend highly on air service capacity.

Accommodating visitor growth is *the* top priority of Visit Billings' and tourism partners. With that, the current renovation and expansion of BIL is a success to the region, but offering strong air service options to attract visitors is also critical to growing the visitor economy.

We strongly support the SCASDP application submitted to you to help strengthen air service for leisure, sports, group, and business travel to the region. We urge you to select Billings and appreciate your consideration.

Sincerely,

Alex Tyson

Alex Tyson, IOM, CATP
Executive Director
Visit Billings (Billings CVB and Billings TBID)
Alex@VisitBillings.com



A&E Design
124 N 29th St. Suite 100
Billings, Montana, 59101
May 12, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of A&E Design I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

I am writing in support of the increased air service to LAX or SFO. I am the CEO of A&E Design based in Billings, MT. We are a regional architecture and design firm with offices across Montana. We have deep connections to the California market and this increased air service would provide tremendous business potential for my firm, but also for the Billings area. We have clients that are interested in this area, but will often opt for markets where there is better flight services. As a business with nearly 100 professionals, we also do a lot of recruiting for young professional talent out of the LAX and SFO markets. Increased direct flight opportunities would be highly beneficial in my ability to recruit young professionals to Montana. The current air service out of Billings does not always meet our needs to keep Billings competitive with other markets. This opportunity would be highly valuable both to my business and to our community.

Thank you for your consideration.

Sincerely,

Dusty Eaton
CEO

Charles Dubell
Executive Vice President of Operations
Alpine Aviation
1177 Alpine Air Way
Provo, UT 84601

May 8, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application.

Dear Ms. Chapman:

On behalf of Alpine Aviation I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program Grant. Securing non-stop service to either Los Angeles or San Francisco International Airport will greatly benefit Alpine Aviation. Our cargo-only airline uses a point to point model that does not connect Montana with California currently but we operate flights in both states. With a Billings to LAX or SFO flight we could transport our personnel between the two states easier and continue our company's growth in both locations. A direct flight would also make it easier to attract talent to Billings. We have a lot of candidates interested in joining our company from California and the lack of air service to Billings is a significant factor in the reason for not making the move to Billings.

I could speak at length about the benefits of a nonstop flight to my company. Thank you for taking the time to consider my request.

Sincerely,

Charles Dubell



Aspinwall, Inc.
103 N. Broadway
Billings, Montana, 59106
May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Aspinwall, Inc. I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

We are an apparel brand in Downtown Billings. A large part of our customers are people traveling to Billings for work, entertainment, access to YNP, etc. It would be incredible to offer a direct flight, year-round, for those coming into Billings from either Los Angeles or San Francisco. We have heard from customers how expensive it is to fly into Billings and with this partnership it would open up more affordable opportunities for travel in and out of Billings. This travel bring more \$ into Billings through shopping, food, hotels, etc.

We have flown out of Bozeman Montana a few times as the connections were better and the price was more affordable. This is silly to take business away from Billings, the centerpiece of Montana. We currently have family that live in Los Angeles. The convenience of travel would be used multiple times throughout the year on our end and on their end. Billings is growing and our airport needs to grow with it.

Thank you for your consideration.

Sincerely,

Lucy Aspinwall
Vice President



Billings Association of Realtors
2021 Overland Avenue
Billings, MT, 59102
May 3, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Billings Association of Realtors I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

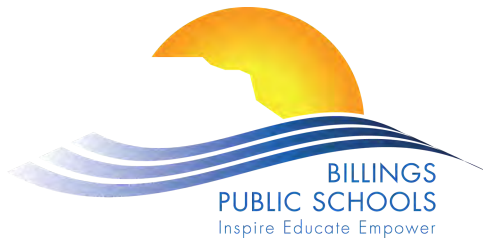
Our 2000+ members of the Billings Association of Realtors travel on a regular basis for work and pleasure. Our association covers 29 counties in eastern Montana, most use the air services located in Billings. We feel that having additional travel options is important to our members and businesses.

Thank you for your consideration.

Sincerely,

Steve Simonson

Steve Simonson
Government Affairs Director



Billings Public Schools
415 North 30th Street
Billings, MT, 59101
May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Billings Public Schools I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

To increase air service for Billings community member and visitors.

Thank you for your consideration.

Sincerely,

Greg Upham
Superintendent



Canvas Creek Team Building
726 PARKHILL DR
billings, MT, 59102
April 24, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Canvas Creek Team Building I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

75 percent of my business is done in cities outside of our area. My primary focus is cities that are one stop flights, adding a major California city to the list of favorites would have a huge impact on our bottom line.

When I moved to MT 20 years ago, the airport was a deciding factor. That would not be true today, but a flight like this would help!

Thank you for your consideration.

Sincerely,

karen grosz
President



COLDWELL BANKER COMMERCIAL

CBS

Coldwell Banker Commercial CBS
1215 24th St W
Billings, MT, 59102
May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Coldwell Banker Commercial CBS I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Our commercial and residential businesses require frequent trips throughout the year for company conventions, trade shows, and site visits. So far this year we have traveled to Phoenix, Denver, and Chicago. We will have several agents traveling to Atlanta this fall as well as events in Las Vegas and Newport Rhode Island. On a personal note, I will be traveling to Seattle, Omaha, and Barcelona Spain later this year. Travel out of Billings is expensive and the number of flights is less than sufficient.

Thank you for your consideration.

Sincerely,

George A Warmer
Broker/Owner

5/11/2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program
Grant Application

Dear Ms. Chapman:

On behalf of Collaborative Design Architects, I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will greatly benefit our business. We are currently under contract with clients based in California who have found great difficulty in making travel plans to the project site in Billings, MT. A direct flight would greatly alleviate this constraint. Further- our sister company is in Oakland, CA- efficient travel will benefit both the economic development of California and Montana. Our efforts in talent attraction have been hampered by the limited direct flight options as the need to access international flights based in CA has steadily increased. The existing flight service is insufficient with clients and consultants frequently flying into the Bozeman airport and driving to Billings- this is inefficient, and the road travel delays (snowstorms etc.) have cost us thousands of dollars. On a personal front- we have direct family connections either working or going to school in the LAX and SFO areas. We have recently resorted to driving (18 hours) in lieu of flying because flight schedules and costs made this option unreliable and inconvenient.

Thank you for your consideration.

Sincerely,



Nick Pancheau, AIA | President | Managing Partner





Corning Companies
2280 Grant Road Suite A
Billings, Montana, 59102
May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Corning Companies I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

It is crucial for there to be a direct flight to California from Billings for strengthening the Corning Companies real estate business and portfolio. The businesses who we lease to depend heavily on tourism dollars and we also depend on new businesses coming to our community. We have found that having direct flights to major markets is crucial for continuing to develop the retail strength and tourism strength of our community.

Thank you for your consideration.

Sincerely,

Steve Corning
President



May 5, 2023

Re: Air Service from Billings to Los Angeles and/or San Francisco

To whom it may concern,

Diamond B Companies, Inc. is headquartered in Billings, MT and manages multiple business ventures across the western United States. These businesses serve customers both domestically and internationally.

We believe that direct air service between BIL and LAX/SFO would provide a significant benefit to both our staff and customers; making travel much more efficient to the southwestern United States and to international destinations. The ability to more directly reach these destinations would enhance current business relationships as well as open up opportunities for new business.

We support the efforts underway to bring these direct air service routes to fruition.

Sincerely,

A handwritten signature in blue ink, appearing to read "A. Ramage", is written over the printed name.

Aaron Ramage
Vice President



**DICK ANDERSON
CONSTRUCTION**

5/11/2023

Brooke Chapman, Associate Director

Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman:

On behalf of Dick Anderson Construction, I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help Billings continue to grow through additional visibility and access from out-of-state markets.

Dick Anderson Construction serves the civil and commercial construction markets across the entire state of MT, as well as Northern Wyoming. Our offices in Bozeman and Missoula benefit greatly from the in-flow of prospective business clients that reach their community every day via air travel. Our Billings office not only welcomes but necessitates the additional air service that this grant would serve.

For Yellowstone County and the surrounding areas to remain a fixed component of commerce and tourism in our State, Logan International Airport is obligated to pursue all opportunities that expand our air service markets, while simultaneously helping keep flight prices competitive; this grant initiative helps foster both.

Thank you for your consideration.

Sincerely,

Kevin Hintt

Vice President

4512 South Frontage Rd
PO Box 31511
Billings, MT 59101

daconstruction.com
Always Part of the Solution



Downtown Billings Alliance
116 N 29th St
Billings, MT, 59101
May 10, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Downtown Billings Alliance I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

The Downtown Billings Alliance, comprised of the Downtown Billings Association, the Downtown Billings Partnership and the Business Improvement District, represents the interests of over 750 business owners in beautiful downtown Billings, Montana. Our mission is to promote, advocate and revitalize our city center through programmatic and infrastructure projects. We have assisted the City of Billings with the redevelopment and the revitalization of downtown Billings since 1997, and have facilitated over 200 significant projects from retail to housing to mixed-use developments that have made Billings a vibrant, economically diverse, growing city. Additional air service is critical to the businesses we serve and our economy as a whole.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Katy Easton".

Katy Easton
CEO



Eide Bailly LLP
401 N 31st Street, Ste 1120
Billings, MT, 59101
May 10, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Eide Bailly LLP I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Eide Bailly LLP is a regional certified public accounting and business advisory firm. The firm was founded in Fargo, North Dakota in 1998. Eide Bailly has over 40 offices in 15 different states,. The firm has 2,000 employees. Having a direct flight to California would greatly benefit our business. We currently have several offices in California that our CEO, who is located in Billings, MT, needs to travel to on a regular basis. We also have remote manager for the Billings office located in California and this would facilitate better flights for her to visit the Billings office on a regular basis. We are constantly trying to attract talent to our market and a direct flight to California would be a draw for potential candidates. We strongly support having nonstop service to the California area.

Thank you for your consideration.

Sincerely,

Deborah C Potter

Deborah Potter
Partner



Exsolvis
201N Broadway, STE 118C
Billings, MT, 59101
May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Exsolvis I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

I am a coach/consultant for individuals and small teams. The proposed flight service will allow me to pursue more clientele from out of state, as well as provide better access to trainings and certifications that will help bolster the credibility and success of my business. I currently do not travel frequently to support my business, but adding more direct flight services will make it easier to expand in to other markets and pursue other areas of growth. Thank you for your time and consideration.

-David Swalley

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "David Swalley".

David Swalley
Owner/Consultant

ExxonMobil Product Solutions Company
Billings Refinery
700 ExxonMobil Rd
PO Box 1163
Billings, MT 59103-1163
406 657 5380 Tel



May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Re: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman:

I work in the oil and gas industry in Yellowstone County, Montana. ExxonMobil currently operates a refinery, fuel terminals and pipeline asset here. We are also of three refineries in the valley and combined, we support a few thousand workers with high-paying jobs.

The work we do often entails immediate and efficient air service in order to get people and materials to our site. And, like other manufacturing sites, time is often of the essence in being successful with a project or planned maintenance. Often times, however, air service has proven to be a gap. It is often a struggle to get people or time-sensitive inventory to the site because of limited availability of non-stop service.

That's why I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will benefit our industry in the future. Support of this grant is key to long-term success of our industry and the area economy.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Dan Carter". The signature is stylized with a long horizontal line extending from the end.

Dan Carter
Public Affairs Manager
ExxonMobil Billings Refinery



First Interstate Bank
401 N. 31st Street
Billings, Montana, 59101
May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of First Interstate Bank I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

I strongly support the Billings Chamber of Commerce's efforts to secure a Small Community Air Service Development Program Grant (SCASDP Grant) on behalf of the Billings Logan International Airport, which would enable a direct flight from Billings, Montana, to either San Francisco or Los Angeles.

First Interstate BancSystem, Inc. is a financial services holding company headquartered in Billings. It is the parent company of First Interstate Bank, a community bank with \$31 billion in assets as of March 31, 2023.

With more than 300 branches across 14 states, we're dedicated to helping these diverse communities reach their greatest potential. But our effectiveness—and future growth—is contingent upon putting the right people in the right place at the right time.

Expanding airline service would make Billings a more attractive location when recruiting top talent; California's tech-heavy skill pool is a desirable demographic for First Interstate. Billings-area employees could more easily visit out-of-state family and friends and encourage them to visit Big Sky Country, boosting Montana's tourism industry.

First Interstate relies on vendors from all over the country. Affordable, faster travel would allow them and us to be more responsive to client needs. The current investment being made to improve the Billings Logan International Airport through the Terminal Expansion Project provides ideal timing to also expand flight services through a SCASDP Grant.

Over the years, our commitment to community has become ingrained in our company culture. It has taken many forms—from volunteer work to private/public partnerships that strengthen the local economy. One such example is our support of MetraPark's First Interstate Arena, a destination entertainment venue that attracts national sensations and international stars. But there's untapped potential here, too, if more people could travel directly to Billings.

The economic impact is undeniable. The demand for service is only increasing. And every day without expanded connections is a missed opportunity for Billings Logan International Airport and the multi-state area it serves.

Billings Logan International Airport is well-respected, with a strong track record of broad community support. The Billings Chamber of Commerce is committed to the airport's long-term success and to this transformational investment. I urge you to give this request for SCASDP Grant funding a full and fair consideration and, in doing so, help meet the needs of our vibrant and growing region today and for years to come.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Riley'.

Kevin P. Riley
President and CEO



Graphic Finesse
725 Grand Ave.
Billings, MT, 59101
May 3, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Graphic Finesse I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

We support this travel expansion opportunity for our community. For our own business, it will allow us another connection spot that offers more destinations to reach potential clients and continued education for our employees. For our clients, this expanded service will help with talent attraction and recruitment. We hear over and over again how attractive it is for our community to have such an easily accessible airport and with expanded offerings this can help serve more people.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Genia Castro Waller', is written above the printed name.

Genia Castro Waller
Project Coordinator & Co-Owner



Intermountain Health- St. Vincent Healthcare
1106 N. 30th
Billings, Montana, 59101
May 10, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Intermountain Health- St. Vincent Healthcare I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Dear Ms. Chapman,

Thank you for your letter regarding the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. I am writing to express my support for the proposed air service between Billings, Montana and California.

As a hospital executive, I understand the importance of reliable and efficient transportation for our patients and staff. The proposed air service would provide a much-needed link between our community and the rest of the country. Our hospital serves a large rural area in Montana and we have patients who require specialized medical care that is not available locally. This means that we need reliable transportation options to get these patients to the appropriate medical facilities as quickly as possible. The proposed air service would greatly improve our ability to provide this care.

In addition, we frequently have staff members who need to travel out of state for training or conferences. The proposed air service would make it much easier for them to get where they need to go without having to drive long distances or make multiple connections.

In addition to the benefits for our hospital, this air service would also be a boon for local businesses and tourism. The ability to easily travel to and from California would open up new opportunities for economic growth and development in our region. Currently, many local business travelers and tourist drive two or more hours to other cities to increase the convenience of flight options and decrease the cost of airfare. More flight options in Billings would allow those travelers to support our local economy.

I believe that this air service would be an important asset to our community and I fully support the efforts to secure non-stop service to either Los Angeles International Airport or San Francisco International Airport.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tyler Wiltgen'.

Tyler Wiltgen
V.P. for Philanthropy, Montana/Wyoming



Jones Construction, Inc.
123 Regal Street
Billings, MT, 59101
May 8, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Jones Construction, Inc. I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

- My wife travels nearly 3 weeks out of a month for work. Most of our family is out of state and we travel often to visit. Occasionally, I will travel with (or to) an out-of-state client's business to review what they want to bring to the Billings area.
- The service provides a better connection for my west coast clients who have made several comments about our flight availability and cost in/out of Billings.
- Efficient travel in/out of Billings attracts new businesses which can result in new and/or renovation projects thus boosting our backlog. What would once be a heavy decision for a potential new hire (if travel was difficult) from CA, would now be easier with a direct flight to their family (if they didn't move). All in all, it supports talent attraction/retention and boosts new or expanded business probability specifically related to commercial construction.
- The existing service definitely needs to be expanded. A trusted service with dependable schedules and favorable rates will promote higher passenger traffic in lieu of traveling to another airport for those services. Landing those services in Billings will then attract more travelers to the Billings market which consequently supports local retail, amenity services, hospitality services and stimulates greater business growth through tourist spending. Without sufficient service, travelers tend to get high centered in other communities with favorable services and decide not to make the 100-200 mile journey to Billings where we certainly have more to offer.
- I do not venture out to other airports for more favorable rates. If that was the concern, the option for us is to drive or simply scrap the trip.
- The primary link to the targeted area is actually family in the Bay area. There are many attractions in this area (Napa Valley as an example - easy drive north) that many of us locally would take advantage of.

Thank you for your consideration.

Sincerely,

Bryce Terpstra
President/Principal



5/10/2023

Brooke Chapman, Associate Director

Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman:

On behalf of Kampgrounds of America, Inc. I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will:

- Help our employees reach our California destinations quicker. Plus, the new flight will drive down other carrier costs who utilized their hubs to furnish the desire for California market.
- It will also provide a benefit to KOA in the employee retention and well-being as California is a top destination for Billings-based employees.

Thank you for your consideration.

Sincerely,



ENGINEERING, REIMAGINED

KLJ
2611 Gabel Road
Billings, MT, 59102
May 10, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of KLJ I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

KLJ is a regional engineering firm with corporate offices in Bismarck and Minneapolis/St. Paul. We have five (5) offices in Montana, including one in Billings. While we do not often require air service to/from California, we do see the benefit of enhanced and comprehensive air service in the communities in which we have offices and do business. We believe air service and access to states and communities outside our footprint is essential to our ability to recruit and retain workforce and that it creates a community in which people are more enthusiastic to work, live and play. In addition, Billings is the urban center of Montana. If, as a community, we desire to maintain this designation and continue to thoughtfully grow, air service will be a significant piece of that puzzle. Lastly, as a growing tourism community and the trailhead and starting point to additional locations in southeastern and eastern Montana, air service is critical to the economy. Our ability to market the community, highlight the opportunities here and draw visitors will be greatly enhanced by increased direct air service.

Thank you in advance for your consideration and for the opportunity to grow Billings and ways in which people travel to and from our community. If you have any questions, please feel free to contact me.

Thank you for your consideration.

Sincerely,

Becky Bey
Government Relations Specialist



Midland Claims Service, Inc. and Industrial Injury Claims®
PO Box 20151
Billings, MT, 59104
May 2, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Midland Claims Service, Inc. and Industrial Injury Claims® I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

- I have two active companies and one non-profit based in Billings. The insurance claims and consulting practices are routinely working with organizations in both NoCA and SoCA. The non-profit organization supports grants for amateur and professional motorcycle racing athletes, almost 50 % of our Grant recipients are from California and many of the events are held there. Flying is the only reasonable way to get to / from California from a time perspective
- Face to face connections are very important in both the claims/consulting and non-profit spaces, even more important now than prior to the pandemic. We have to have air service to survive.
- Non-stop service to/from Billings exists to a few hub cities. But if one travels regularly to/from California, one must build in at least a 6 hour buffer for layover and delays. Direct service allows for almost a full additional day to be available, allowing for additional contacts. And the ability to tell a contact from Orange Co or Sacramento Co that they can take a direct flight to Billings increases the likelihood that they will come to Billings as opposed to other non-stop destinations. My preference would be for non-stop service to Long Beach or Orange County in SoCA; SFO or OAK in the Bay area; and if dreams were fulfilled Sacramento.
- Existing service simply adds too much time to take some of the trips that I'd like to be able to take. One loses at least 1/2 day (with layovers and connecting flight delays) when making the BIL to SFO or LAX connections.
- I have shifted many of my trips to Bozeman/Belgrade because of 1) direct flights available, 2) service from Southwest Airlines and 3) sometimes significant savings on the full cost of travel. Direct flights to SoCA and NoCA would help me achieve my travel goals with BIL as my primary hub
-

Thank you for your consideration.

Sincerely,

Michael J Marsh
President



Montana State University Billings Athletics
1500 University Dr
Billings, MT, 59101
May 12, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Montana State University Billings Athletics I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Daily non-stop service would be a game changer for Yellowjacket Athletics. We are an NCAA Division II institution in the Great Northwest Athletic Conference, one of the nation's largest geographic conferences at any level. Part of competing in the Great Northwest Athletic Conference, and NCAA Division II, is we are competing with institutions from California and Hawaii (based in other leagues) for post-season opportunities.

As such we have to compete against these schools regularly in multiple sports during the regular season and, because of ticket prices, have had to bus or drive to Bozeman to be able to secure more budget-friendly airfare. While some would say that instead of traveling to them, have them come here, those California schools face the same challenge (in reverse) in trying to get to Billings and denying potential economic revenue during the lower tourist season. Thus we are always stuck having to travel if we want to put ourselves in a position to compete for the post-season.

Adding a daily non-stop service to California would drastically improve the student-athlete experience for Yellowjacket Athletics, as well as help to provide the opportunity to attract more teams to come and compete against us in Billings. Currently, that isn't happening, and our budget is (in a passive way) being used to support the airport in Bozeman because the cost here in Billings is not comparable.

Thank you for your consideration.

Sincerely,

Nick Schmidt
Assistant Athletic Director for External Relations



MSU Billings Yellowjacket Athletics
1500 University Dr.
Billings, Montana, 59101
May 12, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of MSU Billings Yellowjacket Athletics I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

MSU Billings Athletics flies each of our 16 NCAA Athletic programs weekly during season. Our travel needs are high. We spend hundreds of thousands of dollars annually to get our team to their conference opponents and to their scheduled games- flying anywhere from 2 to 50 people at a time depending on the roster size. Not only that but MSUB has made it a priority to host excellent large scale NCAA tournament. So far we have won bids on 2 post season events. However our airport schedule and prices often keep us from winning those bids. Approximately half the teams that do come to the 2 post season events we host, fly into and out of Bozeman instead.

Any additional air service out of BIL would greatly benefit our business. Not all of our teams will utilize the CA market but several will. The existing services aren't particularly insufficient but they are too expensive. Several of our own teams are now paying to bus to Bozeman, stay in a hotel, and fly out of there. And they still save money! We are starting to use our local airport less and less - which is particularly inconvenient given our extremely close proximity to the airport. If we were able to get additional flights at reasonable prices, we would certainly change our travel habits and fly our teams through BIL.

Thank you for your consideration.

Sincerely,

Hollie West
Associate Athletic Director of Marketing & Development



Montana State University Billings - Golf Team
1500 University Drive
Billings, Montana, 59101
May 12, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Montana State University Billings - Golf Team I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

We are a NCAA DII Golf program in Billings. We fly to the majority of our tournaments. Our West Region opponents are by in large in California. We also fly to compete in Arizona, Colorado, Washington. We try to support the Billings airport as it is a mere couple of minutes from our campus. When we do California trips, we usually commute to Bozeman to fly there as it is significantly cheaper, many times less than half the price that Billings is. Bozeman also offers a direct flight to SFO many times for us which makes our travel time quicker even with a two-hour drive.

In the past two years, we have had Bozeman flights for \$200 or less round trip to SFO. Those same flights in Billings have been \$450-600 per person. This is a substantial amount for a college team to pay and adds up with 6-8 travelers each time we fly.

We would love to compete more and more in California, but budgets are tight and flying to California from Billings is currently very expensive and takes a whole day of travel before and after for us. So we typically fly to Seattle to connect and then to SFO, OAK, or LA area airports. A non-stop flight to either location would be huge for MSUB Sports. We would be taking it multiple times a year and would help my team play a more competitive schedule against teams that we need to play more often.

Thank you for your consideration.

Sincerely,

Adam K Buie

Adam Buie
Head Men's & Women's Golf Coach



April 5, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SEW86-307
Washington, DC 20590

Dear Ms. Chapman,

I am writing to express Montana State University Billings' support for the funding request through the Federal Small Community Air Service Development Grant (SCASD) to expand services at Billings Logan International Airport. As Chancellor of MSUB, and a member of the Billings Chamber of Commerce Board of Directors, I see great potential for the ways in which this expansion of service would benefit Billings and the surrounding region.

The SCASD would enable Logan Airport to offer direct service from San Francisco and Los Angeles to Billings. MSUB students and faculty could take advantage of these flights to travel to their homes, university-sponsored sporting events, and academic conferences easily. This ease of travel could bolster our efforts to recruit and retain students, as well as highly qualified faculty and staff.

Uninterrupted travel to Billings from these California cities would surely enhance business development in our area. As Montana's largest population center, Billings' entrepreneurs and the regional workforce could take advantage of the many opportunities that would increase with easy travel. Additionally, direct service between these cities and Billings would greatly amplify efforts to increase tourism to Billings and the state.

It is my sincere hope that the Small Community Air Service Development Program is able to support this important effort being pursued by Billings Logan International Airport. This would grow and enrich the community of Billings.

Sincerely,

Stefani Hicswa, Ph.D.
Chancellor

SH/np

Office of the Chancellor

1500 University Drive | Billings, Montana 59101-0245 | Office: 406-657-2300 | Fax: 406-657-2299



NorthWestern Energy
1944 Monad
Billings, MT, 59108
May 8, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of NorthWestern Energy I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Economic growth is critical to the health of the communities we serve as an energy company and commercial flight service is an important tool to promote economic growth.

Non-stop flights between Billings and California will provide travel options for our personnel attending seminars, conferences, workshops and meetings in California. The flights will be instrumental in bringing consultants, vendors and contractors from the West Coast to our Billings-area operations. The flights will also assist NorthWestern Energy's efforts to host industry seminars, conferences, workshops and meetings in the Billings area.

NorthWestern Energy strongly supports the work by the Billings Logan International Airport and the Chamber of Commerce to secure non-stop flight service to California.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lisa Perry'.

Lisa Perry
Community Relations Manager



Painting by Ryan
2036 Edgewood Dr
Billings, Montana, 59102
May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Painting by Ryan I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Having nonstop flights to major business hubs as SFO or LAX would be highly beneficial for my business. By reducing travel time and expenses, nonstop flights can increase my productivity and profitability, making it easier for my business. This additional flight could also help with talent attraction and retention, as employees would appreciate the convenience and efficiency of nonstop travel. Furthermore, having nonstop service could help with the bottom line through tourist spend and business connections in these markets.

Thank you for your consideration.

Sincerely,

Ryan Walla
Owner



PayneWest Insurance
3289 Gabel Road
Billings, Montana, 59102
May 8, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of PayneWest Insurance I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

PayneWest Insurance supports additional air service to the Los Angeles/San Francisco area for several strong reasons. First, our colleagues travel regularly to the Los Angeles area to meet with clients and prospects. Additionally, we attend conferences and company events that are held in the LAX/SFO area. Having direct air service from Billings allows our colleagues a more efficient route to be able to spend less time in an airplane and in airports waiting for connecting flights. Second, it would help us attract new talent as part of our workforce. Air service is important for a strong quality of life and getting in and out of Montana easily can be challenging at times. A direct route to Los Angeles allows our colleagues to travel easily and use the LAX/SFO area as a connection for many more cities further west. Finally, a direct flight will assist in growing our economy bringing more tourists to the area. Montana's second largest industry is tourism and making it easier for tourists to visit will only grow that market.

Thank you for considering!

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Vannatta". The signature is fluid and cursive, with a large initial "J" and a stylized "V".

Jeremy Vannatta
Managing Director, Marketing & Communications



Rocky Mountain College
1500 Poly Drive
Billings, Montana, 59102
May 12, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Rocky Mountain College I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Rocky Mountain College is a small private comprehensive liberal arts institution focused on academic success and personal growth. Rocky Mountain College is the oldest college in Montana, founded in 1878. Its history demonstrates a commitment to excellence and openness to all points of view. The College finds strength by joining a liberal arts tradition and the heritage of practical training for specific careers.

Students come from all around the world including California and another handful are from international markets that would connect well through LAX or SFO. Non-stop flights to our community play a role in a student's decision to enroll at our university as they need easy connectivity to their home. Additionally, as we work to recruit the best faculty and staff, air service is a factor in their decision to move to our community. We strongly support this grant application.

Thank you for your consideration.

Thank you for your consideration.

Sincerely,

Robert Wilmouth



Rocky Vista University - Montana College of Osteopathic Medicine
4130 Rocky Vista Way
Billings, Montana, 59106
May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Rocky Vista University - Montana College of Osteopathic Medicine I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

The Rocky Vista University - Montana College of Osteopathic Medicine (MCOM) is the first medical school in the state of Montana, and we are proud to be part of the Billings community. This year we will welcome our first cohort of eighty-six (86) students to MCOM, the majority of which are coming from California. Over the next several years we will expand the class size to one hundred and seventy-two (172) students. Currently, we receive the most applications from California by far. In addition to the forty-five (45) faculty and staff we currently employ, we will hire an additional sixty-five (65) positions over the next three years. This number does not include other programs we are currently exploring. As a growing institution with excellence at our core, we want to attract and retain the highest quality students, faculty and staff. Having a direct service to California will help us tremendously in our recruiting and interviewing processes.

Thank you for your consideration.

Sincerely,

David Park. DO
Vice President and Founding Dean



Sanderson Stewart
1300 North Transtech Way
Billings Metropolitan Area, MT, 59102
May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Sanderson Stewart I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Sanderson Stewart is a growing professional design services firm with offices and satellite employees spread throughout the western United States. As we continue to grow and expand our geographic footprint, convenient and affordable air travel to and from Billings, our corporate headquarters, will become more and more critical. The limitations of current air service offerings through Billings-Logan Airport often make it desirable to drive to Belgrade and fly in and out of Gallatin Field instead based on the reduced costs for flights and a wider variety of flight day, time, and carrier options. The continued expansion of flight options through Billings will be critical to supporting the growing community for business, as well as with respect to the appeal of living in Billings, which in turn helps Sanderson Stewart to continue to attract and recruit the best employees. We strongly support this important initiative!

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "D.J. Clark".

D.J. Clark
Principal/Billings Region Manager



NON-STOP BILLINGS TO CALIFORNIA IMPROVING AIR SERVICE IN BILLINGS

Revenue Guarantee Agreement

**Small Community Air Service Grant
Non-Stop Service to LAX or SFO
Community Air Service Guaranty**

Stockman Bank of Montana hereby commits \$25k toward the Billings Logan International Airport's Small Community Air Service Grant application seeking non-stop service to LAX or SFO.

Upon a successful award of the grant (Fall of 2023), Stockman Bank of Montana will issue payment for the committed funds to an escrow account. Following the successful grant award, Billings Logan International Airport will commence negotiations with interested air carriers. At which point, a format escrow agreement will be provided.

Agreed to this 8th day of May, 2023.

A handwritten signature in blue ink, appearing to read 'Wayne Nelson', is written over a horizontal line.

Wayne Nelson

Senior Banking Executive



Stonerock Business Solutions
201 N Broadway, St 112D
Billings, MT, 59101
May 2, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Stonerock Business Solutions I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

As a business development corporation based in Billings, MT, we provide various services to small businesses and nonprofits in the region. These services include grant writing, grant management, contract procurement, strategic planning, and sustainability planning. Additionally, we work with organizations to bring new ideas and programs to our area.

Regarding our travel needs, we frequently travel to meet with clients, attend conferences, and network with other professionals in our industry. As a result, reliable and efficient air travel is essential to our business.

The proposed nonstop service to LAX or SFO is crucial to our business because it will save us valuable time and enhance our productivity. Currently, we must connect through other airports, which adds significant travel time and can lead to delays and missed connections. With nonstop service, we can arrive at our destination more quickly, allowing us to maximize our time and better serve our clients.

We believe that the nonstop service will contribute to the success of our business by improving our ability to recruit additional clients and customers. This service will also enable us to attract and retain talent, which is essential for our continued growth and success.

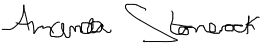
The existing service is insufficient for our business needs because it requires us to connect through other airports, which adds time and unpredictability to our travel plans. We believe that nonstop service will significantly improve our ability to travel efficiently and effectively.

We currently do not use the local airport because the lack of nonstop service to our desired destinations makes it challenging to plan and execute our travel plans effectively. However, the proposed plan to introduce nonstop service to LAX or SFO will change our travel habits by providing us with a reliable and efficient means of travel to these destinations.

In conclusion, we fully support the proposed nonstop service to LAX or SFO, and we believe that it will contribute to the success of our business by improving our ability to travel efficiently, attract and retain talent, and recruit additional clients and customers.

Thank you for your consideration.

Sincerely,


Amanda Stonerock
CEO/Founder



Summit Oral Maxillofacial Surgery
625 Henry Chapple Street
Billings , MT, 59106
May 4, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Summit Oral Maxillofacial Surgery I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

In an ever evolving healthcare market, flights to major cities for both patients and staff is critical.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "LG", with a stylized flourish at the end.

Logan Ganoe
Dr.



The Brokerage
3203 3rd Ave N, Suite 303
Billings, MT, 59101
May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of The Brokerage I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Increased air travel options are crucial for the businesses I serve to relocate quality employees.

Personally, our family would look to fly more if the costs and friction associated with traveling as a family of 4 are reduced.

Thank you for your consideration.

Sincerely,

Keith Hart
Broker/Owner



JSZ Inc,
dba The Windmill
3429 North Transtech Way
Billings, MT 59102

May 5, 2023

Re: Air Service from Billings to Los Angeles and/or San Francisco

To whom it may concern,

The Windmill is a steak and seafood restaurant that has roots in Billings, MT going back to the 1930's.

As is typical for the hospitality sector in Montana, we rely on tourism for a significant portion of our business. We believe that direct air service between BIL and LAX/SFO would provide a significant opportunity for growth in tourism to Billings and the Windmill would hope to partake in a share of that growth.

In addition, these direct flights would provide greater opportunities for participation in trade shows and training events for our Windmill staff.

We support the efforts bring these direct air service routes to Billings.

Sincerely,

James R. Bennett
President

SOUTHEAST MONTANA TOURISM

815 South 27th St. - Billings, MT 59101

Ph: 406.294.5270 - Fax: 406.245.7333

Info@SoutheastMontana.com

www.SoutheastMontana.com



SOUTHEAST
MONTANA

April 12, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SEW86-307
Washington, DC 20590

Dear Program Directors:

I am writing in support of Billings Logan International Airport's (BIL) Small Community Air Service Development Program grant application.

As the regional tourism destination marketing organization, Visit Southeast Montana relies on quality and extensive air service to promote the fly-drive market. BIL serves not only the city of Billings but includes all Eastern Montana, which includes a 3–6-hour drive radius.

Our marketing data (website traffic, travel guide orders) demonstrates that the California market is strong and having a direct flight to/from BIL will certainly impact the entire region, bringing economic influence into both Billings and the rural areas of Montana.

BIL is an international destination for those wishing to experience the American West, including the infamous Little Bighorn Battlefield National Monument and Pompeys Pillar National Monument (where Capt. William Clark carved his name in 1806) plus a plethora of outdoor and dinosaur adventures across the rugged landscape. The impact of tourism, the number two industry in the Montana, is vital to local economies.

We strongly urge you to fund Billings Logan International Airport's grant application.

Respectfully submitted,

Brenda Maas
Director of Marketing
Visit Southeast Montana



Voyage Marketing
2615 Hoover Avenue
Billings, MT, 59102
May 8, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Voyage Marketing I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Hello!

I'm a Billings resident and business owner who is originally from Boise Idaho. Over the last 2 years, I have traveled to multiple countries and states for work and pleasure, and have found it to be relatively costly and inconvenient to travel to and from Billings compared to most of my colleagues in different cities. Adding a direct flight to LAX would be extremely helpful for client acquisition, talent recruiting, and overall West-Coast and international travel for my business.

Adding more flight options in and out of Billings will be a massive benefit to the city's economy, and would be a huge benefit to our bottom line at Voyage Marketing!

Thank you for your consideration.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrew Korf".

Andrew Korf

BIL to LAX Flights! Please!



Warren Transport, Inc., dba Weave Industries
2348 N. Frontage Road
Billings, Montana, 59102
May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Warren Transport, Inc., dba Weave Industries I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Additional non-stop air service will help our company attract new business and recruit new employees.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'JK' with a flourish.

Jennifer Kondracki
CEO/Owner



Western Security Bank a Division of Glacier Bank
2812 1st Avenue North
Billings, Montana, 59101
May 10, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Western Security Bank a Division of Glacier Bank I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Western Security Bank feels increased air service to and from Billings from the West Coast is essential. While we do not have significant travel needs to the West Coast the increased exposure to that area will be beneficial to the recruitment of new business to our community. We will also see greater opportunities to recruit new talent to our area due to a desire for relocation to Montana from the coastal markets. Tourism will also be positively impacted by the increased traffic from California bringing increased revenues to Montana. This will be beneficial not only to the State of Montana and Montana Businesses but to our business as well.

Thank you for your consideration.

Sincerely,

Michael Seppala
President



WESTERN SKIES

REAL ESTATE

Service Beyond the Sale

Shasta Edwards @ Western Skies Real Estate
206 N 29 th St
Billings, MT, 59101
May 9, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Shasta Edwards @ Western Skies Real Estate I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

I usually can not get a direct flight when traveling. Sometimes even have to stay the night somewhere which incurs another added expense in top of the already expensive flight. It would save time, money and a lot of turmoil.

Thank you for your consideration.

Sincerely,

Shasta Edwards
Realtor



Western Skies Strategies
100 N 27th St Suite 600
Billings, Montana, 59101
May 12, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Western Skies Strategies I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Western Skies Strategies works with clients throughout the United States, many of whom are completing projects here in Montana. The air service availability is a consistent challenge, with clients often needing to spend an entire day traveling to reach our market. This, in tandem with fares that are out of line with national trends, make us a strong supporter of enhanced air service in Billings. Non-stop flights to either LAX or SFO will help build out connectivity for our market which is critical for both tourism and business alike. Billings is a growing community and is the largest in the state of Montana, without strong connectivity we are missing out on economic activity that is critical to our community's future. As such, we strongly support this grant application.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jess Peterson".

Jess Peterson
President & CEO



Wood's Powr-Grip Co., Inc.
908 W Main St.
Laurel, MT, 59044
May 2, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Wood's Powr-Grip Co., Inc. I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

We are an OEM manufacturer with very little sales in the state of Montana. In order to reach our market, we often have to fly from Montana to locations throughout the U.S. and internationally. Although, California is on the west coast, a larger market, like Los Angeles, would provide direct flights to a multitude of locations. Besides access to international flights, it would often come in handy within the U.S. For example, if we are flying to Florida, it is actually easier to go a little out of the way to Los Angeles and get to Florida with two flights, than it is to fly to SAL or MIN, have a layover, and then fly to Atlanta for a second layover.

The same is true in reverse. As things stand right now, it is very difficult for our customers to visit us. With direct flights from California, it would be much easier for them to make visits to Montana.

Thank you for your consideration.

Sincerely,

Barry Wood

Barry Wood
Vice President Marketing and Commercial Development



Wood's Powr-Grip
908 W. Main St
Laurel, MT, 59044
May 2, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Wood's Powr-Grip I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

We are a manufacturer of equipment for materials handling. Very few of our customers are in Montana. Pretty much any customer visit, or promotional event we attend, involves air travel.

Our largest distributor is located in the Los Angeles area. Having a direct flight to LAX would make it much easier for us to visit them. With the current connections I have been forced to spend unexpected time in Salt Lake, including an unscheduled overnight stay, that throws off the schedule for the visit.

Direct flights to California would make doing business there easier and make visiting Montana more attractive to their residents.

Thank you for your consideration.

Sincerely,

Bryan Wood
President



Yellowstone Bank
214 N 30th Street
Billings, MT, 59101
May 11, 2023

Brooke Chapman, Associate Director
Small Community Air Service Development Program
Office of Aviation Analysis
1200 New Jersey Ave, SE W86-307
Washington, DC 20590

Subject: Billings Logan International Airport Small Community Air Service Development Program Grant Application

Dear Ms. Chapman,

On behalf of Yellowstone Bank I am writing in support of the Billings Logan International Airport's Federal Small Community Air Service Development Program (SCASDP) Grant. Securing non-stop service to either Los Angeles International Airport or San Francisco International Airport will help us in the following ways:

Yellowstone Bank supports a strong and diverse Billings area economy. Additional flight services improves access to the Billings and Eastern, MT area along with lowering flight costs through competition. Improved access boosts business travel, increases tourism traffic, and creates demand for recreational travel. All of which support business expansion, job creation and economic growth.

Thank you for your consideration.

Sincerely,

Zack Dunn
President, Billings Downtown Bank