

MINUTES

Monday, October 17, 2016
10:00 A.M.

Manistee County Blacker Airport
Conference Room

Members Present: Paul Schulert, Chair; Brook Shafer, Vice-Chair (via phone); Doug Bell; Mark Bergstrom (arrived at 10:05 A.M.); Gerry Haw; Alan Marshall; and Dale Picardat

Members Absent: None

Others Present: Barry Lind, Airport Director; Brandon Jensen, Rightside Design; and Rachel Nelson, Airport Authority Secretary

Paul Schulert, Chair, called the meeting to order at 10:00 A.M. Roll was taken by the Secretary. Mr. Lind requested to add a marketing update from Mr. Jensen to the agenda after Public Comment.

There was a motion by Mr. Bell, supported by Mr. Picardat, to approve the meeting agenda with the addition of a marketing update. Motion carried by majority vote (Bergstrom absent).

There was no public comment.

Mr. Bergstrom arrived at the meeting.

Mr. Jensen provided an update on marketing (APPENDIX A). The Authority requested that Mr. Jensen come back in 6 months for another update. Mr. Lind and several Authority members commented that they are pleased with the work that Rightside Design has been doing.

Mr. Jensen left the meeting.

The Chair confirmed that each member had received a copy and had an opportunity to review the minutes from the regular meeting of the Airport Authority held on Monday, September 19, 2016.

There was a motion by Mr. Bergstrom, supported by Mr. Bell, to approve the Airport Authority regular meeting minutes of Monday, September 19, 2016, as presented. Motion carried by unanimous vote.

The Chair confirmed that each member had received a copy and had an opportunity to review the minutes from the special meeting of the Airport Authority held on Thursday, September 22, 2016.

There was a motion by Mr. Bergstrom, supported by Mr. Haw, to approve the Airport Authority special meeting minutes of Thursday, September 22, 2016, as presented. Motion carried by unanimous vote.

The Chair confirmed that each member had received a copy and had an opportunity to review the minutes from the special meeting of the Airport Authority held on Monday, September 12, 2016. There was discussion regarding section 5.5 of the bylaws and how it relates to phone participation. This is covered under section 5.10.

There was a motion by Mr. Bell, supported by Mr. Haw, to approve the Airport Authority special meeting minutes of Monday, September 12, 2016, as presented. Motion carried by unanimous vote.

The Authority next reviewed the September 2016 Accounts Payable Report (APPENDIX B). Mr. Lind explained that the payment to Team Elmers was for the runway and front step asphalt work, the payment to Napa Auto Parts was for filters and items to prepare for winter, and the payment to Pressell Engineering & Design was for the design work for the hangar expansion project.

There was a motion by Mr. Picardat, supported by Mr. Haw, to approve the September 2016 Accounts Payable Report and authorize payment of the outstanding invoices totaling \$38,818.94.

A roll call vote was taken:

Yeas: 7 (Schulert; Shafer; Bell; Bergstrom; Haw; Marshall; Picardat)

Nays: 0

Absent: 0

Motion carried

The Authority also reviewed the September 2016 Financial Statement (APPENDIX C), which includes a Balance Sheet, a Statement of Revenue and Expenses, and a running account of the Passenger Facility Charges collected. It was noted that Mr. Pomeroy did provide everything to the Federal DOT for the marketing grant within the 45 day timeline.

There was a motion by Mr. Shafer, supported by Mr. Bell, to approve the September 2016 Financial Statement. Motion carried by unanimous vote.

The Orchard Beach Aviation rent information was provided, as well as fuel sales (APPENDIX D).

None of the Committees held meetings during the last month. Mr. Marshall reminded the Authority that during the annual bylaws review, the Bylaws Committee should consider re-wording sections 5.5 and 5.10 to clear up being "present" when calling in to a meeting.

Mr. Lind reported that there were no airport incidents. Mr. Lind presented a report on airfares which compares flights from Manistee, Traverse City, Grand Rapids, and Muskegon (APPENDIX E). Mr. Lind

presented information on airplane passenger numbers for 2016 as well as the previous five years (APPENDIX F).

Mr. Lind noted that they have been doing maintenance to prepare for winter. The FAA has a new numeric process for reporting the runway conditions instead of good/fair/poor/nil. Each 1/3 of the runway will get a score from 0 (dry) to 6 (glare ice). Training will be conducted tomorrow for the new system.

Ted Arens has requested to put a billboard regarding the USS Liberty on the end of the hangar that he owns. The Authority directed Mr. Lind to get an attorney's opinion regarding this issue.

The FAA has uncovered a discrepancy between the Airport Transfer Agreement and the recorded deeds from the City to County and County to Authority. The Transfer Agreement states that the City will withhold 1/3 mineral rights in excess of what the airport needs, however, this is not in the recorded deeds. In order to move the process along and not risk losing this year's \$150,000 in funding, the FAA is proceeding with their review based on the recorded deeds. The City could pursue this issue in the future if they choose to.

The t-hangar floors concrete work has been completed, with one punch list item remaining. Mr. Lind noted that the fee paid to Pressell Engineering & Design includes all work done up until now. There was also work done that was not charged. The fee includes the original quote of \$1,700, plus attending the pre-bid meeting and permits.

The FAA safety area work was completed at the end of September. The day after it was completed, there was an issue with the runway end identifier lights. They are now functional, but will need to be fixed. The runway closures that were necessary for the safety area work made a significant impact to the fuel/landing fees for September.

The runway marking project is scheduled for the week of October 24th. This is a letter of correction item that needs to be completed by the end of the month.

The pavement repair to the runway and near the front door have been completed by Elmers.

Forbes is scheduled this week to complete the septic drain field project.

Ryan Shively, a hangar tenant and PCA Engineer, plans to attempt a t-hangar door refurbishment. This project is part of the 5 year local projects, and there will be minimal cost. Mr. Lind stated that Mr. Shively is a wonderful resource.

Since there have been issues with the sidewalk heaving due to water getting in and freezing, crack sealing will be done on the sidewalk.

There continue to be more flight cancellations than there have been over the last 3 years. CFM will be stationing a full-time mechanic at the airport temporarily to help with this issue. September had good growth in passenger numbers compared to last year with an 18% increase, which is the best increase of the year so far. October is looking to be single digit growth, and November and December are catching

up after the late schedule release. There has been a six month schedule extension through May 14, 2017, which was released on September 29th. Public Charters is working on the service and schedule beyond that, but it was noted that it will continue to be North Country Sky no matter who Public Charters leases the service to.

The State plans to have a revised Air Service Grant program in this fiscal year. There is currently a draft of the revised program with comments due today. If no significant changes are made from the draft, the airport will be eligible for \$10,000 in marketing funds. In the past it was \$25,000, however, there will be an ability to apply for additional grants for other projects.

Both parties have approved the tree clearing agreement, and Mr. Lind is waiting for the signed copies from the Little River Band of Ottawa Indians.

Mr. Lind is waiting on Mr. Saylor regarding the Coho Bend billboard issue.

Mr. Lind has contacted Tamara Buswinka with the Alliance for Economic Success regarding the Strategic Plan. He is working on possible meeting dates for the next special meeting to continue the discussion.

There being no further business to come before the Authority, the meeting was adjourned at 12:10 P.M.

Respectfully Submitted,

Rachel Nelson, Airport Authority Secretary

Visit: www.manisteecountymi.gov to view Calendar of Events, County Board Agendas/Minutes, Committee Meeting Minutes, Airport Authority Minutes (under More Departments and Services), etc.

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RE: Marketing Overview
Client: FLYmanistee/Manistee Airport
Date Presented: 10-17-16

NORTH COUNTRY



FLYmanistee.com

1 774 MBL

OVERALL TIMELINE

- **March 2013:** RSD begins working with MBL
- **April 2013:** RSD launches first FLYmanistee.com website with newly defined brand assets:
 - logo
 - tagline
 - color book
 - signage/airline brand assets/uniforms, etc.
 - existing customer outreach through social media and email marketing
- **June/July 2013:** RSD & MyNorth produces the new TV & Radio spots with the newly developed "closer than you think" brand
- **August 2013:** MBL Facebook page reaches 1000 likes
- **August 2013:** RSD produced outdoor ad messaging in TVC market
- **Sept.- Dec. 2013:** RSD works with regional partners for package promotions & specials
- **Jan/Feb 2014:** RSD works with Public Charters & MBL staff to develop a 4 year strategic marketing plan to align with service contract
- **March 2014:** Monthly Social Ad messaging created & monthly contests created to increase page like counts
- **May 2014:** Summer TV & Radio ads are developed/new filming included onsite Chicago filming at MDW
- **July 2014:** RSD/Public Charters work to develop an airline brand name (North Country Sky)
- **November 2013:** MBL Facebook page reaches 4000 likes
- **August-Dec. 2014:** RSD/Public Charters work to develop an airline brand name (North Country Sky)
- **January 2015:** RSD/Public Charters launch the new NCS brand and begin overhaul of major assets including:
 - Interior Signage at both MBL and MDW
 - Digital marketing assets including a new FLYmanistee.com responsive site
 - Content development and print marketing pieces
- **March 2015:** MBL announces summer service to PLN
- **Aug. 2015:** Social Networking ad messaging made priority with budget restrictions
- **Sept-Dec. 2015:** MBL creates various social/existing customer promos and specials (winter solstice, cyber Monday, etc)

HIGH LEVEL DATA POINTS

SOCIAL MEDIA

Over 195,000 reached/month (peak)
Over 85,000 reached/month (off-season)

Over 5,000 engaged/month (peak)
Over 2,250 reached/month (off-season)

E-MARKETING

6,283 existing customers in database
Mailed 2 times/month (peak) 1/month (off-season)
Average Open Rates: 14%-32% / newsletter

WEBSITE

60%-75% of customers/month are new
Comprehensive search & display marketing strategies

PHYSICAL PLANT

New onsite signage & brand development at both MBL and MDW
Development of print/customer outreach materials over the past 3 years

- **Jan. 2016:** Finalizing 2016 messaging and schedule for promotions & specials
- **April 2016:** Trade marketing finalized with TV and radio outlets
- **June:** MBL Facebook page reaches 5000 likes
- **August:** MBL Facebook page reaches 6000 likes
- **August:** 2 Existing customer promotions completed with giveaways to the Chicago region.

TARGET MARKETS

● SOCIAL-BLUE REGIONS

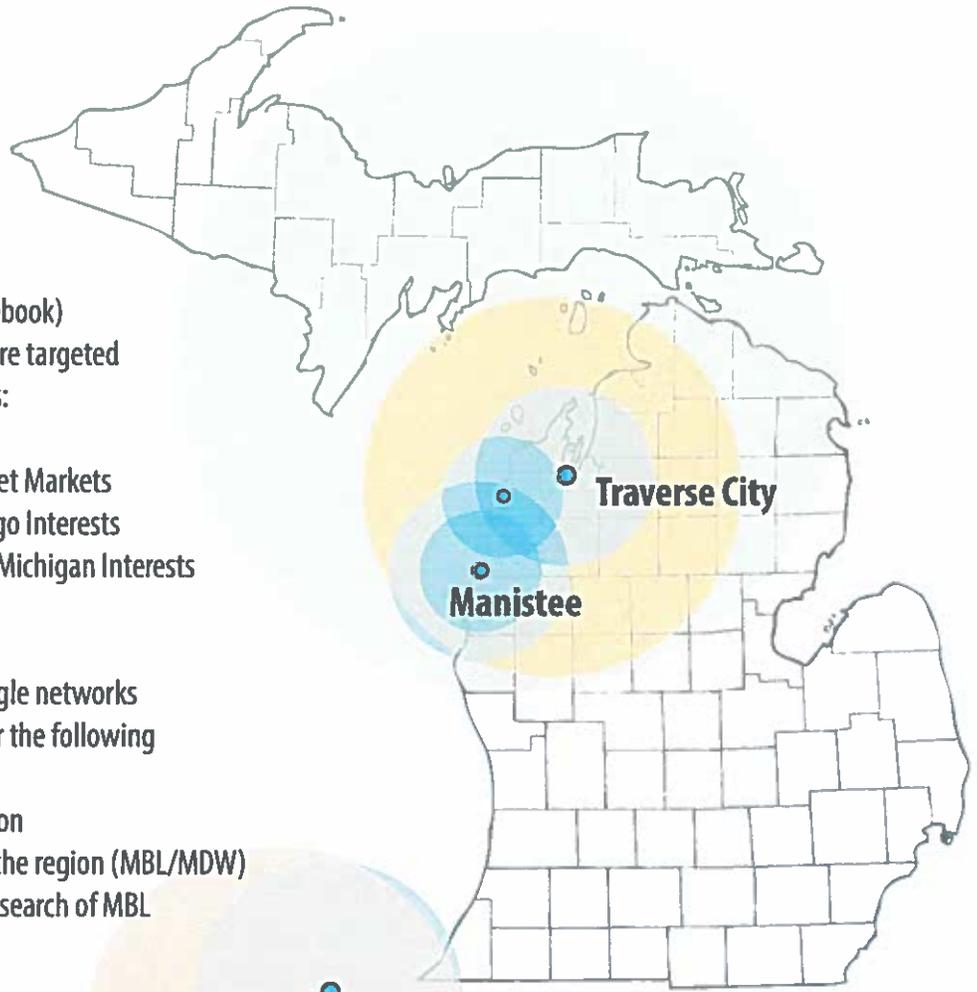
- Target markets for social (Facebook) ad networks. These networks are targeted for the following demographics:
- Females: 35-65+
- Interests (N. Michigan): Blanket Markets
Chicago Interests
- Interests (Chicago): Northern Michigan Interests

● DIGITAL-ORANGE REGIONS

- Target markets for digital Google networks
- These networks are targeted for the following demographics:
- Interests in the Manistee Region
- Tourism assets in and around the region (MBL/MDW)
- National exposure with direct search of MBL

● TRADITIONAL-GREEN REGIONS

- Target markets for traditional advertising such as TV, Radio, Print, and Outdoor. Past media include 9/10, 7/4 Charter, Lamar Outdoor, WTCM, WQCT, & WMTE Radio and Manistee News Advocate & various digital news websites.
- Interests/Demographics generally include Females 35-65+



● Greater Chicago Region

BUDGET SUMMARY

- Jan-Dec 2013 : Total Budget - \$75,000
- Jan-Oct 2014 : Total Budget - \$40,000
- Oct 2014 - April 2015 : Total Budget - \$20,000
- May 2015 - Sept 2015 : Total Budget - \$15,000
- Oct 2015 - Sept 2016 : Total Budget - \$40,000

\$35,000

FUNDING SOURCES

- MBL - Annual Contribution
- NCS/Public Charters - Annual Contract Contribution
- MDOT Aeronautics Airport Awareness Grant(s)

TARGETED GOALS FOR FY 2016/2017 (Oct 16-Sept 17)

Oct 2016 - Sept 2017 : Total Budget - \$40,000

TARGET PROJECT GOALS FOR FY 2016/2017

WEBSITE/DIGITAL INFRASTRUCTURE

- Continue to build FLYmanistee.com
- Explore enhancing and developing NCS.com
- Continue targeted advertising with Google

SOCIAL MEDIA

- Double the Social Media Budget with a targeted goal of 10,000 likes by the end of 2017.
- Refine strategy for existing customer outreach & increase the use of promotions through targeted channels.
- Develop strategy for recycling digital content/commercials on YouTube.com.

E-MARKETING

- Continue sustained email marketing outreach to existing customers
- Continue to grow existing customer list through use of social networking promotions & other partnership programs.

PHYSICAL PLANT

- Explore creative grant opportunities for the physical enhancements of signage/client experience at MBL.
- Continue to enhance the customer experience through print media and assets on and off the aircraft

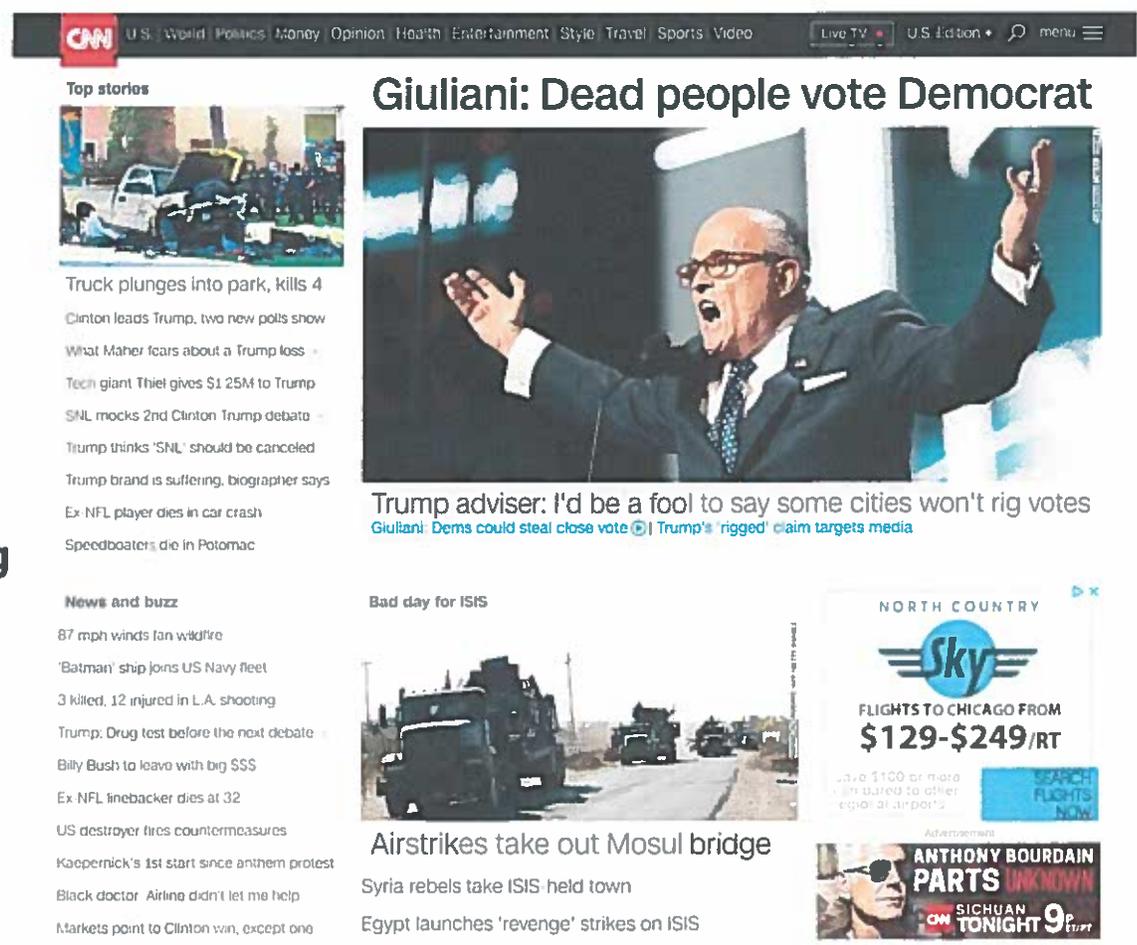
TRADITIONAL MARKETING

- Continue trade opportunities with local and regional advertising outlets while positioning the MBL brand within the region.
- Continue to participate with local business & Gov't affiliates to grow the awareness of the service and general operations at MBL.

A-5



FLYmanistee.com website



MBL
Digital
Remarketing
Advertising

FLYmanistee
Published by Brandon Jensen | July 28

WIN a 2 night trip to Chicago this September! We are giving away 2 round-trip tickets, 2 night stay at the Palmer House in Downtown Chicago, and 2 tickets to the Tigers Vs White Sox on Sept 5th! Enter for your chance to win here: <http://woobox.com/lecw9p>



Tigers vs White Sox in Chicago Prize Package

Looking for a weekend in Chicago? You can win a FREE trip to Chicago, September 4-6, from Manistee that includes: - Round Trip Airfare from Manistee to Chicago Midway - 2 night stay at the Hilton Palmer House in Downtown Chicago - 2 tickets...

WOOBX.COM

19,335 people reached [View Results](#)

Like Comment Share

Jenny Spohn Bradford, Paul D. Wilkie and 192 others Chronological

63 shares

View 15 more comments

Jeff Hemingway Nice prize/present!
Like Reply Message August 5 at 9:45pm

Debi Stonecki Blalik Who won?
Like Reply Message August 6 at 8:02pm

Write a comment

19,335 people reached
Over 101,000 people reached through all ads in the ad network posting

FLYmanistee
Published by Brandon Jensen | September 30 at 5:24pm

Flights now available through May, 2017! Take advantage of our lowest fares and book your flight for Holidays, Winter and Spring travel, at [FLYmanistee.com!](http://FLYmanistee.com)



Keep Boosting This Post
You can view your results and add budget to get more likes, comments and shares.

24,979 people reached [View Results](#)

Like Comment Share

Ruth Reeve, Doreen Pardee and 155 others Chronological

42 shares

24,979 people reached
Over 42 shares and 15 comments.
Overall cost per engagement: \$0.14

MANISTEE COUNTY BLACKER AIRPORT

SEPTEMBER 2016 REVENUE & EXPENSES

BUDGET REMAINING

0%

INCOME:	PREVIOUS MONTH	CURRENT MONTH	YEAR-TO DATE	ANNUAL BUDGET	BALANCE \$	%
FEDERAL GRANT - AEAS	\$194,460.00	\$ -	\$ 1,915,305.00	\$ 2,328,104.00	\$ 412,799.00	18%
HANGER RENTAL	\$ 1,925.00	\$ 1,925.00	\$ 26,525.37	\$ 31,000.00	\$ 4,474.63	14%
LANDING FEES - PUBLIC CHARTERS	\$ 18,382.10	\$ 18,382.10	\$ 220,585.20	\$ 220,585.00	\$ (0.20)	0%
LANDING FEES - GENERAL AVIATION	\$ 306.00	\$ 234.00	\$ 1,476.00	\$ 750.00	\$ (726.00)	-97%
AUTO RENTAL SPACE	\$ -	\$ -	\$ 268.60	\$ 6,000.00	\$ 5,731.40	96%
OFFICE RENT	\$ 1,065.00	\$ 1,065.00	\$ 12,780.00	\$ 13,500.00	\$ 720.00	5%
COUNTY OF MANISTEE	\$ 9,583.00	\$ 9,587.00	\$ 115,000.00	\$ 115,000.00	\$ -	0%
STATE REIMB-MARKETING	\$ -	\$ -	\$ 11,422.26	\$ 20,000.00	\$ 8,577.74	43%
MARKETING - PUBLIC CHARTERS	\$ -	\$ -	\$ 10,000.00	\$ -	\$ (10,000.00)	0%
PASSENGER FACILITY CHARGES	\$ 1,867.50	\$ 3,177.00	\$ 22,518.00	\$ 22,500.00	\$ (18.00)	0%
FUEL SALES	\$ 1,574.84	\$ 937.59	\$ 10,156.89	\$ 11,000.00	\$ 843.11	8%
SIGN LEASE	\$ -	\$ -	\$ 3,600.00	\$ 4,000.00	\$ 400.00	10%
MISCELLANEOUS	\$ 48.00	\$ -	\$ 16,647.92	\$ 6,000.00	\$ (10,647.92)	-177%

TOTAL INCOME \$229,211.44 \$ 35,307.69 \$ 2,366,285.24 \$ 2,778,439.00 \$ 412,153.76 15%

EXPENSES:

AEAS CONTRACT-PUBLIC CHARTER	\$194,460.00	\$ -	\$ 1,915,305.00	\$ 2,328,104.00	\$ 412,799.00	18%
PERSONNEL - MANAGEMENT	\$ 3,500.00	\$ 3,500.00	\$ 42,000.00	\$ 42,000.00	\$ -	0%
PERSONNEL - OP & MAINT	\$ 19,996.25	\$ 19,781.75	\$ 232,818.75	\$ 240,000.00	\$ 7,181.25	3%
DUES & FEES	\$ -	\$ 275.00	\$ 1,000.00	\$ 1,000.00	\$ -	0%
SUPPLIES	\$ 54.73	\$ 60.92	\$ 2,390.39	\$ 2,000.00	\$ (390.39)	-20%
UTILITIES	\$ 1,413.27	\$ 1,515.79	\$ 26,133.88	\$ 29,000.00	\$ 2,866.12	10%
FUEL	\$ -	\$ -	\$ 4,379.17	\$ 9,000.00	\$ 4,620.83	51%
REPAIRS & MAINTENANCE	\$ 1,679.09	\$ 1,633.01	\$ 32,824.64	\$ 17,000.00	\$ (15,824.64)	-93%
CONTRACTED SERVICES	\$ 202.05	\$ -	\$ 808.20	\$ 1,200.00	\$ 391.80	33%
LEGAL	\$ 802.90	\$ 844.65	\$ 16,287.15	\$ 6,000.00	\$ (10,287.15)	-171%
AUDIT	\$ -	\$ -	\$ 3,250.00	\$ 3,100.00	\$ (150.00)	-5%
ADVERTISING	\$ 3,918.20	\$ 2,057.32	\$ 36,923.34	\$ 40,000.00	\$ 3,076.66	8%
TELEPHONE	\$ 29.02	\$ 101.09	\$ 393.82	\$ 500.00	\$ 106.18	21%
TRAVEL	\$ -	\$ -	\$ 241.38	\$ 500.00	\$ 258.62	52%
INSURANCE	\$ -	\$ -	\$ 19,919.22	\$ 22,000.00	\$ 2,080.78	9%
TRAINING (FIRE FIGHTER)	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	100%
EQUIPMENT	\$ -	\$ -	\$ 946.05	\$ 8,535.00	\$ 7,588.95	89%
BOOKKEEPING	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	100%
PFC EXPENSES	\$ -	\$ 9,049.41	\$ 25,117.46	\$ 22,500.00	\$ (2,617.46)	-12%
MISCELLANEOUS	\$ -	\$ -	\$ 327.21	\$ 1,000.00	\$ 672.79	67%

\$226,055.51 \$ 38,818.94 \$ 2,361,065.66 \$ 2,778,439.00 \$ 417,373.34 15%

EXCESS REVENUE OVER/(UNDER) EXPENDITURES \$ (3,511.25) \$ 5,219.58

BALANCE ON HAND - AIRPORT FUND

BEGINNING BALANCE 09/01/2016 \$ 92,863.59
 SEPTEMBER RECEIPTS \$ 14,327.09
 AUGUST DISBURSEMENTS \$ (226,055.51)

\$ (118,864.83)

MANISTEE COUNTY BLACKER AIRPORT

SEPTEMBER 2016 BALANCE SHEET

ASSETS	9/30/2016	8/31/2016
CASH	\$ (118,864.83)	\$ 92,863.59
CASH - PFC ACCOUNT	\$ 71,828.90	\$ 72,873.15
ACCOUNTS RECEIVABLE		
PUBLIC CHARTERS	\$ 91,910.50	\$ 73,528.40
ADVERTISING GRANT	\$ 50,000.00	\$ 50,000.00
STATE GRANT	\$ -	\$ -
MISC.	\$ 1,711.59	\$ 2,468.84
TOTAL ASSETS	\$ 96,586.16	\$ 291,733.98

LIABILITIES	9/30/2016	8/31/2016
ACCOUNTS PAYABLE - TRADE	\$ 38,818.94	\$ 226,055.51
ACCOUNTS PAYABLE - COUNTY	\$ -	\$ -
PREPAID HANGER RENT	\$ -	\$ -

TOTAL LIABILITIES	\$ 38,818.94	\$ 226,055.51
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FUND BALANCE	\$ 57,641.32	\$ 61,152.57
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TOTAL LIABILITIES AND FUND BALANCE	\$ 96,460.26	\$ 287,208.08
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PASSENGER FACILITY CHARGES COLLECTED THROUGH 09//30/2016	\$ 147,647.79
STATE OF MICHIGAN (PARKING LOT & T-HANGERS)	\$ (7,625.00)
CONSUMERS ENERGY	\$ (313.50)
STATE OF MICHIGAN (PARKING LOT & T-HANGERS)	\$ 313.50
TRANSFER OF PUBLIC IMPROVEMENT FUNDS	\$ 683.39
MANISTEE COUNTY ROAD COMMISSION	\$ (817.71)
STATE OF MICHIGAN (RAMP AREAS)	\$ (4,363.00)
STATE OF MICHIGAN	\$ (22,740.00)
STATE OF MICHIGAN (TAXIWAY)	\$ 38.92
STATE OF MICHIGAN (T-HANGAR ETC.)	\$ 279.86
JOHNSON DIVERSIFIED SERVICES	\$ (6,800.00)
PREIN & NEWHOF	\$ (9,786.05)
PREIN & NEWHOF	\$ (10,180.05)
PREIN & NEWHOF	\$ (2,849.00)
JOHNSON DIVERSIFIED SERVICES	\$ (1,060.00)
NORTHERN PUMP SERVICE	\$ (1,979.00)
TEAM ELMERS	\$ (6,465.00)
PRESSELL ENGINEERING & DESIGN	\$ (2,156.25)
PFC FUNDS AVAILABLE	\$ 71,828.90

CAPITAL IMPROVEMENT FUNDS AVAILABLE AS OF 09/30/2016

SALE OF EQUIPMENT (TRACTOR)	\$ 10,556.58
TOTAL	\$ 82,385.48

ORCHARD BEACH AVIATION**September 2016****RENT**

OFFICE	\$340.00	
HANGER	\$200.00	
FUEL	\$937.59	
T-SHIRT SALES	\$0.00	(0 @ \$12)
LANDING FEES		
TWIN	\$18.00	(2 @ \$9)
JET	\$216.00	(12 @ \$18)
DAILY HANGERS	\$0.00	(0 @ \$25)
TOTAL	\$1711.59	

FUEL SALES SEPTEMBER 2016

100LL 1866.4 Gal

JET 6243.3 Gal

TOTAL 8109.7 Gal

General	2126.0 Gal @ .15 = \$318.90
PublicCharters	1000.0 Gal @ .15 = \$150.00
PublicCharters	3623.3 Gal @ .08 = \$289.86
PublicCharters	0.0 Gal @ .02 = \$0.00
Orchard Beach	1000.0 Gal @ .15 = \$150.00
Orchard Beach	360.4 Gal @ .08 = \$28.83

DIESEL FUEL 0.0 Gal @ \$2.00 = \$6.00

November (Thanksgiving) Travel as of 10/12/16**Best Fares**

	MBL	TVC	GRR	MKG
Atlanta (ATL)	486 DL	543 AA	423 AA	686 UA
Boston (BOS)	521 WN	539 DL	496 DL	904 UA
Chicago (MDW or ORD)	129 P1	374 DL	176 WN	352 UA
Dallas (DFW)	505 WN	611 UA	527 UA	754 UA
Denver (DEN)	566 WN	695 UA	476 UA/DL	668 UA
Houston (HOU)	507 WN	591 UA	556 UA	647 UA
Kansas City (MCI)	518 WN	448 AA	337 DL	645 UA
Las Vegas (LAS)	729 WN	605 UA	465 UA	832 UA
Los Angeles (LAX)	908 WN	634 UA	536 UA	441 UA
Minneapolis (MSP)	397 DL	437 UA	366 WN	393 UA
New York Area (NYC)	640 WN	602 UA	383 AA	738 UA
Orlando (MCO)	650 DL	544 AA	410 WN	716 UA
Philadelphia (PHL)	669 WN	375 DL	448 AA	767 UA
Phoenix (PHX)	663 WN	636 AA	519 AA	722 UA
Portland (PDX)	689 WN	702 AA	641 AA	745 UA
San Diego (SAN)	723 WN	656 AA	626 DL	598 UA
San Francisco (SFO)	682 WN	658 AA	564 DL/UA	646 UA
Seattle (SEA)	787 WN	683 AA	680 AA	697 UA
St Louis (STL)	499 WN	373 AA	280 WN	642 UA
Washington DC Area (WA)	627 WN	450 DL/AA	335 WN	377 UA
Average Fare	\$594.75	\$557.80	\$462.20	\$648.50
Change from one month	\$269.60	\$240.55	\$191.85	\$283.35
Change from three months	\$240.65	\$216.65	\$169.80	\$274.65
Fares Pulled 10/12/16 for travel 11/23/16 - 11/27/16				

Best Fares +7 days parking

	MBL	TVC	GRR	MKG
Atlanta (ATL)	486 DL	583 AA	477 AA	721 UA
Boston (BOS)	521 WN	579 DL	550 DL	939 UA
Chicago (MDW or ORD)	129 P1	414 DL	230 WN	387 UA
Dallas (DFW)	505 WN	651 UA	581 UA	789 UA
Denver (DEN)	566 WN	735 UA	530 UA/DL	703 UA
Houston (HOU)	507 WN	631 UA	610 UA	682 UA
Kansas City (MCI)	518 WN	488 AA	391 DL	680 UA
Las Vegas (LAS)	729 WN	645 UA	519 UA	867 UA
Los Angeles (LAX)	908 WN	674 UA	590 UA	476 UA
Minneapolis (MSP)	397 DL	477 UA	420 WN	428 UA
New York Area (NYC)	640 WN	642 UA	437 AA	773 UA
Orlando (MCO)	650 DL	584 AA	464 WN	751 UA
Philadelphia (PHL)	669 WN	415 DL	502 AA	802 UA
Phoenix (PHX)	663 WN	676 AA	573 AA	757 UA
Portland (PDX)	689 WN	742 AA	695 AA	780 UA
San Diego (SAN)	723 WN	696 AA	680 DL	633 UA
San Francisco (SFO)	682 WN	698 AA	618 DL/UA	681 UA
Seattle (SEA)	787 WN	723 AA	734 AA	732 UA
St Louis (STL)	499 WN	413 AA	334 WN	677 UA
Washington DC Area (WA)	627 WN	490 DL/AA	389 WN	412 UA
Average Fare	\$594.75	\$597.80	\$516.20	\$683.50
Change from one month	\$269.60	\$240.55	\$191.85	\$283.35
Change from three months	\$240.65	\$216.65	\$169.80	\$274.65

Parking Fees for one week are \$0 at Manistee, \$40 at Traverse City, \$54 at Grand Rapids, \$35 at Muskegon

Manistee County Blacker Airport

Enplaned/Deplaned

	2011		2012		2013		2014		2015		2016	
	Out/In	Total	Out/In	Total	Out/In	Total	Out/In	Total	Out/In	Total	Out/In	Total
Jan	GL 201/169	370	F9 523/366	889	134/126	260	161/107	268	188/162	350	218/185	403
Feb	202/194	396	462/431	893	128/120	248	136/124	260	207/191	398	226/219	445
Mar	225/215	440	112/176	288	162/173	335	191/175	366	217/216	433	247/240	487
Apr	L 147/171 F9 486/389	1193	0/0	0	158/158	316	194/218	412	240/254	494	258/254	512
May	1454/1525	2979	P1 71/58	129	189/189	378	251/255	506	346/356	718	327/331	658
Jun	1206/1342	2548	234/250	484	239/288	527	346/405	751	406/478	912	427/496	923
Jul	1595/1568	3163	465/467	932	421/409	830	653/659	1312	1016/1050	2066	787/762	1549
Aug	1833/1567	3400	497/500	997	391/413	804	663/685	1348	889/787	1676	740/668	1408
Sep	1332/1234	2566	362/297	659	248/237	485	391/312	703	390/378	768	458/445	903
Oct	1024/1004	2028	150/149	299	229/215	444	338/335	673	349/346	695		
Nov	722/715	1437	36/33	69	168/198	366	275/266	541	249/266	515		
Dec	674/798	1472	131/138	269	197/200	397	295/293	588	291/295	586		
Total		21992		5908		5390		7728		9611		7288

On-time Performance

	2011		2012		2013		2014		2015		2016	
	Cancel/Delay	On-time										
Jan	15%/38%	48%	12%/8%	80%	0%/15%	85%	0%/14%	86%	2%/27%	71%	4%/13%	83%
Feb	15%/28%	58%	6%/11%	83%	6%/16%	78%	9%/3%	88%	9%/9%	82%	2%/22%	76%
Mar	21%/19%	60%	14%/8%	78%	0%/0%	100%	0%/7%	93%	0%/9%	91%	0%/13%	87%
Apr	***	***	***	***	0%/3%	97%	0%/4%	96%	3%/5%	92%	0%/13%	87%
May	3%/25%	72%	0%/10%	90%	0%/6%	94%	0%/4%	96%	0%/18%	82%	9%/20%	71%
Jun	6%/20%	74%	0%/6%	94%	0%/3%	97%	0%/15%	85%	0%/13%	87%	3%/17%	80%
Jul	0%/37%	63%	0%/7%	93%	0%/19%	81%	1%/20%	79%	0%/32%	68%	3%/21%	76%
Aug	0%/36%	64%	0%/8%	92%	2%/16%	82%	1%/19%	80%	0%/14%	86%	2%/24%	74%
Sep	0%/23%	77%	0%/5%	95%	0%/0%	100%	0%/15%	85%	0%/16%	84%	8%/15%	77%
Oct	1%/5%	94%	0%/22%	78%	0%/9%	91%	0%/18%	82%	0%/2%	98%		
Nov	2%/11%	87%	0%/5%	95%	6%/6%	88%	2%/19%	79%	0%/15%	85%		
Dec	2%/15%	83%	0%/11%	89%	3%/19%	78%	0%/15%	85%	5%/19%	76%		