

Grant Process

Federal Aviation Administration (FAA) grant funding requires all airports within the National Plan of Integrated Airport Systems (NPIAS) to have a 20-year master plan document. The 20 year master plan is typically updated a minimum of every 10 years, which allows airports to reload a list of capital projects.

The process of developing a 5 year Airport Capital Improvement Program (ACIP) is closely coordinated with a regional Airports District Office (ADO), who in turn works through the regional airport office and ultimately Washington headquarters.

Within the program each commercial service airport is awarded entitlement funds distributed annually based on the number of enplaned passenger activity. In addition to entitlement funds, the FAA also awards discretionary grants on a competitive basis. The Fayetteville grant history spreadsheet details the entitlement and discretionary funding awarded to Fayetteville from 1996 to 2019.

An airport's ability to be successful in receiving discretionary dollars is a combination of building relationships and creative packaging of federal grant applications. As is demonstrated in the grant history report, Fayetteville has been very successful in obtaining discretionary dollars. The total federal grants, including pending 2019 dollars, will be \$86,285,582.

The Division of Aviation (DOA) within the North Carolina Department of Transportation (NCDOT) has a very robust program as compared to other states. The DOA has awarded Fayetteville a total of \$10,979,340 in grants for capital projects.

Fayetteville Regional Airport has a grant matching requirement for approximately 10% for most state and federal applications. Originally, Fayetteville Regional Airport was meeting this obligation via its operational budget. In 1999, Airport Management proposed to the Airport Commission, that they submit a Passenger Facility Charge Program for approval by the FAA. This would allow airport operational dollars to be used for operational purposes. In 2014, Airport Management proposed to the Airport Commission, the institution of a Customer Facility Charge (CFC) program to support rental car area improvements. CFC funding is used for improvements to rental car offices, parking facilities, and ultimately, they will fund a consolidated maintenance and operation facility.

These capital funds result in projects that are largely constructed by local contractors.

Grant History

| FAA Grant History | | | | |
|-------------------|------------------------|------------------------|------------------------|--|
| Year | Entitlement | Discretionary | Total | Description |
| 1999 | \$519,331.00 | | \$ 519,331.00 | Security/Expand RSA/Modify Jet Bridge |
| 2000 | \$4,976,743.00 | | \$ 4,976,743.00 | |
| 2001 | \$402,192.00 | | \$ 402,192.00 | |
| 2002 | \$2,009,172.00 | | \$ 2,009,172.00 | #26 Terminal Phase II |
| 2003 | \$1,000,000.00 | | \$ 1,000,000.00 | #28 Gibson/Parnel land purchase |
| 2004 | \$1,457,676.00 | | \$ 1,457,676.00 | #29 Approach Surface Clearing |
| 2005 | \$3,039,226.00 | | \$ 3,039,226.00 | #30 Terminal Phase III |
| 2006 | \$1,127,409.00 | | \$ 1,127,409.00 | #31 Fire Training Facility rehab |
| 2007 | \$673,474.00 | | \$ 673,474.00 | #32 All design projects |
| 2008 | \$2,010,589.00 | \$6,812,956.00 | \$ 8,823,545.00 | #33 RW 4/22 Overlay & light ; #34 Elect. Vault |
| 2009 | \$1,649,643.00 | | \$ 1,649,643.00 | #36 & #35 ARFF Station 10 Rehab/Expansion |
| 2010 | \$1,863,802.00 | \$4,073,102.00 | \$ 5,936,904.00 | #37 Tx A pavement & lighting |
| 2011 | \$1,981,210.00 | \$3,000,000.00 | \$ 4,981,210.00 | #38 Air Carrier Apron phase I |
| 2012 | \$2,236,729.00 | \$1,772,941.00 | \$ 4,009,670.00 | #39 RSA RW 4 & Tx A extension ; #40 FAA Reimb. |
| 2013 | \$2,129,114.00 | \$1,662,563.00 | \$ 3,791,677.00 | #41 RW 4/22 paved shoulders |
| 2014 | \$2,075,000.00 | \$3,966,751.00 | \$ 6,041,751.00 | #42 Term MP, Const Apron PhzII & Tx J&K rehab |
| 2015 | \$2,050,594.00 | | \$ 2,050,594.00 | #43 Terminal design and MP part II |
| 2016 | \$1,978,267.00 | \$10,000,000.00 | \$ 11,978,267.00 | #44 Construction Terminal Improvement Part I |
| 2017 | \$1,925,763.00 | | \$ 1,925,763.00 | #45 Const Part I continued or Jet bridge purchase (future) |
| 2018 | \$1,978,267.00 | | \$ 1,978,267.00 | #44 amendment - Proposed additional Jet bridges |
| 2019 | \$1,978,267.00 | \$10,000,000.00 | \$ 11,978,267.00 | |
| 2020 | \$1,978,267.00 | | \$ 1,978,267.00 | |
| 2021 | \$1,978,267.00 | | \$ 1,978,267.00 | |
| 2022 | \$1,978,267.00 | | \$ 1,978,267.00 | |
| Totals | \$44,997,269.00 | \$41,288,313.00 | \$86,285,582.00 | |

Grant History

| NC State Grant History | | | | |
|---------------------------------------|-----------------------|-------------------------|------------------------|--------------------------|
| Year | Entitlement | Discretionary | Total | Description |
| 1996 | \$300,000.00 | | \$ 300,000.00 | |
| 1997 | \$300,000.00 | | \$ 300,000.00 | |
| 1998 | \$300,000.00 | | \$ 300,000.00 | |
| 1999 | \$300,000.00 | \$0.00 | \$ 300,000.00 | |
| 2000 | \$300,000.00 | | \$ 300,000.00 | |
| 2001 | \$300,000.00 | | \$ 300,000.00 | |
| 2002 | \$300,000.00 | | \$ 300,000.00 | |
| 2003 | \$300,000.00 | | \$ 300,000.00 | |
| 2004 | \$300,000.00 | | \$ 300,000.00 | |
| 2005 | \$300,000.00 | | \$ 300,000.00 | |
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| 2009 | \$300,000.00 | | \$ 300,000.00 | |
| 2010 | \$300,000.00 | | \$ 300,000.00 | |
| 2011 | \$300,000.00 | | \$ 300,000.00 | |
| 2012 | \$300,000.00 | | \$ 300,000.00 | |
| 2013 | \$300,000.00 | | \$ 300,000.00 | |
| 2014 | \$300,000.00 | \$1,500,000.00 | \$ 1,800,000.00 | |
| 2015 | \$0.00 | \$1,500,000.00 | \$ 1,500,000.00 | |
| 2016 | \$0.00 | \$0.00 | \$ - | |
| 2017 | \$0.00 | \$0.00 | \$ - | |
| 2018 | | \$1,139,670.00 | \$ 1,139,670.00 | |
| 2019 | | \$1,139,670.00 | \$ 1,139,670.00 | |
| Totals | \$5,700,000.00 | \$5,279,340.00 | \$10,979,340.00 | |
| | | Local assume 10% | | Grand Total |
| Total Federal and State grants | \$ | 9,726,492.20 | \$ 97,264,922.00 | \$ 106,991,414.20 |

Marketing Summary

To enhance community awareness and promote airport services, a Marketing Specialist position was created in 2017. The summary below outlines the overall marketing efforts that have been initiated.

Expansion of Marketing Plan

The airport marketing budget has been expanded to increase the amount of advertising in efforts to enhance branding and awareness in the local and surrounding communities. During planning, a review of our current air service data was used to identify traveler demographics, market area, and peak travel seasons.

Current airport advertising includes print ads in area relocation guides, 30 second radio ads on the top 4 stations in the area, billboards in key locations surrounding the community to include I-95, Lumberton and Spring Lake, and display advertising at the Crown Complex and JP Riddle Stadium. Furthermore, the airport will place additional advertising on Ft. Bragg at MWR facilities and at the Fayetteville Woodpeckers' stadium.

Development of New Creative

To successfully build a solid brand image, a new creative advertising theme and visuals are being developed. The new creative will be utilized across all current advertising mediums (e.g. print, radio, display, etc.). In addition, the development of 30 second video and digital advertisement will be completed to be used in television schedules and digital ads.

Website Redesign

The current flyfay.com website is being re-designed. The new design includes a re-organized layout; making it more user-friendly for website visitors. Additional information and web pages will be added along with updated graphics. The overall goal is to increase digital marketing efforts and attract more customers to the website.

Social Media

With the consistent monitoring and management of social media channels in 2018, airport Facebook and Twitter pages saw significant growth. Daily postings educate and update the public, promote airport services and increase community engagement. Since April 2018 Facebook followers have increased 11.7%; going from 2,865 to 3,200. Twitter followers have increased 195.2%; going from 63 followers to 186.

Marketing Budget

ANNUAL ADVERTISING BUDGET



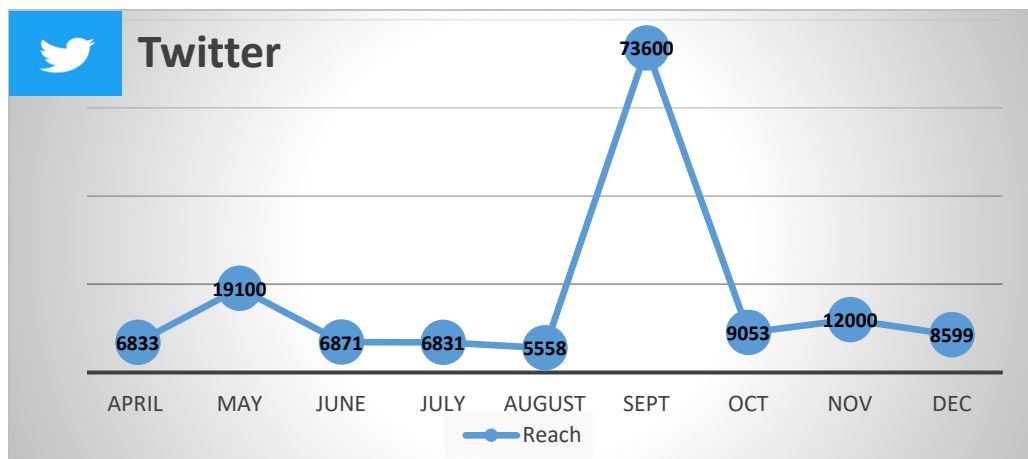
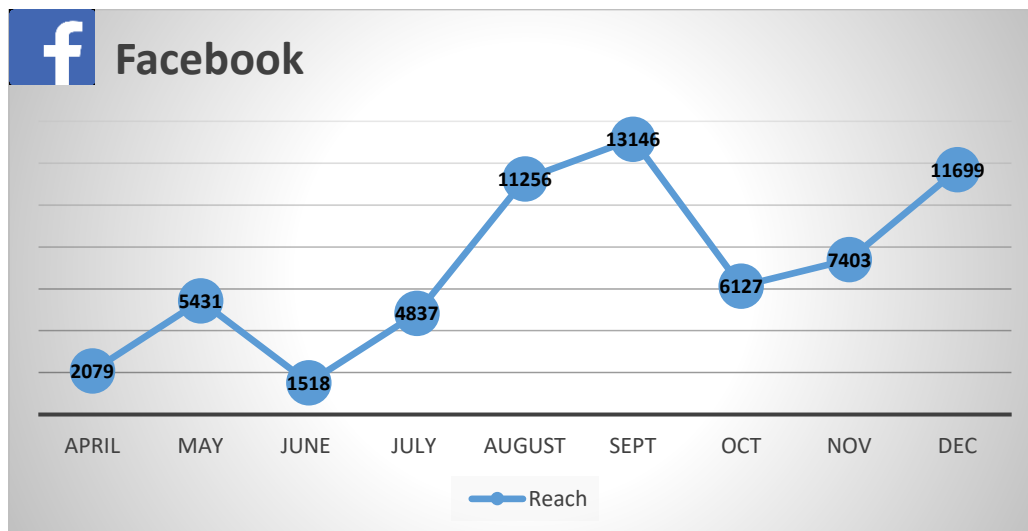
| CATEGORY | Per Year | |
|--------------------------------------|----------------|------------|
| | TOTAL EXPENSES | % OF TOTAL |
| Print Advertising | \$ 14,794.86 | 8% |
| Dex Media-Phone Book | \$ 1,284.00 | 9% |
| Relocation Guide | \$ 4,049.00 | 27% |
| Discover Fayetteville (Fay Observer) | \$ 1,619.00 | 11% |
| Fayetteville Press | \$ 3,000.00 | 20% |
| Ft. Bragg Guide | \$ 3,900.00 | 26% |
| Up & Coming Pocket Guide | \$ 942.86 | 6% |
| Events | \$ 8,641.01 | 4% |
| Chamber event | \$ 1,000.00 | 12% |
| NC Airports Association Conf. | \$ 1,500.00 | 17% |
| SEC-AAAE Conf. | \$ 2,000.00 | 23% |
| Festival supplies | \$ 80.77 | 1% |
| Promotional Giveaways | \$ 4,060.24 | 47% |
| Bulletins | \$ 17,167.50 | 9% |
| Billboards | \$ 17,167.50 | 100% |
| Entertainment Centers | \$ 15,255.00 | 8% |
| Crown Complex | \$ 3,600.00 | 24% |
| ScreenVision | \$ 1,605.00 | 11% |
| MWR | \$ 2,800.00 | 18% |
| Arts Council | \$ 1,000.00 | 7% |
| Swampdogs | \$ 3,750.00 | 25% |
| Astros | \$ 2,500.00 | 16% |
| Radio | \$ 33,524.00 | 17% |
| Cumulus (Q98, Magic) | \$ 14,064.00 | 42% |
| Colonial (River, Ft. Bragg Radio) | \$ 5,000.00 | 36% |
| Beasley (WKML, Foxy) | \$ 14,460.00 | 43% |
| Online | \$ 8,548.00 | 4% |
| FACVB banner ad | \$ 948.00 | 11% |
| Expedia Digital Marketing | \$ 7,500.00 | 88% |
| FB Boosted Posts | \$ 100.00 | 1% |
| TV | \$ 8,500.00 | 4% |
| Spectrum | \$ 8,500.00 | 113% |
| Other | \$ 88,600.00 | 45% |
| New Airline | \$ 50,000.00 | 56% |
| New website | \$ 16,300.00 | 33% |
| New Creative | \$ 22,300.00 | 45% |
| TOTAL EXPENSES | \$ 195,030.37 | 100% |

| | | |
|-------------------------|---------------|------|
| ANNUAL BUDGET | \$ 200,000.00 | 100% |
| TOTAL EXPENSES | \$ 195,030.37 | |
| REMAINING BUDGET | \$ 4,969.63 | 2% |

Social Media Report

Reach

Reach refers to the total number of different people exposed, at least once, to a medium during a given period. The following charts show the monthly reach statistics for Twitter and Facebook posts since April 2018.

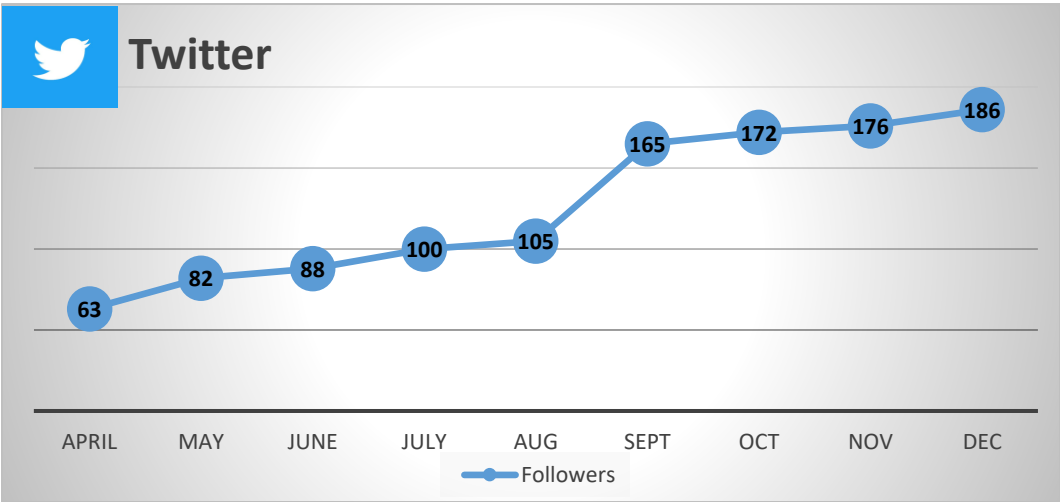
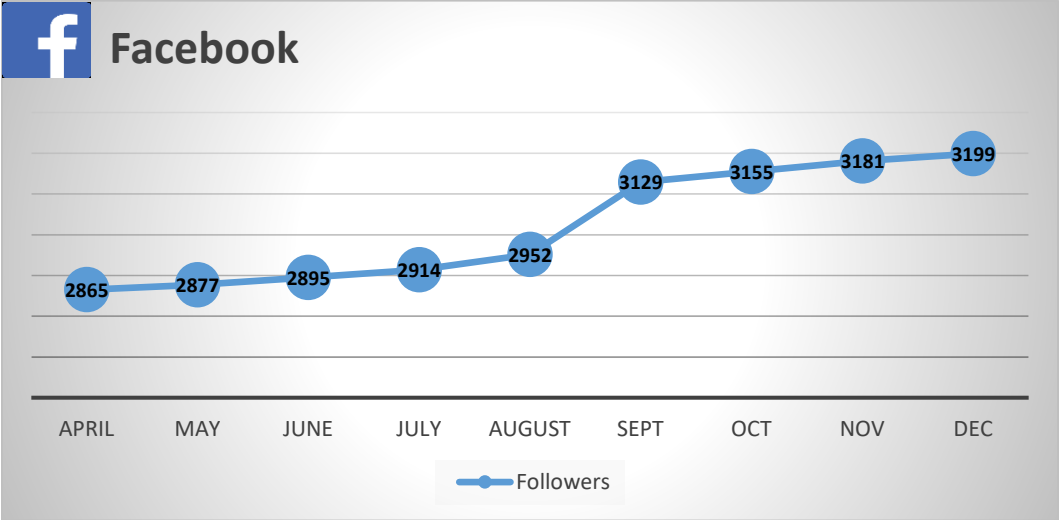


Facebook reach has increased from 2,079 in April, to 11,699, resulting in a 462.7% increase. Twitter currently has 8,599 reach, 25% more than in April. As shown in the above chart, Twitter's reach shows significant increase during peak travel seasons, as well as, throughout natural disaster and inclement weather periods.

Social Media Report

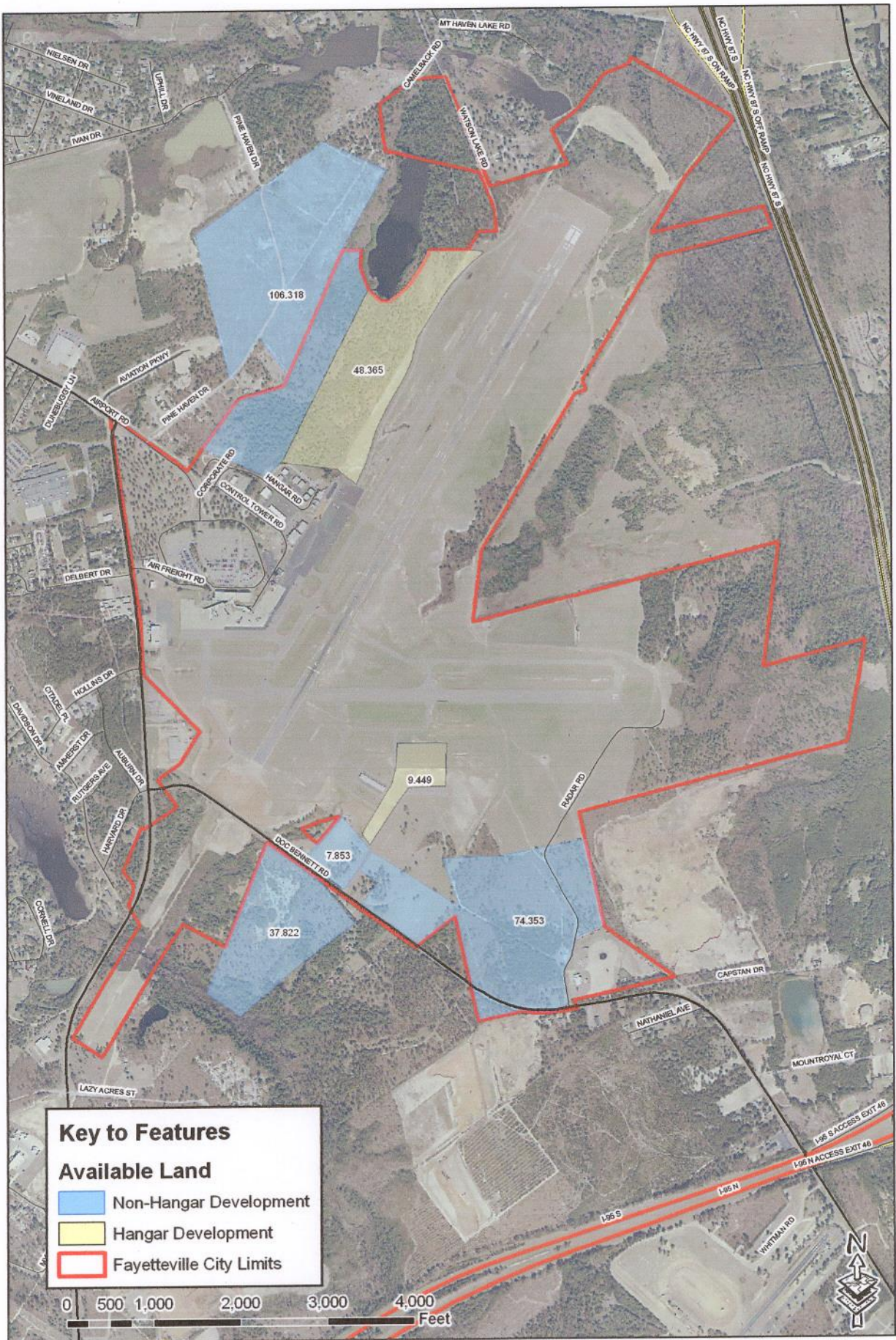
Followers

Followers are individuals who have chosen to “like” or “follow” your page in order to see your postings in their social media feed. The following charts show the growth of followers on Facebook and Twitter since April 2018.



Facebook has shown an 11.7% increase in FAY followers since April. FAY Twitter followers have increased from 63 to 186; a 195% increase over the same period.

FCEDC Land Opportunity Map



Economic Impact Study



2015 INDIVIDUAL AIRPORT SUMMARY: **Fayetteville Regional Airport**

Economic Impact Study









The North Carolina Airport System

The North Carolina Airport System consists of 72 public-use airports that serve the aviation needs of North Carolina residents and visitors. Ten of these airports provide commercial airline service and the remainder are general aviation airports. The existing system is well-rounded and accessible. Currently, 94% of the state's population resides within 30 minutes of a system airport and 89% of the population lives within 60 minutes of an airport that provides commercial airline service. Similarly, 98% of North Carolina businesses or employment centers are within a 30-minute drive to a system airport.

As future development and economic opportunities arise, expansion and updates to the system's services and coverage are needed to meet increasing demand. Further, key improvements in infrastructure and facilities, some of which are highlighted in this brochure, will be necessary to keep the system positioned for future aviation and economic development opportunities. All of these considerations are discussed in the North Carolina Airports System Plan (NCASP).

About FAY

Fayetteville Regional Airport (FAY) is located in the City of Fayetteville and the County of Cumberland in the south central portion of the state. The airport is owned by the city and provides commercial airline and general aviation services to its patrons.




| | |
|---|---------------------------|
| Associated County / City  | Cumberland / Fayetteville |
| Annual Operations (2013)  | 45,032 |
| Number of Based Aircraft (2013)  | 46 |
| Enplanements (2013)  | 246,349 |
| Primary Runway  | 04/22 |
| Dimensions  | 7,709 FT X 150 FT |
| Approach/Approach Lighting  | Precision / MALSR |
| Population Within 60-Min. Drive  | 1,066,820 |



Economic Benefit of the Fayetteville Regional Airport

(Source: Economic Contribution of North Carolina Airports, 2012)

Aviation contributes significantly to North Carolina's economy by providing employment, serving the business community, and attracting tourism to the state. In addition, the airport provides many vital services to communities that contribute to the health, safety, and general quality of life of North Carolina residents. These services include medical transport, local or regional emergency response and management, and law enforcement. The 2012 economic benefits for the airport are described in the table below.

| | |
|---|---------------|
| EMPLOYMENT  | 740 jobs |
| PAYROLL  | \$22,530,000 |
| ECONOMIC OUTPUT  | \$318,810,000 |

FAYETTEVILLE REGIONAL AIRPORT