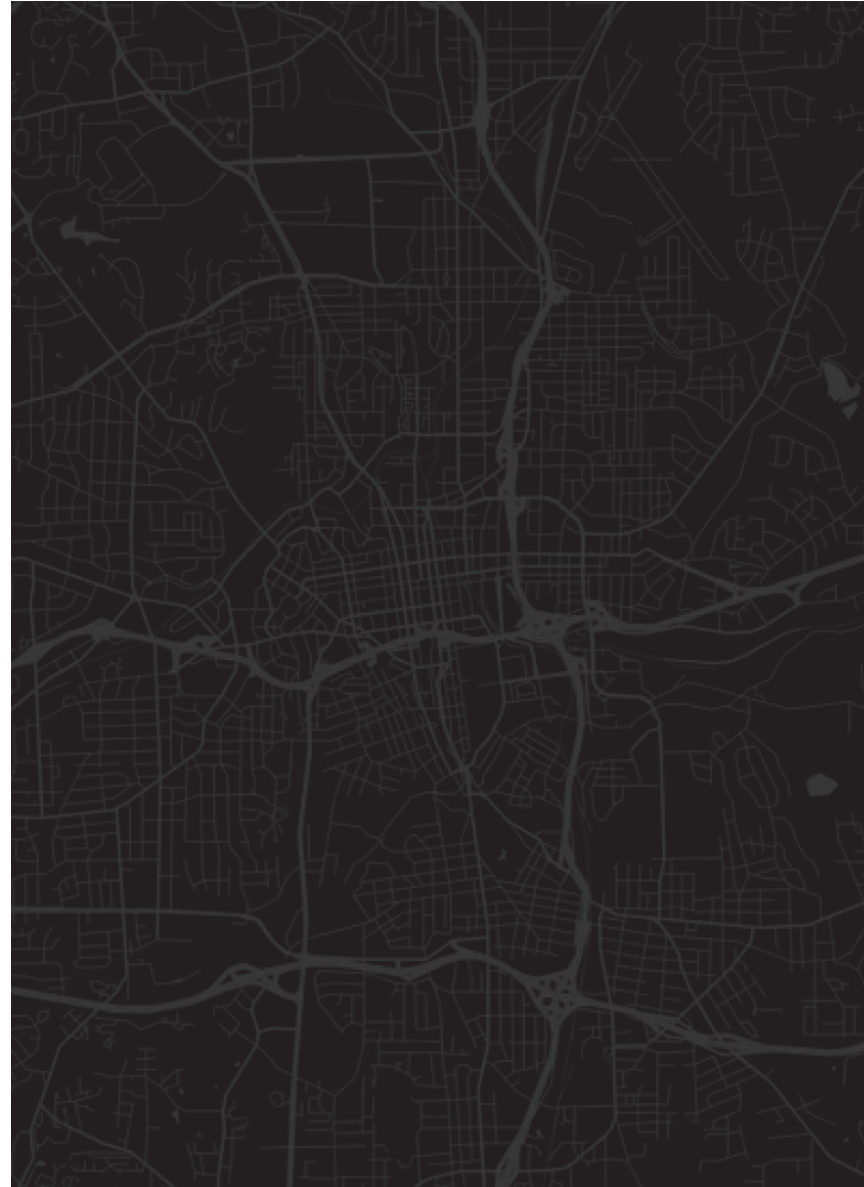


ATTACHMENT 1

**vela**

MERCED YOSEMITE REGIONAL AIRPORT



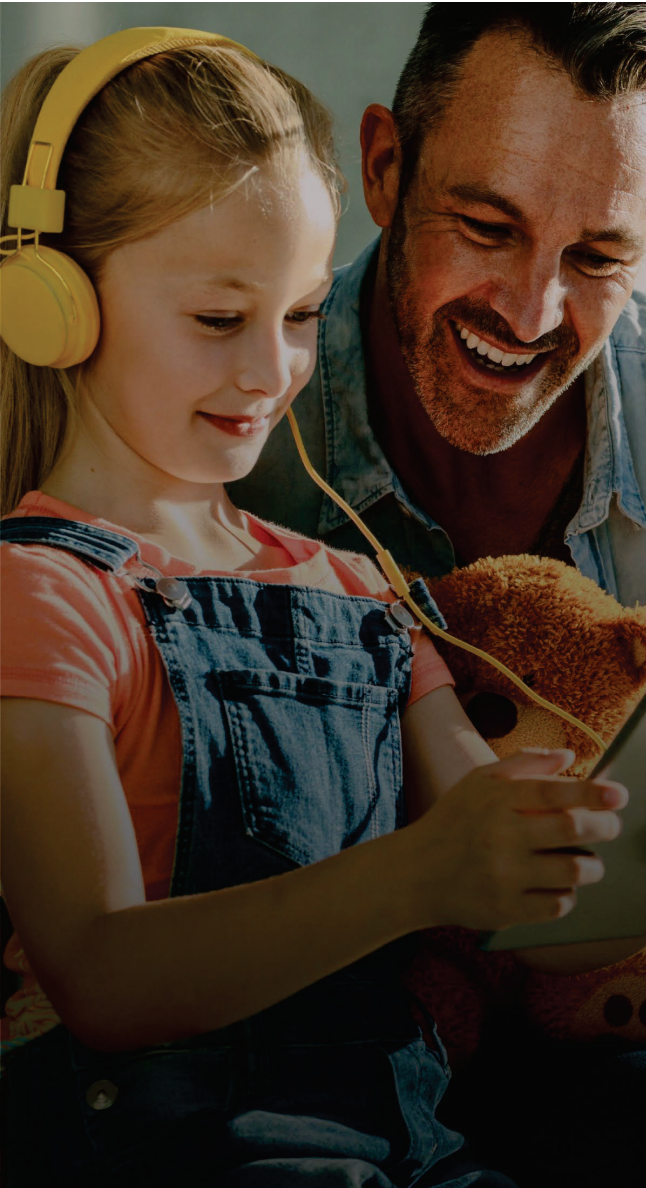


## MERCED YOSEMITE REGIONAL AIRPORT

Located in California's Central Valley and a short trip to Yosemite National Park, Merced Yosemite Regional Airport offers a travel experience that is both private and convenient. With the advantage of our size and location, we create an efficient and hassle-free process perfect for travelers looking to explore Yosemite, Merced's booming agribusiness hub, or an easy trip to Las Vegas or Los Angeles. Deeply connected to our growing community, and deeply committed to the tourists who visit, we provide a friendly and efficient experience that helps you get where you need to go.

For aviation enthusiasts, we offer X hangars for lease that are built to suit, as well as the Gateway Air Center to help with your airplane repairs and maintenance. In addition to these amenities, MYRA provides airplane tie-down spaces, complimentary parking, fuel service stations, Yosemite Area Regional Transportation System, a National Weather Service station, two air ambulance services, and a fire station.

This elevator pitch encompasses all of the specified information regarding the airport that was detailed in the feedback. The goal of this elevator pitch is to explain the many different amenities, benefits, and features of MYRA - covering the ground of potential tourists, Merced travelers, as well as aviation enthusiasts who use MYRA hangars and facilities.



## MERCED YOSEMITE REGIONAL AIRPORT

Located in California's Central Valley, Merced Yosemite Regional Airport is all about making travel easy. We are designed for convenience with complimentary parking, efficient service, and proximity to everything the region has to offer. This includes the growing community of Merced and our booming agribusiness industry, Yosemite National Park, and the future site of California's speed rail. For aviation enthusiasts, we're home to X hangars for lease that are built to suit, the Gateway Air Center for airplane repairs and maintenance, as well as a fuel service station. Whether you're looking to explore the area or explore the skies, MYRA is here to be discovered.

This version is an elevator pitch in a truer sense of the term as it functions to inform the audience of two things: who you are, where you are, and what you do. While it doesn't give details on everything the airport has to offer, it focuses on MYRA's proximity and facilities—with messaging that will appeal to both travelers and airport enthusiasts.



The logo's representation is three-fold, designed to give a nod to the agricultural industry that anchors the region of and surrounding Merced, the connection to Yosemite and its unique, distinguishable shape, and the airport, showcasing a plane cascading into the sky. Through these elements, a balance between the literal and symbolic is formed - creating a meaningful representation of MYRA as a regional airport that connects locals to travel, travelers to local, and community to the beauty and potential that surrounds.



# MERCED YOSEMITE REGIONAL AIRPORT

**From the heart of the Central Valley to the peaks of Yosemite, to the sky.**

This tagline works as a very literal representation of the potential logo - touching on the region, building to Yosemite, and peaking with the airplane. This is very non-generic approach to a tagline and tells people where you are and what you do.



# MERCED YOSEMITE REGIONAL AIRPORT

**Your community. Your airport. The adventure starts here.**

This was written with the goal of connecting the community to the airport, and the adventurous aspects of traveling to or from Merced. "The adventure starts here" works for travelers who are visiting Merced (nodding to the adventures that await in the region) as well as those who are traveling away from Merced (nodding to the adventures that are inherent to traveling/taking a trip).



# MERCED YOSEMITE REGIONAL AIRPORT

**Community, convenience, your ticket to adventure.**

This also works to connect the community to the airport, placing an emphasis on the convenience of having an airport close by for your travel needs. "Ticket" is a play on words (flight ticket), and the word "adventure" is again used as a nod to people who are visiting Merced as well as those who are traveling away from Merced.



# MERCED YOSEMITE REGIONAL AIRPORT

**Explore the skies, discover the Central Valley.**

Through the words “explore” and “discover” a balance is at play in this tagline. We also aimed to be more specific to MYRA and the region that surrounds. This tagline tells a story, one that speaks to both the function of the airport as well as the community it is connected to. It also speaks to two audiences: people from Merced and people traveling to Merced.





# MERCED YOSEMITE REGIONAL AIRPORT

**Committed to community, passionate about adventure.**

This tagline focuses more on the community of the Central Valley with an allusion to the adventure of flight. While this is less directly related to MYRA, it connects with the local audience and the adventurous nature of aviation.



# MERCED YOSEMITE REGIONAL AIRPORT

**Privacy, prestige, passion for the sky.**

This tagline was designed to appeal to the prestige of owning a private plane as well as the romance of flying. The alliteration and cadence make it punchy and impactful.



# MERCED YOSEMITE REGIONAL AIRPORT

**From hangar to heartland, the glory of flight.**

This tagline was formulated taking into consideration the draw of the hangars, Merced and the surrounding region (heartland), and the romantic nature of aviation. The alliterative beginning pays off with an imaginative ending that evokes the excitement of piloting your own plane.



# MERCED YOSEMITE REGIONAL AIRPORT

**Passion, aviation, your adventure starts here.**

Because the nature of this target audience is rooted in a shared interest, we utilized keywords (passion, aviation, and adventure) to convey the excitement of flight and pay homage to the dedicated specialty of owning and flying your own plane.

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