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Title: Advanced Air Quarterly Marketing Update

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Attachments: 1. Advanced Air - Merced Quarterly Marketing Update - Q4 2023.pdf

Date	Ver.	Action By	Action	Result
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Report Prepared by: Karen Baker, Economic Development Associate, Merced Yosemite Regional Airport

SUBJECT: Advanced Air Quarterly Marketing Update

REPORT IN BRIEF

The Terminal lease between the City of Merced and Advanced Air requires Advanced Air to provide a written report to the City summarizing its marketing efforts on a quarterly basis. These reports are to be provided in October, January, April, and July of each year for the duration of the Agreement.

Attached is Advanced Air’s Marketing Report for the fourth quarter of calendar 2023.

Barbara Hunt, VP of Business Operations, Advanced Air, will make a presentation on updated statistics regarding enplanements and load factors, as well as recent advertising and marketing campaigns.

ATTACHMENTS

- A. Advanced Air Q4, 2023 Marketing Update