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SUBJECT: Advanced Air Marketing Update

REPORT IN BRIEF

The Agreement 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. The first quarter’s report was provided in the February 2024 Regional Airport Authority Meeting.

Advanced Air staff will make a presentation on updated statistics regarding enplanements and load factors, as well as recent advertising and marketing campaigns.

RECOMMENDATION

Information only-no action required.