



## Legislation Text

---

**File #:** 24-353, **Version:** 1

---

*Report Prepared by: Karen Baker, Economic Development Associate, Merced Yosemite Regional Airport*

**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.

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.

**RECOMMENDATION**

Information only-no action required