

CITY OF MERCED

Merced Civic Center 678 W. 18th Street Merced, CA 95340

Legislation Details (With Text)

File #: 23-1043 Version: 1 Name:

Type: Report Item Status: Agenda Ready

File created: 11/17/2023 In control: Regional Airport Authority

On agenda: 11/21/2023 Final action:

Title: SUBJECT: Advanced Air Quarterly Marketing Update

ATTACHMENTS

A. Advanced Air Q3, 2023 Marketing Update

Sponsors:

Indexes:

Code sections:

Attachments: 1. Advanced Air x Merced Quarterly Marketing Update- Q3 2023.pdf

Date Ver. Action By Action Result

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 third quarter of calendar 2023.

ATTACHMENTS

A. Advanced Air Q3, 2023 Marketing Update