

Cherry Capital Airport News



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Cherry Capital Airport is Awarded \$400,000 "Small Cities Grant" from U.S. Department of Transportation

(Traverse City, MI) February 24, 2010 – Cherry Capital Airport

officials are pleased to announce that the United States Department of Transportation has made an award of \$400,000 to the regional airport under its 'Small Community Air Service Development Program'. The Grant includes a local match of \$75,000; \$50,000 coming from Cherry Capital Airport and \$25,000 pledged by the Traverse City Area Chamber of Commerce.

The news of the grant comes at a perfect time for Cherry Capital Airport. The grant will be used as a revenue guarantee to implement and support round trip service to United's Denver hub. This service has proven viable in summer months.

This grant will provide support to attract new year-round service to the United Airlines hub at Denver International Airport. United has experience in the TVC-DEN market, having operated it seasonally in the past. New service should be profitable almost from the start.

The service is needed to help replace lost capacity that has been taken out of the TVC market over the past five years due to airline industry contraction. This has adversely affected the economy of the Grand Traverse Region. Adding United service to Denver is needed to reverse this situation.

Presently, United Express provides summer seasonal service between its hub and the Grand Traverse Region. The Airport believes that expanding this service to operate on a year round basis represents the best alternative to address declining connectivity via Detroit (DTW). Annualized

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service to Denver (DEN) will provide the Grand Traverse Region with single-connection service to a number of markets not currently accessible on such a basis via Detroit, Minneapolis, or Chicago.

While it is understood that a single daily rotation to DEN will not address all of the air service deficiency noted herein, the Airport does believe that year-round access provides a much needed air service enhancement for this important economic region of Michigan and provide additional competition.

Cherry Capital Airport is truly a regional facility. Unlike most airports in the Lower Peninsula, it does not share its catchment area with a larger, easily-accessible hub, such as Detroit/Metro. This means that there isn't an alternative air service option for Grand Traverse Region consumers. If the air service levels fall at TVC, the levels of economic impact due to inbound travel falls as well.

This geographic isolation underscores the importance of the grant to the Grand Traverse region. It also illuminates the importance of the service that this grant will make possible.

“Working together, the airlines and Cherry Capital Airport officials, continue to urge the northern Michigan community to use and support the various services provided,” noted by Airport Director Stephen Cassens. He went to say, “If support continues to be strong, the more likely it is that we will continue to see enhanced service on behalf of the airlines. This grant program is working in tandem with that key message to our community.”

Cherry Capital Airport continues to fulfill its commitment to services and convenience – all in a small town atmosphere, the Cherry Capital Airport Terminal Complex is located on South Airport Road, between South Garfield Avenue and Three Mile Road in Traverse City, Michigan. For ‘All the Reasons to Fly from Nearby’ visit www.tvcairport.com .