



News from the Kalamazoo/Battle Creek International Airport

June 2010

An Important Goal: Air Service Retention, Expansion

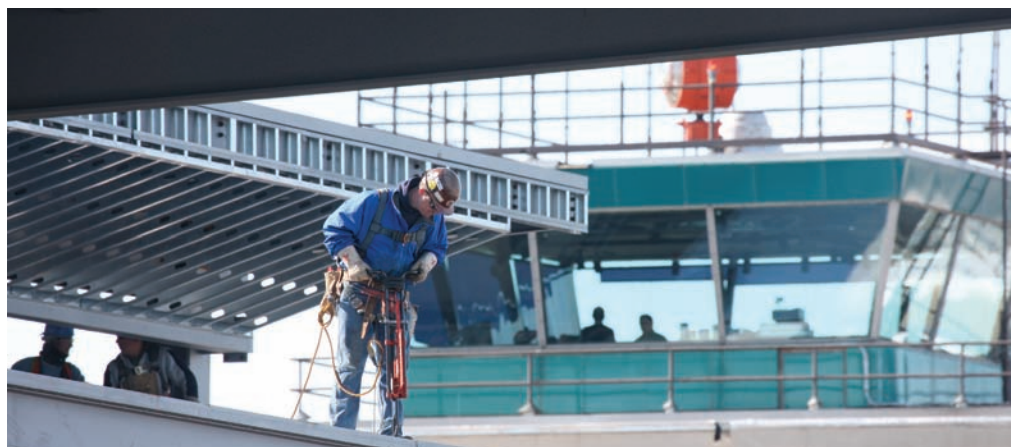
Coming through a challenging economy, airport officials and their partners continue to seek new service for the Kalamazoo/Battle Creek International Airport.

“We recognize, of course, that our ability to serve passengers is dependent upon our ability to attract airlines,” said Clifton Moshoginis, Airport Director.

“We never take for granted our relationships with our existing carriers -- American, Delta and Direct Air,” said Moshoginis. “Maintaining and strengthening those relationships is Job One. At the same time, we’re a more dynamic force if we develop new routes and new options for business and leisure travelers.”

The following companies and institutions take part on the Air Service Retention Committee:

- *Battle Creek Chamber of Commerce*
- *Battle Creek Convention & Visitors Bureau*
- *Bronson Healthcare Group*
- *Business Intelligence Associates (BIA)*
- *Discover Kalamazoo*
- *Kalamazoo Regional Chamber of Commerce*
- *Kellogg Co.*
- *Perrigo Company*
- *Mead & Hunt (Air Service Consultants)*
- *MPI Research*
- *Southwest Michigan First*
- *Stryker Corporation*
- *Western Michigan University*



Momentum is building at AZO

Construction of new terminal is on time and under budget

With the framework of a new terminal taking shape on the horizon, and with air traffic increasing, the prospects for the Kalamazoo/Battle Creek International Airport have never been brighter.

“We are definitely headed in the right direction,” said Airport Director Clifton Moshoginis. “We’re grateful that the community is supporting us as we build on a strong base for future growth and success.”

Construction of the new \$39 million terminal, scheduled for completion in the spring of 2011, is on time and under budget.

Being built without any local tax dollars, the new terminal project has been employing some 40 “tool-in-hand” workers in recent months. That number will rise this summer as crews apply caulk and seal the water-tight skin to the 92,000-square-foot facility.

“We’ve been fortunate with the weather,” said Skanska’s Eric Ferguson, overseeing the project.

“When we hit our peak, some 70 to 80 people will be moving the project toward completion, and we don’t foresee any major obstacles.”

One of the high points of the building project, according to Ferguson, has been the lack of inconvenience for passengers using the current airport terminal. “But for the towering new structure, you would barely know we’re working out here.”

And usage numbers have been up this year, points out Moshoginis. “Compared to last year and 2008, our numbers are favorable,” he said.



From the Director You know what we're building. Here's WHY . . .

By Clifton Moshoginis, Airport Director

Airlines and airline passengers have something in common. Both are looking for modern, attractive, comfortable airports with coordinated layouts. Passengers want them to take the hassle out of modern day travel. Airlines want to be productive and profitable.



Airlines know that comfort and convenience drive volume.

And when airlines and airports are successful, communities thrive.

When the W.E. Upjohn Institute studied the regional impact of the

airport recently, they determined that it produced some \$175.2 million in total sales and services output. The study determined that the region would be hurt -- and jobs would be lost -- if the airport didn't exist. The economists also pointed out that lack of a commercial airport for a metropolitan area the size of Kalamazoo-Battle Creek would put us at a competitive disadvantage, now and in the future.

Our goal, now that we are aggressively planning for a busier future, is to help drive economic development on one hand, and benefit from it on the other. Southwest Michigan First, Battle Creek Unlimited, our Chambers of Commerce, our Convention & Visitors Bureaus, our colleges and university,

our local governments and enlightened businesses and community leaders have all vowed to remain engaged in this work.

We have truly entered a new era, and we know we have a responsibility to capitalize on the opportunities at hand. But as The Kalamazoo Gazette and others have pointed out, this really is a 50-year investment, a long range strategy. Consequently, we expect to see growth in our enplanements. It is with these thoughts in mind that we are preparing for the future of Southwest Michigan in growing the airport and to enhance economic growth for the benefit of the community for the long term.



What to look for in your new terminal

The new terminal at the Kalamazoo/Battle Creek International Airport brings functionality, flexibility and efficiency to tenants and air passengers alike. The new facility will expand the square footage to meet today's standards.

The new, two-story space takes advantage of natural light while minimizing direct sunlight. The roofs of the public spaces of the terminal have large overhangs and slopes to shade the facades with higher solar exposure while reaching up to more northern exposures. The glazing is highly efficient, allowing light in, but blocking heat transfer.

The building design incorporates several strategies to minimize its carbon footprint, including energy efficiency. Recycled and recyclable materials are being used, and the design minimizes use of water. The project stresses the use of local materials.



Why is AZO enjoying sudden success? It's a long story.

The development of a new terminal at the Kalamazoo/Battle Creek International Airport has resulted from years of planning, support from state and federal officials and strong partnerships throughout Southwestern Michigan.

The approval for an \$8.5 million grant, which proved to be the final funding for the project, was announced last month. Airport officials have coordinated various phases of the funding in stages, dating back to 2003.

“This has all been done strategically,” said Moshoginis, “and we’ve been fortunate to have excellent leadership on the Kalamazoo County Board of Commissioners to help it all come together.”

The County of Kalamazoo owns and operates the airport, and took an

important step in 2006, creating the Airport Aeronautics Board of Trustees to oversee the operation of the airport. Two county commissioners—David Buskirk and Deb Buchholtz—serve as liaisons from the county board to the Airport Aeronautics Board.

“No local tax dollars are being used for the new terminal, so the actions of state and federal officials has also been extremely helpful in making the project possible,” Moshoginis said. The project is funded with dollars from bonds, passenger user fees, FAA entitlements, FAA discretionary funds, and State of Michigan matched funds.

Those funds, in essence, are being leveraged by lower construction costs.

Delta, American Airlines and DirectAir have been excellent partners in the project, working with the architectural

firm of Reynolds, Smith and Hills (RS&H) on planning and design.

Also critical to the future of the airport are the business, education and community partners in Kalamazoo and Battle Creek, according to Gil Collver, who chairs the Aeronautics Board. Those partners are helping expand air service and define the future needs of the airport.

“We’re re-doing our master plan,” said Collver, “examining runway needs, terminal and service capabilities, parking and, of course, how our core services meet the needs of the half-million people in the region we serve.”

“We’ve got a 50-year window,” said Collver. “Looking out that far on everything from environmental sensitivity to future land use provides a meaningful perspective.”

Economic Development.
One Passenger At A Time.

Business travel is tough enough for
Adele Duffy without getting on her car
and driving to a distant airport.

The Stryker marketing representative
kiss and works a short distance
from the Kalamazoo/Battle Creek
International Airport.

"Starting is easy. Check in is fast.
Security is simple. The wait is short,
and I'm able to relax -- or do more
work -- without hitting the highway,"
says the Ohio State graduate.

Effort is among the thousands of
employees in Southwestern Michigan
who stay productive while they
balance the stresses of work, travel
and life in a "tool city." Collectively,
travelers at the airport generate
\$75 million in sales and services
each year, according to the
U.S. Bureau of Economic
Analysis. And better things are
ahead as workers construct a new
terminal, due to be completed in the
spring of 2011.



Adele's Travel Tip? "Put in a full day
and catch the 5:20 Delta flight."

SAFE. SIMPLE. CONVENIENT.



Look for our New Ads

The secret of our success is safety and simplicity, which add up to convenience for the people who use the Kalamazoo/Battle Creek International Airport. And who better to tell that story than the men

and women who use the airport regularly!

Testimonial ads are appearing in print media with the message that travel is less challenging with a short drive, convenient parking and a setting in which you

can relax or get a little work done.

The airport ads are part of a marketing campaign leading up to the opening of the new terminal in the spring of 2011.

Meet Our Aeronautics Board

Gil Collver, Chair
President
CTS Communications

Jim Woodruff, Vice Chair
Principal
E.M. Sergeant Company

William Duggan
VP of Corporate Services & CSO
Kellogg Company

Daniel Hope
Senior Director of Global Travel
Stryker Corporation

John Jones
Sr. VP Regional & Physician Services
Bronson Healthcare Group

Greg Kurdys
VP Operations
Perrigo

David Tomko
Regional President
PNC Bank



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