

4/28/2004

Accountability Marketing
Through:

Direct Response
Sales Promotion
Advertising
New Media

Web:
www.zachryinc.com

Preston Center Offices:
Douglas Plaza Building
8226 Douglas Avenue
Suite 655
Dallas, Texas 75225
Phone: 214.890.0032
Fax: 214.890.0280

Regional Offices:
500 Chestnut Street
Suite 2000
Abilene, Texas 79602
Phone: 915.677.1342
Fax: 915.672.2001

The Honorable Norman Y. Mineta
Secretary of Transportation
Department of Transportation
400 Seventh Street, SW
Washington, DC 20590

Re: Abilene's Application to DOT's FY04 Small Community Air Service Development Program

Dear Secretary Mineta:

I support Abilene's request for a Small Community Air Service Development Program grant.

Abilene received \$85,010 from the 2002 program which, enabled the airport to:

- ▶ Conduct an Air Service Study that defined our market and quantified demand
- ▶ Secured a second air carrier - SkyWest Airlines operating as Continental Connection to Houston
- ▶ Encouraged both American and Continental to provide low promotional fares

The results were a 46% increase in enplanements in the first six months of two-airline service. As a result of this success and other management factors, Department of Transportation Office of Aviation Analysis now uses Abilene airport as a best practices model for other small airports.

Your assistance, through approving Abilene's FY04 grant proposal, would fund a business plan that will further address service and fare deficiencies, including:

- ▶ Outreach to the rural areas of the airport's 32-county service area
- ▶ Formalizing a web-based Customer Knowledge Project to better understand needs and expectations of consumers and businesses
- ▶ Pursue more efficient western service to meet the demands of more than 50% of our passengers
- ▶ Expand our Promotional Fare & Air Service E-mail Program to include paid advertising
- ▶ Continuing our emphasis on upgrading aircraft from turboprops to regional jets

As a result, I respectfully request your favorable action on Abilene Regional Airport's grant application.

Sincerely,


H. C. Zachry CEO
Zachry Associates, Inc.

cc: Mayor Grady Barr, City of Abilene, P.O. Box 60, Abilene, Texas 79604

RECEIVED

APR 29 2004

ABILENE REGIONAL AIRPORT