



Part of the Team

May 23, 2014

The Team?

- **Who is on the team? Who are the stakeholders in a vibrant community airport?**
- **Some of the teammates/stakeholders:**
 - Travelers Aid International members
 - Airport concessions employees
 - Airport parking attendants
 - Local businesses
 - Construction and design companies
 - Members of Congress
 - Mayors
 - City Council
 - Chambers of Commerce
 - Local Businesses
 - The local community that we serve

Potential Airport Stakeholders Checklist

Who depends on your airport for the success of their business? Think about those who are affected by your airport or have an interest in an operationally and financially efficient airport; they are stakeholders.


Think about a particular issue and who from your stakeholders you would ask to join you in support of that issue. Maybe the stakeholder would write a letter to your Congressional delegation or possibly attend a press conference on behalf of the airport? Think outside of the box, some of your greatest advocates might be those you have not yet considered.

Your coalition will look different based on the issue, but before building a coalition, the groundwork has to be laid. The list below is offered as a starting point or a memory jogger for building your list of stakeholders. Many of you have these relationships and have such a list, but perhaps have not asked for their help in advocating for the airport.

Potential shareholders:

- Governor
- State legislators
- Mayor
- City Council
- Your Board members or Commissioners
- Local Chamber of Commerce
- State Chamber of Commerce
- Hotel associations
- Visitors/Convention Bureau
- Labor unions
- Construction companies
- Universities
- Businesses/associations that depend on air freight (anything that needs to be shipped quickly, e.g. flowers, seafood, or produce)
- Businesses that require personnel to travel frequently
- Professional or college athletic teams
- Concessionaires at your airport (from the corporation to the employees)
- Economic development agencies
- Vacation destinations (e.g. Disney World, other local attractions big and small)
- Local think-tanks
- Your ideas

If you are already taking these actions or implementing other innovative ideas, please send me a note telling your story to npick@act-na.org. We want to hear about what you are doing to spread the message and highlight your activities as best practices.

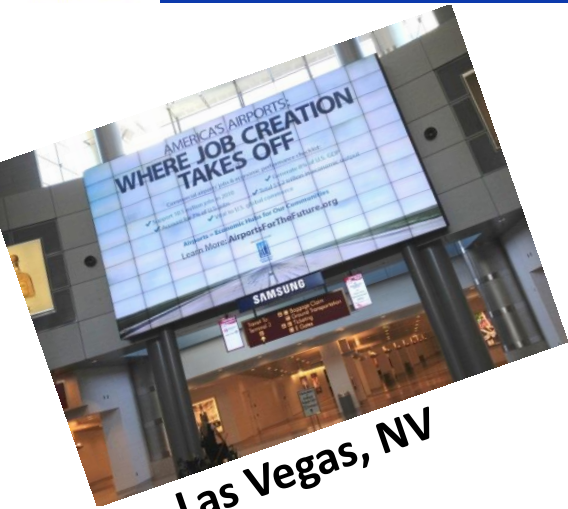


We are Telling a Story

Through ACI-NA's Airports for the Future educational campaign we are telling a story and asking others to join us in spreading the message:

- **The economic impact of airports-**
 - Jobs- 1.3 million people work at airports and 10.5 million jobs are supported by airports
 - Payroll- \$365 billion in annual payroll is created by airports
 - Output- \$1.2 trillion of our national economy is supported by airports, this is 8% share of the total GDP of our nation
- **Educating the public on:**
 - The business of airports
 - Airport responsibilities vs. that of other entities operating at the airport

Resources Available to Members



Las Vegas, NV



Salt Lake City, UT



Long Beach, CA



Madison, WI

For "Did You Know" video, click below:

<http://airportsforthefuture.org/resources/>

ACI-NA Resources and Questions

Questions:

Please contact the ACI-NA Director of Advocacy:

Nathan Pick: npick@aci-na.org

www.AirportsfortheFuture.org

Thank You!