West Michigan Airport Authority
60 Geurink Blvd., Holland, MI 49423
P (616) 953.9633
Comprising City of Zeeland, Park Township and City of Holland

DATE: **November 13, 2017**

SUBJECT: **WMAA Communications Committee Board Update**

Tier 1 *(most important)*

UPDATE WEBSITE ON A CONTINUAL BASIS

- Please check the WMRA website for news and updates. www.WestMichiganRegionalAirport.com

SOCIAL NETWORKING

- WMRA's Facebook page is online listed as "West Michigan Regional Airport." Please take a moment to visit and "Like" the page, make a comment, and share with colleagues, friends and family.

  The WMRA Facebook page has 2,509 "Likes ."

Jet taking off

737 parked at WMRA

Business jet and crew

Business Center lobby

- WMRA's Twitter microblogging account is up and "Tweeting." Please join in and add your "Tweets."

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Tier 2 *(important)*

PRESS RELEASES/NEWS ARTICLES

- 10.26.17 and 10.28.17 (2) promotional ads, "The community is invited"
- 10.29.17 G.R. Press, Mark Tower, "West MI Regional Airport seeks 10-year millage"
- 10.29.17 Holland Sentinel, Sentinel Staff, "Ready to fly"
- 11.01.17 Holland Sentinel, Jake Allen, "75 Years of local flight"
- 11.03.17 GRBJ, Hustin Dawes "Holland airport's impact is soaring"
- 11.08.17 Holland Sentinel, Sydney Smith "Airport millage renewed"

2016-2017 PARADES & EVENTS

- **Holland's Parade of Lights:** Tuesday, November 28, 2017

  A must see as the jet float, covered in 2,500 lights, will keep to the centerline on its way down Eighth Street.

- The jet float will be in the **Tulip Time Muziekparade** for the 7th year on Saturday, May 12, 2018

  The float received a Director's Award for "Creativity" from the Tulip Time Board in 2013 and 2015.

- **Wings of Mercy CareAffaire**: Saturday, August 25, 2018

  The 2017 Wings of Mercy Runway 5K and CareAffaire exceeded all expectations with a record crowd and perfect weather. Over 700 pancake breakfasts were served by our local Lions Club and approximately $30,000 dollars were donated.

- **Zeeland's Pumpkinfest Parade**: Saturday, October 7, 2017

  A perfect day makes for a great parade and the jet float received many ooohs and ahhhs. A great way to promote the airport for the upcoming millage.

PRESENTATIONS/SPEAKING ENGAGEMENTS

- Informational airport presentations were given to the W.C. Chamber and governmental units.

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TIER 3 *(less important)*

- **POSTCARD TO THE COMMUNITY**

  The third Postcard to the Community was mailed November 1.

- **AIRPORT STATISTICS & MILLAGE FLYER**

- **eNews**

  The eNews will be sent in November 2017.

- **ASCENT BOOK SIGNING & 75th AIRPORT RECEPTION:** October 30.

  The event was a success and many stories about the airport were shared by attendees. Myron Kukla, author, was kept busy signing books.

PLEASE CONTACT KAREN IF YOU HAVE ANY QUESTIONS OR COMMENTS.

k.scholten@wmregionalairport.com C 616.953.9633