



COUNTY OF HUMBOLDT

For the meeting of: 9/14/2021

File #: 21-1244

To: Board of Supervisors

From: Aviation

Agenda Section: Time Certain Matter

SUBJECT:

9:30am - Presentation from Volaire Aviation regarding passenger retention data and growing air service to Humboldt County

RECOMMENDATION(S):

That the Board of Supervisors:

1. Receive an informal presentation from representatives of Humboldt County Department of Aviation and Volaire Aviation on new passenger retention data and growing air service to Humboldt County.

SOURCE OF FUNDING:

Headwaters Fund

DISCUSSION:

Volaire Aviation assisted the Department of Aviation, and the Redwood Region Economic Development Commission (RREDC), in completing a new Leakage Study that was funded through a grant from the Headwaters Fund. This leakage study analyzed data from the 2019 calendar year and is utilized in helping the Department of Aviation attempt to recruit new airlines and new destinations to provide service at the California Redwood Coast-Humboldt County Airport (ACV). The data shows that the demand for air travel in and out of Humboldt County far exceeds historical performance.

This presentation is intended to inform elected officials and the general public of new passenger retention data, an overview of the recent growth at the ACV Airport, and outlooks for potential future growth in the airline service offerings for the Humboldt County community.

FINANCIAL IMPACT:

The leakage study was funded through a Headwaters Fund grant that the Redwood Region Economic Development Commission was awarded. Therefore, there is no impact to the Aviation budget or General Fund.

STRATEGIC FRAMEWORK:

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This action supports your Board's Strategic Framework by engaging in discussions of our regional economic future; and supporting business, workforce development and creation of private-sector jobs.

OTHER AGENCY INVOLVEMENT:

Volaire Aviation

ALTERNATIVES TO STAFF RECOMMENDATIONS:

This item is informational.

ATTACHMENTS:

Volaire Presentation - Growing Air Service to Humboldt County

PREVIOUS ACTION/REFERRAL:

Board Order No.: n/a

Meeting of: n/a

File No.: n/a