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City Manager's Office

September 8, 2014

Mr. Jim Westmoreland
City Manager
City of Greensboro
300 West Washington Street
Greensboro, NC 27402-3136

Dear Jim,

Due to the valuable support of The City of Greensboro and other partners, the *Aviation Triad* marketing initiative has completed a successful first year. During that time, this multi-faceted campaign has made significant progress toward achieving its primary objectives:

- **Advance awareness** and showcase the opportunities that technical aviation jobs provide.
- **Connect** the potential pool of talent to the education and workforce development initiatives already underway.
- **Promote** the Piedmont Triad's aviation sector through a compelling branding campaign to reach many audiences through multiple mediums.

During the past year, residents of Greensboro and beyond have gained a better understanding of the field of aviation and the many opportunities associated with it. Momentum continues to build as we inform the community of the education and training options available to gain employment. The project launched on 8/28/13; the funding provided by the partners made the following year one deliverables possible:

- **Year One Partners:** In addition to the \$35,000 in funding from the City of Greensboro through the \$70,000 addendum/amendment to Scope of Services for the Greensboro Partnership, the following entities also contributed: The City of High Point, the City of Winston-Salem, The Cemala Foundation, GTCC, Davidson County Community College, Forsyth Tech, Randolph County Community College, Rockingham Community College, Piedmont Triad Partnership, TIMCO, Honda Aircraft Company, North State Aviation, Purolator Advanced Filtration, PTI, and WFMY (in-kind.)
- **Messaging:** 595 TV Commercials (30 sec and 60 sec) have aired on WFMY News 2. This "*Aviation Thrives Here*" branding campaign has reached 1.3 million Triad adults 18+ (93%) across a variety of programming. Four (4) HD commercial creative spots have been produced: "*Transformation*", "*Careers*", "*Wake Up*", and "*What Makes Aviation Fly?*" These video messages were also served as online pre-roll video 61,000 times.
- **Custom website** www.aviationtriad.com was created and continues to grow with over **13,000 unique visitors** coming to the site since its inception. The *Aviation Triad* Facebook page now has **1086 fans** and **125 people** follow *Aviation Triad* on **Twitter**. There have been **150** direct inquiries to the website from people who filled out a form requesting information about aviation opportunities in the Triad. They were directed to appropriate resources [companies, community colleges, Triad Job Link, e.g.]

- **Impact: Partner feedback** points to increased awareness and interest is growing in aviation-related courses at area community colleges. The combined workforce of the industry partner group [TIMCO Aviation, Honda Aircraft Company, Purolator Advanced Filtration, North State Aviation and PTI] has experienced employment increases over the past year. Andrews Aviation Academy has 150 students currently enrolled in the academy, compared to approximately 120 in recent years. About 20% are female and the majority are minorities. This year, they've expanded their freshman class to two classes (doubled in size). In addition, this year, an introductory aerospace class is offered at several Guilford County middle schools.

Please let us know if you have any questions or need additional information. We are launching year two of the Aviation Triad Initiative and are making a funding request to you for \$35,000. Here are the elements and timeline associated with this request:

	Project	Platform	timeframe	Description
			Sep-Aug	
1	<i>Aviation Thrives Here, So Can You!</i>			Branding Initiative targeting multiple audiences
	a Base schedule	WFMY, WFMY Weather	Sep-Aug	General Market; focus on different types of programming
	b ACC Tournament	WFMY	Mar	Broad demographic (Students, Influencers, Job Seekers, Decision Makers)
	c Triad Major Sports: Wyndham, W-S Open	WFMY	Aug	Influencers, Decision Makers
	d Friday Football Fever	WFMY	Aug-Nov	Students, Influencers (parents)
	e Online	www.wfmynews2.com	Sep-Aug	General Market; engaged consumers
2	<i>Digital Connection</i>	unique domain		Interactive "Hub" to engage audiences with Aviation opportunities
	a Website (hosting / management), mobilized		Sep-Aug	Educational / Informational resource utilizing video, links, documents, social media integration, etc.
	b SEO		Sep-Aug	Daily process to keep our resource website front and center in Google Search
	c Search Advertising (PPC)		Sep-Aug	Process targeted to particular groups through very specific messages to gain direct results / conversions (geographically targeted)
	d Social Management		Sep-Aug	Produce content for Aviation Triad and Twitter social channels, reputation management. Facebook Ad campaign
	e Behaviorally targeted display		Sep-Aug	Digital display marketing process directly targeted to specific audiences with different messages to gain direct results / conversions (geographically targeted)
	f Retargeting		Sep-Aug	campaign designed to market to Aviation Triad visitors while they visit other sites on the web.
3	<i>Aviation Update</i>			Interview style vignettes profiling companies
	Fixed Position Good Morning Show, Weekend	WFMY	Sep-Aug	Broad demographic (Influencers, Job Seekers, Decision Makers)

As you can see, we plan to expand on the project's momentum into year two. As the initiative continues to create awareness and generate interest in aviation, we are looking to continue to increase the diversity of students coming in to the Andrews Aviation Academy as well as aviation classes at other schools. In addition, we plan to target military personnel returning to our community as prospective individuals who could become excellent employees in this growing field.

Please let us know if you have any questions or need additional information.

Thank you again for your support,



Bill Lancaster
Vice-President, Sales
WFMY News 2



Timeframe: August 2013-August 2014

YEAR ONE

Project	Product	Description	project design	project delivered
1 "Aviation Thrives Here" Branding Campaign				
	WFMY-TV	:30 & :60 sec commercials	336	344
	WFMY-WX weather channel	:30 & :60 sec commercials	336	349
	station website + Gannett Ad Network	website banner ads + video pre-roll	520,000 impressions	800,893 impressions
2 August Major Sports				
	WFMY-TV	:60 sec commercials	4	4
		Airing in Wyndham Championship & Winston-Salem Open		
3 High School Sports / Friday Football Fever				
		Includes Aviation Triad sponsorship for High School Highlights Show		
	WFMY-TV	Tune-in promos (logo inclusion)	75	75
		:30 sec commercials in show; 2x per week	26	26
	highschoolsports.com + station website	website banner ads + video pre-roll	180,000 impressions	126,437 impressions
4 ACC Basketball Tournament				
	WFMY-TV	:30 sec commercials in 2014 Tournament		
		Games and Sports Specials	17	24
5 Aviation Triad Website				
		Custom website build for project	X	www.aviationtriad.com
		including City of Greensboro "feature page"	X	http://www.aviationtriad.com/triad/greensboro/
		Facebook Page, Twitter	X	https://www.facebook.com/AviationTriad
		SEO and SEM campaigns	X	https://twitter.com/AviationTriad
	Yahoo! and Gannett Ad Network	Targeted banner display advertising	900,000 impressions	1,035,516 impressions
6 Aviation Update Segments				
	WFMY-TV	:60-sec segment profiles featuring Community Colleges, Andrews Aviation Academy and Two (2) Industry launch partners	72	72
	WFMY-WX weather channel	:60-sec segment profiles featuring Community Colleges, Andrews Aviation Academy and Two (2) Industry launch partners	72	72
	www.aviationtriad.com	segments archived on website	X	http://www.aviationtriad.com/aviation-triad-video-page/
			Project budget:	Project billed:
			\$ 213,900.00	\$ 213,900.00
City of Greensboro Contribution:			\$ 35,000.00	\$ 35,000.00



Timeframe: September 2014-August 2015

YEAR TWO

Project	Product	Description	project design
1 "Aviation Thrives Here" Branding Campaign			
[messaging includes City of Greensboro logo]	WFMY-TV	:30 & :60 sec commercials	336X
	WFMY-WX weather channel	:30 & :60 sec commercials	336X
	station website + Gannett Ad Network	website banner ads + video pre-roll	720,000 impressions
2 August Major Sports			
[messaging includes City of Greensboro logo]	WFMY-TV	:30 sec commercials	12X
		Airing in Wyndham Sports Special, Championship & Winston-Salem Open	
3 High School Sports / Friday Football Fever			
[messaging includes City of Greensboro logo]		Includes Aviation Triad sponsorship for High School Highlights Show	
	WFMY-TV	Tune-in promos (logo inclusion)	75X
		1X 30 sec commercials per show; Billboard open; 75 tune-in promos	26X
	highschoolsports.com+ station website	website banner ads + video pre-roll	125,000 impressions
4 ACC Basketball Tournament			
[messaging includes City of Greensboro logo]	WFMY-TV	:30 sec commercials in 2014 Tournament	
		Games and Sports Specials	18X
5 Aviation Triad Website			
[messaging includes City of Greensboro logo]	www.aviationtriad.com		
	http://www.aviationtriad.com/triad/greensboro/		
	https://www.facebook.com/AviationTriad	including City of Greensboro feature page / Resource Guide - revised for Year Two	X
	https://twitter.com/AviationTriad	Facebook Page, Twitter channel; content calendar and reputation management included	X
		SEO and SEM campaigns	X
	Yahoo! and Gannett Ad Network	Targeted banner display advertising	900,000 impressions
6 Aviation Update Segments			
	WFMY-TV	:60-sec segment profiles featuring Community Colleges, Andrews Aviation Academy and Industry partners	72
	WFMY-WX weather channel	:60-sec segment profiles featuring Community Colleges, Andrews Aviation Academy and Industry partners	72
	www.aviationtriad.com	segments archived on website	X

	Project budget:
	\$ 213,900.00
City of Greensboro Contribution:	\$ 35,000.00