



November 13, 2015

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

Dear Jim,

With community support of The City of Greensboro and other partners, the *Aviation Triad* marketing initiative is helping build economic opportunity growing through year two. During that time, this multi-faceted campaign has made significant progress toward achieving its primary objectives:

- **Advance awareness of** aviation, aerospace and advanced manufacturing jobs, training and future
- **Connect** potential pool of talent with education and workforce development already underway
- **Promote** the Piedmont Triad's aviation sector via compelling brand messaging, reaching many audiences through television and targeted digital platforms

During the past two years, residents of Greensboro and beyond have gained a better understanding of the field of aviation and the many associated opportunities in our area. Momentum continues to build as we inform the community of the education, training and jobs available. As we move into year three, we are targeting retuning military personnel with the message of aviation opportunity in the Triad.

Aviation Triad launched on 8/28/13 and funding provided by our partners made the following year two deliverables possible:

- **Year Two Partners:** In addition to the \$35,000 in funding from the City of Greensboro, 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, HAECO, Honda Aircraft Company, North State Aviation, Purolator Advanced Filtration, PTI, and WFMY (in-kind.)
- **Messaging:** 644 TV Commercials (15, 30 and 60 sec) have aired on WFMY News 2 in Year 2. This "*Aviation Thrives Here*" branding campaign has reached 1.3 million Triad adults 18+ (94%) with 19 million+ impressions 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 63,000+ times over the past year.
- **Custom website** www.aviationtriad.com was created and continues to grow with approximately **20,905 unique visitors** coming to the site in year two. The *Aviation Triad Facebook* page now has **4,339 fans**, up from 1,086 fans this time last year and **185 people** follow *Aviation Triad* on **Twitter** up from 125 last year. There have been **475 direct inquiries** to the website up from 125 a year ago from people who filled out a form requesting information about aviation opportunities in the Triad. Of

those 475 inquiries, over 50 were from active or retired members of the military. They were directed to appropriate resources [companies, community colleges, Triad Job Link, e.g.]. We recently partnered with the Military Times to help us reach out to each military branch with a targeted digital campaign which has helped increase our military inquiries.

Awards and Recognition: As you will recall, “Aviation Triad” was honored to win the Gannett (TEGNA) “Best Client Solution” Award in March 2014, and was also a runner-up at the 2014 National Association of Broadcasters Conference. Now, there’s global recognition for “Aviation Triad,” which was chosen as a finalist in the prestigious *Association of Chamber of Commerce Executives (ACCE) 2015 Regional Innovation Awards*. The ceremony was held, August 11 – 14, in Montréal, Canada. The Regional Innovation Award program recognizes organizations committed to building strong and vibrant communities through groundbreaking collaboration and program development.

- **Impact: Partner feedback** points to increased awareness and interest growing in aviation-related courses at area community colleges. The combined workforce of the industry partner group [HAECO Aviation, Honda Aircraft Company, Purolator Advanced Filtration, North State Aviation and PTI] continue to see employment increases over the past two years. **Andrews Aviation Academy** has increased membership by 15% this year over last year with continued exposure by Aviation Triad. The quality of the students has also improved. About 26% are female and half of the membership includes African Americans, a demographic that is a top priority in GCS. Dr. Cynthia Waters reiterates how Aviation Triad has helped our community by saying,

“Aviation Triad helps tremendously because the website/program spotlights all segments involved: education (on multiple levels), training, and job placement prospects. Those who wish to enter the field need only visit the website to reveal the opportunities available in the Triad area. This is what we need to grow our economy and provide good jobs that will help workers earn a living wage. Businesses outside of the Triad may be more inclined to move here if they understand that we provide a pipeline of workers who are already prepared, trained, and ready for the aerospace industry. We grow our own and keep them here, providing present and future businesses with a loyal workforce that is reliable and grounded in the Triad.”

North State Aviation also points out that up until their participation with Aviation Triad, no one really knew much about North State AVIATION. Since their partnership with Aviation Triad, technicians in the surrounding area are now beginning to recognize North State Aviation in print ads and at employment fairs/trade shows from our TV spots.

Charlie Creech, President of North State Aviation points out the following: *“The other great news is we are “seen” as much bigger than reality. Including our contract help, we are now approaching 450 folks that call North State AVIATION home. In addition, almost 30% of our employees are veterans and Aviation Triad was instrumental in that arena as well.”*

Please let us know if you have any questions or need additional information. We are launching year three 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	Time Frame	Description
1	Aviation Thrives Here, So Can You!		2015 - 2016	Branding Initiative targeting multiple audiences
a	Base Schedule	WFMY, WFMY Weather		General Market; focus on targeted programming
b	ACC Tournament	WFMY	Sept-Aug	Broad demographic (Students, Influencers, Job Seekers, Decision Makers)
c	Triad Major Sports: Wyndham, W-S Open	WFMY	August	Influencers, Decision Makers
d	Friday Football Fever	WFMY	August - November	Students, Influencers (Parents)
e	Online	wfmynews2.com	September - August	General Market; engaged consumers
2	Digital Connection	AviationTriad.com		Interactive "Hub" to engage audiences with aviaion oppotrunities
a	Website (hosting/management), mobile		September - August	Educational / Informational resource utilizing video, links documents, social media interaction, etc.
b	SEO		September - August	Daily process to kep our recourse website front and center in Google Search
c	Search Engine Marketing (PPC)		September - August	Process targeted to specific groups through very specific messages to gain direct results/conversions (Geographically targeted)
d	Social Mangament		September - August	Produce content for Aviation Triad and Twitter social channels, reputation mangagement. Facebook Ad campaign
e	Behaviorally Targeted Display		September - August	Digital display marketing process directly targeted to specific audiences with different messages to gain direct results/conversions (Geographically targeted)
f	Retargeting		September - August	Campaign designed to market to AviationTriad.com visitors while they visit other sites on the web
g	Military Times Partnership		September - August	1 Million+ impressions served across all military times websites
3	Aviation Update			Interview style vignettes profiling companies
	Fixed position in Good Morning Show, Weekend	WFMY	September - August	Broad demographic (Influencers, Job Seekers, Decision Makers)

As you can see, we plan to expand on the project's momentum into year three. As the initiative continues to create awareness and generate interest in aviation, we see increased diversity of students at Andrews Aviation Academy as well as aviation classes at other schools. As highlighted by our *Military Times* partnership, we will seek and serve military personnel returning to our community as prospective employees in this growing field.

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

Thank you again for your support,

Larry W. Audas
President & GM
WFMY News 2