

Kaycee Wiita  
Board Chair  
Fly Casper Alliance (FCA)  
139 W. 2<sup>nd</sup> St. Suite 1-D  
Casper, Wyoming 82601

Converse County Commissioners  
Douglas City Council  
Community Leadership Representatives  
Douglas City Hall  
101 N. 4<sup>th</sup> St.  
Douglas, WY 82633

May 17, 2024

Dear Commissioners, Councilors and Leadership Representatives,

I'm writing to you today to ask Converse County and the City of Douglas to consider participating in the minimum revenue guarantee (MRG) requested by SkyWest Airlines as the Delta Connection flying into the Casper/Natrona County International Airport starting July 1, 2024 through June 30, 2025.

The total MRG request from SkyWest as The Delta Connection for 2024-2025 is \$1,984,733. Typically, the county commits to 60% of the request and the state commits to 40% of the request through the state air serve enhancement program, (ASEP). In considering this MRG request, both Natrona County and the state requested that Fly Casper Alliance bring in more participants i.e. the city, surrounding cities, private business etc. Subsequently, the City of Casper has committed up to \$400,000 toward the MRG and the private sector has also committed funds.

Throughout the state, communities with commercial air service partner with nearby communities that use the air service and who don't have a commercial airport to support their MRGs and to sustain and grow their economies. For example, Southwest Wyoming Regional Airport in Rock Springs partners with Sweetwater County (45%) City of Rock Springs (33%) and City of Green River (22%) to cover their MRG. Central Wyoming Airport in Riverton receives funding from the City of Riverton, Lander, Shoshoni, Pavillion, Dubois & Fremont County. (Each municipality receives their share from the optional sales tax. They then remit a portion of their receipts to Riverton to cover the obligation.

- Total MRG for July 1, 2024 through June 30 2025 is \$1,984,733.
- True market passengers in Converse County = 48,955
- Douglas has 35,610 true market passengers
- Glenrock has 13,345 true market passengers

We hope that the City of Douglas and Converse County will see the value of the inbound flight from Salt Lake City which supports Memorial Hospital, the oil & gas industry and keeps local businesses thriving.

Fly Casper Alliance has aggressively marketed the flight using a national aviation marketing company to run an inbound campaign from communities where data says people live who fly to east central Wyoming. Additionally, FCA has done ticket giveaways from Salt Lake City to Casper and Casper to Salt Lake City to show how easy it is to fly in and out of Casper and, FCA has worked with a national social media consultant to educate stakeholders on the MRG and to also promote the flight. FCA used Spectrum Reach to run a local marketing campaign on cable and streaming channels. FCA also participated in local podcasts and talked to several civic groups. Subsequently, we are seeing increased ridership, which in the long term will help reduce the MRG.

Last November, Fly Casper Alliance asked the State of Wyoming to conduct a “return on investment study” (ROI) which concluded that from July of 2022 through June of 2023, the Delta Connection flight brought \$11M into the economy. That is an impressive 11:1 return.

There are several economic development projects in the works including the Wyoming Sports Ranch, The Reno Air Races and the Shooting Complex that will have a positive impact on Converse County and the City of Douglas if they come to fruition. These projects need direct access to Salt Lake City to be successful. FCA is asking municipalities who benefit from C/NCIA to rally and participate in the MRG to not only continue to bolster the economy, but to push these other economic development projects over the finish line, which will have an economic impact of more than \$150M a year. With those numbers, the MRG will be significantly reduced to a manageable amount or go away.

Would Converse County and the City of Douglas join us in sustaining and growing the economy in east central Wyoming and getting these terrific economic development projects off the ground?

I’m happy to talk or provide you with more information.

Thank you for your consideration,



Kaycee Wiita  
Board Chair  
Fly Casper Alliance



c: Fly Casper Alliance