



## Regional Air Alliance of West Michigan FACT SHEET

### Organization Name:

Regional Air Alliance of West Michigan (RAAWM)

A private sector 501(c) (3) organization formed in November 2008

### Purpose:

To position West Michigan commercial air service as both “*best in class*” and as the strategic regional asset necessary to support the continued economic growth and quality of life for the businesses and residents of West Michigan.

### Goals:

- ◆ Airport Service Quality Survey / Benchmarking
- ◆ Airport Performance Survey / Benchmarking
- ◆ Regional Airport Economic Impact Study
- ◆ Improved service and pricing from existing carriers
- ◆ Recruitment of a network Low Cost Carrier (LCC)

### Leadership:

- ◆ Dick DeVos - Chairman
- ◆ Dan Wiersma - Executive Director

### Benefits of RAAWM:

- ◆ **Airport:** Passenger volume, which yields parking fees, passenger facility charges and financially viable tenants
- ◆ **West Michigan Community:** Reduced air transportation costs for the business, leisure and convention traveler
- ◆ **Community Capital Investment:** The retention of +/- \$100 million (i.e. “Passenger Tax” removed) in funds that would have otherwise gone to the airline industry.
- ◆ **Economic Development:** Making it easier to start, grow and relocate business in West Michigan through high-quality, low-cost commercial air service.