

Northern New Mexico Air Alliance

Request: Funding to Support Economic Development in Northern New Mexico

Stuart Kirk, Executive Director, NNMAA

Cameron Humphres, Director, Santa Fe Municipal Airport

What is the NNMAA

The Northern New Mexico Air Alliance is a non-profit group of individuals, business' and communities from Santa Fe, Los Alamos, Taos and other northern New Mexico communities. The purpose of the Alliance is to stimulate and support economic growth in northern New Mexico by increasing public awareness, both locally and at origin cities, of the availability and convenience of the Santa Fe Airport.

Finances

Funding comes from a \$500,000 matching grant from the US-DOT, a \$200,000 matching grant from the NM-DOT, the city of Santa Fe, Santa Fe County, Taos Ski Valley and over 200 business' and individuals in Santa Fe, Taos and Los Alamos.

Specifics for Los Alamos

- Personal connection with Los Alamos and its airport
- The economic importance of an airport
 - Nationally
 - State-wide
 - Albuquerque
 - Santa Fe
 - Los Alamos
- Challenges for Los Alamos Airport and the community
- Santa Fe Municipal as a transportation hub and economic engine for Los Alamos and Northern New Mexico

Current Marketing Activities

Local Publications

- Santa Fe, Los Alamos, Taos, Angel Fire
- Events
- Highway Billboards
- Bus Wraps
- Radio
- Social Media: Facebook, Twitter, Instagram
- Website: FlySantaFe.com

Extensive Marketing in Phoenix/Tucson and the west coast.

Cooperative Objective

Include Los Alamos in the Alliance's extensive marketing, advertising and PR campaigns thus multiplying the effectiveness of LA's economic development funds.