

## North Carolina: The State of Aviation report release plan and materials

1 message

---

From: **Schronce, Jason B** <[jbschronce@ncdot.gov](mailto:jbschronce@ncdot.gov)>

Date: Thu, Jan 2, 2025 at 9:25 AM

Dear N.C. Public Airport Community Colleagues,

We look forward to sharing the results of our latest economic impact study at today's 11am briefing.

**Attached and below are the Outreach Toolkit materials** we'll use this year. That includes a PDF of the new *North Carolina: The State of Aviation* brochure, which contains your airport's impact data.

**This information is embargoed until we release it at 8:15am Friday.** Please do not release this information until that time.

Here are details about the briefing and the outreach campaign:

### BRIEFING AGENDA

- State of Aviation Overview and Findings – Jason Schronce, PE., Deputy Director of Program and Planning, NCDOT Division of Aviation
- Impact Study Methodology – Dr. Daniel Findley, study author, N.C. State University
- Outreach Campaign Overview and Toolkit – Bridgette Barthe, NCDOT Communications
- Q&A

### CAMPAIGN CONTACTS

- Bridgette Barthe, [bmbarthe@ncdot.gov](mailto:bmbarthe@ncdot.gov)
- Jason Schronce, [jbschronce@ncdot.gov](mailto:jbschronce@ncdot.gov)

### REPORT RELEASE GOALS

- **Spread the message widely** to aviation stakeholders that North Carolina's system of 72 public airports generates significant economic impact for our state and return on state and local investments.
- Use the information to **make the case** for greater state and local investment.
- Use the information to **attract new aviation-related businesses** that will create jobs and build a leading global economy.
- Outreach Dashboard go to <https://bit.ly/3P3Nmis> to submit your outreach results.

### KEY TAKEAWAYS FROM 2025 IMPACT STUDY

1. **Significant impacts of North Carolina's public airports:** This new report, which analyzed airport data from 2023, reveals that North Carolina's 72 publicly owned airports annually contribute to the state's economy by adding more than:
  - \$88 billion in economic impact
  - 427,000 jobs
  - \$34 billion in personal income
  - \$4.8 billion in state and local tax revenues

2. **Significant impacts of your local airport** – *see the airport tables in the back of the report PDF for your airport's impacts.*

## REPORT MATERIALS AND TOOLKIT

- **Here are materials you can use to promote your impact locally.** Please let us know if you need additional support to achieve the goals above.
- **North Carolina: The State of Aviation brochure** - PDF attached; online Friday at [www.ncdot.gov/aviation](http://www.ncdot.gov/aviation)
  - If you spot any errors in your data, please alert us immediately so we can correct the PDF before we print hard copies.
  - 20 hard copies will be mailed to you this later this month.
- **North Carolina: The State of Aviation Fact Sheet** – attached (1<sup>st</sup> page of fact sheet doc) - printable sheet on the statewide impacts you can print and hand out, as needed, perhaps on the back of your airport fact sheet
- **Individual Airport Impact Fact Sheets** – attached - online Friday at <http://connect.ncdot.gov/municipalities/State-Airport-Aid/Pages/default.aspx>
- **NCDOT news release – WILL BE DISTRIBUTED Jan. 3. PLEASE DO NOT RELEASE THIS UNTIL AFTER 8:30am.** Feel free to forward it with a brief note and your airport impact data to your stakeholders and media, and/or create your own local release to distribute after 8:30am tomorrow.
- **Talking Points** – attached - a quick reference on key State of Aviation takeaways you can customize and use when preparing remarks or speaking to the media or stakeholders
- **North Carolina: The State of Aviation customizable PowerPoint presentation** – attached. You'll find a draft script in the Notes section of each slide, ready for you to customize and use locally.
- **Social Media Toolkit** – attached – selection of drafted social media posts designed to help promote the economic impact of your airport.
- **State of Aviation Video** – will be posted online Friday at [www.ncdot.gov/aviation](http://www.ncdot.gov/aviation). Feel free to download, share and post on your website.

Thank you for all you do to expand aviation's economic impact. We look forward to working with you to share the story about the important role your airport plays in your community and the state.

Happy New Year!

**Jason B. Schronce, PE**  
Deputy Director of Programs and Planning  
Division of Aviation  
North Carolina Department of Transportation

919 814 0552 office  
919 306 1135 mobile  
[jbschronce@ncdot.gov](mailto:jbschronce@ncdot.gov)



**DIVISION OF  
AVIATION**

*Email correspondence to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties.*