

Toolkit Summary

The North Carolina Department of Transportation Division of Aviation has developed a toolkit of materials to support outreach to stakeholders by North Carolina's 72 publicly owned airports. The toolkit contains the following items:



Brochure

North Carolina: The State of Aviation brochure highlights the economic impacts of the state's public airports and the aviation and aerospace assets that rely on them.

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Fast Facts

This one-page flyer summarizes key data points found in the brochure.

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Talking Points

The 2021 NC State of Aviation talking points document provides highlights you can customize to aid in briefing the public and media and answering questions

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News Release

NCDOT's news release, distributed Monday, Jan. 11, 2021. Forward this to media with your local impact figures and quotes. Feel free to use this text to repurpose for your newsletters and reports.



N.C. and Airport Fact Sheets

This PDF contains one-page sheets highlighting the impacts of each individual airport and the overall state impact, designed so you can print them to use as handouts with your airport data on one side and the statewide data on the other.



WHAT AVIATION MEANS TO OUR ECONOMY (Your Arport's Name) (Date of Presentation)

PowerPoint Presentation

This customizable PowerPoint provides state impact figure and report highlights, with placeholders for you to insert local information on your airport that is important to your stakeholders.



Aviation

Video

The 2021 *North Carolina: The State of Aviation* video features a diverse mix of speakers from across the state talking about both statewide and local impacts You may link to it or post it to your website and use it when making presentations. Download, embed or share from these two locations:

Youtube: <u>https://youtu.be/C1Kker4s0qY</u> Best for embedding on your website or in presentations

Vimeo: <u>https://vimeo.com/498093108</u> Highest-resolution version you can download



Flight Plans Dashboard

This customizable online dashboard allows you show how your airport connects people, companies and goods to markets around the country and globe. Visit **go.ncsu.edu/airportarrivalsanddepartures** to create your customized dashboard showing the flights to and from your airport during a one-year period (federal fiscal year 2019).

TRACKING YOUR OUTREACH

The **Outreach Campaign Dashboard at <u>https://tinyurl.com/SoA2021Dashboard</u> tallies the results of our outreach. Please follow the red link to submit a presentation you give or media story that results from your outreach.**

2021 State of Avia	ation Outreach Das	hboard (View Only)	: smar	tsheet			Report Abuse	🕜 Help		
North Carolina: The State of Aviation 2021 Outreach Campaign Dashboard										
	SPR	SPREAD THE WORD: \$61 BILLION ANNNUAL IMPACT				Outreach Results to Date				
NORTH CAROLINA MILE STATE OF AVAIL WITH A VIAL OF HEARIN TO CUP FORMOUT	than \$6	NCDOT's 2021 North Carolina: The State of Aviation report reveals that our system of 72 public airports contribute more than \$60 billion to the state's economy and support 373,000 jobs. Airports and aviation-related jobs also provide \$15 billion in personal income and contribute \$2.5 billion in state and local tax revenues each year.				Presentations: 1 Stakeholders Reached: 72 Media Stories: 1				
	The tables below show the results of the NCDOT Division of Aviation-N.C. Airports Outreach Campaign to spread the word about how airports and aviation grow the economy and serve our communities and state.									
Please help us track campaign results. Enter brief details each time you make a presentation related to the report and					related to the report and	Quicklinks				
airport impacts and when a media story about is published or airs.						Aviation Website with Brochure and Video				
						Outreach Toolkit on State Aid website				
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Division of Aviation	01/00/21	12	N.O. Fublic All port Managers	Test Submitter	01/11/21	Test media Odilet	WWW.testuri.com			

NEED ASSISTANCE? Contact Amanda Conner, (o) 919.814.0590, (m) 919.618.2051, aconner1@ncdot.gov