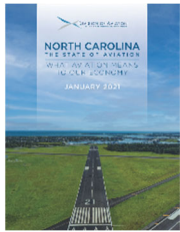


Toolkit Summary

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:



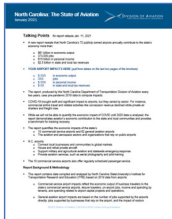
Brochure

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.



Fast Facts

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



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



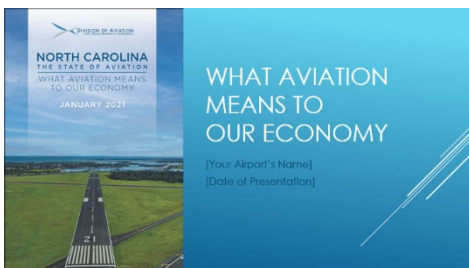
News Release

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.



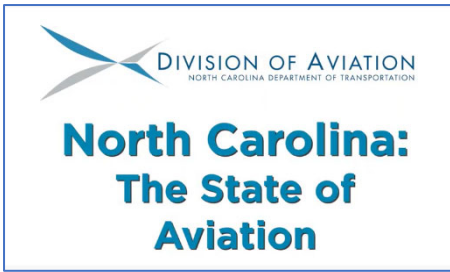
N.C. and Airport Fact Sheets

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.



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.



Video

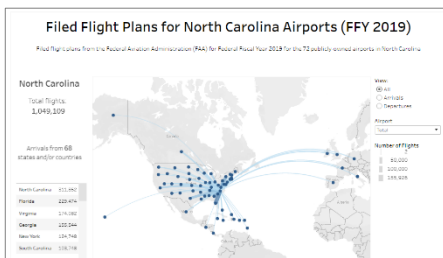
The 2021 *North Carolina: The State of Aviation* video features a diverse mix of speakers from across the state talking about both statewide and local impacts. You may link to it or post it to your website and use it when making presentations. Download, embed or share from these two locations:

Youtube: <https://youtu.be/C1Kker4s0qY>

Best for embedding on your website or in presentations

Vimeo: <https://vimeo.com/498093108>

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 <https://tinyurl.com/SoA2021Dashboard> 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 Aviation Outreach Dashboard (View Only) :
smartsheet Report Abuse Help

North Carolina: The State of Aviation 2021

Outreach Campaign Dashboard

SPREAD THE WORD: \$61 BILLION ANNUAL IMPACT

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.

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 airport impacts and when a **media story** about is published or airs.

SUBMIT A PRESENTATION OR MEDIA STORY >

Outreach Results to Date

Presentations: **1**
Stakeholders Reached: **72**
Media Stories: **1**

Quicklinks

[Aviation Website with Brochure and Video](#)
[Outreach Toolkit on State Aid website](#)

Presentations

Organization	Date of Presentation	Est Size of Audience	Group Presented To
Division of Aviation	01/08/21	72	N.C. Public Airport Managers

Media Stories

Organization	Date Story Ran/Aired	Name of Media Outlet	URL to the Story Online
Test Submittal	01/11/21	Test Media Outlet	www.testurl.com

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