



**Multi-Aero Inc.
d/b/a
Air Choice One**

Proposal to Provide Essential Air Service at

**Bar Harbor, Maine
Presque Isle/Houlton, Maine
Plattsburgh, New York**

**Docket DOT-OST-2011-0185
Docket DOT-OST-2000-8012
Docket DOT-OST-2003-14783**

Direct Inquiries Regarding this Proposal to:

Shane Storz, CEO

Air Choice One Airlines

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We understand the efforts of a dedicated air carrier are critical to maintaining scheduled airline service now and in the future. Air Choice One is that air carrier and we believe the strategy outlined in our proposal will support and complement airport development efforts. We have proven our strategy works with other EAS communities and we are committed to delivering these same results in your community. Our proposal will give the best access to the national transportation system for the community at reasonable prices and is submitted as a package offering.

Our proposal allocates substantial resources to support marketing efforts and achievements in our other EAS markets demonstrates our marketing strategies are successful. Through on-site community outreach, community-specific advertising, consistent flight schedules, and outstanding customer service we will quickly build consumer recognition in the community ensuring retention of current passenger momentum while also working to increase demand.

We commit to providing you with outstanding service and will continue working with you throughout our term to provide the next level of air service that will bring us all success.

Air Choice One reinvests in our served communities.

- **TRADITIONAL MEDIA**

- Radio-Talk Shows/Commercials
- TV Commercials and Event Coverage
- Print-Newspaper/Magazines
- Billboards
- Web Based
 - E-Blasts- Constant Contact
 - Monthly E-Mail Promotions
 - City Representation on Our Website

- **SOCIAL MEDIA**

- Twitter, Facebook, Linked In

- **INTERACTIVE MEDIA**

- Contests
- You Tube/Videos

- **EVENTS AND SPONSORSHIPS**

- Local Charitable Support - March of Dimes, Make-A-Wish Foundation, Red Cross, etc.
- Business/Community Support - Golf Tournaments, Business Luncheons, Air Shows, etc.



**OPTION 1, 2 YEAR TERM WITH DISCOUNTED 4 YEAR TERM OPTION – PWM SERVICE
TRI-CITY SERVICE - CESSNA GRAND CARAVAN**

Bar Harbor, Maine – Portland International Jetport

Cessna Grand Caravan 24 Round Trips Per Week

Presque Isle/Houlton, Maine – Portland International Jetport

Cessna Grand Caravan 24 Round Trips Per Week

Plattsburgh, New York – Portland International Jetport

Cessna Grand Caravan 24 Round Trips Per Week



Tri-City Service – Bar Harbor, ME; Presque Isle/Houlton, ME; & Plattsburgh, NY – Cessna Grand Caravan

Option 1: 2 Year Service with Discount for 4 Year Term

BHB , HUL, & PBG - 24 Total Round Trips Per Week – Based on 98% Completion Rate

Tri-City Service – Bar Harbor, ME; Presque Isle/Houlton, ME; & Plattsburgh, NY – Portland International Jetport– Caravan

Operation Revenues

BHB-PWM & HUL-PWM & PBG–PWM Revenues	\$ 2,714,728
Other Revenues	<u>135,736</u>
Total Operating Revenues	\$ 2,850,464

Direct Operating Expenses

Flying Operations	\$ 767,113
Fuel and Oil	2,288,309
Maintenance	1,566,726
Aircraft Leases	<u>1,260,000</u>
Total Direct	\$5,882,148

Marketing **150,000**

Indirect 2,448,700

Total Operating Expenses **\$8,480,848**

Operating Loss \$5,630,384

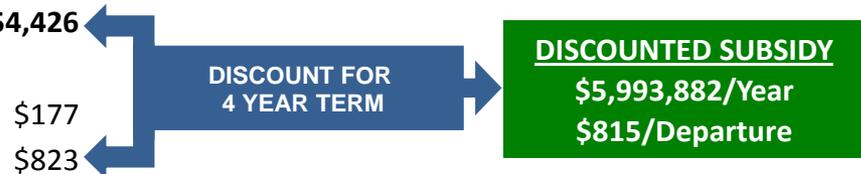
Profit Element (5% total Oper. Exp.) 424,042

Compensation Required **\$6,054,426**

Compensation per PAX \$177

Compensation per Departure \$823

# Passengers:	34,112
Average Fare BHB-PWM:	\$69.00
Average Fare HUL-PWM:	\$89.00
Average Fare PBG-PWM:	\$79.00
Departures:	7,358
Block Hours:	7,236
Revenue Passenger Miles:	5,867,532
Available Seat Miles:	11,183,478





Tri-City Service – Bar Harbor, ME; Presque Isle/Houlton, ME; & Plattsburgh, NY – Cessna Grand Caravan

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Bar Harbor, Maine

Representative Schedule	
Departure	Arrival
BHB @ 6:30 AM	PWM @ 7:25 AM
PWM @ 8:00 AM	BHB @ 8:55 AM
BHB @ 10:00 AM	PWM @ 10:55 AM
PWM @ 11:30 AM	BHB @ 12:25 PM
BHB @ 1:30 PM	PWM @ 2:25 PM
PWM @ 3:00 PM	BHB @ 3:55 PM
BHB @ 5:00 PM	PWM @ 5:55 PM
PWM @ 6:30 PM	BHB @ 7:25 PM

Presque Isle/Houlton, Maine

Representative Schedule	
Departure	Arrival
HUL @ 6:00 AM	PWM @ 7:35 AM
PWM @ 8:05 AM	HUL @ 9:40 AM
HUL @ 10:10 AM	PWM @ 11:45 AM
PWM @ 12:15 PM	HUL @ 1:50 PM
HUL @ 2:20 PM	PWM @ 3:55 PM
PWM @ 4:25 PM	HUL @ 6:00 PM
HUL @ 6:30 PM	PWM @ 8:05 PM
PWM @ 8:35 PM	HUL @ 10:10 PM

Plattsburgh, New York

Representative Schedule	
Departure	Arrival
PBG @ 6:00 AM	PWM @ 7:10 AM
PWM @ 7:40 AM	PBG @ 8:50 AM
PBG @ 10:00 AM	PWM @ 11:10 AM
PWM @ 11:40 AM	PBG @ 12:50 PM
PBG @ 2:00 PM	PWM @ 3:10 PM
PWM @ 3:40 PM	PBG @ 4:50 PM
PBG @ 6:00 PM	PWM @ 7:10 PM
PWM @ 7:40 PM	PBG @ 8:50 PM

Air Choice One

A WINNING CHOICE!



- **Successful Pricing Strategy**
- **Community Support & Involvement**
- **Proven Reliability**
- **Successful Marketing Campaigns**
- **Service that Caters to Community and Business Needs**

We Look Forward to Serving You!