

Communicating the Value of Your Business and the Aviation Business Industry

NATA's advocacy is a key benefit of membership, but no one knows your own business better than you. You can play a key role in communicating the value our industry provides, particularly in these challenging times and as our industry is featured in the forefront for our participation on many levels in relief efforts.

Lately, aviation businesses that are receiving federal assistance have been the subject of news profiles and it is possible that you may be contacted by the media due to the fact that some programs require the public disclosure of the recipients. To assist, we are pleased to provide the following key points for your consideration when describing your business and the aviation business industry. If you should choose to respond, it is recommended that you ask the media for their deadline and ensure that you are prepared to comment before scheduling a time to speak or issuing a written statement. Please also remember that NATA is here for you and we are happy to assist with any media inquiries.

We suggest you have the following statistics and information on-hand when responding to a media inquiry:

- Number of employees
- Years in business
- Size of business
- Contributions to community (business-wise and charitable)
- Nature of business
- How the pandemic has affected your business, employees, and community

The following points are related to the industry and may be adjusted accordingly to your particular business:

- In the wake of COVID-19, aviation businesses have been providing vital transport of medicines, specimens, testing supplies, medical personnel and patients in need of specialized care (including transporting patients with compromised immune systems), staging areas for critical supplies, repatriation flights, access to research, and other critical functions such as organ transplants. Without these crucial businesses, the essential roles that GA fulfills will cease, leaving a serious void in disaster relief capabilities and diminishing the support of growth and prosperity in many cities.
- General aviation businesses are primarily considered small businesses, which support 1.2 million jobs and provide over \$247 billion in economic output in the United States alone, and contribute to the nation's competitiveness, growth, and continued innovation.
- The CARES Act requires assistance provided under Title IV to be specifically used for payroll support to retain highly skilled aviation employees, the loss of which could otherwise imperil the recovery of the aviation industry in America and the U.S. economy.
- The industry has seen a greater than 80% drop in activity since the start of the COVID-19 pandemic in the U.S., with many businesses seeing a near 100% drop in business. However, as restrictions are lifted, businesses will look to general aviation businesses as a safe, secure, sanitary, and reliable means of transportation as they look to bring businesses back online and meet with their customers.
- An essential lifeline to rural America, general aviation companies operate at nearly 4,500 airports and thousands of cities that are not served at all by the airlines but are nonetheless impacted by major changes in industry activity. The aviation activity in these cities and towns supports good paying jobs, economic activity, and connectedness.
- Congress prioritized assistance to the commercial airline industry in the CARES Act. Commercial aviation in the U.S. can only function because it is a part of an interconnected industry that relies heavily on a general aviation industry for supply chain, service, support, and workforce development.

Providing a personal overview of your business is the best response and assists NATA in our efforts to provide an accurate view of the industry. Please contact NATA's Vice President of Marketing and Communications at schambers@nata.aero for assistance with media requests.