

Essential Air Service Proposal



Eau Claire, WI

DOT-OST-2009-0306

May 11, 2022



About Boutique Air

Our Story

Headquartered in San Francisco, California, Boutique Air has been in operation since 2007. We began by flying fire surveillance missions for the U.S. Forestry Service and Bureau of Land Management. We evolved to provide air charter services across the west coast with our fleet of Pilatus and Beechcraft aircraft.

In July of 2012, Boutique Air applied for commuter operating authority from the Department of Transportation. Boutique Air began flying scheduled service between Los Angeles and Las Vegas in January of 2014.

We have worked to develop effective marketing distribution channels with a reservation system that connects to all primary Global Distribution Systems (GDSs), allowing travel agents access to our flight inventory. You will find us on Worldspan and Galileo (Travelport), Sabre, and Amadeus. In addition, we are on the major Online Travel Agencies (OTAs), including Expedia, Travelocity, Priceline, and Orbitz.

EAS Contracts

On April 22, 2014 Boutique Air received its first EAS contract when the DOT selected the airline to provide service between Clovis, New Mexico and Dallas/Ft. Worth, Texas. Since then, we have continued our track record of success.

Route Map



Aircraft:

Boutique Air currently operates a modern fleet of Pilatus PC-12 aircraft. All flights are flown by captains with over 1,200 hours of flight experience and at a minimum, commercial, and instrumental ratings. While we are certified to fly single pilot we opt to fly with a two pilot crew. Boutique Air ensures pilots provide a level of customer service beyond that of normal commercial airlines.

- 8 or 9 Passenger Executive Configuration Pressurized Cabin
- Power Outlets
- Enclosed Lavatory



Proposal

Overview

Our airline service will be operated with 8 or 9 modern Pilatus PC-12 aircraft. We have proposed a two year contract for the community to consider.

In order to increase brand recognition in the communities, Boutique Air will spend at least \$20,000 per year in each market if it is selected for advertising & marketing to help ensure that air service for the community is a success. We will utilize a combination of radio, print, billboard, TV, and internet advertising.





Pilot Career Pathway Program

In January 2020 Boutique Air was proud to be a partner in the United Airlines Aviate Program. The AVIATE Program provides a unique opportunity for aviators to accelerate their journey from Commercial Pilot at Boutique Air to a job in the cockpit of United Airlines.

United Airlines Interline and Codeshare Agreement

Boutique Air launched an interline and codeshare agreement with United Airlines on May 1, 2017. Customers now have flow-through ticketing and baggage capabilities for those flights that connect with United Airlines.

American Airlines Interline Agreement

In addition Boutique Air has an interline agreement with American Airlines as of August 7, 2019. Passengers will be able to book through United.com and AA.com and connect with any of United or American flights.

Below are screenshots of our current service as reflected on United and American Airlines websites both domestic and international.



Special Note: COVID-19 Pandemic

Like many businesses, Boutique Air was significantly affected by COVID-19 Pandemic; great fluctuations in travel demand and staffing were challenges in 2020 and 2021. We have made a variety of adjustments to our business so that we can be a great air service partner to Eau Claire.

Community Input

Shortly after the bids are complete, Boutique Air will schedule meetings with airport and/or city officials. This will allow us to answer any questions and provide additional information.

While we can't promise we will be able to implement everyone's suggestions, we welcome feedback from the community, as well as anyone who may have an interest in the proposed flights. What we can promise is that we will listen to your feedback, and give it the attention and consideration it deserves.

With respect and appreciation,

Shawn Simpson
CEO



Eau Claire, WI to Minneapolis, MN

Option 1: 24 Nonstop RTs

Operations	PC-12
Scheduled Flights	2,496
Scheduled Block Hours	2,340
Scheduled Seats	22,464
Scheduled ASMs	4,088,448
Revenue	
Passengers	22,050
Average Fare	\$39
Fare Revenue	\$859,950
Total Revenue	\$859,950
Expenses	
Fuel	\$810,780
Ownership	\$880,000
Maintenance	\$1,280,120
Crew	\$860,990
Airport Rent	\$168,200
Landing Fees	\$149,805
Staff	\$475,525
Insurance	\$30,000
Marketing	\$30,000
Other Indirect Costs	\$320,000
Total Costs	\$5,005,420
Profit Element	\$250,271
Margin	5.0%
Total Annual Subsidy Year 1	\$4,395,741
Total Annual Subsidy Year 2	\$4,483,655