

NEWS

From Supervisor Gary Ovitt
Fourth District, San Bernardino County



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BOARD OF SUPERVISORS APPROVES CONSULTING CONTRACT AT CHINO AIRPORT

The San Bernardino County Board of Supervisors today approved a contract with Creative Pull Design, to provide aviation-specific marketing, theme development and design, planning, and consulting activities at the Chino Airport. The contract is not to exceed \$250,000 and runs from April 8, 2008 through June 30, 2008.

“As a result of an economic development study that focused on ways to maximize the airport’s potential, the Chino Airport Development Task Force (Task Force) was formed in 2007”, said Supervisor Gary Ovitt who introduced the measure.

“The Task Force was charged with defining the highest demand and best uses of Chino Airport, and to explore the economic development potential of Chino Airport and the surrounding areas”, said Ovitt.

The Task Force is an ongoing working group consisting of staff from the County: Economic Development Agency, Department of Real Estate Services, County Museum, Department of Architecture & Engineering, Department of Airports, and senior staff members from the 4th Supervisorial District; as well as outside agencies such as the City of Chino, Aimees Communications, O’Reilly Public Relations, the architectural and strategic planning firm of Widom, Wein, Cohen, O’Leary & Terasawa, and CB Richard Ellis.

The Task Force determined that it was necessary to hire an industry-specific company for future efforts at Chino Airport. In addition to possessing specialized aviation expertise, the ideal candidate would possess specific and comprehensive knowledge of various airports around Southern California, including Chino Airport. The ideal candidate would also possess the in-house knowledge and expertise to immediately commence the described activities. A critical event with high potential for successful impact is set for kick off May 16, 2008 (Planes of Fame, 2008 Air Show).

“Creative Pull Design (CPD) is a company with significant industry-related expertise and far reaching ties and experience in the aviation community. In addition, CPD currently has

established relationships and a successful history of marketing, theme development, and promotion for several private aviation companies located at Chino Airport. CPD is uniquely qualified to successfully meet the initial project expedited time frame as they possess both, the aviation-specific knowledge and experience, and a unique understanding of Chino Airport," said Supervisor Ovitt."

Contract services will include the following: Phase I – Chino Airport Planes of Fame Air Show and reception to take place May 16 - May 18, 2008. This phase will include design, graphic services and printing of invitations, event material, banners and other event related items.

Phase II – Chino Airport Promotion and Development. This phase will include conceptualization, design and printing of various promotional materials for the Chino Airport, designed around the themed story of historic Cal-Aero Field and the vision for the Airport's future.

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