



NEW YORK STATE SENATOR

Patty Ritchie

## Ritchie Secures \$80,000 to Help Watertown International Airport Improve Marketing Efforts

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State Senator Patty Ritchie is announcing she has secured \$80,000 in special funding that will allow the Watertown International Airport to enhance its marketing efforts and in turn, attract more people to our region and boost the local economy.

“In recent years, the Watertown International Airport has grown tremendously—and it has great potential to develop even further and serve even more travelers,” said Senator Patty

Ritchie.

“Through this funding, the Watertown International Airport will be able to enhance its marketing efforts and let even more potential passengers know about the convenient, quality options for travel available here in Jefferson County.”

Funding secured by Senator Ritchie will help raise increase awareness of the Watertown International Airport and encourage a wider range of potential travelers to choose it when making air travel plans.

To achieve that goal, the airport plans to increase its advertising on television, radio, the internet and billboards, while also growing its online presence through search engines, travel sites and social media. In addition, it also plans to sponsor community events and pursue efforts to encourage additional aviation business on site.

“These funds will make possible the ability of the airport to continue to promote the Watertown International Airport and airline service to the community. Through traditional, targeted online digital and boots on the ground marketing efforts, we expect to see continued steady growth and engagement in our market. Thank you to Senator Ritchie for securing these important funds,” Watertown International Airport Manager Grant Sussey said.

“Through this program, we can expand our current customer base through marketing efforts that tout the benefits of the Watertown International Airport to our region. Our airport not only connects our local residents and soldiers stationed on Fort Drum to the world, but also serves as a gateway to the beautiful Thousand Islands, helps create and maintain local jobs and encourages local development. I want to thank Senator Ritchie for helping us showcase the Watertown International Airport to even more people,” Jefferson County Board of

Legislators Chair Scott Gray said.

“It is critical that we keep the buzz about the Watertown International Airport and our partner American Airlines going, but also make sure it reaches places it’s never reached before. From our neighbors, soldiers, friends, family and business partners, we need to keep them informed on, and engaged with the services we have to offer. We owe a big thank you to Senator Ritchie for helping us do that,” Jefferson County Board of Legislators General Services Chairman Legislator Phillip Reed added.

This funding builds on Senator Ritchie’s past efforts to support the continued growth of the Watertown International Airport. Back in September, she secured \$200,000 for the airport to add a second travel carrier, which will allow it to add an additional, non-stop destination.

In November, she announced \$500,000 in funding for the airport to add a motorized baggage handling system. The new baggage system will help accommodate larger luggage, as well as reduce wait times for baggage claims by up to 30 minutes.