

**NOTICE OF A REGULAR MEETING OF
THE FRIEDMAN MEMORIAL AIRPORT AUTHORITY**

PLEASE TAKE NOTICE that a regular meeting of the Friedman Memorial Airport Authority shall be held Tuesday, May 12, 2026 at 5:30 p.m. at the **Old Blaine County Courthouse Meeting Room** Hailey, Idaho.

This meeting is open to the public and attendees are able to attend in person or by web access. Web access instructions below:

Please join the meeting from your computer, tablet, or smartphone.

<https://www.microsoft.com/en-us/microsoft-teams/join-a-meeting>

Meeting ID: 241 310 773 002

Meeting Passcode: TSKRDd

You can also dial in using your phone.

United States: 1 (208) 996-1013

Dial In Conference ID: 436 433 38#

The proposed Agenda for the meeting is as follows:

**AGENDA
May 12, 2026**

- I. APPROVE AGENDA – ACTION ITEM**
- II. PUBLIC COMMENT (10 Minutes Allotted)**
- III. FRIEDMAN MEMORIAL AIRPORT AUTHORITY MEETING MINUTES OF:**
 - A. April 7, 2026 Regular Meeting – Motion to Approve – **Attachment #1 ACTION ITEM**
 - B. April 14, 2026 Special Meeting – Motion to Approve – **Attachment #2 ACTION ITEM**
 - C. April 21, 2026 Special Meeting – Motion to Approve – **Attachment #3 ACTION ITEM**
- IV. REPORTS**
 - A. Chair Report
 - B. Blaine County Report
 - C. City of Hailey Report
 - D. Fly Sun Valley Alliance Report
 - E. Staff Team Report
- V. AIRPORT STAFF BRIEF (5 Minutes Allotted)**
 - A. Noise Complaints in April – None
 - B. Profit & Loss, ATCT Traffic Operations Count and Enplanement Data for March – **Attachment #4 - #6**
 - C. Review Correspondence
- VI. ACTION ITEMS**
 - A. NEW BUSINESS
 - 1. Website RFP – Consideration of Award – **Attachment #7 ACTION ITEM**
 - B. CONTINUING BUSINESS
 - 1. None
- VII. UPDATES AND DISCUSSION**
 - A. NEW BUSINESS
 - 1. Miscellaneous
 - i. None
 - 2. Construction and Capital Projects
 - i. None
 - 3. Airport Planning Projects
 - i. None
 - B. CONTINUING BUSINESS
 - 1. Miscellaneous
 - i. Sun Valley Conference (Allen and Co) Fly-In – Update
 - ii. Rental Automobile Concessionaire (RAC) RFP – Update
 - 2. Construction and Capital Projects
 - i. Air Traffic Control Tower – Update
 - ii. GA Pilots Lounge - Update
 - 3. Airport Planning Projects
 - i. Airport Infrastructure and Optimization Study – Update
- VIII. PUBLIC COMMENT**
- IX. ADJOURNMENT**

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III. FRIEDMAN MEMORIAL AIRPORT AUTHORITY MEETING MINUTES OF:

- A. April 7, 2026 Regular Meeting – Motion to Approve – **Attachment #1 ACTION ITEM**
- B. April 14, 2026 Special Meeting – Motion to Approve – **Attachment #2 ACTION ITEM**
- C. April 21, 2026 Special Meeting – Motion to Approve – **Attachment #3 ACTION ITEM**

IV. REPORTS

A. Chair Report

This item is on the agenda to permit a Chair report if appropriate.

B. Blaine County Report

This item is on the agenda to permit a County report if appropriate.

C. City of Hailey Report

This item is on the agenda to permit a City report if appropriate.

D. Fly Sun Valley Alliance Report

This item is on the agenda to permit a report if appropriate.

E. Staff Team Report

This item is on the agenda to permit a Staff Team's report if appropriate.

V. AIRPORT STAFF BRIEF – (5 Minutes Allotted)

A. Noise Complaints in April – None.

B. Profit & Loss, ATCT Traffic Operations Count and Enplanement Data - **Attachments #4 - #6**

Attachment #4 is Friedman Memorial Airport Profit & Loss Budget vs. Actual (unaudited)

Attachment #5 is ATCT Traffic Operations Record comparison by month

Attachment #6 are Enplanements, Deplanements and Seat Occupancy data

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The following revenue and expense analysis is provided for Board information and review:

March 2026		
Total Non-Federal Revenue	March, 2026	\$703,493
Total Non-Federal Revenue	March, 2025	\$789,587
Total Non-Federal Revenue	FY '26 thru March	\$4,491,321
Total Non-Federal Revenue	FY '25 thru March	\$3,814,049
Total Non-Federal Expenses	March, 2026	\$332,426
Total Non-Federal Expenses	March, 2025	\$449,919
Total Non-Federal Expenses	FY '26 thru March	\$3,411,856
Total Non-Federal Expenses	FY '25 thru March	\$2,771,682
Net Income excluding Federal Programs	FY '26 thru March	\$1,079,464
Net Income excluding Federal Programs	FY '25 thru March	\$1,042,367
Net Income to include Federal Programs	FY '26 thru March	\$98,156
Net Income to include Federal Programs	FY '25 thru March	\$2,911,671

C. Review Correspondence

VI. ACTION ITEMS (a vote may occur but is not required to be taken)

A. New Business

1. Website RFP – Consideration of Award – **Attachment #7 ACTION ITEM**

Staff issued a Request for Proposals (RFP) for website design services on January 27, 2026. Proposals were due on February 26, 2026. In total, 17 proposals were received.

Each proposal was thoroughly evaluated by a four-member selection committee comprised of airport staff, which narrowed the field to three finalists. The committee met again on Wednesday, March 9, 2026, to discuss and summarize its findings. Using the same scoring matrix included in the RFP, the top three proposals were then reviewed by Airport Director Tim Burke, Deputy Director of Operations and Security Alex Everman, and IT Consultant Teresa McGoffin. Following the review process, a winner was selected based on the final scoring matrix below:

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Proposal	Member #1	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7	Final Score
Beze Creative	80	86	81	80	85	84	82	578
Glick + Fray	86	79	74	80	72	83	79	553
Clear Mind Graphics	79.5	74	79	76	75	82	75	540.5

The proposal from Beze Creative is in the amount of \$43,975 and is inclusive of contingencies. Staff felt the proposal was thorough, technically impressive, provided a clear timeline and cost structure, and aligned closely with the goals outlined in the RFP. Beze Creative is based in Boise, Idaho.

The website redesign project is not currently included in the FY26 budget. Depending on year-to-date financial performance, staff may evaluate the feasibility of funding and may initiate the project during the current fiscal year. If funding is not available this fiscal year, staff anticipate budgeting the project for FY27, with work commencing on or after October 1, 2026.

ACTION REQUESTED: Motion to select Beze Creative for Website Redesign Services in the amount of \$43,975, with project timing and notice to proceed to be determined by staff based on budget availability and fiscal year planning.

- B. CONTINUING BUSINESS
 - 1. None

VII. UPDATES AND DISCUSSION

- A. NEW BUSINESS
 - 1. None

- B. CONTINUING BUSINESS
 - 1. Miscellaneous
 - i. Sun Valley Conference (Allen and Company) Fly-In – Update

For informational purposes, as the Board and community are aware, Friedman Memorial Airport serves each year as a base for aviation traffic associated with the annual “Sun Valley Conference,” also commonly referred to as the Allen & Company Conference.

The dates for this year’s event have been confirmed for July 7, 2026 through July 11, 2026. Staff anticipate operations and protocols will generally mirror those implemented in previous years.

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ii. Rental Automobile Concessionaire (RAC) RFP – Update

Staff are pleased to share that the request for proposals for Rental Automobile Concessionaires was published May 7th, 2026. Proposals are due June 25th, 2026. Staff will provide further updates to the Board as the process continues.

2. Construction and Capital Projects

i. Air Traffic Control Tower – Update

As discussed in the previous Board meeting, and as a reminder to the Board and our community, in accordance with the National Environmental Policy Act (NEPA) both the Final Environmental Assessment (EA) and the Finding of No Significant Impact (FONSI) have been published for transparency and reference on the Airport's "Plans and Studies" section of the website. A Notice of Availability (NOA) will be published in the local newspaper as required by NEPA.

The Air Traffic Control Tower project is progressing through the design phase and remains on the schedule previously shared with the Board.

ii. GA Pilots Lounge – Update

Construction crews are making great progress on the new General Aviation pilot's lounge and staff are planning a ribbon-cutting celebration with our tenants and stakeholders on Wednesday, July 1. Staff will communicate further details on this topic as the dates approach.

3. Airport Planning Projects

i. Airport Infrastructure and Optimization Study – Update

As verbally shared with the Board during the April 2026 meeting, the Airport received official FAA approval of the Aviation Activity Forecasts (AAF). These forecasts are a critical component of all Airport Master Plans and provide projections of future aviation activity over a planning period, typically 20 years.

The approved AAF confirmed that the Airport may use C-III aircraft, specifically the Embraer 175 regional jet and the Global Express 7500, as the critical aircraft for future planning at SUN. These aircraft represent the current existing critical aircraft and the future planned critical aircraft fleet mix currently operating at the Airport. This means the airport can plan into the future under the assumption that the largest aircraft type, presently utilizing the airport, will not change.

Separately, in April, Airport staff held a productive and collaborative meeting with FAA personnel in Seattle, Washington, to discuss the status of the planning study and review potential airfield layout options for the Airport. These layout concepts help guide the nature of future airport improvements and are another important element of the Airport Master Plan process. The FAA and Airport staff will continue working collaboratively to evaluate what is both realistic and feasible at the Airport's current location.

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VIII. PUBLIC COMMENT

IX. ADJOURNMENT

**MINUTES OF A REGULAR MEETING
OF THE
FRIEDMAN MEMORIAL AIRPORT AUTHORITY
April 7, 2026
5:30 P.M.**

IN ATTENDANCE:**BOARD MEMBERS:**

Board Chair – Martha Burke, Vice Chair – Muffy Davis, Secretary – Angenie McCleary, Board Members – Jacob Greenberg, Dale Bathum, Dustin Stone, Lindsay Mollineaux, Treasurer– Ron Fairfax

FRIEDMAN MEMORIAL AIRPORT STAFF:

Airport Director – Tim Burke, Deputy Director, Operations & Maintenance – Alex Everman, Deputy Director, Finance & Administration– Brian Blackburn, Security Manager – Nick Carnes, Business Operations Coordinator – Eliana Wolper, Administrative Coordinator II – Janice Hicks

AIRPORT LEGAL COUNSEL:

Lawson Laski Clark PLLC – Jim Laski

CALL TO ORDER: The meeting was called to order at 5:30 p.m. by Board Chair Burke

I. APPROVE AGENDA (2:04)

A motion to approve the agenda as presented.

MOTION: *Made by Vice Chair Davis to approve the agenda as presented. Seconded by Board Member Stone.*

PASSED UNANIMOUSLY

II. PUBLIC COMMENT (2:30)

Stephen Olinger with Enterprise Rental Car gave public comment regarding the new CFC resolution and expressed concern that it eliminates the wording of the previous resolution reserving CFC funds for rental car related expenses.

III. APPROVE FMAA MEETING MINUTES (4:50)

A. March 3, 2026, Regular Meeting – Motion to Approve – **Attachment #1 ACTION ITEM**

Treasurer Fairfax corrected his attendance and a typo in the minutes related to the Ardurra award amount.

MOTION: *Made by Board Member Stone to approve the minutes as amended. Seconded by Board Member Mollineaux.*

PASSED UNANIMOUSLY

IV. REPORTS (3:23)

A. Chair Report

Board Chair Burke stated that she was impressed with the discrepancy free FAA inspection. She complimented the entire staff for their efforts to make the airport successful and safe.

B. Blaine County Report

Secretary McCleary thanked the airport for everything that was done to support the TSA and wanted advice on what Blaine County can do to help.

C. City of Hailey Report

None.

D. Fly Sun Valley Report

None.

E. Airport Team Reports (see PowerPoint Presentation) (4:38)

Airport Director Burke gave a reminder of the upcoming airport closure for runway and pavement maintenance from May 26th to May 28th. Helicopter traffic will be allowed to continue operating for medevac operations. He reported that March continued to be record-breaking for passenger traffic through the terminal, likely due to the quality of snowmaking on Bald Mountain.

Airport Director Burke complimented the local TSA officers for handling traffic with grace and positive while working without pay due to a federal government shutdown. The busiest days were Saturday and Sunday. This is leading to space constraints in the parking lot and the terminal building.

Deputy Director of Airport Operations, Alex Everman, gave a summary of the FAA Part 139 inspection which was conducted on April 3rd. The inspection includes emergency preparedness, training records, and other records and documentation. He recognized Airport Director Burke for creating the framework for success and the airport operations team for their work to maintain compliance at all times. He recognized Airport Operations Supervisor Oliver Nordlie for refreshing the training curriculum and spearheading the inspection.

Airport Operations Supervisor Oliver Nordlie recognized the hard work from the team and tenants that led to a successful inspection. He thanked the Board and Airport Director Burke for their support.

Board Member Stone inquired about potential changes to the budget in terms of fuel costs due to the ongoing worldwide situation. Coty Demster with Atlantic Aviation answered that fuel prices are going up and that they are doing their best to keep costs down. Airport Director Burke clarified that the airport does not purchase aviation fuel and only purchases diesel and unleaded fuel.

V. AIRPORT STAFF BRIEF

A. Noise Complaints in March (**See Attachment #2**)

B. Profit & Loss, ATCT Traffic Operations Count and Enplanement Data (**See Attachment #3-#5**)

Interim Airport Director Burke reported that February was busy with a 13% increase in enplanements. March operations were up 24% likely due to the FIS Alpine World Cup.

C. Review Correspondence (**See Attachment #6**)

VI. ACTION ITEMS (21:16)

A. NEW BUSINESS

1. Customer Facility Charge (CFC) Resolution No. 2026-01 – Consideration of Approval – **Attachment #7 ACTION ITEM**

Airport Counsel Jim Laski reminded the Board that the Airport had hired Leibowitz and Horton to consult on the new rental car concession contract that are upcoming in October. They pointed out that the previous CFC resolution was broadly scoped. The 2022 resolution added a fee of \$3.50 per day to pay for a new Quick-Turn Facility for rental car providers. The new resolution adds a per day fee of \$4.50 charged on all rental days and does not limit the use of CFC funds to exclusively rental car improvements which increases flexibility. The new CFC will go into a separate account.

The Board discussed an ongoing commitment to using the CFC funds for a QTA facility but agreed that having flexibility is ideal for emergency situations. The decision was made to add language to the resolution reflecting FAA grant assurance 22 to limit airport generated revenue to airport use.

MOTION: *Made by Board Member Stone to approve and adopt Resolution 2026-01, amending paragraph 8 with verbiage in accordance with FAA guidelines, updating and authorizing the continuation of the Customer Facility Charge program at Friedman Memorial Airport to fund improvements and expenses, effective in Fiscal Year 2027. Seconded by Vice Chair Davis.*

PASSED UNANIMOUSLY

2. ITD Division of Aeronautics Grant Offer – Consideration of Recommendation of Acceptance – **Attachment #8 - #9 ACTION ITEM**

Airport Director Burke informed that Board that the Idaho Transportation Department Division of Aeronautics has extended a grant offer of \$50,000 which will be used to reimburse AIP Project 059, property acquisition of the Flying Hat Ranch.

The Board discussed recently added language within the grant offer to comply with FAA Hangar use regulations. The airport is already in compliance with these regulations.

MOTION: *Made by Board Member Mollineaux to recommend acceptance of the ITD Division of Aeronautics Grant Offer in the amount of \$50,000 by the City of Hailey and Blaine County as airport co-sponsors. The actions will further direct staff and legal counsel to develop the appropriate city and county resolutions to support acceptance of the Grant offer. Seconded by Board Member Greenberg.*

PASSED UNANIMOUSLY

3.

B. CONTINUING BUSINESS

1. None

VII. UPDATES AND DISCUSSION

(46:48)

A. NEW BUSINESS

1. Federal Legislative Affairs – Alert and PAPA Acts – Discussion

Airport Director Burke reported on some concerning legislation in Washington, D.C. The PAPA (Pilot and Aircraft Privacy Act) which has passed through the House Transportation Committee. He shared that this legislation, if passed, will prevent airports from using ADS-B data to charge fees. This process is currently used by the airport to collect parking and landing fees. If the ability to automate fee charging goes away with the passage of the act, changes to fees may impact local airport users through higher rents, higher

fuel flowage fees, and higher landing fees. This is due to the higher cost to the airport to collect the same amount of fees without automation.

John Strauss, local pilot and flight instructor, gave a pilot's perspective on the PAPA act. He noted that pilots will turn off their ADS-B receivers to avoid fees which is a violation of federal regulations and a safety issue.

The Board discussed the history of the use of ADS-B data for billing which brought the airport to a 95% successful billing rate showing equitability of how fees are being assessed. There was discussion of incorporating this potential change into the upcoming Fiscal Year 27 budget. There was also discussion of potential changes to how the billing will work if this passes.

2. Parking Lot Capacity Constraints – Update and Discussion

Airport Director Burke reported that the parking lot reached capacity multiple times during March which led to creative overflow parking solutions including parking in grass areas and side lanes. Complimentary overnight parking for airline staff was suspended due to capacity constraints. Staff are working with consultants to evaluate parking rates and charges that could help manage demand. Ongoing capacity constraints could present a safety issue going forward.

The Board discussed potential future solutions, how new parking areas can be paid for, and what is driving these increases in parking lot usage. Likely it is because more local people are traveling.

B. CONTINUING BUSINESS

1. Miscellaneous

i. Federal Government Shutdown and Impacts on TSA – Update

Airport Director Burke reported on the recent partial government shutdown and the impacts that it had on local TSA agents. TSA agents went without pay for 44 days. On March 26th, a presidential executive order was made to pay TSA agents immediately. Airport staff was able to provide breakfasts, offset gas costs in the TSA staff van, and arranged a donation drive from the local community. The community donated \$13,725 in gift cards for TSA agents, Sheriff Ballis and the Blaine County Law Enforcement donated \$200 gift cards to each TSA employee, and 3 food donation bins were filled multiple times. Unfortunately, 4 TSA agents were lost during the shutdown.

2. Construction and Capital Projects

i. Air Traffic Control Tower – Update – **Attachment #10**

Airport Director Burke provided an update on the ongoing Air Traffic Control Tower process with a Finding of No Significant Impact in the Environmental Assessment process with the FAA. The project is on schedule and staff is working through the design phase. There will be an opportunity for the Board, City of Hailey, and Blaine County to review the design. The final EA and the FONSI are on the airport website.

ii. Runway and Taxiway Preventative Maintenance Project **(This was a late addition to the meeting and not on the agenda)**

Airport Director Burke introduced the topic of approving a contractor for the Pavement and Taxiway Maintenance Project. Bids were received after the completion of the Board packet

and will need to be voted on during a Special Meeting so that the selected contractor can order materials in time for the project in late May.

3. Airport Planning Projects

i. Airport Infrastructure and Optimization Study – Update

Airport Director Burke provided an update on the Master Plan Update process. Staff has officially received approval of the Aviation Activity Forecasts which will be used to evaluate long-term passenger facility requirements and airfield infrastructure needs.

ii. Terminal Architectural Improvement Study & Capacity Constraints – Update

Airport Director Burke provided updates on the Terminal planning study and the Title VI inspection. RLB Architects has provided some preliminary designs for the TSA checkpoint. Ongoing work will include engineers and final design that will be brought before the Board.

The Title VI inspection identified the revolving door as not ADA compliant. It was compliant when installed but standards have changed. The next time the airport undergoes a meaningful update to the terminal, the door will be updated. Staff is evaluating anti-passback doors like those installed in Salt Lake City. The inspection also identified the need for a Service Animal Relief area but the airport has been granted an exemption due to the space constraints in the terminal.

The Board discussed ADA compliance and the exemption to the Service Animal Relief Area. RLB Architects will be exploring the new door layout within the ongoing terminal study.

There was discussion of capacity constraints and what is leading to the terminal reaching capacity regularly. There have been delays at other airports causing additional passengers to be held in the terminal. The terminal is not designed to accommodate more than 4 flights worth of passengers at any one time. These insights will be used in long term planning for the terminal and hold room.

VIII. PUBLIC COMMENT

(1:39:34)

John Strauss addressed a meeting between the FAA and the airport regarding the separation between inbound and outbound traffic. His concern was that the meeting changed the paths of aircraft, which it did not. The change was to a 7 mile final instead of a 5 mile final. John would like to spread the information regarding the changes to procedures.

Airport Director Burke responded to clarify that the lack of public outreach was on the part of the FAA, not the local airport.

IX. ADJOURNMENT

The April 7, 2026, Regular Meeting of the Friedman Memorial Airport Authority was adjourned at 7:12 p.m.

Angenie McCleary, Secretary

** Additional resources/materials that should be reviewed with these meeting minutes include but are not limited to the Friedman Memorial Airport Authority Board Packet briefing, the PowerPoint presentation prepared for this meeting and any referenced attachments.*

**MINUTES OF A SPECIAL MEETING
OF THE
FRIEDMAN MEMORIAL AIRPORT AUTHORITY
April 14, 2026
5:30 P.M.**

IN ATTENDANCE:

BOARD MEMBERS:

Board Chair – Martha Burke, Secretary – Angenie McCleary, Board Members – Dustin Stone, Jacob Greenberg, Lindsay Mollineaux

FRIEDMAN MEMORIAL AIRPORT STAFF:

Airport Director – Tim Burke, Deputy Director of Finance and Administration – Brian Blackburn, Business Operations Coordinator – Eliana Wolper

AIRPORT LEGAL COUNSEL:

Lawson Laski Clark PLLC – Jim Laski

CALL TO ORDER: The meeting was called to order at 5:30 p.m. by Board Chair Burke

I. APPROVE AGENDA

MOTION: Motion made by Board Member Mollineaux to approve the agenda as presented. Motion seconded by Board Member Greenberg.

PASSED UNANIMOUSLY

II. Action Items (a vote may occur but is not required to be taken)

A. Runway / Taxiway Pavement Maintenance – Approval of Award —Attachment #1 ACTION ITEM

Airport Director Burke presented the background for the sealed bid opening related to the project of Runway / Taxiway Pavement Maintenance. The bid opening was held April 1st with the apparent low bid submitted by Maxwell Asphalt Inc. The bid was deemed responsive and included all required components.

MOTION: Motion made by Board Member Greenberg to award the contract to Maxwell Asphalt Inc. in the amount of \$797,674.00, contingent upon FAA concurrence. Motion seconded by Board Member Stone.

PASSED UNANIMOUSLY

III. ADJOURNMENT

The April 14, 2026 Special Meeting of the Friedman Memorial Airport Authority was adjourned at 5:40 p.m.

Angenie McCleary, Secretary

** Additional resources/materials that should be reviewed with these meeting minutes include but are not limited to the Friedman Memorial Airport Authority Board Packet briefing, the PowerPoint presentation prepared for this meeting and any referenced attachments.*

**MINUTES OF A SPECIAL MEETING
OF THE
FRIEDMAN MEMORIAL AIRPORT AUTHORITY
April 21, 2026
4:30 P.M.**

IN ATTENDANCE:

BOARD MEMBERS:

Board Chair – Martha Burke, Vice Chair – Davis, Board Members – Dustin Stone, Dale Bathum, Jacob Greenberg, Lindsay Mollineaux

FRIEDMAN MEMORIAL AIRPORT STAFF:

Airport Director – Tim Burke, Deputy Director of Finance and Administration – Brian Blackburn, Business Operations Coordinator – Eliana Wolper

AIRPORT LEGAL COUNSEL:

Lawson Laski Clark PLLC – Jim Laski

CALL TO ORDER: The meeting was called to order at 4:40 p.m. by Board Chair Burke

I. APPROVE AGENDA

MOTION: Motion made by Chair Burke to approve the agenda as presented. Motion seconded by Board Member Mollineaux.

PASSED UNANIMOUSLY

II. Action Items (a vote may occur but is not required to be taken)

- A. Review of Decision for Award of AIP Project 065 for Runway and Taxiway Pavement Maintenance made by FMAA Board of April 14, 2026 in light of Protest received from Hi-Lite Airfield Services, LLC. Following review, the Board shall determine whether to affirm the prior award, modify the award, or choose to rebid – **Attachment #1 - #4 ACTION ITEM**

Airport Director Burke presented the background for the sealed bid opening related to the project of Runway / Taxiway Pavement Maintenance and the award process that had already occurred. On April 14th, 2026, a Protest was received from Hi-Lite Airfield Services, LLC. which cited three issues with the awarded bid. First, it was noted that Maxwell stated that their Contractor’s Supplemental Equipment Rate list was available upon request. This was determined to be acceptable after staff, legal, and project manager review. Hi-Lite also submitted an incomplete Supplement Equipment rate list. It is ultimately the Sponsor’s responsibility to decide if the exceptions made by the Bidder are material or minor informalities. It was determined that this omission was a minor informality.

Second, Hi-Lite noted the lack of a corporate seal on the Non-Collusion Affidavit. This is not required by the FAA or Idaho state law so it was determined that the bid is still responsive with this omission.

Third, Hi-Lite stated that there was an apparent material error and unbalanced pricing in the bid. According to the bid document, the only objective measure of an unbalanced bid is mobilization, which is limited to 10% of the bid. This is not an issue with the Maxwell bid.

Staff determined that the protest by Hi-Lite was not persuasive after review with legal counsel and the project manager. Staff recommended that the Board continue with the award to Maxwell.

The board discussed the standard state law and procedures that govern bringing a protest in front of the board. It was determined that staff would like to play it safe and keep the board fully informed. Members of the board appreciated the thoroughness of the response and the process.

MOTION: Motion made by Board Member Stone to uphold the award to Maxwell Asphalt, Inc in the amount of \$797,674.00, contingent upon FAA concurrence, citing that the stipulations cited in the protest were administrative in nature and therefore a minor informality and with the belief that upholding the award is in the best interest of FMAA. Motion seconded by Vice Chair Davis.

PASSED UNANIMOUSLY

III. ADJOURNMENT

The April 21, 2026, Special Meeting of the Friedman Memorial Airport Authority was adjourned at 4:55 p.m.

Angenie McCleary, Secretary

* *Additional resources/materials that should be reviewed with these meeting minutes include but are not limited to the Friedman Memorial Airport Authority Board Packet briefing, the PowerPoint presentation prepared for this meeting and any referenced attachments.*

Friedman Memorial Airport
Profit & Loss Budget vs. Actual (COMBINED '26)

7:33 AM

05/07/2026

Accrual Basis

Ordinary Income/Expense

Income

4000-00 · AIRCARRIER

	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
4000-01 · Aircarrier - Lease Space	324,692	530,000.00	-205,307.74	61.26%
4000-02 · Aircarrier - Landing Fees	227,551	300,000.00	-72,449.35	75.85%
4000-03 · Aircarrier - Gate Fees	0	0.00	0.00	0.0%
4000-04 · Aircarrier - Utility Fees	180	360.00	-180.00	50.0%
4010-07 · Aircarrier - '14 PFC App	0	0.00	0.00	0.0%
4010-08 · Aircarrier - '25 PFC App	251,616	514,000.00	-262,383.67	48.95%

Total 4000-00 · AIRCARRIER

4020-00 · TERMINAL AUTO PARKING REVENUE

4020-01 · Automobile Parking - Terminal	594,292	900,000.00	-305,708.08	66.03%
4020-02 · Automobile Parking - Passes	80	600.00	-520.00	13.33%

Total 4020-00 · TERMINAL AUTO PARKING REVENUE

4030-00 · AUTO RENTAL REVENUE

4030-01 · Automobile Rental - Commission	475,958	800,000.00	-324,042.43	59.5%
4030-02 · Automobile Rental - Lease Space	18,084	35,000.00	-16,916.48	51.67%
4030-03 · Automobile Rental - Auto Prkng	41,545	75,000.00	-33,455.32	55.39%
4030-04 · Automobile Rental - Utilities	1,411	2,500.00	-1,088.98	56.44%
4030-00 · AUTO RENTAL REVENUE - Other	0	0.00	0.00	0.0%

Total 4030-00 · AUTO RENTAL REVENUE

4040-00 · TERMINAL CONCESSION REVENUE

4040-01 · Terminal Shops - Commission	41,259	47,000.00	-5,741.15	87.79%
4040-03 · Terminal Shops - Utility Fees	1,411	2,500.00	-1,088.98	56.44%
4040-04 · Pay Phones - Commission	0	60,000.00	-60,000.00	0.0%
4040-10 · Advertising - Commission	38,208	6,000.00	32,207.88	636.8%
4040-11 · Vending Machines - Commission	2,560	0.00	2,560.05	100.0%
4040-12 · Terminal ATM	300	600.00	-300.00	50.0%

Total 4040-00 · TERMINAL CONCESSION REVENUE

4050-00 · FBO REVENUE

4050-01 · FBO - Lease Space	102,017	198,000.00	-95,982.52	51.52%
4050-02 · FBO - Overnight Parking Fees	0	0.00	0.00	0.0%
4050-04 · FBO - Commission	48,182	55,000.00	-6,818.20	87.6%
4050-07 · FBO - Miscellaneous	0	0.00	0.00	0.0%

Total 4050-00 · FBO REVENUE

4060-00 · FUEL FLOWAGE REVENUE

4060-01 · Fuel Flowage - FBO	296,957	500,000.00	-203,042.81	59.39%
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Total 4060-00 · FUEL FLOWAGE REVENUE

4070-00 · TRANSIENT REVENUE

4070-01 · Parking Fees - Non-Comm./Gov't	258,930	410,000.00	-151,070.00	63.15%
4070-02 · Landing Fees - Non-Comm./Gov't	270,664	600,000.00	-329,335.70	45.11%

Total 4070-00 · TRANSIENT REVENUE

4080-00 · HANGAR REVENUE

4080-01 · Land Lease - Hangar	397,999	774,000.00	-376,000.76	51.42%
4080-02 · Land Lease - Hangar/Trans. Fee	217,089	50,000.00	167,088.75	434.18%
4080-03 · Hangar/Utilities (E8,11,24)	491	500.00	-8.86	98.23%
4080-05 · Land Lease - FMA Hangar Rentals	25,649	50,000.00	-24,351.00	51.3%

Total 4080-00 · HANGAR REVENUE

4090-00 · TIEDOWN PERMIT FEES REVENUE

4090-01 · Tiedown Permit Fees (FMA)	45,431	36,000.00	9,431.00	126.2%
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Total 4090-00 · TIEDOWN PERMIT FEES REVENUE

	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
4100-00 · CARGO CARRIERS REVENUE				
4100-01 · Cargo Carriers - Landing Fees	0	0.00	0.00	0.0%
4100-02 · Cargo Carriers - Tiedown	0	0.00	0.00	0.0%
4100-00 · CARGO CARRIERS REVENUE - Other	0	0.00	0.00	0.0%
Total 4100-00 · CARGO CARRIERS REVENUE	0	0.00	0.00	0.0%
4110-00 · MISCELLANEOUS REVENUE				
4110-01 · Misc. Revenue	137,726	2,000.00	135,726.00	6,886.3%
4110-05 · Misc. Incident/Accident	0	0.00	0.00	0.0%
4110-09 · Miscellaneous Expense Reimburse	0	0.00	0.00	0.0%
4900-00 · GAIN/LOSS ON EQUIP. DISP.	0	0.00	0.00	0.0%
Total 4110-00 · MISCELLANEOUS REVENUE	137,726	2,000.00	135,726.00	6,886.3%
4120-00 · GROUND TRANSP. PERMIT REVENUE				
4120-01 · Ground Transportation Permit	22,750	24,000.00	-1,250.00	94.79%
4120-02 · GTSP - Trip Fee	2,980	5,000.00	-2,020.00	59.6%
4120-00 · GROUND TRANSP. PERMIT REVENUE - Other	0	0.00	0.00	0.0%
Total 4120-00 · GROUND TRANSP. PERMIT REVENUE	25,730	29,000.00	-3,270.00	88.72%
4400-00 · TSA/SECURITY				
4400-02 · Terminal Lease	21,933	30,000.00	-8,066.56	73.11%
4400-03 · Security Prox. Cards	35,484	40,000.00	-4,516.00	88.71%
4400-00 · TSA/SECURITY - Other	0	0.00	0.00	0.0%
Total 4400-00 · TSA/SECURITY	57,417	70,000.00	-12,582.56	82.03%
4450-00 · RANCH REVENUE				
4450-01 · Ranch House Rent	9,600	7,200.00	2,400.00	133.33%
4450-02 · Ranch Lease	27,000	54,000.00	-27,000.00	50.0%
Total 4450-00 · RANCH REVENUE	36,600	61,200.00	-24,600.00	59.8%
4500-00 · IDAHO STATE GRANT PROGRAM REV.				
4500-24 · SUN-24	0	0.00	0.00	0.0%
4500-26 · IDOT F208SUN	0	15,000.00	-15,000.00	0.0%
Total 4500-00 · IDAHO STATE GRANT PROGRAM REV.	0	15,000.00	-15,000.00	0.0%
4520-00 · INTEREST REVENUE				
4520-01 · Interest Revenue - General	385,145	600,000.00	-214,854.91	64.19%
4520-07 · Interest Revenue - '14 PFC	0	0.00	0.00	0.0%
4520-11 · Interest Revenue - Leases	0	0.00	0.00	0.0%
4520-12 · Interest Revenue - CFC	7,622	0.00	7,621.86	100.0%
4520-13 · Interest Revenue - '25 PFC	293	0.00	293.08	100.0%
Total 4520-00 · INTEREST REVENUE	393,060	600,000.00	-206,939.97	65.51%
4600-00 · Relief Grants Oper.				
4600-01 · Coronavirus Relief Grants Oper.	0	0.00	0.00	0.0%
4600-02 · CRRSA/ARPA Operational	0	0.00	0.00	0.0%
4600-00 · Relief Grants Oper. - Other	0	0.00	0.00	0.0%
Total 4600-00 · Relief Grants Oper.	0	0.00	0.00	0.0%
4750-00 · Terminal Area Plan (TAP)				
4750-01 · Terminal Area Plan	0	0.00	0.00	0.0%
Total 4750-00 · Terminal Area Plan (TAP)	0	0.00	0.00	0.0%
4752-00 · CARES Act				
4752-01 · CARES Act	0	0.00	0.00	0.0%
Total 4752-00 · CARES Act	0	0.00	0.00	0.0%
4753-00 · AIP '53 - Rehabilitate Runway				
4753-01 · AIP '53 - Rehabilitate Runway	0	0.00	0.00	0.0%
Total 4753-00 · AIP '53 - Rehabilitate Runway	0	0.00	0.00	0.0%
4756-00 · AIP '56 - Rehab Runway Phase 2				
4756-01 · AIP '56 - Rehab Runway Phase 2	0	0.00	0.00	0.0%
Total 4756-00 · AIP '56 - Rehab Runway Phase 2	0	0.00	0.00	0.0%
4758-00 · AIP '58 - Rehab Runway Phase 3				

	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
4758-01 · AIP '58 - Rehab Runway Phase 3	0	0.00	0.00	0.0%
Total 4758-00 · AIP '58 - Rehab Runway Phase 3	0	0.00	0.00	0.0%
4759-00 · AIP '59 - Acquire Land for Appr				
4759-01 · AIP '59 - Acquire Land for Appr	0	0.00	0.00	0.0%
Total 4759-00 · AIP '59 - Acquire Land for Appr	0	0.00	0.00	0.0%
4760-00 · AIP '60 - CARES Dev. Addendum				
4760-01 · AIP '60 - CARES Dev. Addendum	0	0.00	0.00	0.0%
Total 4760-00 · AIP '60 - CARES Dev. Addendum	0	0.00	0.00	0.0%
4761-00 · AIP '61 - Airfield Pavement Etc				
4761-01 · AIP '61 - Airfield Pavement Etc	-428,605	700,000.00	-1,128,604.62	-61.23%
Total 4761-00 · AIP '61 - Airfield Pavement Etc	-428,605	700,000.00	-1,128,604.62	-61.23%
4762-00 · AIP '62 - Airfield AGIS				
4762-01 · AIP '62 Airfield AGIS	-10,671	600,000.00	-610,671.10	-1.78%
Total 4762-00 · AIP '62 - Airfield AGIS	-10,671	600,000.00	-610,671.10	-1.78%
4763-00 · AIP '63 - Infrastructure/Optimi				
4763-01 · AIP '63 Infrastructure/Optimi	168,432	902,000.00	-733,568.09	18.67%
Total 4763-00 · AIP '63 - Infrastructure/Optimi	168,432	902,000.00	-733,568.09	18.67%
4764-00 · AIP '64 - GA Terminal				
4764-01 · AIP '64 - GA Terminal	264,569	740,000.00	-475,430.69	35.75%
Total 4764-00 · AIP '64 - GA Terminal	264,569	740,000.00	-475,430.69	35.75%
4800-00 · Current Year AIP	0	2,700,000.00	-2,700,000.00	0.0%
4850-00 · CFC Pass-through Revenue	158,231	400,000.00	-241,768.56	39.56%
Total Income	4,485,046	12,766,260.00	-8,281,213.94	35.13%
Gross Profit	4,485,046	12,766,260.00	-8,281,213.94	35.13%
Expense				
5000 · EXPENDITURES				
5000-00 · "A" EXPENSES				
5010-00 · Salaries - Admin Salaries				
5010-01 · Salaries - Airport Director	87,567	181,000.00	-93,433.30	48.38%
5010-02 · Salaries - Deputy Director F&A	61,495	128,750.00	-67,255.50	47.76%
5010-04 · Salaries - Admin Coordinator	33,100	69,888.00	-36,787.59	47.36%
5010-05 · Salaries - Business Ops Coord	34,943	70,000.00	-35,056.85	49.92%
5010-06 · Salaries - Security Manager	105,318	109,181.00	-3,863.29	96.46%
Total 5010-00 · Salaries - Admin Salaries	322,422	558,819.00	-236,396.53	57.7%
5020-00 · Salaries - Operations Salaries				
5020-01 · Salaries - Deputy Director O&M	71,201	155,000.00	-83,798.67	45.94%
5020-02 · Salaries - ARFF/OPS Specialist	301,816	685,000.00	-383,183.64	44.06%
5020-03 · Salaries - Parking Specialists	73,434	159,200.00	-85,766.38	46.13%
5020-04 · Salaries - ARFF Coverage	0	2,500.00	-2,500.00	0.0%
Total 5020-00 · Salaries - Operations Salaries	446,451	1,001,700.00	-555,248.69	44.57%
5030-00 · Salaries - Seasonal Salaries				
5030-01 · Salaries- Seasonal-Snow Removal	46,766	60,000.00	-13,233.74	77.94%
5030-02 · Salaries - Seasonal - Arpt Host	4,663	5,000.00	-337.50	93.25%
Total 5030-00 · Salaries - Seasonal Salaries	51,429	65,000.00	-13,571.24	79.12%
5040-00 · Salaries - Overtime				
5040-01 · Overtime - General	8,932	15,000.00	-6,068.01	59.55%
5040-02 · Overtime - Snow Removal	3,533	25,000.00	-21,466.77	14.13%
Total 5040-00 · Salaries - Overtime	12,465	40,000.00	-27,534.78	31.16%
5050-00 · Salaries - Adjustment/Merit	0	83,276.00	-83,276.00	0.0%
5060-00 · Salaries - One-time Pay	31,695	41,513.00	-9,818.28	76.35%
5070-00 · Compensated Absenses Accrued	0	0.00	0.00	0.0%
5100-00 · Retirement	82,498	200,242.00	-117,744.04	41.2%
5110-00 · Social Security/Medicare	63,900	136,959.00	-73,059.04	46.66%
5120-00 · Life Insurance	495	2,000.00	-1,504.69	24.77%

	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
5130-00 · Medical Insurance	129,449	290,000.00	-160,550.61	44.64%
5160-00 · Workman's Compensation	26,099	20,000.00	6,099.00	130.5%
Total 5000-00 · "A" EXPENSES	1,166,904	2,439,509.00	-1,272,604.90	47.83%
6000 · "B" EXPENDITURES				
6000-0 · "B" EXPENSES - ADMINISTRATIVE				
6000-00 · TRAVEL EXPENSE				
6000-01 · Travel	25,219	50,000.00	-24,781.04	50.44%
Total 6000-00 · TRAVEL EXPENSE	25,219	50,000.00	-24,781.04	50.44%
6010-00 · SUPPLIES/EQUIPMENT EXPENSE				
6010-01 · Supplies/Equipment - Office	4,260	8,200.00	-3,940.08	51.95%
6010-02 · Supplies/Equipment - Parking	0	700.00	-700.00	0.0%
6010-03 · Supplies/Equipment - Computer	27,838	30,000.00	-2,162.18	92.79%
Total 6010-00 · SUPPLIES/EQUIPMENT EXPENSE	32,098	38,900.00	-6,802.26	82.51%
6020-00 · INSURANCE				
6020-01 · Insurance	66,432	133,000.00	-66,568.00	49.95%
Total 6020-00 · INSURANCE	66,432	133,000.00	-66,568.00	49.95%
6030-00 · UTILITIES				
6030-01 · Utilities - Gas/Terminal	2,946	12,000.00	-9,054.00	24.55%
6030-02 · Utilities - Gas/AOB & Cold Stor	2,388	8,000.00	-5,612.00	29.85%
6030-03 · Utilities - Elect./Runway&PAPI	2,862	6,000.00	-3,138.45	47.69%
6030-04 · Utilities - Elec./AOB & Cold St	4,992	10,000.00	-5,007.51	49.93%
6030-05 · Utilities - Electric/Terminal	31,025	62,000.00	-30,975.00	50.04%
6030-06 · Utilities - Telephone	8,720	23,000.00	-14,280.40	37.91%
6030-07 · Utilities - Water	4,200	18,000.00	-13,800.41	23.33%
6030-08 · Utilities - Garbage Removal	23,202	24,000.00	-797.75	96.68%
6030-09 · Utilities - Sewer	7,007	10,000.00	-2,993.08	70.07%
6030-11 · Utilities - Electric/Tower	3,442	7,000.00	-3,558.33	49.17%
6030-12 · Utilities - Elec./Brdfrd.Hghl	289	600.00	-310.93	48.18%
6030-13 · Utilities - Elec. Exit Booth	456	1,500.00	-1,043.97	30.4%
6030-15 · Utilities - Elec/AWOS	1,964	3,500.00	-1,536.16	56.11%
6030-16 · Utilities - Elec. Wind Cone	163	330.00	-167.14	49.35%
6030-17 · Utilities - Elec./Gas- Hangar	3,012	6,000.00	-2,988.26	50.2%
6030-20 · Utilities - Ranch	11,212	80,000.00	-68,787.79	14.02%
Total 6030-00 · UTILITIES	107,879	271,930.00	-164,051.18	39.67%
6040-00 · SERVICE PROVIDER				
6040-01 · Service Provider - General	1	0.00	1.00	100.0%
6040-02 · Service Provider - Term. Serv.	21,531	8,000.00	13,530.89	269.14%
6040-03 · Service Provider - AOB Services	55,012	75,000.00	-19,988.20	73.35%
6040-04 · Service Provider-Ops./Airfield	6,572	18,000.00	-11,428.00	36.51%
6040-13 · Service Provider-Parking Lot	39,262	85,000.00	-45,737.59	46.19%
Total 6040-00 · SERVICE PROVIDER	122,378	186,000.00	-63,621.90	65.8%
6050-00 · PROFESSIONAL SERVICES				
6050-01 · Professional Services - Legal	39,106	250,000.00	-210,893.52	15.64%
6050-02 · Professional Serv. - Audit/Fina	78,334	140,000.00	-61,666.21	55.95%
6050-03 · Professional Services - Enginee	36,169	75,000.00	-38,831.21	48.23%
6050-04 · Professional Services - HR	2,008	16,000.00	-13,992.50	12.55%
6050-05 · Professional Services - Gen.	13,096	20,000.00	-6,904.27	65.48%
6050-10 · Prof. Srvc.-IT/Comp. Support	81,968	170,000.00	-88,032.50	48.22%
6050-12 · Prof. Serv.- Planning Air Serv.	0	2,000.00	-2,000.00	0.0%
6050-13 · Prof. Serv.-Website Hosting	240	1,200.00	-960.00	20.0%
6050-15 · Prof. Serv.-Web Maint-Outreach	319	30,000.00	-29,681.27	1.06%
6050-17 · Prof. Serv. - Airspace Consult.	0	40,000.00	-40,000.00	0.0%
6050-19 · Prof. Serv.-ATCT Relocation	2,310	25,000.00	-22,690.00	9.24%
6050-21 · Professional Services - Other	5,614	45,000.00	-39,386.45	12.48%

	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
Total 6050-00 · PROFESSIONAL SERVICES	259,162	814,200.00	-555,037.93	31.83%
6060-00 · MAINTENANCE-OFFICE EQUIPMENT				
6060-01 · Maint.-Office Equip./Gen.	316			
6060-04 · Maintenance - Copier	1,783	2,000.00	-216.71	89.17%
6060-05 · Maintenance - Phone	0	1,000.00	-1,000.00	0.0%
Total 6060-00 · MAINTENANCE-OFFICE EQUIPMENT	2,099	3,000.00	-901.03	69.97%
6070-00 · RENT/LEASE OFFICE EQUIPMENT				
6070-02 · Rent/Lease - Postage Meter	674	1,500.00	-826.22	44.92%
Total 6070-00 · RENT/LEASE OFFICE EQUIPMENT	674	1,500.00	-826.22	44.92%
6080-00 · DUES/MEMBERSHIPS				
6080-01 · Dues/Memberships	8,018	20,000.00	-11,982.25	40.09%
6080-07 · Cove Canal Assoc Dues - Ranch	0	3,200.00	-3,200.00	0.0%
Total 6080-00 · DUES/MEMBERSHIPS	8,018	23,200.00	-15,182.25	34.56%
6090-00 · POSTAGE				
6090-01 · Postage/Courier Service	387	1,200.00	-813.25	32.23%
Total 6090-00 · POSTAGE	387	1,200.00	-813.25	32.23%
6100-00 · EDUCATION/TRAINING				
6100-01 · Education/Training - Admin.	7,221	10,000.00	-2,778.58	72.21%
6100-02 · Education/Training - OPS	4,987	32,000.00	-27,012.71	15.59%
6100-03 · Education/Training - ARFF	12,908	16,000.00	-3,091.88	80.68%
6100-04 · Ed/Train. - ARFF Trienn. Drill	3,625			
6100-06 · Education - Security	0	3,000.00	-3,000.00	0.0%
Total 6100-00 · EDUCATION/TRAINING	28,742	61,000.00	-32,258.17	47.12%
6101-00 · PUBLIC OUTREACH/ADS/COMMUNICATI				
6101-01 · Advertising/Social Media/Sponso	3,660	30,000.00	-26,339.74	12.2%
6101-02 · Public Outr/Comm - Noise Abatem	0	0.00	0.00	0.0%
6101-03 · Public Outr/Comm - SAAC	12,151	15,000.00	-2,849.25	81.01%
6101-00 · PUBLIC OUTREACH/ADS/COMMUNICATI - Other	0	0.00	0.00	0.0%
Total 6101-00 · PUBLIC OUTREACH/ADS/COMMUNICATI	15,811	45,000.00	-29,188.99	35.14%
6110-00 · CONTRACTS				
6110-02 · Contracts - FMAA	56,000	84,000.00	-28,000.00	66.67%
6110-03 · Contracts - FBO/Fee Collection	0	0.00	0.00	0.0%
6110-16 · Contracts - Prkg Mngt Fee/Ops	12,062	15,000.00	-2,938.28	80.41%
6110-17 · Contracts - Landing Fee Equip.	0	18,000.00	-18,000.00	0.0%
6110-18 · Contracts - Vector Landing Comm	61,079	78,000.00	-16,920.64	78.31%
Total 6110-00 · CONTRACTS	129,141	195,000.00	-65,858.92	66.23%
6130-00 · MISCELLANEOUS EXPENSES				
6130-01 · Misc. - General	11,347	15,000.00	-3,652.66	75.65%
6130-99 · HOLDER ACCT FOR DW POs	7,215			
6140-00 · Bank Fees	250	0.00	250.00	100.0%
6140-01 · Merchant Fees	323	600.00	-277.09	53.82%
6150-03 · Interest expense - leases	0	0.00	0.00	0.0%
Total 6130-00 · MISCELLANEOUS EXPENSES	19,135	15,600.00	3,534.83	122.66%
Total 6000-0 · "B" EXPENSES - ADMINISTRATIVE	817,174	1,839,530.00	-1,022,356.31	44.42%
6001 · "B" EXPENSES - OPERATIONAL				
6500-00 · SUPPLIES/EQUIPMENT-OPERATIONS				
6500-01 · Supplies/Equipment - General	1,605	10,000.00	-8,395.14	16.05%
6500-02 · Supplies/Equipment - Tools	6,175	20,000.00	-13,824.95	30.88%
6500-03 · Supplies/Equipment-ClothingOps	3,366	4,000.00	-633.80	84.16%
6500-04 · Supplies/Equipment - Janitorial	23,864	45,000.00	-21,136.13	53.03%
6500-07 · Supplies/Equipment-ClothingPark	581	2,000.00	-1,418.85	29.06%
Total 6500-00 · SUPPLIES/EQUIPMENT-OPERATIONS	35,591	81,000.00	-45,408.87	43.94%
6505-00 · EQUIP/VEHICLE - LEASE/RENTAL				
6505-01 · Eq./Vehi Lease/Rental - General	56,893	100,000.00	-43,106.88	56.89%

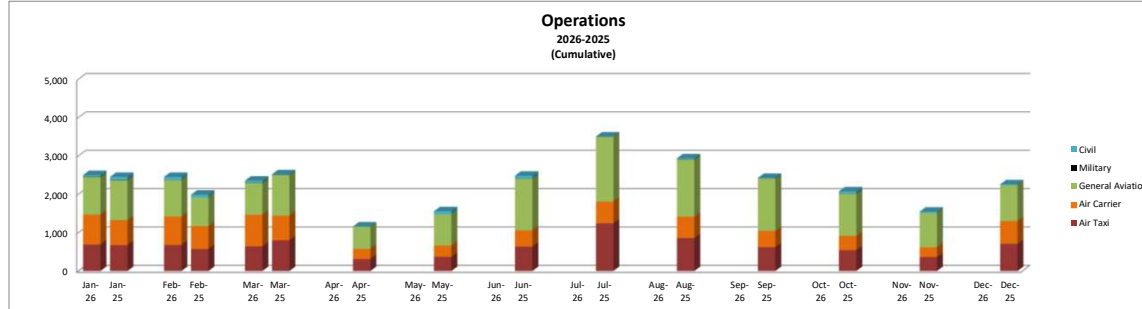
	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
Total 6505-00 · EQUIP/VEHICLE - LEASE/RENTAL	56,893	100,000.00	-43,106.88	56.89%
6510-00 · FUEL/LUBRICANTS				
6510-01 · General	761	0.00	761.00	100.0%
6510-02 · Fuel	19,610	55,000.00	-35,389.84	35.66%
6510-03 · Lubricants	0	7,000.00	-7,000.00	0.0%
Total 6510-00 · FUEL/LUBRICANTS	20,371	62,000.00	-41,628.84	32.86%
6520-00 · VEHICLES/MAINTENANCE				
6520-01 · R/M Equipment - General	14,851	150,000.00	-135,148.77	9.9%
6520-06 · R/M Equip. - '85 Ford Dump	0	0.00	0.00	0.0%
6520-08 · R/M Equip. - '96 Tiger Tractor	0	0.00	0.00	0.0%
6520-09 · R/M Equip. - '96 Oshkosh Swp.	0	0.00	0.00	0.0%
6520-17 · R/M Equip. '01 Case 921 Ldr.	0	0.00	0.00	0.0%
6520-20 · R/M Equip. - '02 Kodiak Blower	0	0.00	0.00	0.0%
6520-25 · R/M Equip. - '04 Batts De-Ice	0	0.00	0.00	0.0%
6520-28 · R/M Equip.-'06 Case 621 Loader	0	0.00	0.00	0.0%
6520-29 · R/M Equip.- '10 Waus Broom/Plow	0	0.00	0.00	0.0%
6520-30 · Zzz_R/M Equip.-'05 Ford F-350	0	0.00	0.00	0.0%
6520-31 · R/M Equip. - '10 Oshkosh Blower	0	0.00	0.00	0.0%
6520-32 · R/M Equip. - '09 Mini Truck	88	0.00	87.55	100.0%
6520-34 · R/M Equip. - '12 Case 921F Load	0	0.00	0.00	0.0%
6520-36 · R/M Equip. - '10 Toyota Forklif	0	0.00	0.00	0.0%
6520-37 · Zzz_R/M Equip. - '15 Tool Cat	0	0.00	0.00	0.0%
6520-38 · R/M Equip. - '15 Wausau Broom	2,417	0.00	2,416.82	100.0%
6520-39 · R/M Equip. - Boss Spreader	0	0.00	0.00	0.0%
6520-40 · R/M Equip. - '17 Ford-350 Super	393	0.00	393.29	100.0%
6520-41 · R/M Equip. - '17 Kodiak Blower	0	0.00	0.00	0.0%
6520-42 · R/M Equip. - '18 Kodiak Attach.	0	0.00	0.00	0.0%
6520-43 · Zzz_R/M Equip. - '18 279D	0	0.00	0.00	0.0%
6520-44 · Zzz_R/M Equip. - '18 Cat 972	0	0.00	0.00	0.0%
6520-46 · R/M Equip. - '20 Chev. 1500 PU	76	0.00	75.98	100.0%
6520-47 · Zzz_R/M Equip. - '19 Cat 972	176	0.00	175.66	100.0%
6520-49 · R/M Equip. - '21 MB Combo	0	0.00	0.00	0.0%
6520-50 · R/M Equip. - '22 MB Combo	0	0.00	0.00	0.0%
6520-51 · R/M Equip. - '22 MB Deice Truck	0	0.00	0.00	0.0%
6520-52 · R/M Equip. - '22 MB4 Blower	0	0.00	0.00	0.0%
6520-53 · R/M Equip. - '22 F-350	58	0.00	58.35	100.0%
6520-54 · R/M Equip. - '23 Expedition	0	0.00	0.00	0.0%
6520-55 · R/M Equip. - '23 Ford Maverick	0	0.00	0.00	0.0%
6520-56 · R/M Equip. - '99 Econoline Van	0	0.00	0.00	0.0%
6520-57 · R/M Equip. - '24 F-350	0	0.00	0.00	0.0%
6520-58 · R/M Equip. - '23 972 Loader	0	0.00	0.00	0.0%
6520-60 · R/M Equip. - '24 MB5 Combo	962	0.00	962.40	100.0%
6520-61 · R/M Equip. - '17 MT6 Trackless	147	0.00	146.50	100.0%
6520-62 · R/M Equip - '24 299 Skidsteer	0	0.00	0.00	0.0%
6520-63 · R/M Equip - '24 MetalPless	0	0.00	0.00	0.0%
6520-64 · R/M Equip - '25 972 Loader	0	0.00	0.00	0.0%
6520-65 · R/M Equip - '25 MetalPless	5,000	0.00	5,000.00	100.0%
6520-67 · R/M Equip - '25 930 Loader	956			
6520-00 · VEHICLES/MAINTENANCE - Other	0	0.00	0.00	0.0%
Total 6520-00 · VEHICLES/MAINTENANCE	25,124	150,000.00	-124,876.22	16.75%
6530-00 · ARFF MAINTENANCE				
6530-01 · ARFF Maint. Gen/Supplies	5,217	15,000.00	-9,783.50	34.78%
6530-04 · ARFF Maint. - Radios	260	10,000.00	-9,740.00	2.6%
6530-06 · ARFF Maint. - '20 Oshkosh Strik	0	2,500.00	-2,500.00	0.0%

	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
6530-08 · ARFF Maint. - '24 Oshkosh Strik	0	2,500.00	-2,500.00	0.0%
Total 6530-00 · ARFF MAINTENANCE	5,477	30,000.00	-24,523.50	18.26%
6540-00 · REPAIRS/MAINTENANCE - BUILDING				
6540-01 · R/M Bldg. - General	72	1,500.00	-1,427.79	4.81%
6540-02 · R/M Bldg. - Terminal	91,755	200,000.00	-108,245.00	45.88%
6540-03 · R/M Bldg. - Terminal Concession	6	2,000.00	-1,994.44	0.28%
6540-04 · R/M Bldg. - Cold Storage	88	1,000.00	-912.04	8.8%
6540-05 · R/M Bldg. - AOB/SHOP	13,212	50,000.00	-36,788.30	26.42%
6540-06 · R/M Bldg. - Hangars	0	5,000.00	-5,000.00	0.0%
6540-07 · R/M Bldg. - Tower	8,534	18,000.00	-9,465.72	47.41%
6540-10 · R/M Bldg. - Ranch	180	15,000.00	-14,820.01	1.2%
6540-00 · REPAIRS/MAINTENANCE - BUILDING - Other	0	0.00	0.00	0.0%
Total 6540-00 · REPAIRS/MAINTENANCE - BUILDING	113,847	292,500.00	-178,653.30	38.92%
6550-00 · REPAIRS/MAINTENANCE - AIRSIDE				
6550-01 · R/M - General	5,068	8,000.00	-2,932.26	63.35%
6550-02 · R/M - Airfield/Runway	5,358	40,000.00	-34,641.72	13.4%
6550-03 · R/M - Airfield/Runway - Deice	29,920	120,000.00	-90,080.41	24.93%
6550-04 · R/M - Lights	7,397	25,000.00	-17,602.87	29.59%
Total 6550-00 · REPAIRS/MAINTENANCE - AIRSIDE	47,743	193,000.00	-145,257.26	24.74%
6551-00 · REPAIRS/MAINTENANCE - LANDSIDE				
6551-01 · RM - General	290	1,000.00	-710.18	28.98%
6551-02 · R/M - Parking Lot	13,354	35,000.00	-21,645.82	38.16%
6551-03 · R/M - Landscaping	1,741	10,000.00	-8,259.40	17.41%
6551-04 · R/M - Ranch	36,957	100,000.00	-63,043.33	36.96%
Total 6551-00 · REPAIRS/MAINTENANCE - LANDSIDE	52,341	146,000.00	-93,658.73	35.85%
6560-00 · SECURITY EXPENSE				
6560-01 · Security - General	4,639	10,000.00	-5,360.74	46.39%
6560-02 · Security - Law Enf. Offi. (LEO)	0	5,000.00	-5,000.00	0.0%
6560-03 · Security - Subscription Licen.	20,188	60,000.00	-39,812.24	33.65%
6560-04 · Security - Perim./Access/CCTV	5,092	30,000.00	-24,908.50	16.97%
6560-05 · Security - Administrative	64	15,000.00	-14,935.61	0.43%
Total 6560-00 · SECURITY EXPENSE	29,983	120,000.00	-90,017.09	24.99%
6570-00 · REPAIRS/MAINT.-AERONAUTICAL EQU				
6570-01 · R/M Aeronautical Equip - NDB/DME	46	8,500.00	-8,454.00	0.54%
6570-02 · R/M Aeronautical Equip. - Tower	4,526	15,000.00	-10,474.18	30.17%
6570-04 · R/M Aeron. Equip. - AWOS/ATIS	0	8,500.00	-8,500.00	0.0%
Total 6570-00 · REPAIRS/MAINT.-AERONAUTICAL EQU	4,572	32,000.00	-27,428.18	14.29%
Total 6001 · "B" EXPENSES - OPERATIONAL	391,941	1,206,500.00	-814,558.87	32.49%
Total 6000 · "B" EXPENDITURES	1,209,115	3,046,030.00	-1,836,915.18	39.7%
7000 · "C" EXPENSES				
7001-00 · CAPITAL EXPENDITURES				
7001-01 · Land	0	0.00	0.00	0.0%
7001-02 · Buildings and Improvements	66,108	460,000.00	-393,892.11	14.37%
7001-03 · Airfield & General Improvements	194,159	200,000.00	-5,841.00	97.08%
7001-04 · Office Equipment	0	0.00	0.00	0.0%
7001-05 · Maintenance Equipment /Vehicle	0	210,000.00	-210,000.00	0.0%
7001-06 · Assessments/Plans/Studies	41,866	0.00	41,865.86	100.0%
7001-09 · Security Equipment	0	35,000.00	-35,000.00	0.0%
7001-10 · SRE Aquisition Non-AIP	733,516	900,000.00	-166,484.08	81.5%
7001-12 · Network Equipment	0	30,000.00	-30,000.00	0.0%
7001-99 · CONTINGENCY	0	2,000,000.00	-2,000,000.00	0.0%
Total 7001-00 · CAPITAL EXPENDITURES	1,035,649	3,835,000.00	-2,799,351.33	27.01%
7500-00 · IDAHO STATE GRANT PROGRAM				
7500-25 · '25 ITD Grant (Rotating Beacon)	48	0.00	48.04	100.0%

	Oct '25 - Mar 26	Budget	\$ Over Budget	% of Budget
Total 7500-00 · IDAHO STATE GRANT PROGRAM	48	0.00	48.04	100.0%
7553-00 · AIP '53 - Rehab RW, TW & Apron				
7553-01 · AIP '53 - Eligible	0	0.00	0.00	0.0%
Total 7553-00 · AIP '53 - Rehab RW, TW & Apron	0	0.00	0.00	0.0%
7556-00 · AIP '56 - Rehab Runway Phase 2				
7556-01 · AIP '56 - Eligible	0	0.00	0.00	0.0%
Total 7556-00 · AIP '56 - Rehab Runway Phase 2	0	0.00	0.00	0.0%
7558-00 · AIP '58 - Rehab Runway Phase 3				
7558-01 · AIP '58 - Eligible	0	0.00	0.00	0.0%
Total 7558-00 · AIP '58 - Rehab Runway Phase 3	0	0.00	0.00	0.0%
7559-00 · AIP '59 - Acquire Land				
7559-01 · AIP '59 - Eligible	0	0.00	0.00	0.0%
Total 7559-00 · AIP '59 - Acquire Land	0	0.00	0.00	0.0%
7560-00 · AIP '60 - Development Addendum				
7560-01 · AIP '60 - Eligible	0	0.00	0.00	0.0%
Total 7560-00 · AIP '60 - Development Addendum	0	0.00	0.00	0.0%
7561-00 · AIP '61 - Airfield Pavement Etc				
7561-01 · AIP '61 - Airfield Pavement Etc	4,075	0.00	4,074.98	100.0%
Total 7561-00 · AIP '61 - Airfield Pavement Etc	4,075	0.00	4,074.98	100.0%
7562-00 · AIP '62 Airfield AGIS				
7562-01 · AIP '62 - Airfield AGIS	2,282	0.00	2,282.17	100.0%
Total 7562-00 · AIP '62 Airfield AGIS	2,282	0.00	2,282.17	100.0%
7563-00 · AIP '63 Infrastructure&Optim				
7563-01 · AIP '63 Infrastructure&Optim	219,750	743,000.00	-523,249.96	29.58%
Total 7563-00 · AIP '63 Infrastructure&Optim	219,750	743,000.00	-523,249.96	29.58%
7564-00 · AIP '64 GA Terminal				
7564-01 · AIP '64 GA Terminal_Eligible	650,349	1,386,125.00	-735,776.47	46.92%
7564-02 · AIP '64 GA Terminal_NonEligible	31,467			
7564-00 · AIP '64 GA Terminal - Other	0	0.00	0.00	0.0%
Total 7564-00 · AIP '64 GA Terminal	681,815	1,386,125.00	-704,309.77	49.19%
7565-00 · AIP '65 - RW TW Maint				
7565-01 · AIP '65 - RW TW Maint_Eligible	50,447			
Total 7565-00 · AIP '65 - RW TW Maint	50,447			
8500-00 · Capital Imp. Program (CIP)				
8501-00 · CIP - General	0	2,850,000.00	-2,850,000.00	0.0%
Total 8500-00 · Capital Imp. Program (CIP)	0	2,850,000.00	-2,850,000.00	0.0%
8600-00 · CFC				
8600-01 · 2026 RAC Consulting Services	16,616			
Total 8600-00 · CFC	16,616			
9002-00 · PFC 25-11-C-00-SUN				
9002-01 · PFC '25 Expand Term Apron (001)	0	0.00	0.00	0.0%
Total 9002-00 · PFC 25-11-C-00-SUN	0	0.00	0.00	0.0%
Total 7000 · "C" EXPENSES	2,010,683	8,814,125.00	-6,803,442.43	22.81%
Total 5000 · EXPENDITURES	4,386,701	14,299,664.00	-9,912,962.51	30.68%
6666546 · Melio Fees	50	0.00	50.00	100.0%
66900 · ZzZ_Reconciliation Discrep	139			
9999-01 · Amortization	0	0.00	0.00	0.0%
Total Expense	4,386,890	14,299,664.00	-9,912,773.88	30.68%
Net Ordinary Income	98,156	-1,533,404.00	1,631,559.94	-6.4%
Net Income	98,156	-1,533,404.00	1,631,559.94	-6.4%

Friedman Memorial Airport
March 2026

Month	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
January	3,622	3,893	3,912	2,600	3,028	2,787	4,547	2,520	2,070	2,379	2,408	2,098	2,454	2,128	2,249	1,842	1,665	2,019	2,172	1,987	2,001	2,250	1,986	1,875	2,455	2,502
February	4,027	4,498	3,073	3,122	3,789	3,597	3,548	2,857	2,244	2,647	2,117	2,205	2,612	1,417	2,268	2,533	1,629	1,914	1,187	2,253	2,185	2,362	2,237	1,905	1,990	2,454
March	4,952	5,126	3,086	4,097	3,618	2,918	4,677	3,097	2,145	2,709	1,813	1,921	2,753	1,924	2,023	1,917	1,895	1,860	2,016	1,480	2,512	2,376	1,971	2,031	2,523	2,358
April	2,494	3,649	2,213	2,840	2,462	2,047	2,581	2,113	1,724	1,735	1,604	1,513	1,509	1,210	1,337	1,380	1,426	1,257	1,116	616	1,590	748	1,551	1,211	1,163	
May	3,905	4,184	2,654	3,282	2,729	2,134	1,579	2,293	2,280	1,891	1,533	1,693	1,852	555	668	1,501	1,802	1,442	1,174	1,127	1,894	779	1,437	1,552	1,559	
June	4,787	5,039	4,737	4,438	3,674	3,656	5,181	3,334	2,503	3,019	2,898	2,761	3,203	2,164	2,387	2,475	2,502	2,552	2,292	2,069	2,931	2,580	2,193	2,464	2,486	
July	6,359	8,796	6,117	5,910	5,424	5,931	7,398	4,704	4,551	5,005	5,004	4,810	5,345	4,345	4,159	4,562	4,573	5,033	4,266	3,356	4,005	3,965	3,535	3,374	3,508	
August	6,479	6,917	5,513	5,707	5,722	6,087	8,196	4,570	4,488	4,705	4,326	3,823	4,644	3,114	2,932	3,719	3,873	3,175	3,260	2,859	3,299	3,286	2,659	2,746	2,939	
September	3,871	4,636	4,162	4,124	4,609	3,760	4,311	2,696	3,376	3,128	3,359	2,396	2,403	2,237	2,292	2,379	2,036	2,224	2,235	2,692	2,884	2,408	2,341	2,181	2,429	
October	3,879	3,656	3,426	2,936	3,570	3,339	3,103	2,134	2,145	2,012	1,886	1,658	1,874	1,760	1,789	1,377	1,939	1,670	1,571	2,212	2,128	2,236	1,807	2,003	2,077	
November	3,082	2,698	2,599	2,749	2,260	2,912	2,892	1,670	1,901	1,309	1,114	1,325	1,475	908	1,229	1,314	1,135	1,392	1,328	1,365	1,665	1,370	1,322	1,346	1,548	
December	3,401	2,805	3,247	3,227	2,722	3,834	2,699	1,848	2,272	1,811	2,493	2,066	2,016	1,545	1,482	1,717	2,217	2,033	1,960	2,051	2,018	1,851	2,171	2,087	2,261	
Totals	50,858	55,897	44,739	45,032	43,607	43,002	50,712	33,836	31,699	32,350	30,555	28,269	32,140	23,307	24,815	26,716	26,692	26,571	24,577	24,067	29,102	26,211	25,210	24,775	26,938	7,314



ATCT Operations Change (March 2026 vs. March 2025)			
	2026	2025	% Change
Air Taxi	643	801	-19.7%
Air Carrier	826	645	28.1%
General Aviation	825	1,056	-21.9%
Military	6	3	0.0%
Civil	58	18	222.2%
Total	2,358	2,523	-6.5%
YTD Total	7,314	6,968	5.0%

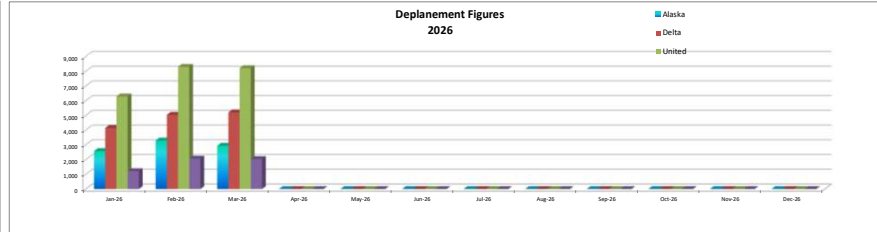
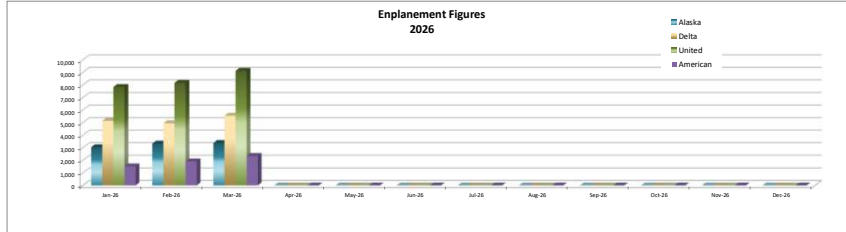
FRIEDMAN MEMORIAL AIRPORT
March 2026

Date	Alaska Airlines					Delta Airlines					United Airlines					American Airlines					Total Emp.	Prior Year Total Emp.	Total % Change
	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change			
Jan-26	2,956	87	3,043	2,698	12.8%	5,043	96	5,139	5,061	1.5%	7,685	150	7,835	8,005	-2.1%	1495	24	1519	0	0.0%	17,536	15,784	11.2%
Feb-26	3,224	105	3,329	2,742	21.4%	4,818	132	4,950	4,765	3.9%	8,041	122	8,163	7,973	2.4%	1877	36	1913	0	NA	18,355	15,480	18.6%
Mar-26	3,261	120	3,381	2,703	25.1%	5,346	202	5,548	6,286	-11.7%	8,977	150	9,127	9,370	-2.6%	2322	29	2351	0	NA	20,407	18,359	11.2%
Totals	9,441	312	9,753	8,143	19.8%	15,207	430	15,637	16,112	-2.9%	24,703	422	25,125	25,348	-0.9%	5,694	89	5,783	0	0.0%	56,298	49,603	13.5%

Legend for Chart:

Date	Alaska Airlines					Delta Airlines					United Airlines					American Airlines					Total Dep.	Prior Year Total Dep.	Total % Change
	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change	Revenue	Non-Revenue	Total	Prior Year Month	Total % Change			
Jan-26	2,498	83	2,581	2,168	19.0%	4,037	113	4,150	4,182	-0.8%	6,157	134	6,291	6,464	-2.7%	1189	24	1213	0	NA	14,235	12,814	11.1%
Feb-26	3,203	94	3,297	2,735	20.5%	4,918	123	5,041	4,853	3.9%	8,149	147	8,296	8,276	0.2%	2032	35	2067	0	NA	16,634	15,864	4.9%
Mar-26	2,795	145	2,940	2,345	25.4%	5,026	184	5,210	5,845	-10.9%	8,045	163	8,208	8,510	-3.5%	2004	32	2036	0	NA	16,358	16,700	-2.0%
Totals	8,496	322	8,818	7,248	21.7%	13,981	420	14,401	14,880	-3.2%	22,351	444	22,795	23,250	-2.0%	5,225	91	5,316	0	0.0%	47,227	45,378	4.1%

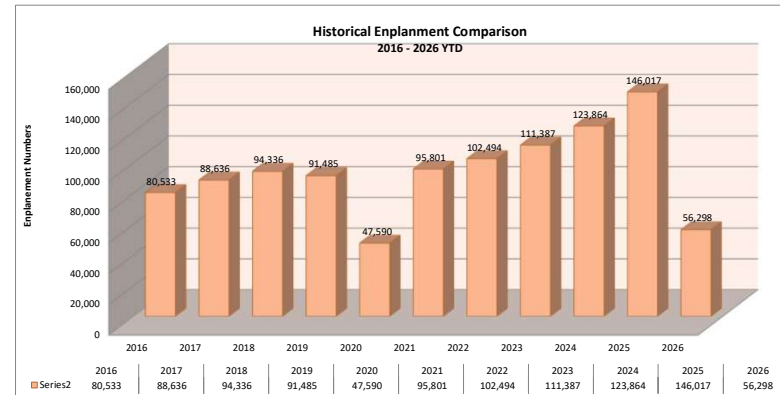
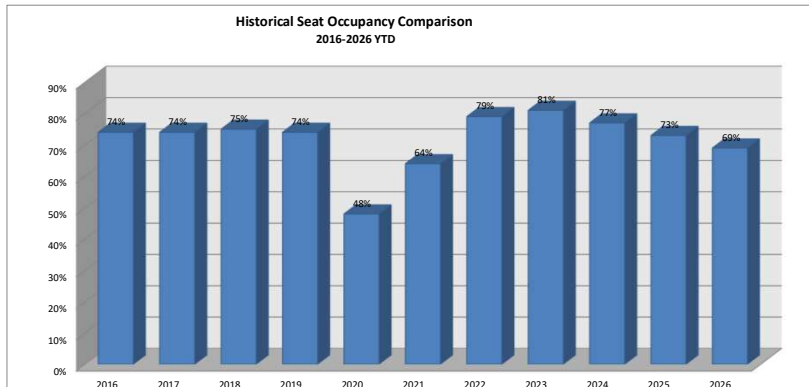
Legend for Chart:



**FRIEDMAN MEMORIAL AIRPORT
March 2026**

2026 Seat Occupancy																						
Date	Alaska Airlines				Delta Airlines				United Airlines				American Airlines				Seat Occupancy Totals			Seat Occupancy Totals Prior Year Comparison		
	Departure Flights	Seats Available*	Seats Occupied	Percent Occupied	Departure Flights	Seats Available*	Seats Occupied	Percent Occupied	Departure Flights	Seats Available*	Seats Occupied	Percent Occupied	Departure Flights	Seats Available*	Seats Occupied	Percent Occupied	Total Seats Available	Total Seats Occupied	Total Percent Occupied	% Change Total Seats Available	% Change Total Seats Occupied	Change in Load Factor %
Jan-26	66	5,016	3,043	61%	100	7,000	5,139	73%	177	12,390	7,835	63%	46	2,944	1,519	52%	27,350	17,536	64%	20%	11%	-5%
Feb-26	63	4,788	3,329	70%	95	6,650	4,950	74%	157	10,990	8,163	74%	50	3,200	1,913	60%	25,628	18,355	72%	24%	19%	-3%
Mar-26	71	5,396	3,381	63%	109	7,630	5,548	73%	173	12,110	9,127	75%	59	3,776	2,351	62%	28,912	20,407	71%	27%	11%	-10%
Totals	200	15,200	9,753	64%	304	21,280	15,637	73%	507	35,490	25,125	71%	155	9,920	5,783	58%	81,890	56,298	69%	27%	11%	-10%

Note: *Preliminary available seat calculations based on scheduled flights. Actual available seat calculations will be updated periodically when official DOT numbers are obtained.





PROPOSAL



Request for Proposal - Website Design Services



February 26, 2026

Re: Proposal for Website Design Services – Friedman Memorial Airport FMAA (SUN)

Dear Eliana and the Selection Team,

We are honored to submit this proposal on behalf of BeZe Creative to redesign and modernize the official digital presence of the Friedman Memorial Airport. As your web design partner, you will find that our team has a proven track record of creating successful platforms that combine sophisticated visual design with the critical information-rich functionality required for this project.

Our approach is defined by two core commitments to this project:

- **A methodology rooted in evidence and user behavior.** We believe in replacing guesswork with measurable data by training like athletes to master our craft, thinking like creatives to embrace curiosity, and working like engineers to apply rigorous technical solutions. By utilizing specialized web tracking technology and behavioral research, we ensure the final design resonates deeply with the traveling public and functions with zero technical friction.
- **A commitment to being your most intentional partner.** We do not just act as an outside vendor; we fully integrate into your team. Our process is rooted in being highly coordinated and consistently reliable, ensuring that communication is seamless and that we always have your back as we navigate the complexities of this redesign.

We certify that we have carefully examined all RFP documents, fully understand the scope, and are confident in delivering a high-impact digital hub. Our project management approach is structured to effectively collaborate with your internal team and subject matter experts, ensuring that the final product is technically sound and user-friendly.

We look forward to the opportunity to partner with the Friedman Memorial Airport Authority to deliver a state-of-the-art website that effectively serves the traveling public by providing the time-critical information and transparency they need. Please feel free to contact us directly at jeff@bezecreative.com or 208-240-7013.

Sincerely,

Jeff Barker
Co-Owner & Chief Operating Officer



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1. Executive Summary

Founded in 2021 and headquartered in Boise, Idaho, BeZe Creative is a full-service creative agency dedicated to creating digital experiences that are visually engaging, accessible, and easy to maintain.

We approach every project with a focus on clarity, usability, and long-term maintainability. Our team's combined expertise in user experience (UX) design, accessibility, and content management, ensures that every site performs reliably across devices and remains simple for staff to update.

As a collaborative studio, we stay closely involved at every stage, from initial planning through launch and post-launch support. We use modern tools such as Figma for design collaboration and ClickUp for project tracking, giving clients full visibility into progress and deliverables.

At BeZe Creative, we focus on three priorities that matter most to our clients:

- Creating products that are intuitive and meaningful for the people who use them.
- Clear communication that leads to staying under budget and on time.
- Driving results through evidence-based data and user research.

We propose a seven-person team with proven collaboration across multiple creative projects, bringing experience in every stage of production, from planning and design to development, accessibility, and post-launch support.

- **Jeff Barker**, *Co-Owner*, Project Lead + Development Lead
- **Nathan Zanders**, *Co-Owner*, Research Director
- **Matthew McMorro**, Project Manager
- **Jonathan Marshall**, Creative Director
- **Einar Schelin**, Copywriter
- **Dania Morales-Perea**, UX Designer
- **Ally Miller-Buck**, UI Designer

BeZe Creative carries comprehensive business liability and professional services insurance suitable for the scope of work described in this proposal. Certificates of insurance and all required coverage documentation will be provided upon award.

We look forward to the opportunity to partner with the Friedman Memorial Airport Authority to deliver a state-of-the-art digital hub that effectively serves the traveling public and stakeholders by providing the time-critical information and comprehensive public library they need to successfully support a safe, reliable, and friendly aviation facility.



2. Company Overview and Team

A. Company Overview

Founded in Boise, Idaho, by Jeff Barker and Nathan Zanders in May 2021, BeZe Creative was built around the guiding principle: **"Bigger Than The Bottom Line"**. The firm is dedicated to being a creative changemaker, focusing on authentic, purpose-driven solutions that enrich the lives of our clients, their audiences, and our team. While the bottom line is important, we ensure that every project is conducted with integrity and humanity, delivering high-impact results without sacrificing our core ethical principles.

BeZe Creative Business Information	
Legal Name:	BeZe Creative
Address:	1020 S. Main St. #310, Boise, ID 83702
Tax ID	83-3183860
Date Established:	May 15, 2021
Contact Information:	Jeff Barker, Co-Owner & Chief Operating Officer Phone: 208-240-7013 Email: jeff@bezecreative.com

Website Link: <https://bezecreative.com/>

Portfolio Link: <https://bezecreative.com/portfolio>

Our approach is defined by a blend of disciplined effort and inventive problem-solving.

We Train Like Athletes by engaging in continuous learning and creative thinking exercises to build stamina and master our craft, ensuring every project is delivered with peak efficiency and performance.

We Think Like Creatives by embracing curiosity, empathy, and strategic questioning to ensure the final design resonates deeply and ethically with the user.

We Work Like Engineers applying rigorous, scalable, and secure technical solutions to create platforms that are not only beautiful but are engineered for long-term compliance, staff maintainability, and security. This holistic philosophy ensures our work delivers maximum impact and integrity.



B. Our Project Team

The BeZe Creative team brings together specialists who have worked side-by-side on similar projects to this project scope, ensuring a cohesive and expert approach.

Jeff Barker, Project Lead / Development Director

Jeff, Co-Founder and Chief Operating Officer, brings over a decade of experience in UX design and digital strategy, having overseen more than 500 web development projects. He is skilled in front-end development, SEO, and UI/UX. For this project, Jeff will lead the overall development and technical execution, ensuring all deliverables align with the Airport's goals. He will personally oversee the site's architecture and lead the three recorded training sessions to ensure your staff is fully equipped to manage the platform independently.

Nathan Zanders, Research Director

Nathan, Co-Founder and Research Director, oversees visual strategy and multimedia production. With more than ten years of experience in film direction and cinematography, Nathan's background in production management is key to BeZe's creative process. Nathan will lead all aspects of research and discovery for this project. He will direct the stakeholder interviews, manage the user studies and interviews, and ensure that the visual design strategy is rooted in actual user behavior and needs to best serve the traveling public.

Matthew McMorro, Project Manager

As Director of Client Experience, Matthew brings over six years of expertise in project management and client engagement. Since joining BeZe in 2022, he has focused on technical execution and client satisfaction. Matthew will be your primary point of contact, managing day-to-day project coordination, communication via Slack/Teams, and scheduling through our Client Portal to ensure the project remains on track, in scope, and under budget.

Jonathan Marshall, Creative Director

Jonathan has over 15 years of experience in creative strategy, branding, and high-level ideation. He has led branding and digital marketing efforts for world-class agencies and Fortune 100 companies, including Nike, AKQA, Umpqua, and Swift. His career is defined by a commitment to purposeful partnerships, particularly in the education, public health, and social sectors. He specializes in using strategic messaging and imaginative campaigns to tell brand stories that drive undeniable impact.

Einar Schelin, Copywriter

Einar is a Producer and Copywriter with over five years of experience, specializing in video production, digital media, marketing, copywriting, and project management. He joined BeZe Creative in 2023, contributing his skills in storytelling, content development, and media strategy to client projects.



Dania Morales-Perea, UX Designer

Dania is a highly skilled UX/UI designer who specializes in crafting user-centered platforms, dashboards, and scalable websites for service-based businesses. She is deeply passionate about the intersection of user experience and business strategy, using design as a lever for clarity and performance. In her work, she focuses on UX Strategy—connecting user insights with business goals to create intuitive, scalable systems—and Research and Empathy to ensure every digital experience feels human and intentional.

Ally Miller-Buck, UI Designer

Ally is a UI and Graphic Designer with deep expertise in website design, digital platforms, and brand systems. She has designed and led UI for over 50 websites and multiple applications, portals, and large-scale digital experiences. With a strong foundation in both print and digital design, she brings a strategic, user-focused approach to every project.



C. Relevant Experience

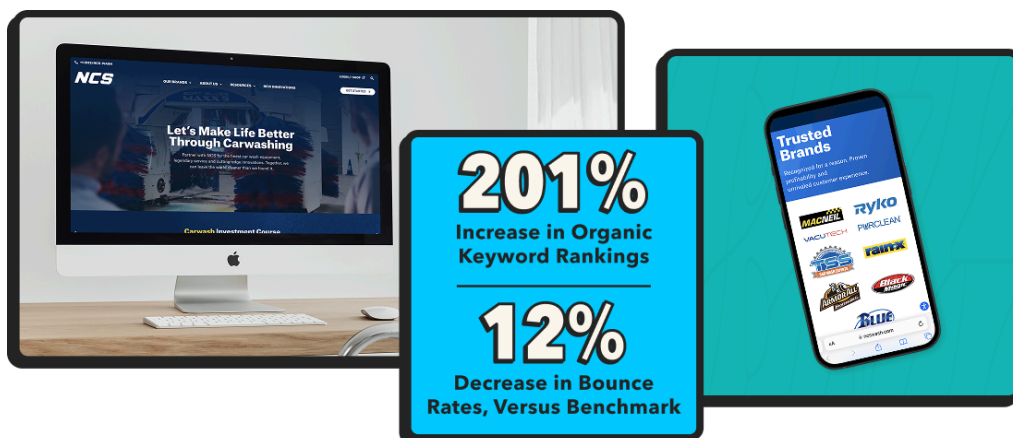
National Car Wash Solution Website + Learning Hub

BeZe Creative partnered with NCS to redesign their website with a focus on visual impact, clear messaging, and stronger user engagement. We set the key objectives for the redesign and rebuilt the site from the ground up. More than 60 pages of content were migrated into the new platform, including photos and core pages, with custom design templates created for each asset.

The redesign also ensured full WCAG and ADA compliance. Our team worked directly with NCS's compliance staff and partnered with third-party software to provide both immediate accessibility and long-term protection, supported by ongoing compliance checks built into our design process. Search optimization and Google rankings were also a priority, and the new site now significantly outperforms industry benchmarks.

Client feedback from NCS highlights BeZe Creative's value as a trusted and collaborative partner. Laura Moriarity, Creative Director for NCS, shared that the BeZe team has been "an incredible asset" to the NCS Marketing and Creative group. ***NCS needed a partner who could drive projects, manage relationships, organize shoots, and provide creative insight and direction—and BeZe exceeded every expectation. Reliable, talented, and easy to work with, BeZe helped shape NCS's brand standard for creative and felt more like internal team members than external contractors.***

The success of the NCS website redesign demonstrates our ability to take a complex, fragmented organization and deliver a clean, "one-stop shop" that balances high-level marketing with functional, data-driven education tools.





7 Eleven Eye Tracking Project

We conducted a specialized user-experience study to refine the 7-Eleven car wash menu. Our goal was to replace aesthetic guesswork with measurable behavioral data, ensuring that customers could navigate complex pricing tiers without friction.

Our Methodology: The Science of Sight

We utilized RealEye webcam eye-tracking technology to record and analyze how participants interacted with four distinct design "stimulants". This process allowed us to measure the exact moment of engagement and identify where "complexity-induced apathy" caused users to stop reading. By analyzing these heatmaps, we could see which elements were being visually digested and which were being ignored despite being gazed at.

Identifying Friction Points

Our testing revealed critical weaknesses in legacy layouts that directly impacted sales potential:

- **The Complexity Gap:** In some versions, participants viewed the subscription sections first but did not spend enough time to actually read the details.
- **Hierarchy Failures:** We discovered that cluttered text and "strange blocking" led to top-package features being largely ignored.
- **Branding Interference:** Our analysis showed that certain brand elements had poor contrast and an outdated visual style that clashed with modern, bright designs.
- **Information Mismatch:** In post-survey testing, participants only correctly identified top-package features 40% of the time, suggesting that the design was not effectively communicating value.

The Solution: Information Blocking and Flow

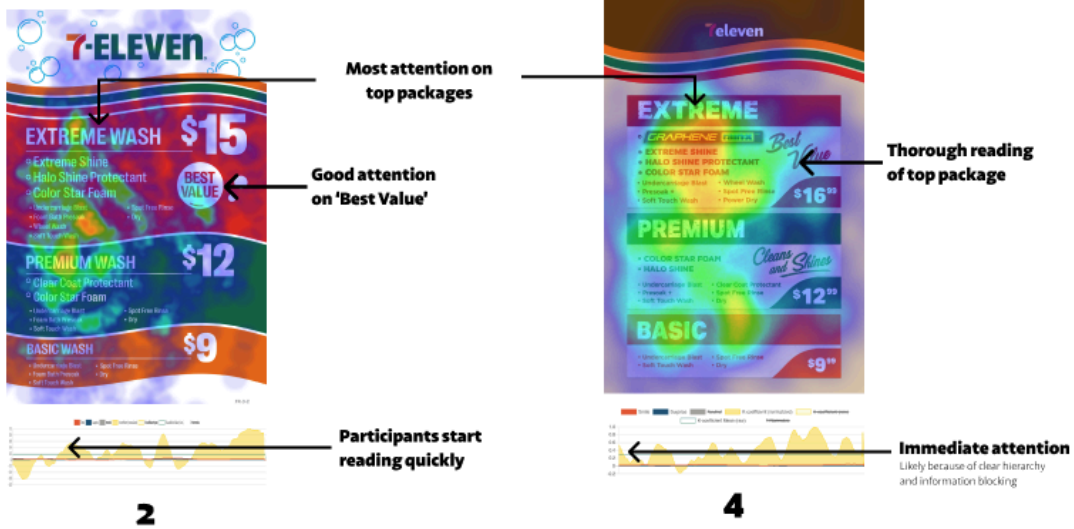
Based on these findings, we pivoted to a methodology focused on "information blocking" and "F-pattern" reading flows. The results from our final stimulants showed marked improvement:

Visual Separation: By fully separating titles, details, and prices into distinct visual blocks, we captured user attention quickly and naturally.

- **Exaggerated Hierarchy:** We used bolder fonts and strategic bullet points on top-tier packages to drive more thorough reading and higher engagement.

- **Immediate Attention:** Our final design logic resulted in participants starting to read the content almost immediately upon viewing the screen.

Through this rigorous testing process, we transformed a confusing menu into an intuitive, evidence-based interface that guides the user toward the most valuable options





D. Creative Philosophy

At BeZe, creativity is not about flash or ego; it's about impact and integrity. We approach every project with humility, persistence, and empathy — striving to understand not just what the story is, but why it matters and who it's for.

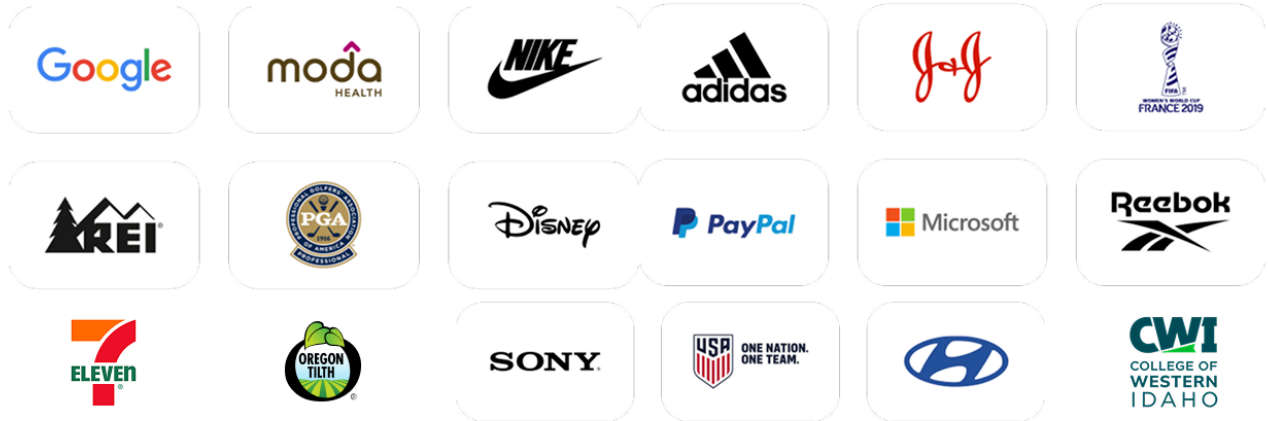
Our creative philosophy rests on six pillars:

- **Creativity is wise** – It's not enough to be right; true creativity is about being right at the right time, in the right way, for the right purpose.
- **Creativity is humble** – Great ideas come from collaboration, curiosity, and vulnerability — not from the fight to be right.
- **Creativity is persistent** – We wrestle with ideas until the right one proves itself. The process is not easy, but it's honest.
- **Creativity is empathetic** – Art and design are acts of empathy, rooted in understanding the people at the other end of the message.
- **Creativity is about questions** – We see creativity as an invitation to wonder, to explore, and to ask better questions.
- **Creativity is ethical** – We reject manipulation and value truth. Creativity, when done right, builds trust and community.

This philosophy defines everything we make — from concept to final cut. Through this lens, our team creates work that not only looks beautiful but also connects deeply with people and inspires meaningful engagement.



Because of our creative philosophy, ethical values, and collaborative approach our team has been able to work with these incredible organizations.



Idaho Non Profits



Proud Members of





3. Approach and Work Plan

A. Discovery and Planning

We begin every project by grounding our design decisions in hard data rather than assumptions. Our Research Director and UX Designer lead this phase by reviewing your current website and content to identify existing pain points and priorities. We will meet with Airport staff to document the specific goals of the Friedman Memorial Airport Authority (FMAA) and ensure all department needs are captured. Instead of aesthetic guesswork, we utilize advanced tools for heatmap tracking and screen testing to observe how travelers and stakeholders move through your data in real-time. We will also conduct user interviews with actual members of the public to ensure our findings are rooted in the needs of the Wood River Valley community. Based on this research, we will recommend a sitemap, structure, and visual design approach for your approval before moving into the development phase.

The conclusion of this phase will include the delivery of a comprehensive System Architecture Document. This technical blueprint will outline the site's structural hierarchy, data flow for the public library, and security protocols, ensuring a clear roadmap before development begins.

B. Design and Development

We build our platforms using a WordPress core and the Elementor Pro framework specifically to ensure your project team can manage content updates without any technical or IT background. However, we do not rely on standard templates; our Developer writes custom code to sit inside the Elementor environment, allowing us to elevate the user experience beyond basic plugins. This hybrid approach provides a high-end, bespoke frontend for the traveling public and a simple, drag-and-drop backend for your team.

- **Advanced Searchable Public Document Library:** We will construct a robust, searchable resource clearinghouse for all airport documents, reports, and master plans. To ensure "zero technical friction" for the public, we will implement custom filtering logic—allowing users to instantly sort the library by year, document type, or specific department.
- **Mockups and Wireframes:** We will translate our research into functional reality through a rigorous wireframing process to map the site's "skeleton" before creating high-fidelity mockups for your review and approval.
- **Modern, Responsive Development:** We will develop a modern, responsive website consistent with best practices and fully compatible with current browsers and mobile platforms.
- **Content and Document Migration:** We will migrate and organize your existing reports, studies, and meeting materials into a comprehensive, searchable library.



- **Accessible Design:** Our UI Designer and Production Designer will ensure the site reflects the brand and character of the Friedman Memorial Airport and is strictly compliant with ADA accessibility standards (WCAG 2.1 AA).
- **Plain-Language Copy:** Our professional Copywriter will ensure all technical airport information is translated into plain, actionable language that serves the public effectively.

C. Implementation and Training

We believe technology should work for you, not the other way around. Before the site goes live, we conduct a comprehensive testing phase that includes accessibility audits to ensure strict compliance with ADA standards. To ensure you are fully equipped to manage the digital hub independently (if desired), we will provide three separate, hands-on training sessions focusing on general site usage, backend maintenance, and document uploads. We will record these sessions and deliver a dedicated "how-to" video folder that walks your staff through every key edit, ensuring you can supervise the site with total confidence regardless of future staff changes.

D. Hosting and Maintenance

Data integrity and security are non-negotiable parts of our build process. We recommend hosting the new site on Siteground, or a similar high-performance environment, to utilize server-level firewalls and continuous malware scanning. Our Developer will implement a layered security system including SSL encryption and automatic core updates. We will configure a native server-side backup system to perform automated daily backups of the entire website, including your database and resource library assets.

Our post-launch scope of work includes a data-driven optimization phase to ensure the website remains responsive to the needs of the traveling public and stakeholders. We will implement Google Analytics and heatmap tracking software to record user interactions and provide a visual map of where visitors are focusing their attention. We will also conduct post-launch interviews with your actual users to gather qualitative feedback on the site's performance and accessibility. To act on these insights, we recommend setting aside 15% of the project budget specifically for post-launch refinements, ensuring the final product is truly optimized based on evidence and user behavior.

Beyond the initial optimization phase, we offer a dedicated monthly support package to handle your ongoing needs:



- **Monthly Support Plan:** For **\$400 per month**, we provide 4 hours of dedicated support for site edits, content updates, or technical troubleshooting and hosting included..
- **Hourly Rate:** For additional needs beyond the support plan, we can work at an hourly rate of **\$150 per hour**.
- **Hosting Plan:** If you just want the website to be hosted with us in a secure environment then it's \$125 per month.
- **Technical Continuity:** This ensures that as your public documents grow or airport guidelines change, your team has immediate access to our experts to implement updates without delay.
- **Security & Backups:** We continue to oversee the server environment, ensuring that the daily backup protocols remain active and the site remains secure against emerging vulnerabilities.

F. Scope of Work Summary

Discovery and Planning: We lead a data-heavy discovery phase using stakeholder interviews, heatmap tracking, and user interviews to simplify navigation and recommend a sitemap and visual design approach.

Design and Development: We develop on a WordPress and Elementor Pro foundation with custom code to ensure your team maintains day-to-day control while providing a bespoke, high-performance experience.

Mockups and Wireframes: We create wireframes and high-fidelity mockups to ensure the modern, responsive design meets FMAA approval before launch.

Public Library Construction: We construct a searchable, well-organized resource clearinghouse for all airport documents, reports, and master plans.

Implementation: We perform rigorous testing and audits to ensure the site meets all ADA accessibility (WCAG 2.1 AA) and cybersecurity standards.

Training: We provide three recorded training sessions and a "how-to" video library so your staff can independently handle site maintenance and content updates.

Post-Launch Optimization: We implement post-launch analytics and reserve 10% of the budget for optimizations based on actual traveler behavior and qualitative feedback.



4. Collaboration and Communication

Our Creative Manifesto is built on the belief that a successful partnership is rooted in radical transparency and shared purpose. We don't just act as a vendor; we act as an extension of your team. Our goal is to ensure you feel supported, heard, and completely confident in the progress of the Friedman Memorial Airport digital hub. To deliver on our priority of clear communication that stays under budget and on time, we utilize a streamlined, tech-forward stack to keep the project moving without unnecessary friction.

We recognize that the FMAA team may not be a technical team—and that is exactly why our process is designed to be steady, transparent, and supportive. Our role is to simplify complex decisions, avoid unnecessary jargon, and move at a pace that feels manageable for your team. We view this as a true partnership, not a handoff.

The Kickoff: Building the Foundation

We believe the strongest partnerships start in person. To kick off this project, we will travel to your Hailey office to conduct an intensive, in-person discovery session. This is our time to align on your vision, deep-dive into the research discovery, and define the specific personas of the traveling public and stakeholders you serve. Beyond the spreadsheets and sitemaps, we want to truly understand the mission of the Friedman Memorial Airport Authority. This initial face-to-face connection ensures that when we return to our desks, we are building with your heart and your goals top-of-mind.

Real-Time Collaboration and Design

We leverage Figma for all design work, which allows us to collaborate with your stakeholders in real-time. Instead of sending static PDFs back and forth, we invite you into our live design environment. You can leave comments, watch us make live adjustments, and see the architecture of the site take shape before your eyes. This level of visibility ensures that there are no "surprises" at the end of a design phase—you are part of the creative process every step of the way.

Centralized Management: The Client Portal

To remove the stress of tracking emails and attachments, we provide a dedicated Client Portal. This is your team's single source of truth, accessible 24/7.



- **Review Work:** Approve designs, wireframes, and copy in one place.
- **Track Progress:** See upcoming milestones and project statuses.
- **Accountability:** Access all contracts, invoices, and project documents instantly.
- **Direct Access:** For internal task management, we use ClickUp and can provide your team access to our workspace, giving you a transparent view into our development sprints and daily progress.

Ongoing Sync and Quick Access

We recommend formal check-in meetings every week to every two weeks to review progress, tackle blockers, and keep the timeline on track for the Aug 2026 launch. For everything in between, we can move away from the "inbox clutter" by connecting with your team via Slack or Microsoft Teams. These channels allow for quick, easy communication—whether it's a simple question about a feature or a quick update on a task.

Our communication style is grounded in our values: ***we lead with empathy, stay focused on the data, and always maintain the flexibility*** required to navigate the complexities of a multi-stakeholder project. We have your back, and we've built our entire workflow to prove it.



5. Timeline

This plan follows our Research-First approach, ensuring we don't build until we understand, and includes the 10% post-launch optimization phase. These dates are flexible based on the start date.

Phase	Milestone	Start Date (Est.)	Completion Date (Est.)
Project Initiation	Contract Completion & Project Start	March 16, 2026	March 16, 2026
Phase 1: Discovery and Planning	In-Person Kickoff in Hailey. Stakeholder interviews, user personas, and heatmap tracking study.	March 16, 2026	May 8, 2026
Phase 2: Design & Wireframing	Creation of "skeleton" wireframes in Figma for real-time collaboration. Development of high-fidelity UI designs and plain-language copywriting. WCAG 2.1AA accessibility audit of designs	May 11, 2026	June 12, 2026
Phase 3: Development	WordPress/Elementor core build with custom code. Integration of public document library, news updates, and alerts..	June 15, 2026	July 17, 2026
Phase 4: Implementation and Training	Beta site release in staging environment. Multi-device responsiveness testing. 2-3 rounds of stakeholder revisions. Final accessibility and security hardening	July 20, 2026	July 31, 2026
Phase 5: Launch & Training	Aug 2026 Public Launch. Delivery of 3 recorded training sessions and "How-To" video folder for your team.	Aug 2026	Aug 2026
Phase 6: Post-Launch Optimization	Implementation of Google Analytics and Heatmaps. Post-launch user interviews. Execution of 10% budget reserve for evidence-based refinements and technical fine-tuning.	Q3 2026	Q4 2026



6. Budget

Our financial approach is rooted in transparency, predictability, and fiscal responsibility. This proposal represents a fixed-fee, not-to-exceed investment of \$43,975 for the complete scope of services outlined in this RFP. All contingency allocations are included within the total not-to-exceed project investment of \$43,975.

This total includes all discovery, design, development, implementation, training, documentation, and post-launch optimization services necessary to deliver a modern, compliant, and sustainable digital platform for the Friedman Memorial Airport Authority.

Every dollar in this proposal is tied directly to a defined project phase and milestone. Our goal is to provide cost certainty for FMAA while ensuring the flexibility necessary to deliver a high-quality, evidence-based solution.

Beyond the billing structure, this investment is specifically designed to deliver an evidence-based platform that meets the Airport's long-term goals. We have tied every dollar to a specific project milestone, with a heavy emphasis on user research to ensure the final product is both sustainable and effective for the traveling public.

- **A Research-First Investment:** We have allocated \$9,550.00 to Research and Discovery. This is a deliberate choice; by investing in stakeholder and user research, user interviews, and heatmap tracking, we eliminate the risk of building a platform that travelers find difficult to navigate. This data-driven foundation ensures the final design is intuitive, reducing the need for extensive support post-launch.
- **Design and Development Excellence:** Our Design (\$12,250.00) and Development (\$11,700.00) phases focus on solutions tailored to the safe and reliable operation of the airport. This includes professional copywriting to ensure technical airport information is accessible and custom library development to serve as a reliable public resource for airport documents. By building on a WordPress and Elementor foundation with custom code, we provide a bespoke experience that your team can manage independently.
- **Commitment to Post-Launch Success:** Included within our budget is a dedicated Post-Launch fund of \$6,100, which accounts for roughly 15% of the project base cost. We do not consider our job finished at the August 2026 launch. This fund is reserved for real-world data tracking, follow-up user interviews, and refinements based on how the public actually interacts with the site.



Contingency and Scalability

We recognize that complex projects can shift in focus as research uncovers new user needs. To mitigate risk and ensure the project remains on track, we have moved specific high-variability items into a Contingency Budget totaling \$10,475.00. This allows us to scale these efforts up or down based on your team's internal capacity and discovery findings.

- **Copywriting:** We have allocated \$4,375.00 in contingency to ensure all content is translated into accessible, plain language. This line item is adjustable; if your team handles a larger portion of content creation, we can scale this back to focus exclusively on final audits and tone alignment.
- **Post-Launch Optimization:** This reserve ensures that we are not just delivering a product on launch day, but optimizing it based on real-world behavior. This fund allows for evidence-based refinements that guarantee long-term adoption and success.

**All travel costs associated with visiting your Hailey, ID office for the kickoff will be incurred by BeZe Creative. We view this in-person collaboration as a vital investment in our partnership, so these costs are not passed on to the Airport.*

	Hours/Unit	COST
Research + Discovery		
Stakeholder & User Research	12.00	\$3,000.00
Heatmap Tracking	1.00	\$250.00
User Interviews	12.00	\$2,400.00
Creative Direction	12.00	\$3,000.00
Business Analysis	6.00	\$900.00
		\$9,550.00
Design		
UX Design	20.00	\$4,000.00
UI Design	20.00	\$4,000.00
Copywriting	10.00	\$1,750.00
Production Design	25.00	\$2,500.00
		\$12,250.00
Development		
WordPress/Elementor Pro Software	1.00	\$200.00
Homepage Development	12.00	\$2,400.00
Internal Page Development	30.00	\$4,500.00
Custom Library Development	12.00	\$2,100.00
Training & Documentation	10.00	\$1,000.00
Security & Accessibility Auditing	5.00	\$750.00
Hosting & Technical Setup	5.00	\$750.00
		\$11,700.00
TOTAL COST		\$33,500
Contingency Costs		
ANY COST ABOVE THAT NECESSARILY EXCEEDED THE BUDGETED AMOUNT		
Copywriting	25.00	\$4,375.00
Post Launch		
Post-Launch Data Tracking	8.00	\$2,000.00
Post-Launch User Interviews	10.00	\$2,000.00
Refinements	12.00	\$2,100.00
SUBTOTAL CONTINGENCY:		10,475.00
TOTAL COST with Contingency		\$43,975



7. Post Launch Success

We believe that a website's launch is a beginning, not a finish line. Our post-launch strategy is designed to move beyond basic maintenance, focusing instead on the continuous optimization of the Friedman Memorial Airport's digital presence. To ensure the platform remains a state-of-the-art resource, we have structured a two-tier approach: a data-driven refinement phase and a consistent monthly support plan.

Evidence-Based Refinements

As outlined in our budget, we have reserved \$6,100.00 specifically for the immediate post-launch period. During this time, we implement Google Analytics and heatmap tracking to gather quantitative data on user behavior, identifying exactly which resources are being accessed most frequently and where travelers or stakeholders might encounter friction. We combine this data with qualitative post-launch interviews with actual users. This allows us to make evidence-based technical and design refinements, ensuring the final product is fully optimized and perfectly aligned with the needs of the Airport.

Ongoing Monthly Maintenance

Beyond the initial optimization phase, we offer a dedicated monthly support package to handle your ongoing needs. We understand the administrative burden of maintaining a growing platform, and we are committed to being your long-term technical partner.

- **Monthly Support Plan:** For \$400 per month, we provide 4 hours of dedicated support for site edits, content updates, or technical troubleshooting. We can work hourly at \$150 per hour.
- **Technical Continuity:** This ensures that as your curriculum grows or legal guidelines change, your team has immediate access to our experts to implement updates without delay.
- **Security & Backups:** We continue to oversee the WP Engine server environment, ensuring that the daily backup protocols remain active and the site remains secure against emerging vulnerabilities.

Empowering Your Team

While we are always available for support, our goal is your independence. As part of our launch process, we deliver the three recorded training sessions and the custom "how-to" video folder. This ensures that your four-person team can handle routine updates independently, while our monthly support plan provides a safety net for more complex enhancements or specialized edits as the Airport evolves.



As we conclude this proposal, we want to express our genuine excitement for the opportunity to partner with the Friedman Memorial Airport Authority. Being born and raised in Idaho, we have a deep, personal appreciation for the Wood River Valley and the role SUN plays as a gateway to our state. We don't see this project as just another website build; we see it as an opportunity to support a piece of Idaho infrastructure that our own families and friends utilize. Our team is eager to bring our "Bigger Than The Bottom Line" philosophy to you, ensuring that every design choice we make honors the unique character and tourism-driven energy of your community.

Our commitment to you is rooted in the values of humility, empathy, and integrity. We believe that the best work comes from true collaboration, which is why we act as an extension of your team rather than a distant vendor. You can expect us to show up with the discipline of athletes and the rigor of engineers, but also with the heart of creatives who care deeply about the people at the other end of the screen. We are dedicated to delivering a digital hub that doesn't just meet technical standards, but truly serves the traveling public with clarity and trust.

We have your back from the first in-person kickoff session to the long-term support phase. We are ready to dive into the research, listen to your stakeholders, and build a platform that FMAA can be proud of for years to come. Thank you for considering our Idaho-based team; we look forward to the possibility of working side-by-side with you to elevate the digital experience of the Friedman Memorial Airport.

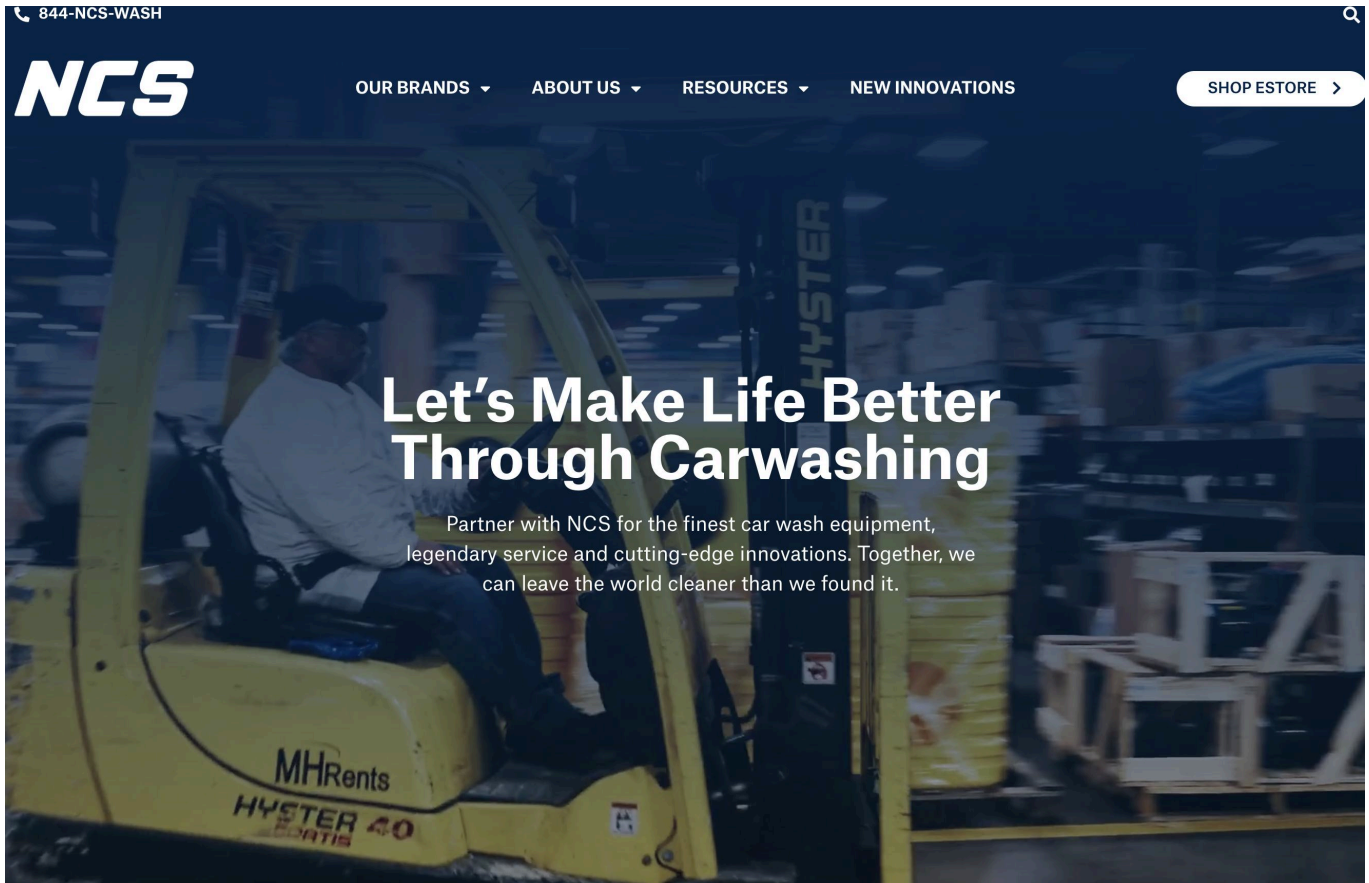
Sincerely,

Jeff Barker

A handwritten signature in black ink that reads "Jeff Barker". The signature is written in a cursive, flowing style.

National Carwash Solutions

Grimes, IA



CHALLENGES AND SOLUTIONS:

This was originally a legacy website with over 100 pages. The sheer amount of content was the biggest challenge. By combing through the previous website and using Google Analytics to determine which pages were still useful, we created an entirely new sitemap. It resulted in a more user-friendly website that was easier to navigate, and decreased the bounce rate

HIGHLIGHTS:

The client had spent a year working with a different agency, trying to get this website finished. After only 8 weeks of working with us, the website was live, hitting new traffic records, and dominating SEO results

SkillSignal

New York City, NY

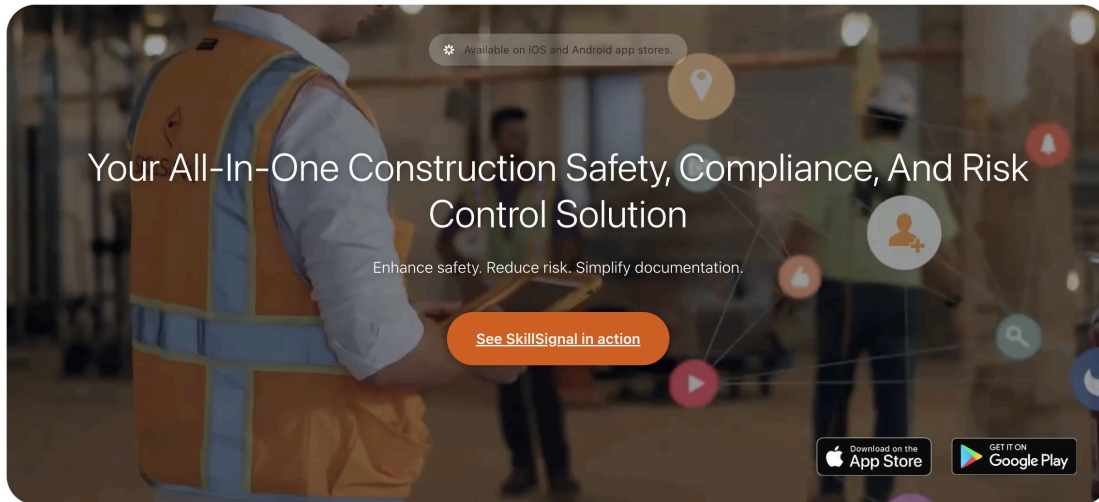
SkillSignal Named Finalist in NYC's Premier Construction Safety Innovation Competition. [Learn More →](#)



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Trusted by General Contractors



Preferred by Trade Contractors



CHALLENGES AND SOLUTIONS:

The client's previous website was unorganized and hard to navigate. Their construction software needs to cover a lot of information, partly because it offers a variety of solutions, and partly to comply with legal requirements.

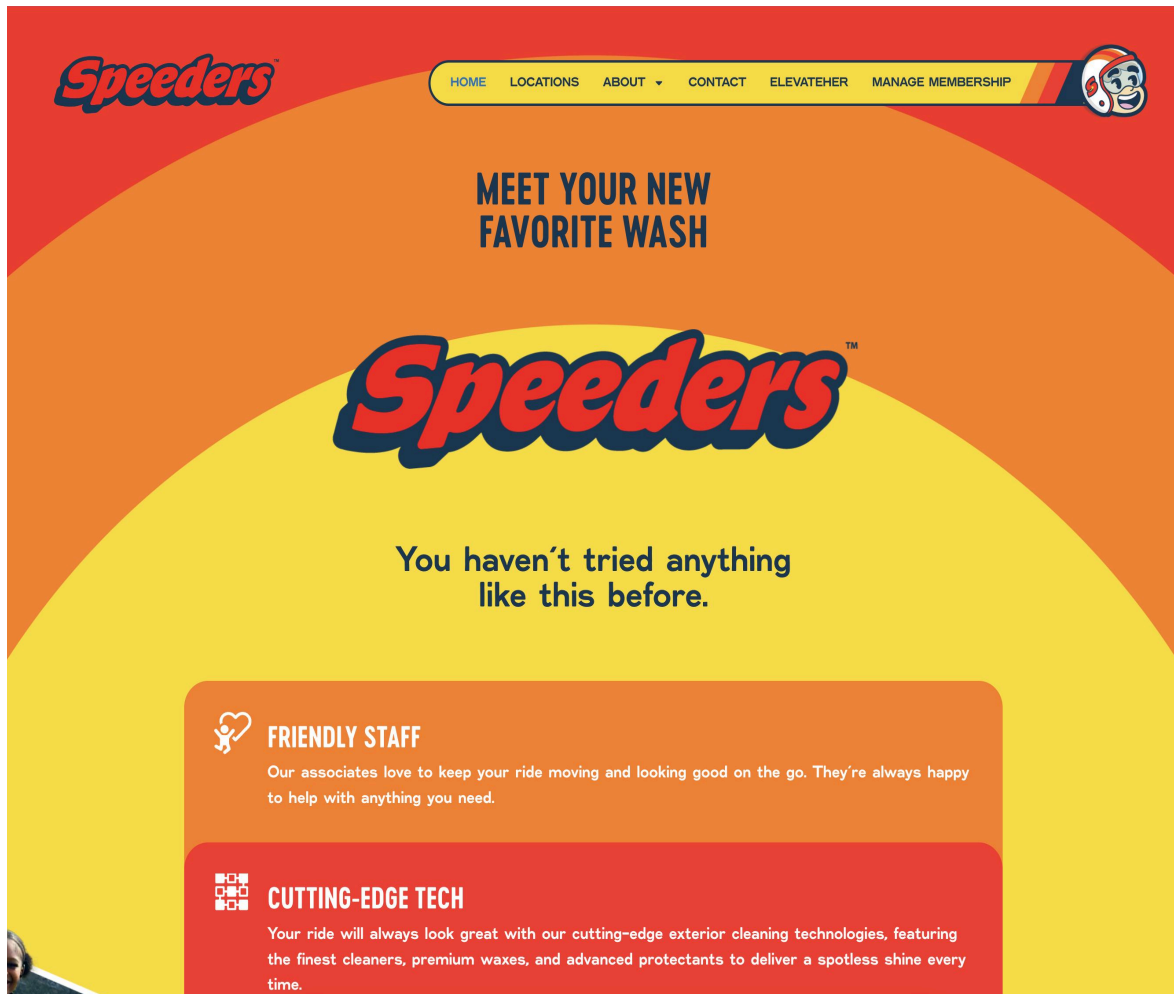
Our solution was a combination of investigating how competitors structured their robust content, together with a complete rework of their sitemap. We organized the content into clear categories to assist with navigation, and worked with their legal team along the way to ensure we stayed fully compliant in every iteration of the website.

HIGHLIGHTS:

This project allowed our team to showcase our ability to not only design and develop a beautiful website, but also our ability to take a complex and confusing website and turn it into an easy to navigate and intuitive one.

Speeders Car Wash

Bristol, CT



CHALLENGES AND SOLUTIONS:

This was a two-part project. First, we revamped their branding. Second, we updated their website to match. One of the challenges was that some of their top-performing pages weren't highlighted properly. So we went through their analytics, identified the top-performers and what information their users were looking for, and from there began our design. We highlighted these pages and the information on the homepage, and clarified the main menu categories.

Previously there had been no way to easily find their locations for customers, so we revamped and upgraded their locations sections. With location tracking, users can now find the nearest location no matter where they are.

HIGHLIGHTS:

The client trusted us to make something different with their website - we made it fun! Throughout the site we incorporated animations, highlighting the personality of Speeders, while also utilizing it to showcase important information about the company. The movement that this gives the website also adds to the experience, retaining visitors' attention as they browse.

Our References

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To Whom It May Concern,

I am pleased to recommend BeZe Creative as a trusted partner. I recently engaged their team to lead the complete branding work for our pool company, and the experience was outstanding from start to finish.

As a customer, I saw firsthand their ability to translate vision into reality using an engineering framework. They brought fresh creative ideas, listened closely to our goals, and then executed with precision. The final branding captured exactly the identity we were aiming for, and the process itself was marked by clear communication, responsiveness, and a high level of professionalism.

What stood out most was their ability to operate not just as designers, but as true partners who understood both the creative and business sides of the work. They consistently delivered on time, and their work has already had a measurable impact on how our business shows up in the market.

Based on my direct experience, I consider BeZe Creative a highly reliable and capable firm. They combine creativity, professionalism, and a strong partnership approach, and I have every confidence they will bring the same excellence to your project.

Sincerely,

Blake Brunk
Owner
Briva Pool and Spa
Boise, ID

Blake@brivapools.com



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515-986-3700

Greetings,

BeZe Creative isn't just a partner, they're the backbone of our event success.

Time and again, they've saved us, stepping in with innovation, precision, and solutions that elevate our presents far beyond anything our competitors or industry bring to the floor.

Their creativity, professionalism, and flawless execution have turned our booths into award-winning experiences.

Truly, we couldn't imagine doing events without them.

Thanks,

Andrew Clark

Events Director

National Carwash Solutions

Boise, ID

Aclark@NCswash.com



Date: 10/8/2025

To Whom It May Concern:

I am writing to provide a professional trade reference for BeZe Creative, with whom we have maintained a business relationship since 2025.

Nature of Relationship: Customer of BeZe Creative

Length of Relationship: 1 year

Scope of Work Provided: Product launch video, stock photos of products, and social media posts

Based on our experience, BeZe Creative has consistently demonstrated exceptional professionalism, creativity, reliability, and meticulous attention to detail. They have proven to be a valued business partner, taking the time to thoroughly understand our product, brand positioning, and target audience.

Their collaborative approach and commitment to excellence have made a significant impact on our projects, and we look forward to continuing our partnership with them. We highly recommend BeZe Creative to any organization seeking a trusted and innovative creative team.

If you require any additional information, please feel free to contact me at btester@rivtekgear.com.

Sincerely,
Ben Tester
Founder
RIVTEKgear.com

