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# MEMORANDUM

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Date: March 3, 2014

To: The Honorable Chair and Members  
Pima County Board of Supervisors

From: C.H. Huckelberry  
County Administrator 

Re: **March 18, 2014 Presentation to the Board of Supervisors by the Tucson Airport Authority Regarding Efforts to Improve Direct Air Service at Tucson International Airport**

The strategy to increase direct air service at Tucson International Airport is an essential component in improving and increasing economic development tourism activities. Coupled with the activities of Visit Tucson, it can be very beneficial to our regional economy, particularly as it relates to increasing tourism and supporting nationally and internationally recognized destination tourism attractions. For example, the Arizona-Sonora Desert Museum, the Pima Air and Space Museum, our natural resource parks such as Sabino Canyon, and others.

We appreciate the efforts of the Tucson Airport Authority Board of Directors and staff to improve direct air service at Tucson International Airport, and they will be making a presentation to the Board regarding this subject.

CHH/anc

c: Robin Brigode, Clerk of the Board of Supervisors  
Bonnie Allin, President and CEO, Tucson Airport Authority  
David Hatfield, Senior Director Business Development and Marketing, Tucson Airport Authority  
Brent DeRaad, President and CEO, Visit Tucson