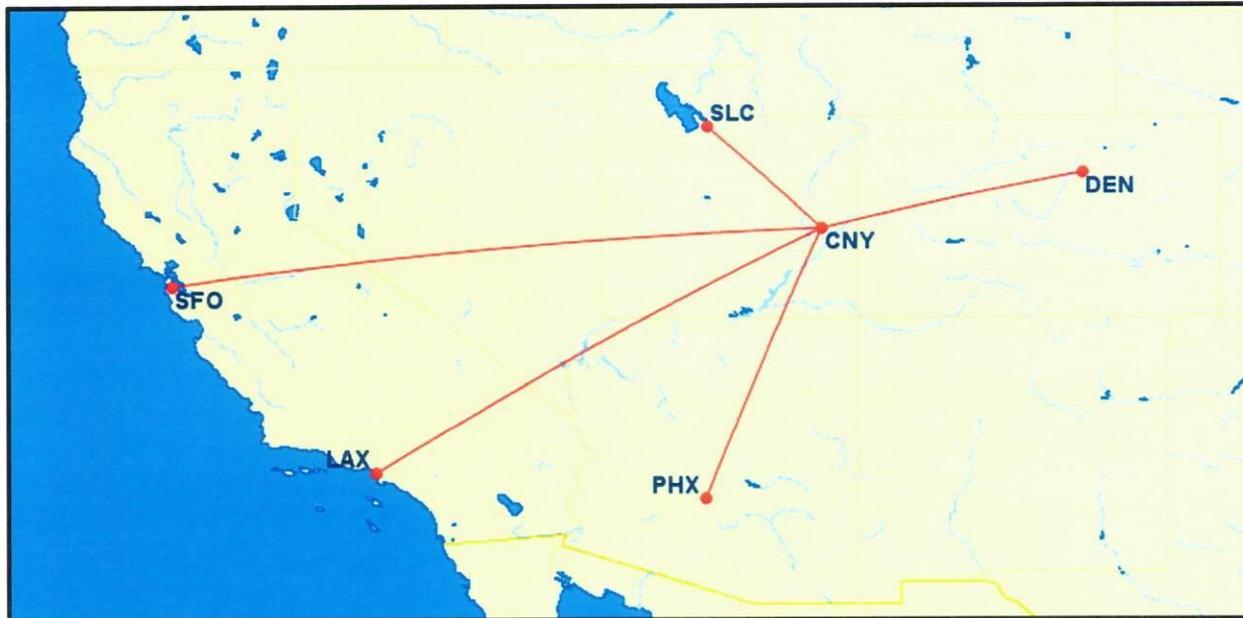


L.B. SCHMIDT & ASSOCIATES, LLC

PROPOSAL FOR CONSULTING SERVICES

Canyonlands Regional Airport (CNY)
CNY EAS Contract Facilitation Project



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October 15, 2025

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PROJECT GOAL

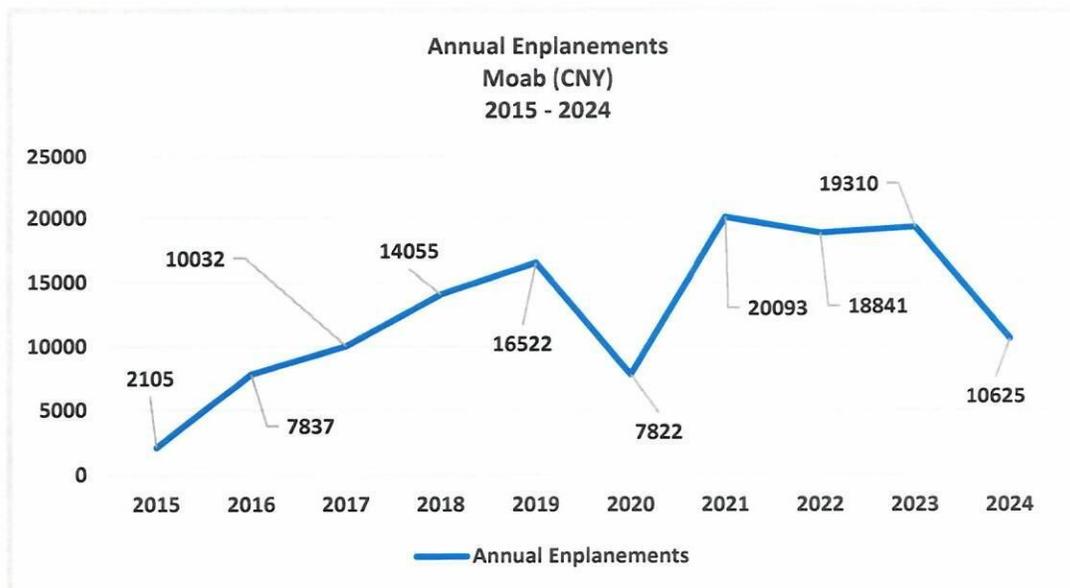
Facilitate the next cycle of contracting for the USDOT Essential Air Service (EAS) contract for Canyonlands Regional Airport (CNY) and **secure at least three (3) proposals for jet service to/from CNY to a major connecting hub.**

BACKGROUND

Every three years or so, airports which are designated by the USDOT as “Essential Air Service” airports go through a contracting process in order to determine which airline will serve the EAS airport for the next contract cycle.

This is an important process because selection of the “right” carrier can connect the community and region served by the airport to an important airline connecting hub and can literally create hundreds of one-stop itineraries to important domestic and international markets. This can lead to an increase in annual enplanements and potentially **additional annual FAA funding** for the airport.

The selection of the “right” carrier can also **enhance the local community’s ongoing efforts related to economic development, job creation, tourism development,** etc. Selection of the “wrong” carrier can lead to poor service and an ultimate decrease in enplanements (and, potentially a decrease in annual FAA funding for the airport).



Moab Canyonlands Regional Airport Historical Airline Service – Last Ten Years			
Airline	Dates Served	Aircraft	Destination(s)
Boutique	3/30/16 – 2/28/18	Pilatus PC-12 Turboprop	Denver/Salt Lake City
SkyWest dba United	3/1/18 – 5/4/21	CRJ200 Regional Jet	Denver
SkyWest dba Delta	5/5/21 – 12/31/23	CRJ200 Regional Jet	Salt Lake City
Contour Airlines	2/1/24 – 9/30/26	ERJ135 Regional Jet	Denver/Phoenix



Source: Salt Lake Tribune

The Request for Proposal (RFP) for the next EAS contracting cycle for CNY is expected to be posted to the USDOT’s Docket on or around February 28, 2026. This means that a comprehensive effort to competitively position the airport and the surrounding community/catchment area with potential airlines **should begin about four or five months prior to the expected RFP date (September 2025).**

ISSUE

When it comes time for the USDOT EAS contract process there are two primary ways for an airport and its community to approach the process:

1. “Wait” for any interested airline to submit a proposal in response to the USDOT Request for Proposal (RFP) once the RFP has been posted to the USDOT Docket, or,
2. **Proactively position the airport**, the community and the surrounding region in the most positive light possible to all potential EAS airlines, thereby competitively positioning the airport to receive multiple strong bids for service which can grow enplanements going forward and provide more appropriate service to the EAS airport.



Source: *Geology Science*

Preparing for an EAS contract cycle is as important as any other step a community takes to support its economic development efforts. As mentioned above, **winding up with the “right” carrier can pay dividends down the road when it comes to airport and community economic and tourism development.**

L.B. Schmidt & Associates, LLC (LBSA) proposes to conduct the following activities on behalf of Canyonlands Regional Airport (CNY) which are designed to provide turnkey services to facilitate CNY’s next EAS contract cycle:

PROJECT SCOPE

Develop comprehensive market profile by conducting in-depth market research focusing on:

- Community/region catchment area
- Key demographic information (including a focus on tourism)
- Airport information
- Conduct online survey via regional chamber of commerce portal(s) to develop regional travel history data
- Conduct in-person focus group session of very frequent fliers to develop additional travel data and list of needs
- Develop PowerPoint marketing deck suitable for airline HQ presentations

Conduct airline outreach, including:

- Schedule/conduct airline HQ presentations (either in-person or via videoconference)
- Schedule/conduct follow-up airport/community site visits by airline route expansion executives
- Conduct all follow-up communications with airlines as needed

Schedule community/airport leadership meetings and videoconfernces as needed

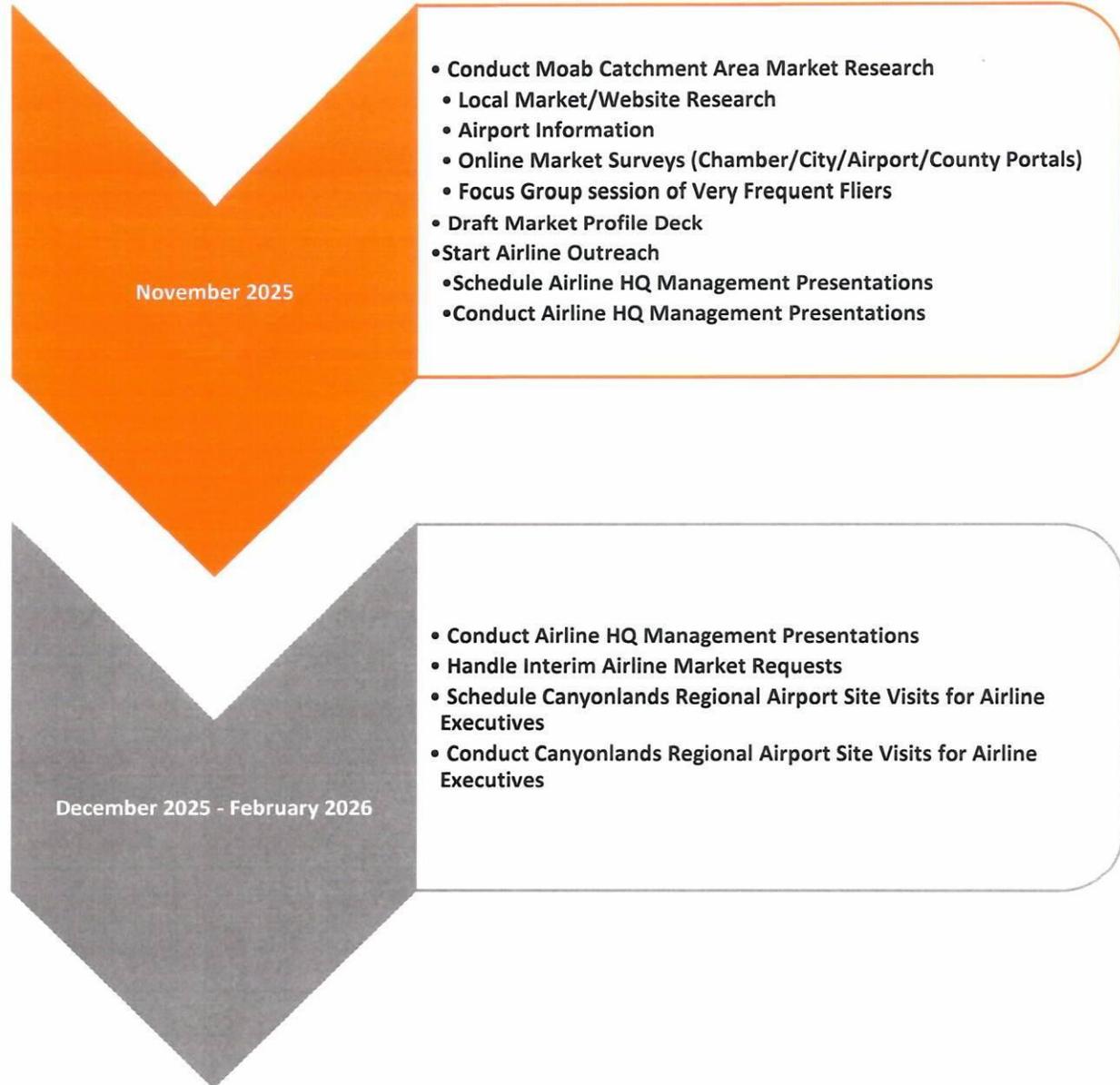
- Work with and develop lines of communications with airport and community leaders through a local/regional air service development committee
- Provide periodic project updates through emails, attendance at meetings either in person or via videoconference, etc.

Analyze EAS service proposals and provide overview to airport/community leaders

- Develop/complete matrix which will illustrate various components (e.g., FAA Part 121 service; full codeshare service, interline service, etc.) of air service proposals allowing for easy comparison of proposals as they are posted to the USDOT Docket
- Provide overview of all air service proposals to airport/community leaders to assist leaders in selecting and recommending an airline's proposal that is most responsive to the community's and region's needs to USDOT

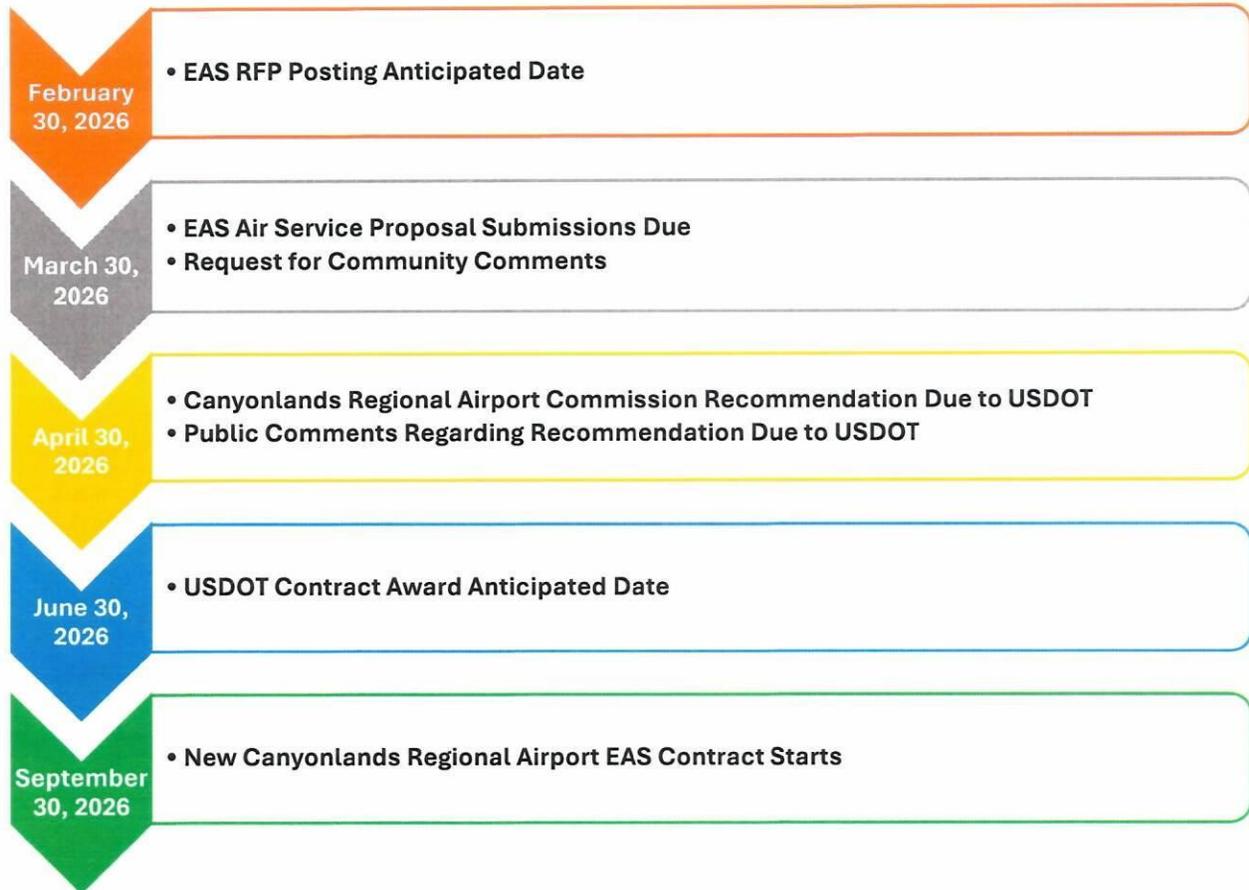
PROJECT TIMELINE

Canyonlands Regional Airport EAS Project & Process Timeline/Anticipated Dates



Note: Dates subject to change

**Canyonlands Regional Airport EAS Project & Process Timeline/Anticipated Dates
(Continued)**



PADUCAH CASE STUDY

LBSA has been working with client Barkley Regional Airport Authority (BRAA) to help facilitate the ongoing EAS contract cycle for Barkley Regional Airport (PAH) in Paducah, KY.

Background



PAH welcomed its first commercial airline flight in the 1940s. Prior to airline deregulation, PAH was served by Delta Air Lines and Ozark Airlines. Both carriers operated Douglas DC-9 jets into PAH and provided nonstop jet service from PAH to Chicago, Louisville, St. Louis, Memphis and Atlanta. Following airline deregulation, both carriers pulled out of the market in order to serve larger markets.

PAH was designated an Essential Air Service (EAS) airport and was subsequently served by a number of different regional and commuter carriers. Beginning around 2011, SkyWest Airlines dba United Express was awarded the PAH EAS contract. SkyWest provided two daily nonstop roundtrips from PAH to Chicago O'Hare International Airport, using 50-passenger CRJ200 jets.

Fast forward to 2021/2022, SkyWest, facing a massive pilot shortage, announced that it would vacate 29 EAS markets across the country, including PAH (CNY was also one of the SkyWest vacated markets). Coming out of the pandemic, which had devastated the airline industry, this was not an opportune time to go looking for new EAS service.

Just prior to the SkyWest announcement, Barkley Blue Skies Alliance (BBSA), the airport's non-profit organization retained LBSA for the purpose of developing a second route for the airport to a different destination than Chicago. With the SkyWest announcement, BBRA, BBSA and LBSA pivoted to focus on developing a new EAS route. LBSA stated that the **number one goal for the airport would be to retain jet service.**

LBSA facilitated an introduction to Contour Airlines, a regional airline based in Smyrna, TN. Following a site visit to Contour's Smyrna headquarters, and follow-up discussions in Paducah, Contour submitted a proposal to USDOT which was accepted and soon started 12 weekly

roundtrips from PAH to Charlotte Douglas International Airport (CLT), using ERJ135 30-passenger jets.

The new CLT service also tied into Contour's existing interline agreement with American Airlines, providing connections to American's second largest connecting hub at CLT, starting in November 2022.



Current EAS Facilitation Project

LBSA was retained this time by BRAA in 2024 for the purpose of facilitating the next EAS contract process. This also followed the opening of PAH's new \$43 million passenger terminal. By this time the market dynamics had changed substantially.



LBSA, following the process outlined in the Project Scope section above, developed a comprehensive market profile of the region, coupled with a profile of the airfield and its facilities. The findings were compiled in an attractive PowerPoint presentation deck, suitable for presenting to airline route expansion executives. **LBSA proactively reached out to six potential carriers – airlines which in one way or another could provide jet service from PAH to major connecting hubs.** Some of the airlines have full codeshare relationships with the legacy carriers (American, Delta and United) and others have interline agreements with the legacy carriers.

LBSA facilitated airline HQ site visits in January and February 2025 for PAH airport and community leaders. This was followed by a series of airline executive site visits to Paducah in March and April 2025. Strong relationships were fostered by this process between the airlines and the airport and community leaders.

The EAS RFP for PAH was posted to the USDOT Docket, with responses due on June 23, 2025. Five jet service proposals were received and evaluated by community leaders and the Authority's Board of Directors. On July 8, 2025, the Barkley Regional Airport Authority Board of Directors voted unanimously to recommend to the USDOT that SkyWest Airlines dba United Express be awarded PAH's next EAS contract.

SkyWest's proposal called for six weekly nonstop flights each from PAH to Chicago O'Hare International Airport and Houston George Bush Intercontinental Airport, using the new Bombardier CRJ550 aircraft. This is the first EAS market that United Airlines has approved deployment of the CRJ550, which has a three-class cabin configuration (First Class, Economy Plus, and Economy). The aircraft which holds 50 passengers is actually based on the larger CRJ700 platform and represents the largest passenger aircraft to serve Paducah since Delta and Ozark flew DC-9 jets in the 1970s.



USDOT has awarded the PAH EAS contract to SkyWest Airlines and service is expected to begin on February 1, 2026.



L.B. Schmidt & Associates, LLC is a full service, international consulting firm located in Louisville, KY, with a part-time office located in Scottsdale, AZ. The firm was founded in 2004 by Luke Schmidt and broadly focuses on economic development, public affairs and strategic planning. The firm has a stellar list of past and present clients which extends from San Diego to Boston and overseas. The firm has successfully developed, implemented and managed projects across the U.S. and also in Europe.

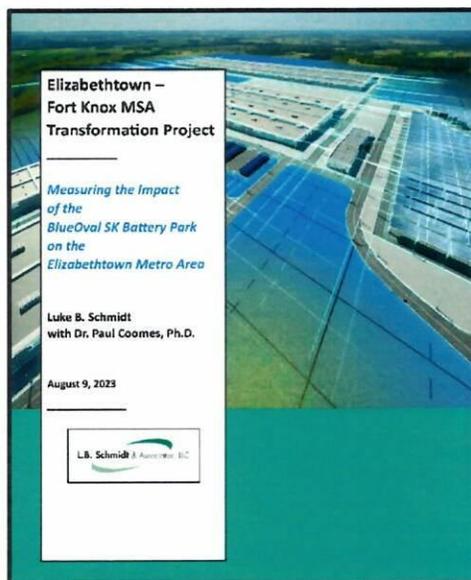


Luke Schmidt is the President of L.B. Schmidt & Associates, LLC. Following is a sample of the types of consulting projects Luke has led in the U.S. and Europe:

- Commercial air service development projects for airports in Connecticut, Kentucky and Texas
- Community visioning process for large Kentucky county (established 24 strategic goals)
- Environmental producer responsibility market development projects in Europe
- Feasibility study for new hotel and convention center
- Feasibility study for North American new technology introduction for Italian chemical company
- Industry coalition initiative to allow wine sales in Kentucky grocery stores

- Legislative research for Connecticut-based consumer products company
- Legislative strategy for new product introduction for Ohio-based consumer products company
- Strategic plans for non-profit organizations in Georgia, North Carolina and Virginia
- Unified (merged city-county) government feasibility studies for multiple Kentucky counties
- Impact study of the world's largest EV battery manufacturing plant on the Elizabethtown – Fort Knox Metropolitan Statistical Area (MSA)

As an example, while working collaboratively with client [Louisville Regional Airlift Development \(LRAD\)](#), Luke led community efforts to develop new nonstop commercial airline service from Louisville Muhammad Ali International Airport (SDF) to Los Angeles International Airport (LAX) – the most underserved non-nonstop route from SDF. This initiative included extensive market research, raising over \$3 million from private and public sources to be used as a Minimum Revenue Guarantee (MRG) to support the new route, and recruiting the service by working with route expansion executives at the four largest U.S. airlines. The new nonstop American Airlines service started in April 2019. Additional new nonstop service to San Francisco and Boston was also started as the result of this project.



Working collaboratively with Dr. Paul Coomes, Ph.D., Luke led the development of comprehensive impact study commissioned by client [Hardin County \(KY\) Chamber of Commerce of the new BlueOval SK Battery Park](#), a joint venture of The Ford Motor Company and SK ON, which will be the world's largest EV battery manufacturing plant (and the world's 10th largest manufacturing site with over 8.4 million square feet under roof). The plant will bring enormous growth to the Elizabethtown – Fort Knox MSA and the study is being used by regional leaders to assist in planning for the future.

Prior to starting his consulting firm, Luke served for 17 years as the first President/COO of the National Association for PET Container Resources (an international plastics industry trade association) in Charlotte, NC; Vice President of Marketing of the Coca-Cola Bottling Company of Elizabethtown (KY); and Distribution Project Manager for Coca-Cola USA in Atlanta, GA.

Luke has been a lobbyist since 1980 and has represented employers and clients on a variety of issues before state legislators in 17 states, Congress, and numerous city councils and county commissions across the U.S. Luke has conducted hundreds of interviews on behalf of clients and organizations with media outlets such as *USA Today*, *The Wall Street Journal*, *The Washington Post*, *The New York Times*, CNN, major daily newspapers and trade magazines, and radio and television stations nationwide.

Luke currently serves as a director of the Knox Regional Development Alliance (the development/advocacy non-profit entity which supports Fort Knox), director emeritus of 21st Century Parks (the largest new parks system in North America), past director of Louisville Regional Airlift Development (LRAD), and past president, board secretary and director of the Rotary Club of Louisville (the 12th largest Rotary club in the world, out of 47,000 clubs). While living in the Louisville suburb of Prospect, KY, Luke was twice elected to the Prospect City Council, which provides him with a unique perspective when it comes to working with mayors, city councils, county administrators and county commissions.

Luke is a past or present member of 11 boards and 19 industry committees, organizations, state and local commissions. Luke is a 1977 graduate of Southern Methodist University in Dallas, TX, and holds a bachelor's degree in business administration. Luke lives with his wife, Sharon, and their golden retriever in Louisville. Luke and Sharon are the parents of two grown children.

REFERENCES/LETTER OF RECOMMENDATION

Please feel free to contact either of the following two people for a reference related to the work that Luke Schmidt and LBSA has done for Barkley Blue Skies Alliance and the Barkley Regional Airport Authority:

Dennis Rouleau
Executive Director
Barkley Regional Airport Authority

270.744.0521
Dennis@flybarkley.com

Mike Stone
Chairperson
Barkley Blue Skies Alliance

270.442.3561
michaelstone@comcast.net

A Letter of Recommendation from Dennis Rouleau, Executive Director of the Barkley Regional Airport Authority now follows:

Barkley Regional Airport Authority

Dennis G. Rouleau, C.M. Executive Director



May 14, 2025

Re: Letter of recommendation

To whom it may Concern:

I am pleased to write this letter of recommendation for Luke Schmidt, an exceptional Air Service Development Consultant with whom we have had the pleasure of working on multiple occasions. Luke brings a rare combination of precision, professionalism, and effectiveness to his work. Despite operating a small consultancy, his impact is anything but small. He consistently delivers timely and thorough recaps of our meetings, ensuring that all key points are captured and clearly communicated. His attention to detail and ability to synthesize complex discussions into actionable insights have been invaluable to our team.

One of Luke's standout strengths is his ability to secure appointments with the right decision-makers at each airline. This skill has significantly enhanced our outreach efforts and helped us build meaningful connections within the industry. His professionalism, reliability, and strategic approach make him a trusted partner and a true asset to any organization seeking to advance its air service development goals.

This is the second time we have engaged Luke's services, and once again, we are extremely pleased with the results. I recommend him without reservation and am confident he will continue to exceed expectations wherever his expertise is applied

Kind Regards,

Dennis Rouleau

Dennis Rouleau

P.O. Box 38, West Paducah, KY 42086, Phone 270.744.0521, Fax 270.744.0522, E-Mail. dennis@flybarkley.com

www.barkleyregional.com

CONSULTING FEE

L.B. Schmidt & Associates, LLC proposes a fixed not to exceed project consulting fee of \$39,500 plus out of pocket expenses (primarily travel expenses).

The consulting fee can be paid over a eleven (11) month period with equal monthly payments of \$3,591.00 per month. The fee can be covered by one client serving as the project manager/banker while the fee can be provided by multiple sources such as the airport authority, city government, county government, chamber of commerce, tourism bureau, key individual businesses, etc.

If needed, LBSA can invoice each of the fee providers with their pro-rated share of the monthly consulting fee each month during the term of the contract.

CONSULTING SERVICES AGREEMENT

This document shall serve as the Agreement between L.B. Schmidt & Associates, LLC ("consultant") and Canyonlands Regional Airport ("client") for the provision of consulting services as outlined in the previous pages. This Agreement shall start on November 1, 2025, end on September 30, 2026

All work related to the project outlined in the previous pages will be completed by L.B. Schmidt & Associates, LLC/Luke Schmidt on a fixed (not to exceed) consulting fee in the amount of \$39,500, plus any documented out of pocket expenses. The consulting fee shall be invoiced at the end of each month, beginning on November 30, 2025, in eleven (11) equal installments of \$3,591.00. plus, out of pocket expenses and will include appropriate documentation. Invoices are due upon receipt.

L.B. Schmidt & Associates, LLC, will not obligate the client with any "out of the ordinary" expense without prior approval from the client. Any work requested by the client outside the scope of this Agreement will be billed at the rate of \$300.00 per hour. The consultant will maintain a professional, working partnership with the client and will provide periodic project updates.

This project may be cancelled by either the client or consultant with 30 days' written notice. The client will be liable only for any outstanding accrued consulting fees accrued at the time of termination and/or accrued out-of-pocket expenses due at the time of the termination.

Agreed to By and Between:

Steve Gleason

Luke B. Schmidt

Date

Date

Steve Gleason, Airport Manager
Canyonlands Regional Airport
110 West Aviation Way
Moab, UT 84532

Luke B. Schmidt, President
L.B. Schmidt & Associates, LLC
2800 Rivers Edge Road
Louisville, KY 40222