

Appendix G

AIRPORT NAME CHANGE

This Master Plan study recommended consideration of a name change for the Airport. Airport management began reviewing this idea while the Master Plan study was in progress. Management hosted several public meetings and engaged Airport stakeholders during this process. The information sheet that follows documents the benefits of a name change from the Caldwell Industrial Airport to the Treasure Valley Executive Airport at Caldwell. On December 20, 2021, the Caldwell City Council approved the name change for the Airport.

It's time to change Caldwell's airport name

SUMMARY

Caldwell is growing into a business center anchoring the west end of The Treasure Valley. Updating the airport's name from *Caldwell Industrial Airport* to *Treasure Valley Executive Airport at Caldwell* is a logical step that would serve us for generations to come. It also reflects not only the city's development and marketing goals, but also recognizes our ongoing growth into a Regional Business Airport.

INTRODUCTION

Caldwell's airport moved to its present site about 45 years ago. "Industrial" was added to the name to highlight the city's desire for the new airport to spark "industrial" growth in its new location. The success of the nearby Sky Ranch and North Ranch Business Parks is witness to the fulfillment of that goal. Beyond that, for the past decade or two, the Caldwell Industrial Airport has been growing into a Regional Business Airport and one of the leading airports in Idaho aviation.

All signs in the current master plan update point to continued growth and development as the FAA's designated "Reliever" airport for people and businesses who might otherwise desire to base aircraft at the Boise Airport. The projected growth of large, business hangars and fixed base operators on our field's north side support the planners' observation that changing our airport's name to include the word, "Executive", would more properly represent what our airport is becoming. The leading name candidate that encompasses our current service area and vision for marketing and future growth is ***Treasure Valley Executive Airport at Caldwell***.

BACKGROUND

RELIEVER: As one of 250 FAA-designated "Reliever" airports, Caldwell is a partner-on-paper with the Boise Airport. As a *Reliever*, Caldwell is the recommended go-to basing location for business and private aircraft that might otherwise choose to base in Boise. The Boise airport's focus is on providing airport service to several scheduled airlines, several cargo carriers, several air taxi/small cargo companies, the National Interagency Fire Center air assets, various other government agencies, jet-oriented Fixed Base Operators, and a number of corporate aircraft hangars. The physical

facilities are also *shared* in the sense that the Idaho Air National Guard and Idaho Army National Guard use ‘the-other-side’ of the airfield called Gowen Field.

Reliever status is mostly an on-paper designation that does not include any special grant-funding beyond that for which Caldwell is otherwise eligible. However, being the designated *Reliever* does add somewhat to our airport’s ‘standing’ with our FAA partners who may choose to call Caldwell first if some unexpected grant funding cannot be appropriately committed to eligible projects at other airports.

INDUSTRIAL: Documents from the ‘70s note that one of the goals of moving the Caldwell Municipal Airport to its new location was to promote “industrial” development. In the past few years, Sky Ranch Business Park, just north of the airport, has grown as the airport has grown. But having “Industrial” in an airport’s name is a somewhat tricky proposition in 2021 since it’s very difficult to define with any precision just what is meant or even implied by an “Industrial Airport.” Within the FAA’s list of Caldwell’s over 3,300 ‘peer’ airports, just seven others are “Industrial” and all but Caldwell are either categorized as a *Local* or (even smaller) *Basic* airport. Caldwell has twice as many based aircraft as the combined total of the other seven ‘Industrials.’ We are at the top of that difficult-to-define heap.

EXECUTIVE: The past couple of Airport Master Plans have recommended the development of large, business-oriented hangars on the north or ‘executive’ side of the airport off Linden. Those hangars have been earmarked for high performance, jet or turbo-prop aircraft. Elsewhere in the United States 39 airports have “Executive” in their names and of those 39, 21 of them are also a designated Reliever airport. 12 of the 39 have names that do not include the name of their nearby community. 31 of the 39 current Executive airports are National or Regional airports – like Caldwell. Changing to an “Executive” airport would much more clearly identify the image we want to project as we further develop our airport over the next 20 years.

2021 AIRPORT MASTER PLAN: Suggests that it may be the right time for a name change --

AIRPORT NAME CHANGE?

The Caldwell Industrial Airport is a significant and important airport in the *National Airspace System*. *Out of 3,310 airports included in the NPIAS, EUL is one of only 250 reliever airports and one of only 482 categorized as a regional airport. Some airports that used the “Industrial” moniker in their name*

have chosen to change the airport name to something that is more reflective of the type of airport that they have evolved to and the primary types of activity occurring at the Airport. An example is the New Century Air Center (IXT), which was previously called the Johnson County Industrial Airport. This name change was made, in part, because the airport sponsor felt the word “Industrial” indicated a limited special use airport that was not reflective of the busy corporate airport it had become.

The following are some potential name changes that may be more reflective of the current and future type of airport that Caldwell is becoming:

- 1. Caldwell Executive Airport*
- 2. Boise Executive West Airport*
- 3. Caldwell Executive West Valley Airport*
- 4. Treasure Valley Executive Airport**
- 5. Caldwell Regional Airport*

Any name change is a matter of preference for the airport operator and can be an important marketing tool. A name that projects both the location of the airport and the type of activity common to the airport is informative to airport users.

CALDWELL’S ECONOMIC DEVELOPMENT: The Caldwell Airport, first “Municipal”, then “Industrial”, has been closely tied to the community’s growth and image. The definition of a Municipal airport is well-known, but when we became an Industrial airport, more work was created to attempt to explain to potential developers what it means to be at or near an “Industrial” airport. The move to be an “Executive” airport returns Caldwell to a clearer definition that more closely tracks with our recent and projected growth in aircraft numbers, operations, and size of hangars and aircraft.

TREASURE VALLEY: The center of population of “The Treasure Valley” is moving our direction. We are home to aircraft owned by people in Boise, Meridian, Eagle, Kuna, Nampa, Caldwell, elsewhere in Idaho, and beyond our border.

We now regularly serve regional, and often national, executive aircraft. A new name will make the Treasure Valley Executive Airport at Caldwell an obvious choice for high performance aircraft serving the growing number of businesses near Caldwell.

Renaming our airport **Treasure Valley Executive Airport at Caldwell** states clearly to users and those involved in development that we serve the growing area called, *The Treasure Valley*, from our convenient location near Caldwell.