



KEY FACTS

As of February 28, 2019

- Project Propel is an economic impact initiative designed to improve the competitive environment for business, academic and government enterprise in 47 cities and towns located within the Indiana counties of Elkhart, Marshall and St. Joseph, and the Michigan county of Berrien.
- When Project Propel went public in 2018, we promised the entire region would benefit. Today's public report proves that the combined efforts of leaders across our region have already provided that benefit. More benefit will follow as the initiative proceeds into the future.
- The objectives of Project Propel are summarized as follows:
 - 1) Reduce the overall cost of business travel in and out of our region by recognizing the loss of productivity and other hidden costs associated with business travel that originates in Chicago or Detroit – travel that bypasses our own regional infrastructure (South Bend International Airport).
 - 2) Improve the commercial posture of this region, by increasing business use of the airport so that carriers will invest in new routes, larger aircraft and more frequent service to meet our competitive needs.
 - 3) Produce \$100 million in economic impact every year for our 47 cities and towns. This is the same impact that similar-sized Midwestern regions have witnessed from this type of initiative.

THE HOW

- Employers have been asked to draft a single-paragraph business travel policy that encourages staff to consider using our own regional airport instead of an airport in Chicago or Detroit. The flexible policy states simply that employees should consider using South Bend International Airport unless the total difference in cost (by choosing Chicago or Detroit airports) exceeds \$300.

- A simple online calculator that shows the actual cost of originating out of Chicago or Detroit versus our own regional airport (including gas, tolls and lost productivity due to hours of driving & long TSA lines) is made available at ProjectPropel.com.

RESULTS

As of February 28, 2019

- Travel through SBN grew by 20.3 percent in 2018 (compared to 2017) (Average year-to-year growth at U.S. airports was 3-7 percent over the same period of time)
- SBN was the second-fastest growing airport among comparable-sized airports in the Midwest in 3Q18. Note: 4Q18 figures not yet available.
- American Airlines started two new direct flights at SBN in 2018. One flight connects our region to Dallas/Fort Worth. The other flight connects our region to Charlotte, North Carolina. Both flights are successful – each is becoming fuller as Project Propel gains momentum.
- 735,000 passengers flew through SBN in 2018. (An increase of more than 124,000 passengers or more than 10,000 per month, or 339 passengers per day)
- Every airline flying out of SBN has benefitted from increased numbers of passengers in year-to-year comparisons.
 - Allegiant saw nearly a 5% increase
 - Delta's was up over 7%
 - United grew by more than 16%
- The following leaders are early adopters of the Project Propel plan to improve our competitive economic position in this region:

1st Source Bank
Anthony Travel
Beacon Health System
Big Idea Company
City of Mishawaka, Indiana
City of South Bend, Indiana
Cornerstone Alliance
Cornerstone Chamber of Commerce
Cressy Commercial Real Estate
Economic Development Corporation of Elkhart County
Earth Designs Real Estate LLC
Elkhart County Community Foundation
Elkhart County Convention and Visitors Bureau
FTC Properties, LLC
Greater Elkhart Chamber of Commerce
Greater Lowell Holdings LLC
Goodwill
Holland Commercial Properties, LLC
Hoosier Racing Tire
INOVA Federal Credit Union
J2 Marketing
Kem Krest
Lippert Components
MACOG (Michiana Area Council of Governments)
Marshall County Economic Development Corporation
Menno Travel
Notre Dame Federal Credit Union
Pat Moody-Moody on the Market
Pinter Consulting
Quality Dining, Inc.
Renaissance District – Kevin Smith, IQI
Rack House Tavern & Grill
Radison Homes, LLC
Ron Norman Roof & Repair Construction Services
Salsa Services
South Bend Chocolate Company
South Bend-Elkhart Partnership
South Bend Medical Foundation
South Bend Regional Chamber of Commerce
Springwise
St. Joseph County, Indiana
St. Joseph Valley Metronet/ZING
Teachers Credit Union
University of Notre Dame
Wharf Partners LLC
WISSCO Irrigation, Inc.

