

## ► *The Situation*



In the fall of 2002, Elizabeth Criner and the partners at Veritas Advisors were hired to provide government affairs services for the Boise Airport to develop and implement a strategy to fund and build a new Air Traffic Control Tower at the Boise Airport.

## ► *Our Approach*

Working with the airport staff, a strong case for the project was developed. In early 2006 the FAA started to delay moving forward on the BOI Tower project, potentially risking the funding we received in the first year of the request. A strategy to force the hand of the FAA was developed and implemented. The effort culminated in a community meeting held in Boise during July of 2006, soon followed by a memorandum of understanding between the Boise Airport and the Federal Aviation Administration. We were able to develop a large community of support for Boise Airport's position and concerns including all four members of Idaho's Federal Delegation, the Governor, Idaho's Department of Transportation, state legislative leaders, local government officials, private industry leaders, community leaders and airport users. We escalated our efforts appropriately as we proceeded with implementation of the plan in a manner that would allow Boise Airport to have continued working relations with FAA staff and leadership, without compromising our position.

## ► *Veritas Results*

The first year of our request yielded our first earmark in 2003. In 2004 and 2005 additional funding was secured, totaling more than \$16 million toward the project. The result is approximately \$27 million in investment to occur over the next few years to include a new air traffic control tower (our original goal) and the deployment of an advanced landing system – CAT III ILS – to address fog closures.

*“The Art of Politics.”*



**VERITAS**  
A D V I S O R S L L P