



CITY OF BATTLE CREEK

CITY MANAGER - COMMUNICATIONS

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FOR IMMEDIATE RELEASE

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City airport to become Battle Creek Executive Airport at Kellogg Field

BATTLE CREEK, Mich. — As the City of Battle Creek's airport celebrates 95 years of operation this year, its new name is **Battle Creek Executive Airport at Kellogg Field**.

The City Commission adopted that change Tuesday night, as part of a recommendation in the airport's 2017 strategic business plan to develop a new brand. The commission previously approved the work on that plan, many stakeholders participated in its development, and the commission discussed its contents at a February 2018 workshop.

Neighbors have known the city's airport by a variety of names over the years – the Battle Creek Airport officially opened in 1925, and other names include Battle Creek-Kellogg Municipal Airport and Kellogg Airfield. It was named W.K. Kellogg Airport – the most recently used name – in 1928 when Kellogg donated \$60,000 to purchase the land option and pay for airport improvements and equipment.

As part of the new branding plan for the airport, several new names were considered with the help of R.A. Weidemann & Associates Inc., an aviation consultant specializing in aviation planning, strategic airport business planning, aviation-specific marketing, and economic impact analysis..

The new name – *Battle Creek Executive Airport at Kellogg Field* – indicates the primary, business aviation function of the airport, with the word "Executive." Those involved in the planning also worked to bring the "Battle Creek" geographic location back to the airport's name, and included "Kellogg Field" as in recognition of the airport's heritage.

Airport Director, Larry Bowron, stated "The new name represents the perfect culmination of our rich heritage and identity as a large general aviation airport that serves a unique business aviation niche. The City's airport plays an important role in the national general aviation sector and the new name will provide greater exposure not only to the airport but the City of Battle Creek."

Stay tuned as the airport begins the transition to *Battle Creek Executive Airport at Kellogg Field*, complete with new logos, signs, an improved online presence, and more.

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