

FOR IMMEDIATE RELEASE

### **Bonham Public Work and BEDCo partner to promote – Jones Field Airport**

Lance Capehart, Director of Public Works, City of Bonham and staff proponent for Bonham's Municipal Airport – Jones Field Airport and staff liaison to the Bonham Airport Advisory Board co-piloted the overall initiative together with Steve Filipowicz, Executive Director – Economic Development, City of Bonham and Bonham Economic Development Corporation (BEDCo) to bring to life a marketing piece entirely focused on Bonham's Jones Field Airport, its' aviation-related business, service, an abbreviated history and future evolution as set forth in the Jones Field Airport Master Plan.

In the wake of BEDCo's successful effort to have Bonham named a Texas Film Friendly Certified City by Gov Abbott as part of the Texas Film Commission's certification standards Filipowicz was contacted by Ed Zahra, Zahra Design Group with whom he had worked a decade before on a similar airport-focused marketing initiative while serving as Lancaster's EDC executive director.

Of Zahra, Filipowicz commented: "Ed is a well-respected artist, graphic designer and project manager based in Dallas whose projects and community credits read like a *Metroplex 'who's who*. I knew that after orienting him on the project Ed would steer us through whatever headwinds we'd encounter and land us safely!" Zahra did just that; his critical eye pointed out the weathered Jones Field street signage along TX Hwy 78 that screamed for updating and attention. While avoiding that mid-air collision it was pointed out that the airport logo while still attractive was no longer available to the city digitally and in 'High Resolution' for a variety of potential future uses.

Lance gratefully acknowledged the active interest and participation by the members of Bonham's Airport Advisory Board to ensure the accuracy of critical flight information could easily be misunderstood or incorrectly transcribed by non-aviators. BEDCo in partnership with the City's Jones Field Airport funds underwrote the assorted aspects of development of the marketing flyer, fabrication and installation of the street sign and "P-19" decal added to the airport terminal building sign. City, BEDCo and tourism webpages will all be adding the flyer or links to it as well as on social media. Color copies are also available in the City Hall Lobby, Bonham Visitors Center, Public Works, Fannin County History Museum and Jones Field Airport terminal.

For additional information feel free to contact Steve at (903)640-0717 or Lance at (903) 583-7555, Ext 122

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