



City of Yakima

News Release

Subject: Yakima Airport Launches New Look

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Yakima Airport Launches New Look

With a view to the future, Yakima Air Terminal-McAllister Field is unveiling a new logo and website design today, Thursday, November 21st.

“The airport has witnessed tremendous growth over the past few years and is in a position to rebrand for the upcoming decade,” said Airport Director Rob Peterson. “The new logo conveys that, with the airport launching into the future to accommodate aviation demands.”

Airline passenger ridership at the Yakima Airport has increased 31 percent since 2013. Growth at the airport and its properties in recent years includes:

- Cub Crafters’ expansion to include a new aircraft completion center.
- McCormick Air Center constructing eight additional hangars for aircraft storage.
- FedEx operating larger aircraft and increased parking to facilitate additional cargo demands.
- Reno’s on the Runway, the latest restaurant on airport property. It serves pilots and the community.
- Castle Coffee opening this winter to serve the community with a wide variety of beverages.
- Food Facility Engineering rehabilitated the second floor terminal building to create office space.
- Memorial Cornerstone medical facility was constructed at 40th Avenue and Washington Avenue.
- McAllister Museum and Civil Air Patrol constructed a new facility to expand the museum and house emergency response aircraft.

The new logo is visible on the airport’s website at <https://flyykm.com>, where visitors can book flights, learn about the area, or even find locations around the airport for commercial development. The airport’s new website design was implemented by the City’s Information Technology Services Division.

The logo will be incorporated on airport letterheads, business cards, decals and signage at the airport.

“The more we can show demand - as well as show that we’re willing to invest in this resource - the more we’ll be able to encourage our Alaska Airline partners and possibly others to invest in us and provide even more convenient flights in and out of our city,” said Peterson.

“You can get from Yakima to Seattle in less than 30 minutes, and the entire process of flying out of Yakima is much simpler and smoother than at a larger airport,” said Peterson. “We’ve worked hard to make our airport welcoming and friendly at every step of the way.”

For more about the Yakima Air Terminal-McAllister Field, visit <https://flyykm.com> or call 575-6149.