

Marana Regional Airport

Airport Strategic Business Plan
Committee Meeting No. 1 – Kick-off
August 17, 2015



GENESIS
CONSULTING GROUP



ARMSTRONG

Agenda



Marana Regional Airport – Strategic Business Plan

- Business Plan Overview
- Business Plan Elements and Processes
- Key Roles of Airport Management and Committee
- Schedule
- Next Steps
 - Working Session
 - Develop Mission and Vision Statements



Why Prepare A Strategic Business Plan



“Before everything else, getting ready is the secret of success” – Henry Ford

- Best Management Practices
- Business Vision and Goals
- Financial Strategies
- Operational Success Strategies
- Aviation Trends



How a Business Plan is Different from the Master Plan



Airport Master Plan	Airport Strategic Business Plan
Formation of long term physical needs	Establish Strategies to Achieve Business Goals and Objectives
Twenty Year Time Frame	Mission and Vision of Airport
Determine Aviation Needs	Maximize Revenue and Development Potential
Address Concerns of a Development Plan	Funding
	Focus Strategies for Development



Inter-relationships



Airport Strategic Business Plan



The ASBP will pursue the answer to a fundamental question:

As we journey into the future, what should be the “primary” purpose or role of Marana Regional Airport?



Business Plan Process



- Initiation
- Preparation
- Development
- Performance Metrics
- Implementation



Business Plan Initiation Process



- Initiation
 - Committee Establishment
 - Members have a wide range of airport, business, and operating knowledge
 - Meet with Committee (Working Meeting No. 1)
 - Develop Mission and Vision Statement
 - Discuss Future Communication Process



Business Plan Preparation Process



- Inventory of Physical Conditions (Master Plan)
- Existing Business Operations
 - Real Estate Holdings
 - Fixed Base Operators
 - Applicable Through-the-Fence Operations
- Existing Operations
- Other Conditions



Business Plan Development Process



- Development
 - Collect and Review all Background Data
 - Collect and Review Financial Data
 - Conduct Situational Analysis
 - Conduct S.W.O.T Analysis
 - Alignment of Priorities and Goals

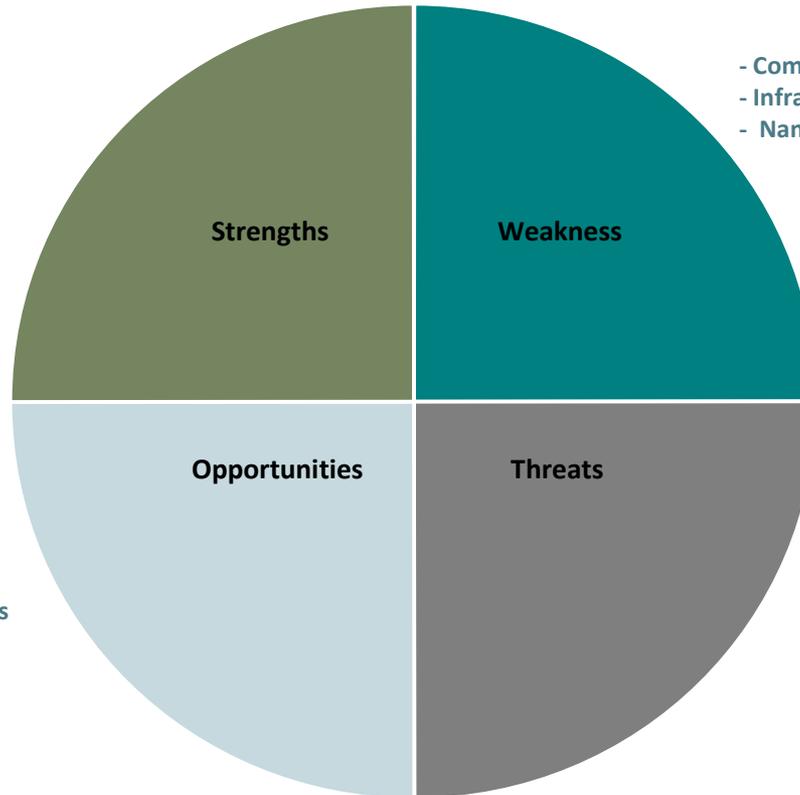


S.W.O.T



SWOT

- Superior Location
- Established Aviation Services
- Solid Management Experience



- Competing Airports in Region
- Infrastructure Needs
- Name Recognition

- Available Land to Expand
- Major Support from Community
- Increased Base or Transient Customers

- Funding
- Competition
- Infrastructure Repair & Capabilities

■ Strengths

■ Weakness

■ Opportunities

■ Threats



Business Plan Performance Measures



- In collaboration with Airport Management and Committee develop:
 - Financial Performance Metrics
 - Operational Performance Metrics
 - Project Cost Estimates for Action Items



Business Plan Implementation Process



- Implementation
 - Develop Draft ASBP Implementation Plan
 - Coordinate Strategic Business Plan Elements with Airport Master Plan
 - Airport Business Review
 - Regional Rates and Charges
- Establish Criteria for Measuring Success
- Prepare a Marketing and Communication Plan (By Others)



Key Roles



- **Airport Management**
 - Champion of the process
 - Define issues and challenges
 - Implementation
- **Working Group Committee**
 - Participate in Meetings
 - Review draft documents and provide insight, input, and recommendations
 - Act as a liaison with the community



Strategic Business Plan Timeline



- Notice to Proceed (NTP) – July 2015
- **Committee Meeting No. 1 – August 2015**
- Draft Mission and Vision Document – September 2015
- Development Documents – October 2015
- S.W.O.T. Analysis – October 2015
- Working Paper No. 1 – December 2015
- **Committee Meeting No. 2 – February 2016**
- Implementation Plan - February 2016
- Draft Strategic Business Plan Report – April 2016
- **Committee Meeting No. 3 – June 2016**
- Final Strategic Plan Report – Third Quarter/2016



Next Steps



- Conduct Mission and Values Exercise
- Establish Communication Plan
- Collect Vital Airport and Community Data
- Next Meeting - Conduct SWOT Analysis



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