

STRATEGIC PLAN 2023-2026



VISION

To become an indispensable aviation gateway

MISSION

To provide an elevated airport experience for customers and community

VALUES

Safety. Efficiency.
Integrity.
Customer-Focused.
Teamwork

SHORT-TERM PLANNING GOAL

Horizon: 2023 & 2024

Develop the Business Case for Growth

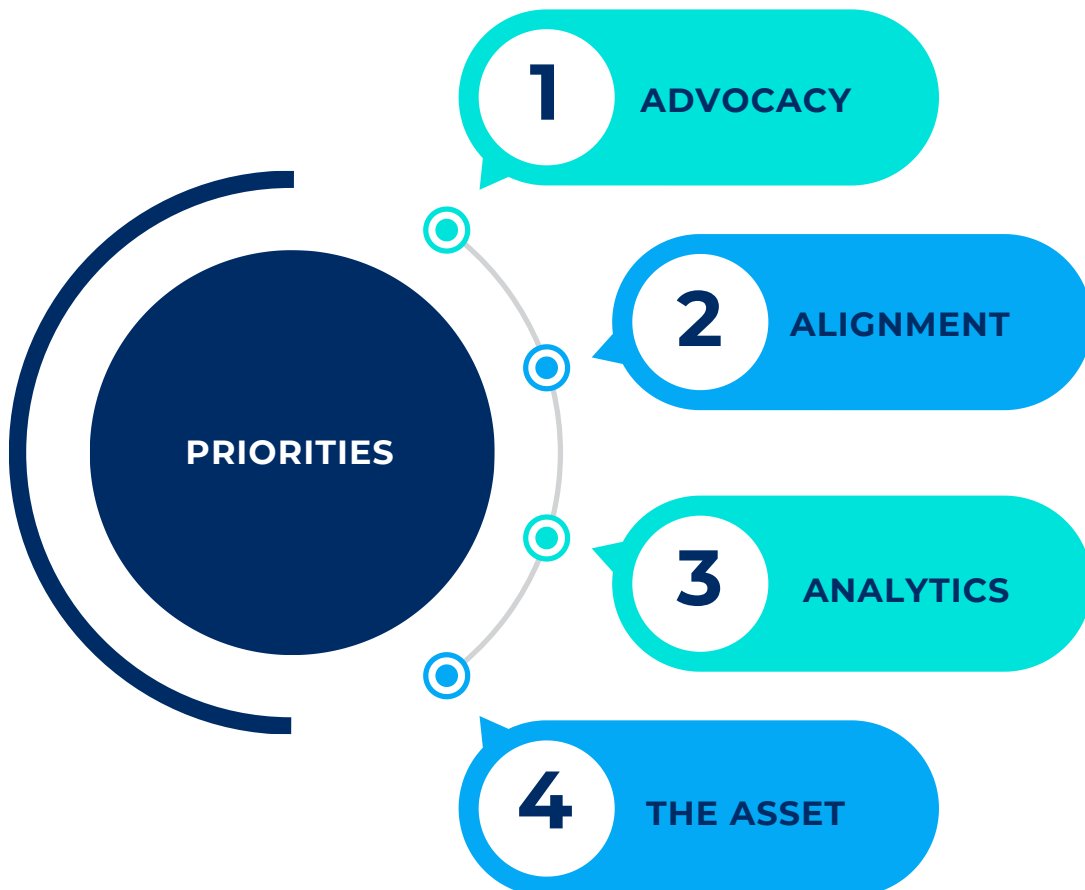
- Airside Redevelopment Study
- Master Plan
- Business Case & Economic Study

LONG-TERM PLANNING GOAL

Horizon: 2024 to 2026

Secure Partners for Growth

- Obtain funding to engage in airside development
- Attract scheduled & charter passenger services



Advocacy

01. Secure Funding

- Municipal Accommodations Tax
- Federal / Provincial Grant Opportunities
- Airside Redevelopment Funding

02. Develop Advocacy Strategy Advance Business Case for Growth

- Engage Tourism / Economic Development Committee(s)
- Airside Redevelopment Study
- Business Case

Alignment

01. Alignment with Municipal Partners

- Present Airside Redevelopment Study to Airport Liaison Committee
- Present Business Case for Growth

02. Secure Stakeholder Support for the Business Case

- Engage Tourism Providers
- Communicate Capabilities (understand stakeholder preferences)

03. Community Engagement

- Community Advisory Panel
- Community Presentations / Meetings

Analytics

01. Capture Enhanced Demographic Data

- Passenger Data
- Aircraft Data

02. Publish a Comprehensive and Compelling Business Case

- Economic Impact Data
- Environmental Impact
- Market Analysis

The Asset

01. Create Conditions for Growth

- Master Plan
- Airport Zoning Regulations
- Commercial Development Fees / Servicing Plans

02. Explore Growth Opportunities Within Current Capacity

- Scheduled Service with Existing Asset
- Air Taxi Operations

03. Evaluate Current Infrastructure Capabilities vs. Future Needs

- Airside Redevelopment Report
- Asset Management Report



WHAT WOULD NIAGARA LOOK LIKE WITH ENHANCED AIR ACCESS?

Niagara District Airport Commission

Members 2023 - 2027

Greg Wight, Chair

John Ventresca, Vice-Chair

Mark Steinman, Treasurer

Ann-Marie Nitsopoulos

Terry Nord

Trecia McLennon

Mona Patel, Councillor, City of Niagara Falls

Mark Stevens, Councillor, City of St. Catharines

Erwin Wiens, Councillor, Town of Niagara-on-the-Lake



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