

## **West Michigan Airport Authority MISSION STATEMENT**

To provide the public with state-of-the-art global air access to strengthen the local economy and improve the area's quality of life.

## **West Michigan Airport Authority ACTION PLAN Fiscal Year 2019 (July 1, 2018 – June 30, 2019)**

1. Remove the entrance parking lot and install landscaping on this site. (Summer 2018)
2. Conduct crack sealing and paint markings. (Spring - Summer 2018)
3. Prepare an evaluation of site improvements needed to the east of the present T hangar buildings in order to determine opportunities for additional public and private hangars. (September 2018)
4. Determine a business plan and schedule for an additional public hangar building.(November 2018)
5. Continue implementation of an airport development effort in cooperation with area economic development partners that will:
  1. Further define reasonable development opportunities of airport properties based on FAA requirements and anticipated airport needs.
  2. Work with local and regional companies to determine opportunities at the airport;
  3. Develop a network with airport-related companies and governmental entities to determine opportunities at the airport.
6. Communications:
  1. Coordinate periodic updates to informational displays in the Airport Business Center.
  2. Participate in at least three community events.
  3. Distribute information on airport activities through videos, website updates, periodic newsletters, media releases and community presentations.
  4. Continue to be active in social media venues such as Facebook and Twitter.
  5. Interact with airport tenants and users on airport activities, needs and matters of interest:
    1. E-newsletter.
    2. Periodic meetings.
  - One-on-one contacts.

7. Update the Airport Emergency Plan. (August 2018)
8. Update the Airport Operations Procedures. (December 2018)
9. Work with the City of Holland Public Safety Department on conducting an emergency response simulation at the airport. (August 2018)
10. Update the Management Agreement with the City of Holland. (December 2018)
11. Update the Airport Building Standards. (August 2018)

## **West Michigan Airport Authority ACTION PLAN**

### **Fiscal Year 2018 (July 1, 2017 – June 30, 2018)**

#### [FY17-18 Action Plan](#)

1. Construct the apron east taxiway connector. (November 2017)
2. Remove the former airport office building and, perhaps, a portion of this parking lot, and conduct site restoration for this airport entrance. (Summer 2017)
3. Conduct crack sealing and paint markings. (Summer 2017)
4. Determine a business plan and schedule for an additional public hangar building. (September 2017)
5. Implement an airport development effort in cooperation with Tulip City Air Service, Mead & Hunt, Lakeshore Advantage, the Michigan West Coast Chamber of Commerce, and the Allegan and Ottawa County's Economic Development Offices that will:
  1. Work with local and regional companies to determine opportunities at the airport;
  2. Develop a network with airport-related companies and governmental entities to determine opportunities at the airport;
  3. Develop available land at the airport.
6. Communications:
  1. Prepare and distribute communications materials regarding the 2017 millage renewal vote:
    1. Direct mailings.
    2. Social media.
    3. Presentations to Governmental Units.
    4. Presentations to Community organizations.
    5. Press release on the millage renewal.
  1. Coordinate periodic updates to informational displays in the Airport Business Center.
  2. Participate in at least three community events.
  3. Distribute information on airport activities through videos, website updates, periodic

newsletters, media releases and community presentations.

4. Continue to be active in social media venues such as Facebook and Twitter.
5. Interact with airport tenants and users on airport activities, needs and matters of interest:
  1. E-newsletter.
  2. Periodic meetings.
  3. One-on-one contacts
7.
  1. Work with area educational entities (High Schools, Intermediate School District, Hope College, Grand Valley State University, Western Michigan University, etc.) to evaluate opportunities for aircraft-related interaction and, perhaps, courses. (June 2018)
  2. Update the Airport Emergency Plan. (August 2017)
  3. Update the Airport Operations Procedures. (December 2017)
  4. Work with the City of Holland Public Safety Department on conducting an emergency response simulation at the airport. (June 2018)
  5. Update the Management Agreement with the City of Holland. (January 2018)
  6. Update the Airport Building Standards. (June 2018)
  7. Evaluate the need to update the City of Holland Airport Zoning Ordinance. (June 2018)

## **West Michigan Airport Authority ACTION PLAN Fiscal Year 2016 (July 1, 2015 – June 30, 2016)**

1. New Airport Business Center:
  - a. Construct the Airport Business Center. ( Begin August 2015)
  - b. Construct the new apron. (Begin August 2015)
  - c. Move into the new Airport Business Center. (April 2016)
2. Remove the existing airport office building and, perhaps, a portion of this parking lot, and conduct site restoration for this airport entrance. (May 2016)
3. Evaluate the Authority staffing structure and revise as needed. (February 2016)
4. Provide a centralized location at the new Airport Business Center for all Airport Authority documents and reference materials. (May 2016)
5. Prepare a preliminary design, cost estimate and business plan for an additional public hangar building. (January 2016)
6. Prepare a crack sealing and paint marking program. (June 2016)
7. Revise the airport Stormwater Management Plan upon completion of the Airport Business Center and Apron projects if necessary. (June 2016)

8. Work with the Holland City Planning Commission on the preparation of an updated Master Plan for the area around the airport. (June 2016)

9. Communications:

- a. Organize a ribbon cutting event for the new Airport Business Center.
- b. Coordinate informational displays for the interior of the Airport Business Center.
- c. Participate in at least three community events.
- d. Distribute information on airport activities through videos, website updates, periodic newsletters, media releases and community presentations.
- e. Continue to be active in social media venues such as Facebook and Twitter.
- f. Provide updates to member units on activities of the Authority.
- g. Interact with airport tenants and users on airport activities, needs and matters of interest.

## **West Michigan Airport Authority ACTION PLAN Fiscal Year 2015 (July 1, 2014 – June 30, 2015)**

1. New Airport Business Center

- a. Complete property acquisition. (Complete in September 2014)
  - b. Prepare construction drawings for infrastructure. (Complete in October 2014)
  - c. Prepare construction drawings for apron. (Complete in October 2014)
  - d. Prepare construction drawings for the building. (Complete in October 2014)
  - e. Bid construction of the three construction projects. (December 2014)
  - f. Begin construction of the three projects. (March 2015)
2. Reorganize staff or work with another area organization to conduct Business Development activities at the airport. (July 2014)
3. Prepare a preliminary design, cost estimate and business plan for an additional public hangar building. (August 2014)
4. Evaluate options for maintenance of the Instrument Landing System and if it is decided to remain with the current maintenance provider, then update the agreement. (September 2014)
5. Evaluate the public T hangar lease rate, utility costs, maintenance needs and use of the hangars. (November 2014)
6. Interact on a more regular basis with public T hangar and land lease tenants to understand their needs and vision for the airport.
7. Review and update the Airport Emergency Plan. (September 2014)
8. Prepare a crack sealing and paint marking program. (October 2014)
- a. Participate in at least three community events.
  - b. Distribute information on airport activities through videos, website updates, periodic newsletters,

media releases and community presentations.c. Continue to be active in social media venues such as Facebook and Twitter.

d. Provide updates to member units on activities of the Authority. (02.14.14)

## **West Michigan Airport Authority ACTION PLAN Fiscal Year 2014 (July 1, 2013 – June 30, 2014)**

[WMAA Approved Action Plan FY 2013-2014](#)

