



West Michigan Regional Airport Volunteer Description 05/17/2022

AIRPORT BUSINESS PARK DEVELOPMENT TASKFORCE

SUMMARY:

Formed in 2008, the West Michigan Regional Airport Authority is comprised of representatives from three local municipalities: City of Holland, City of Zeeland, and Park Township. The Airport Authority is responsible for the budget and operation of West Michigan Regional Airport, as well as safeguarding the public interest of its member communities. Each Member appoints its own three representatives to the Board.

The Airport Authority has launched a Taskforce whose focus will be identifying ideal development partners and, ultimately, securing lease agreements for the Airport Business Park.

ROLE OF THE TASKFORCE:

The Taskforce will provide guidance, leadership, and planning support to staff, relevant committees, and the Airport Authority Board in attracting Flagship Tenants to the Airport Business Park. Duties are summarized below:

1. Elevate profile of the West Michigan Regional Airport as an ideal aviation related development opportunity in Michigan.
2. Represent the interest and priorities of the Board, the Airport Authority, and its Member Communities in attracting sustainable development and economic activity to the region.
3. Promote the Economic Impact of West Michigan Regional Airport in our region.
4. Identify core set of partner categories and ideal partner organizations as potential tenants for the Airport Business Park.
5. Execute Request for Qualifications process to inform the next step, the Request for Proposal Process.
6. Execute Request for Proposal process, to attract and secure flagship tenants for the Airport Business Park, review respondents, move forward finalists for consideration as tenants.
7. Provide support in the contract/lease negotiation process.
8. Support Director in presenting recommendations to relevant committees and the Airport Authority Board.

9. Meet as frequently as necessary to secure Flagship Tenants.

COMPOSITION OF THE TASKFORCE:

The Airport Business Park Development Taskforce will be comprised of leaders and established professionals across sectors, blending a unique set of skills and expertise necessary to attract and promote development on field. The Airport is seeking one representative for each for each of focus areas outlined below:

1. Business Engagement
2. Economic Development
3. Construction
4. Aviation/Pilot (General Aviation)
5. Aviation/Pilot (Corporate/Commercial)
6. Community Engagement
7. Education

The taskforce will be supplemented by Airport Authority Staff, the Airport's Consultant, the Airport's Marketing Team, Airport Finance personnel, and Legal Counsel.

TIME COMMITMENT:

The goal of the Taskforce will be to secure flagship tenants by the end of construction of the North Taxilane, which is anticipated to be complete by Fall of 2023. With this, the Taskforce will likely have a very aggressive schedule, which could include meetings as frequent as twice per month - depending on workload and standing priorities.

TERMS:

It is the intent that there be clear "sunset" on this Taskforce, with the Taskforce dissolving once it's goals are accomplished. With that, it's expected that the Taskforce will exist for 12-18 months.

QUALIFICATIONS:

The ideal candidate will be visionary, creative, and able to balance both the needs of the community, constituents, and stakeholders of the municipalities which directly support the airport through their property taxes as well as the pilots, businesses, and passengers who utilize the airport's facilities. The ideal candidate will value diversity of thought, expertise, and lived experience. This airport serves as a critical economic driver, supporting over \$163 million in direct economic activity to the region. The West Michigan Regional Airport serves as a Gateway to the region and is often the first experience and touch point many businesses, pilots, and travelers have to West Michigan. Some preferred qualifications are outlined below:

1. Residency in one of the three (3) member communities is preferred, **but not required.** Taskforce Appointments will be based on demonstrable

experience in one of the seven (7) areas identified above.

2. Familiarity with the socio-economic climate in our region and along the lakeshore.
3. Preferred candidates should have some relevant experience in one or more the following areas:
 - Business Development
 - Economic development
 - Aviation
 - Equitable engagement
 - Community engagement
 - Stakeholder engagement
 - Strategic planning
 - Prior Taskforce/Committee Experience is a plus
 - Marketing/Business Engagement

WORKING CONDITIONS:

1. Normal office environment with little, if any, discomfort due to heat, dust, noise and the like.
2. Possible offsite travel for meetings and field trips, with travel being coordinated or reimbursed by the Airport Authority.

APPLY:

Interested applicants should submit an inquiry to the Airport Authority Director at a.thelenwood@wmraa.org. Questions can be directed to this email, or the Director's main line at (616) 368-3023.

This description is intended to describe the general nature and level of work being performed by a person assigned to this job. They are not to be construed as an exhaustive list of all job duties that may be performed by a person so classified.