

Event Brief & Agenda

KBIV Strategy Planning Session

Client: West Michigan Regional Airport Authority

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Goals

1. Refresh and revise the strategic plan taking into account new mega trends and development funds.
2. Set vision for the 1 year, 3 year and 10 year futures of the airport.
3. Establish priorities for the next year as WMRA begins development of the North Business Park.

The strategic session will uncover:

1. WMRA's Core Values
2. P.E.S.T.E.L SWOT Analysis
3. Establish 1 year, 3 year and 10 year visions

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Agenda

1:00pm - 1:30pm: Introductions & Intentions

- Name & history/relationship with WMRA
- What is the best achievement of WMRA so far in 2022?
- What is one area you'd like to see us focus on in 2023?
- What are you hoping to accomplish today?

1:30pm - 2:00pm: Values Exercise

Using dot voting, we'll capture which values are the most important to WMRA and best represent who we are today and who we hope to be in the future.

2:00pm- 2:30pm: Megatrend & Competitor Report

1. WMRA Classification
2. EVTOL
3. Pilot Shortage
4. Brief Competitive Overview of key findings
5. Strategic Priorities of FAA & MDOT
6. Tenant Survey Review

2:30pm- 3:30pm: PESTEL SWOT

Guided group SWOT Analysis using the PESTEL tool. Guide linked below for reference.

3:30pm- 5:00pm: Visioning Forward

We'll do a group activity to define what WMRA will look like in 10 years. What is a vivid description of how people will describe, see and experience WMRA?

We'll work backward to define 3 year vision and 1 year priorities.

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Board Resources:

If you wish to do some additional research & education in advance of our session, here are some resources.

EVTOL:

Aviation International news- [Spotlight on one type of EVTOLs](#)

Aviation International news- [Spotlight on infrastructure of EVTOL](#)

Pilot Shortage:

[CBS News Story on research done by Oliver Wyman on the pilot shortage](#)

FAA Planning:

[The FAA's 2021/2022 Strategic Plan](#)

MDOT Planning:

[MDOT's 2017 Master Plan](#)

PESTEL Examples:

[Boileau PESTEL Doc](#)