

# STRATEGIC PLAN – 2023

## 10 YEAR VISION

*Complete: June 30, 2033*

The airport will be known & recognized as a destination to the community.

The Airport Authority will have additional supporting communities. By 2033, Holland Township, Zeeland Township, Laketown Township, and Fillmore Township will financially support WMRA with millage funding.

WMRA will grow total operations to 100,000 per year. Operations will include both fuel and EV powered flights. [~70,000 Fuel Operations per year and 30,000 EV Operations per year]

WMRA will continue to have a single runway with supporting electric vertical take-off and landing (eVTOL) infrastructure.

WMRA will be the airport of choice for services including maintenance, charter & flight school. We will have two 2-tier fixed base operators (FBOs) and supporting single service FBOs. The authority will own key equipment and manage maintenance operations.

WMRA will support a diverse group of aviation related businesses including manufacturing, commercial applications and services within the North Business Park development.

WMRA will be a trade talent pipeline for the aviation industry with on-site educational partnerships.

WMRA will have air taxi services available. WMRA will capture 50% of leisure travel and ~100% of business travel from the lakeshore. Our facility will be able to support increased travel with amenities like ground travel and on-site restaurants.

The United States Coast Guard will have an established presence on-site and offer resident emergency services. We will have homeland security and customs on premise.

## 3 YEAR VISION

*Complete: June 30, 2026*

By Summer of 2026, our five person team will work with two tier-3, full-service FBO's to provide excellent service to all WMRA users.

With over 45,000 operations, we will exceed the "National" aviation requirements.

The North Business Park will be half-developed with three buildings including hangars, aviation manufacturing and spec space.

After completing our feasibility study, the authority's ALP will include a verti-port.

Our supporting municipalities will include 5 local areas: City of Holland, City of Zeeland, Park Township, Holland Township, and Zeeland Township. Both Holland Township and Zeeland Township will be on the 2024 election ballot.

Local residents and small businesses will have flight options available through air taxi services.

WMRA will have educational resources and partners on-site.

## 1 YEAR PRIORITIES

*Complete: June 30, 2024*

- ✓ Stabilize FBO Services
- ✓ Get operations back to and maintained at National GA Designation Level
- ✓ Increase operations to 40,000 (July 1st, 2023- June 30th, 2024)
- ✓ Increase staffing- 2 FTE
- ✓ Flight school established
- ✓ Establish a KPI Dashboard for monitoring metrics
- ✓ North Taxi Lane construction complete
- ✓ Millage campaign for additional municipalities in full swing for November ballot
- ✓ Complete Baseline Feasibility study for eVTOL
- ✓ Community engagement & visioning process ½ way complete
- ✓ Established clear directions for North Business Park Taskforce
- ✓ Complete on-ground transportation study
- ✓ Identify targeted goals for diversifying revenues on field
- ✓ Letter of Intent with Educational Partner



**WEST MICHIGAN  
REGIONAL AIRPORT**