

AIRPORT ADVISORY COMMITTEE STRATEGIC PLAN FINAL PRIORITIES

Target Completion

Market Sawyer airport and aircraft services locally/regionally/outside of Michigan (include support services local and in nearby communities)	
Show value of Sawyer International locally and regionally (Positive aspects of the airport)	
Market Sawyer as a location to park planes / market T-hangars	
Increase public/private partnerships – Marquette as a unique destination / national sporting events	
Free trade zone and Customs Agent Information	
Over-the-Pole freight with an emphasis on warehousing and cargo	
Integrate regional transportation such as roads, rail, water with air (Incorporate with other community/agency transportation planning)	
Long range strategic plan for General Aviation (Youth and reason GA come to Sawyer)	
Review operational procedures / processes / efficiencies	
Investigate ways to close the gap from commercial terminal to GA terminal. (Shuttle / Bus / Other)	
Expand food concession for more variety and possibly alcohol	
Improve / streamline the process for marketing with Telkite (Leasing procedures)	
Clarify / define the image Sawyer International Airport is presenting (What do we want to be?)	

Airport Advisory Strategic Planning First Session

- 1) Marketing facilities outside of Michigan.
- 2) Increasing public/private partnerships (Unique destination and businesses need to be there to support the interest).
- 3) Improve local marketing or awareness of the airport (local & regional)
- 4) Increase public awareness of the airport as a valuable resource for the community.
- 5) Recruit national sporting events to Marquette County.
- 6) Work to integrate regional transportation such as roads/rail/water with air transportation.
- 7) Long-range strategic plan for General Aviation should be developed. (Focus on youth)
- 8) Improve the marketing of the T-hangars.
- 9) Determine why people fly to Sawyer. (General Aviation)
- 10) Over the pole freight distribution center with an emphasis on warehousing and cargo.
- 11) Bring back the Customs Agent.
- 12) Establish Sawyer as a Foreign Trade Zone.
- 13) Market the airport and aircraft services that are available at Sawyer.
- 14) Improve/streamline the process for marketing with Telkite (leasing procedures).
- 15) Review/identify the image that Sawyer is presenting.
- 16) Show the value of Sawyer Airport to the Central Upper Peninsula.
- 17) Ongoing review of operational procedures/processes.
- 18) Identify and then promote the various services that Sawyer provides. Also include the various support services available at Sawyer or the nearby communities.
- 19) Review methods of closing the gap (proximity) between the GA Terminal and the Commercial Terminal. Shuttle bus? Other?
- 20) Market Sawyer as a location to park planes.
- 21) Expand the concessions at the terminal to offer more variety of foods and possibly alcohol.
- 22) Integrate air-service with other community transportation planning.