

# AIRPORT ADVISORY COMMITTEE STRATEGIC PLAN FINAL PRIORITIES

Target Completion

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|---|--|
| 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 ó 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?)  |  |