

Strategic planning (CIP) is a 5 to 10-year plan.

The current 5-year Capital Improvement Program (CIP) that has been submitted to the state.

1. Airport master plan.
2. Rehabilitate runway (Joint ceiling, crack sealing, and patching)
3. Rehabilitate taxiway (Joint ceiling, crack sealing, and patching)
4. Rehabilitate apron pavement (Joint ceiling, crack sealing, and patching)
5. Wildlife study (Iowa DOT funded)

Suggested ideas for Strategic planning:

1. Vehicle parking lot extension.
2. Rotating beacon and tower update, and possibly transformers for runway and Taxiway Circuit.
3. Be more drone-friendly by implementing drone detection systems, establishing clear regulations and procedures for drone operations, and fostering communication and collaboration between drone operators and airport authorities, all while ensuring safety and minimizing potential disruptions, also training programs for drone operators.
4. Get charging stations for electric and hybrid aircraft.

Marketing projects to start thinking about.

1. Record, if possible, or get in writing, what people like about our airport. Include pictures. Staff, P and N, Students, and customers. Post a new one every month on our website.
2. Offer a THANK YOU to customers, like a meal voucher, for example.
3. Do some advertising targeted at mid to large companies in the tri-state area, reminding them of our availability and services for them at our airport.
4. Do a customer appreciation event and invite local businesses and community members to encourage networking.
5. Go to trade shows and conferences to network.
6. Combine flights to Indee with hunts, stays in Airbnb or hotels, along with meal packages.
7. Same for tours of the Amish area.
8. Fuel truck or cart to facilitate fueling away from the pump, such as on the new apron.
9. Combine flights to our area with the 4th of July. Fireworks from the air are neat.
10. We need to expand our online presence. Updated websites, social media, etc. We need to do better to advertise the partnerships we have with hotels and restaurants, along with building more partnerships.
11. Combine fly-ins with car shows, etc.
12. Merchandise. Is there a market for hats, t-shirts, koozies, etc.?
13. Vending machines
14. Coordinate leaf-looking tours from the air with other FBOs and airports in the fall. If they started or ended at our airport, that would add to our local economy and sell gas.
15. Airshows and static displays. I don't remember how long it's been since we had an airshow.

1. We have the only runway in the northeast quarter of the state capable of handling any light aircraft, excluding towered airports. (Our runway is long enough to operate a 737 out of, but the weight limit isn't high enough) Ease of access and low-cost structure make us a relatively attractive place to service aircraft. Ultimately, the goal is to create structures that increase the utilization of the airport which in turn will support more support services to pilots. To that end:

1. Seek to attract businesses that serve aircraft. e.g. avionics shop, engine overhaul shop, paint and interior facility.
2. create long term lease programs to allow for individuals or groups to build new private hangars at their own cost. Establish marketing campaign to encourage construction of private commercial hangars.
3. Develop an airpark for residential construction on airport property.
4. Create management structures that allow the airport to be operated more like a business rather than as a government service.

a) create an enterprise zone for the airport and allow governance through an independent board of directors rather than be under the thumb of the city council. This will allow more flexibility in obtaining financing for capital projects, allow more efficient accounting practices, more creativity in creating growth mechanisms, enable businesses to negotiate fuel prices.

b) Combine airport manager and FBO ownership into one position. At a small airport like ours, they are really two part time jobs. They should be treated as such and combined to create one FTE.

C) Generate additional revenues with existing assets. e.g., rent all the farm ground possible to increase rent income, rather than rent the ground hire someone to cut and bale hay and market the crop ourselves; rent surplus ramp space for short term storage.

d) Develop our apartment space into a hostel for pilots to rent for overnight stays.

e) The city should get out of the fuel business and allow the FBO the responsibility.

f) Formalize food delivery services from local restaurants for transient pilots.

5. Seek grant opportunities to allow for professional consultation on the proper implementation of airport growth plans

After plans for commercial development and operations growth have been formalized:

1. Develop a marketing plan to make pilots aware of services available at IIB
2. Develop structures to encourage private investment in facilities at IIB
3. Create more opportunities for the general public to interact with the airport.