

Comox Valley Airport Revised Strategic Plan

2016 to 2021

Where journeys begin.



comoxairport.com

Updated Mission and Vision

Vision: The Comox Valley Airport is the aviation gateway of the North Island.

Mission: Provide safe and efficient air service facilities and enable the economic development of the Comox Valley.

Where journeys begin.



Values remain the same

Safety

Quality

Accountability

Economic
Development

Sustainability

Where journeys begin.



Updated Goals



Where journeys begin.



Goal #1

Expand air services to new destinations and enhance services (passengers and cargo) to current destinations.

- ❑ Identify and promote new non-stop destinations.
- ❑ Identify and promote schedule improvements for existing carriers to feed YYC and YVR hubs.
- ❑ Strengthen transportation linkages by exploring opportunities with key service providers in order to establish the airport as an intermodal hub.
 - Investigate and promote improvements to support catchment area links with BC Ferries to connect with current and future air service.
 - Investigate and promote improvements to bus and shuttle schedules to connect with current and future air service.

Where journeys begin.

Goal #1 continued....

- ❑ Support local tourism efforts by identifying and participating in joint opportunities that promote the Comox Valley to YQQ's inbound tourist market.
- ❑ Support and strengthen YQQ's existing routes through integrated marketing campaigns aimed at the local outbound market.

Where journeys begin.



Goal #2

Maintain a viable airport Master Plan.

- ❑ Initiate an airport Master Plan review.
 - Conduct an infrastructure needs assessment, including a building review.
 - Identify site development requirements.
- ❑ Draft a capital plan for recommended infrastructure improvements and life cycle replacement costs.
- ❑ Secure tenure to Area G groundside lands.

Where journeys begin.

Goal #2 continued....

- ❑ Refresh plans for adjacent property to the airport (Lot A).
 - Complete purchase of Lot A.
 - Complete required Environmental/Fisheries surveys.
 - Produce a Staged Development Permit Application.
- ❑ Refresh plans for 1301 Knight Road.
 - Develop staff parking lot, overflow/long-term parking and commercial development options.

Where journeys begin.

Goal #3

Remain financially viable and competitive.

- ❑ Maintain an on-going advocacy campaign to secure available funding for capital improvements.
- ❑ Increase non-aeronautical revenue by identifying new business opportunities.
- ❑ Review aeronautical fee models and develop potential enhancements to maintain competitive edge.
- ❑ Develop Investment Policy for Reserve Funds.

Where journeys begin.

Goal #4

Attract and retain a talented and motivated team of employees.

- ❑ Maintain a viable succession plan.
- ❑ Support professional development opportunities.
- ❑ Ensure employee compensation and benefits package remains competitive.
- ❑ Review compensation and benefits for similar employees in the local area to include:
 - Salaries, RRSP/Pension Plans.
 - Extended Health Care Benefits (Medical, Dental, EAP).
 - Vacation, Sick Leave.

Where journeys begin.

Goal #4 continued....

- ❑ Identify necessary improvements to employee compensation and benefits and initiate the process to see them adopted.
- ❑ Ensure all employees receive written performance feedback at least annually.

Where journeys begin.