

2017-2021 Strategic Plan

Warton Keppel International Airport



Vision, Mission & Goal



- ▶ Vision: To become the Grey Bruce region's aviation hub offering exceptional service to leisure, corporate, business and recreational users.
- ▶ Mission: To contribute to and enhance the economic prosperity of regional businesses and leisure travellers by providing a runway to the world.
- ▶ Goal: To rebrand and market the airport to promote an increase in revenue by attracting new aviation related businesses, scheduled passenger service and air freight opportunities.

Values and Guiding Principles

► Integrity

- Maintain the highest current aviation standards
- Conduct business in an honest, fair, open and respectful manner by attending to responsibilities and fulfilling commitments
- Live up to responsibilities, meet objectives and fulfill our commitments
- Maintain credibility through communication with customers, employees and stakeholders
- Instill confidence in all who deal with our organization that we act with the highest moral and ethical standards

► Fiscal Responsibility

- Make sound financial decisions that balance the interests of the region, stakeholders and customers
- Make decisions that help enhance the economic vitality of the region

Values and Guiding Principles

► Innovation & Development

- Seek to create innovative solutions to attract and retain aviation related businesses and industry to ensure long term sustainability
- Set high standards in all aspects of the airport organization and focus on continuous improvement

► Environment

- Be responsive to environmental concerns of the regional communities
- Promote open and honest communication about environmental concerns
- Ensure high standards regarding environmental concerns/issues

Priorities

- Develop a rebranding strategy
- Engage partners to promote the airport
- Engage the First Nations communities
- Market the concept of “Charter Flights” through commercial tour operators
- Develop a master plan for hangar development
- Preparation of potential aviation business areas and services summary for future development
- Strive for financial self-sufficiency in the operations of the airport
- To position the airport to become part of the Southern Ontario Airport Network
- To continue to network with surrounding aerodromes to promote the aviation industry

Objectives

- Increase aviation revenue
- Increase non-aviation revenue
- Develop leadership
- Organizational excellence
- Continue to develop partnerships to promote aviation and business opportunities



Increase Aviation Revenue

- Secure year round Canadian Border Services Agency (CBSA) service
- Improve infrastructure
- Secure air service businesses
- Attract and secure aviation maintenance Services
- Market charter flight tours to professional tour operators
- Market the potential of the facility to accommodate excess capacity from southern and northern Ontario airports
- Develop marketing strategy including development potential scenarios
- Rebrand the facility to expose the potential to the aviation community and industry
- Investigate air freight services - including warehousing

Increase Non-Aviation Revenue

- Increase rental of airport space for events
- Increase tenants within existing terminal building to minimize empty office space
- Offer advertising opportunities
- Charge for parking
- Offer lease opportunities for tower space on facility owned towers
- Promote opportunities with rental car, taxi, limo service, and public transportation providers

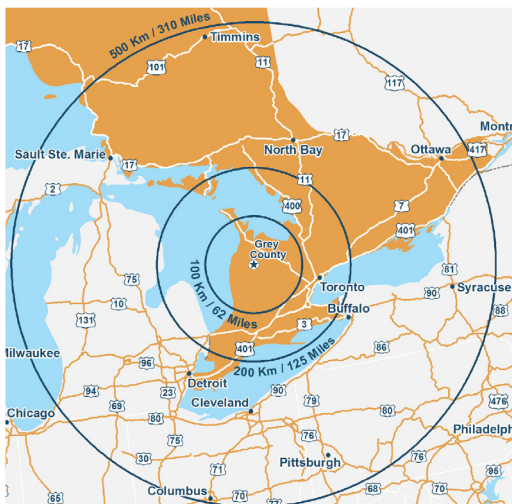
Develop Partnerships

- Engage tourism partners to promote the airport
- Engage the business community to use the airport
- Work closely with economic development agencies to seek business and aviation industry related opportunities

Organizational Excellence

- Maintain safety standards
- Deliver effective communication
- Secure sustainable funding
- Investigate a governance model that ensures a proper and efficient management structure while maintaining arms-length from Township Council
- Continue to attract and retain qualified professionals to operate and maintain the airport

MADE IN
GREY



WIARTON KEPPEL INTERNATIONAL AIRPORT (CYVV)

The airport is located along the shore of Georgian Bay and provides customs/port of entry service. The airport is owned and operated by the Township of Georgian Bluffs. Staff are eager to support development opportunities, with ample developable land.

The airport is located between Wiarton and Owen Sound, within a two hour drive of the Kitchener-Waterloo Corridor and a three hour drive of the Greater Toronto Area, boasting a combined population of over 6.4 million.

POPULATIONS: 6,451,934 K-W / GTA
161,977 Grey Bruce Counties
21,341 Owen Sound
1,989 Wiarton

ECONOMIC ASSETS

High speed Internet, Top 7 Intelligent Community Ranking, Georgian College, Regional Hospital, and a Grey and Bruce regional labour force over 90000 people.

WIARTON KEPPEL (CYVV) INTERNATIONAL AIRPORT

FACTS & FIGURES

CO-ORDINATES: N44 44 39 W81 06 31
ELEVATION: 728' ASL
RUNWAYS: 05-23 - 5033'x150' asphalt
11-29 - 3456'x100' gravel

TOTAL LAND DEVELOPABLE: 820 acres / 332 hectares

ZONING: The Wiarton Keppel International Airport (CYVV) is federally regulated and owned by the Township of Georgian Bluffs. Commercial / light-industrial aviation-related businesses are permitted on this site.

Some examples of permitted aviation related land uses include:

- Air Cargo Courier Facilities
- Aerospace Manufacturing
- Aircraft Maintenance, Repair and Overhauls (MRO) Facilities
- Commercial/ Corporate Aviation Operations





CYVV PROXIMITY

TRANSPORTATION ASSETS
TRAVEL DISTANCE BY TRUCK

Highway 6	3km
Highway 21	26km
Highway 26	35km
Highway 10	35km
Highway 410	186km

Owen Sound Harbour	33km
Goderich Harbour	135km
CN Terminal Brampton	186km

Downtown Toronto	233km
Buffalo	337km
Detroit	415km
Syracuse	573km

US/CANADA BORDER DISTANCES

Queenston/Lewiston	307km
Buffalo/Fort Erie	337km
Detroit/Windsor	415km

(actual travel times may vary)

OWEN SOUND HARBOUR

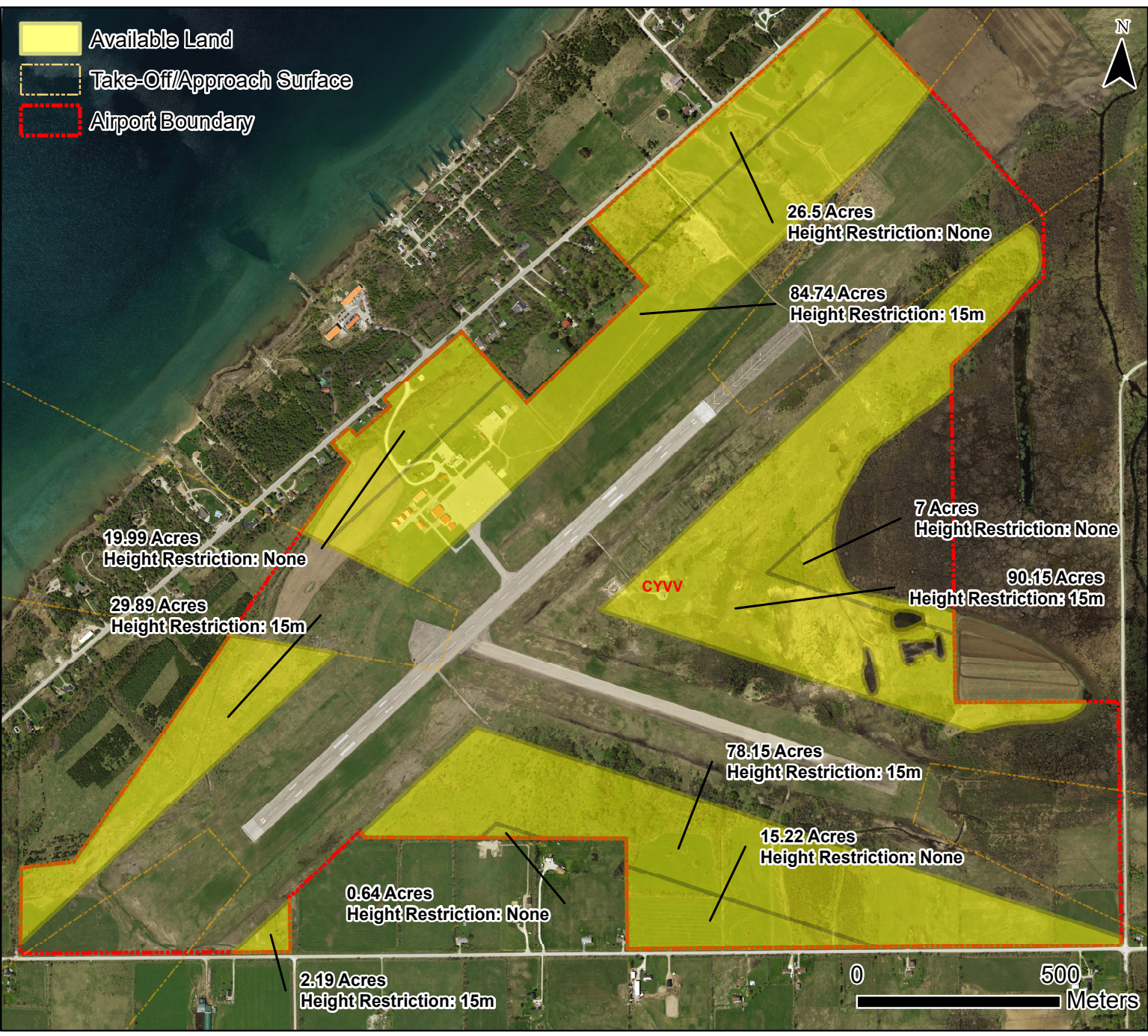
The commercial harbour is operated by Transport Canada with over 1,200 meters of dockage. Current imports include salt, aggregate, grains and cement. Heavy lift equipment and windmill parts are can also pass through the harbour.

CYVV PROXIMITY TO MAJOR AIRPORTS
IN ONTARIO

Airports South of CYVV	nm	mins
Toronto Pearson International (CYYZ)	91	20
Billy Bishop Toronto City Airport (CYTZ)	100	22
London International Airport (CYXU)	103	23
Windsor International Airport (CYQG)	169	37
Airport North of CYVV	nm	mins
Sudbury Airport (CYSB)	114	23
North Bay Airport (CYYB)	120	24
Sault Ste. Marie Airport (CYAM)	177	37
*Distance (nm) and Flight Duration (mins) based on KING AIR 350. **Calculation of distance (nm) based on SkyVector Aeronautical Charts. Flight duration based on King Air 350 (Turboprop) aircraft with cruise Speed of 300 KTAS.		



CYVV DEVELOPMENT OPPORTUNITIES



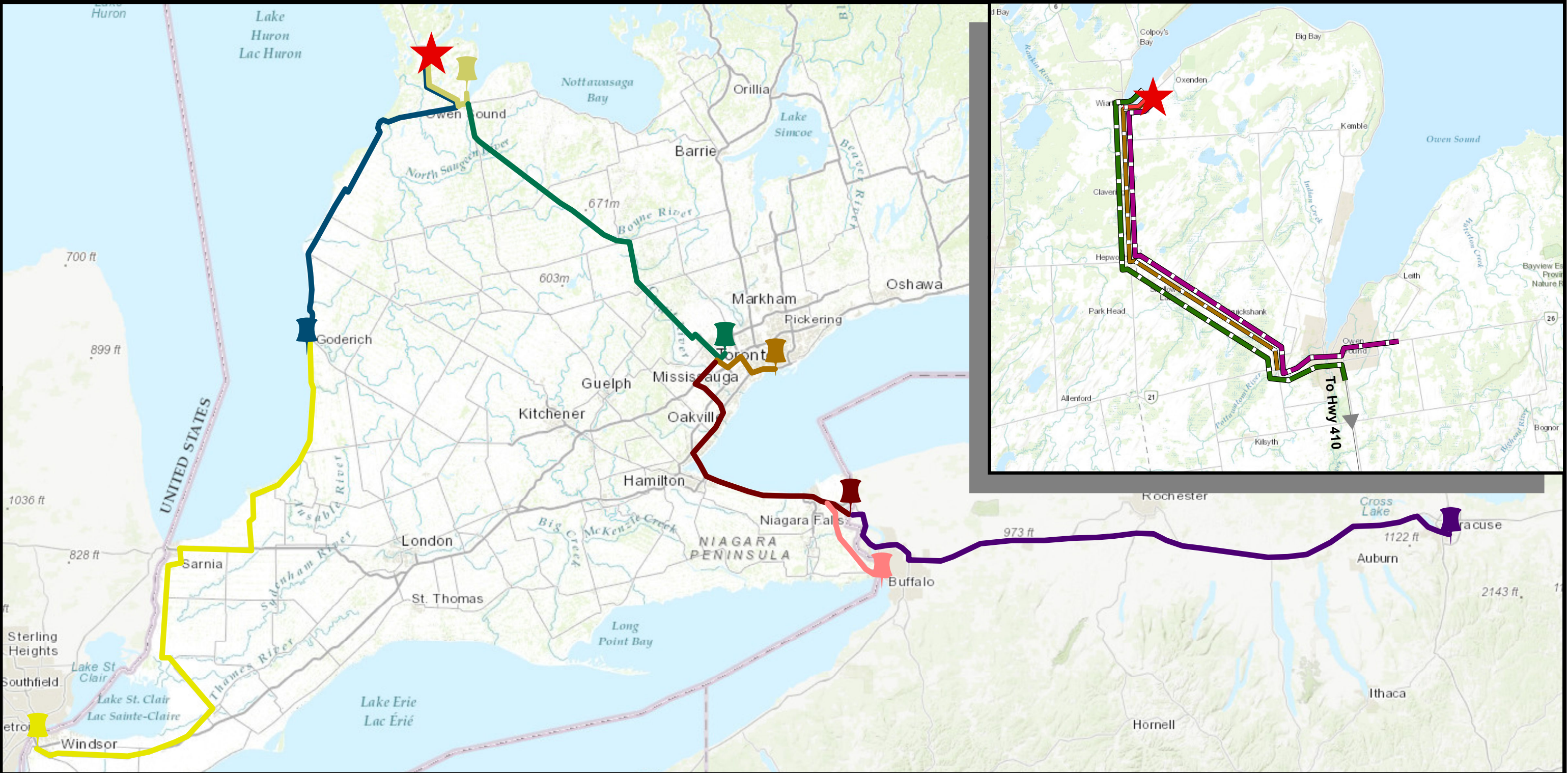
* approximate measurements.















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CYVV TRANSPORTATION NETWORK



 Wiarton Keppel International Airport	 Highway 10	Travel Distances & Times By Truck		 CN Terminal Brampton	~ 186km/ 2h 33min	 Windsor/Detroit	~ 415km/ 4h 47m
 Highway 6	~ 3km/7min	 OwenSound Harbour	~ 33km/ 33min	 Downtown Toronto	~ 233km/ 2h 52min	 Syracuse,USA	~ 573km/ 6h 07m
 Highway 21	~ 26km/34min	 Goderich Harbour	~ 135km/ 1h 50min	 Queenston	~ 307km/ 3h 29min		
 Highway 26	~ 35km/ 35min	 Highway 410	~ 186km/ 2h 10min	 Buffalo,USA	~ 337km/ 4h		