

AVIATION DESTINATION - Update 2017

Champions: Linda Mae Hivert & Bobbi Thompson, Airport Manager

Background:

Minden is well known throughout the world for the exceptional soaring conditions of mountain wave in winter and thermal activity in the spring and summer. Both conditions attract soaring pilots from around the globe year around, which is not the case in many soaring areas. Due to the “world renowned soaring conditions” the airport contributes to tourism in Douglas County. As of 2017 21 airport-based businesses contribute to the economic vitality of the community.

“Minden-Tahoe Airport is the only financially self-sustaining general aviation airport in Nevada.”

Facts:

- Number of Based Aircraft: 255 in 2012, 325 in 2013, 407 in 2016, 412 in 2017
- Annual Operations: 70,000 in 2011, 90,000 in 2017
- Airport Economic Impact: \$52 million
- Airport and Aviation jobs: 164
- \$370,000 in personal property tax generated at the Airport annually; collected as General Fund revenue

Mission:

- Douglas County citizens and the aviation community recognize the value of the Minden-Tahoe Airport and are proud to support it and benefit from what it has to offer.

Goal:

- Minden-Tahoe Airport is a premier Aviation Destination for both business aviation and soaring activities
- Maintain Minden-Tahoe Airport as a self-sustained general aviation airport

Vision:

- Support economic vitality of Douglas County by creating a world-class soaring center to match our world-class setting and soaring conditions, and expanding aircraft business environment

Objectives:

- Create the Sports Aviation Center
- Support area businesses through aviation

2014 Update

- New Co-Champion, Al Browne
- Updated Action Plan focused on Sports Aviation Destination

2017 Update

- Update Economic Impact Study
- Initiate Business Development Opportunities
- Continue to grow and market the Aviation Roundup Airshow

STRATEGIC PLAN OBJECTIVE

Economic Vitality

Strategic Initiative #1: Update Airport Economic Impact Study

Action Steps:

- A) Outreach to UNR Center for Regional Studies to conduct study
- B) Develop scope of work for study
- C) Produce study

Strategic Initiative #2: Develop a Communications and Marketing Plan for Minden-Tahoe Airport (MEV)

Action Steps:

- D) Develop a more focused Airport brand
- E) Update website
- F) Create infographic for community awareness of how airport is self-sustaining, contributes to the general fund, and provides local jobs
- G) Engage and facilitate opportunities for professionals to promote build-to-suit opportunities

Strategic Initiative #3: Initiate Business Development Opportunity as Pilot Project

- H) EPA Brownfield Grant with NNDA
- I) Certified Site process example in collaboration with Accelerating Advanced Manufacturing team
- J) Begin to market East Side Development options at the completion of the utilities installation in fall of 2017

Strategic Initiative #4: Communicate/Prepare for Aviation Terminal including Historical Display & Memorial Gardens at the Airport to enhance community awareness of airport, aviation history, and aviation careers

Action Steps:

- K) Landmark Designation
- L) Sports Aviation Foundation continues to fundraise for Youth Programs and Aviation Heritage Terminal, Historical Display & Memorial Gardens, including securing Women in Aviation memorabilia donations
- M) Continue to offer and enhance Youth Outreach Programs, including the “Build-a-Plane Program,” and promote collaborations with the Education Innovation Economic Vitality Team
- N) Aviation Roundup and Airshow Events with the return of the USAF Thunderbirds in 2017. Support FAM Tours and maximize promotional and business opportunities.

Measures:

- Airport Based Aircraft
- Airport Annual Operations & Economic Impact
- Airport and Aviation jobs

- Airport Generated Tax Contribution into General Fund

Milestones:

- 2016 Airport Master Plan approved
- 2016 Perlan II Project training at MEV
- 2014 Standard Class National Championship awarded
- 2015 Thunderbirds Fly at Air Show
- 6 new businesses, 5 expansions
- 1000 students participate in aviation days and education programs
- Successful Build-a-Plane Program

Benefits:

- Airport Economic Impact: \$52Million
- Airport and Aviation jobs: 164
- \$370,000 in personal property tax generated at the Airport annually; collected as General Fund revenue