



WITHAM FIELD STRATEGIC BUSINESS PLAN

MARTIN COUNTY BOARD OF COUNTY COMMISSIONERS UPDATE





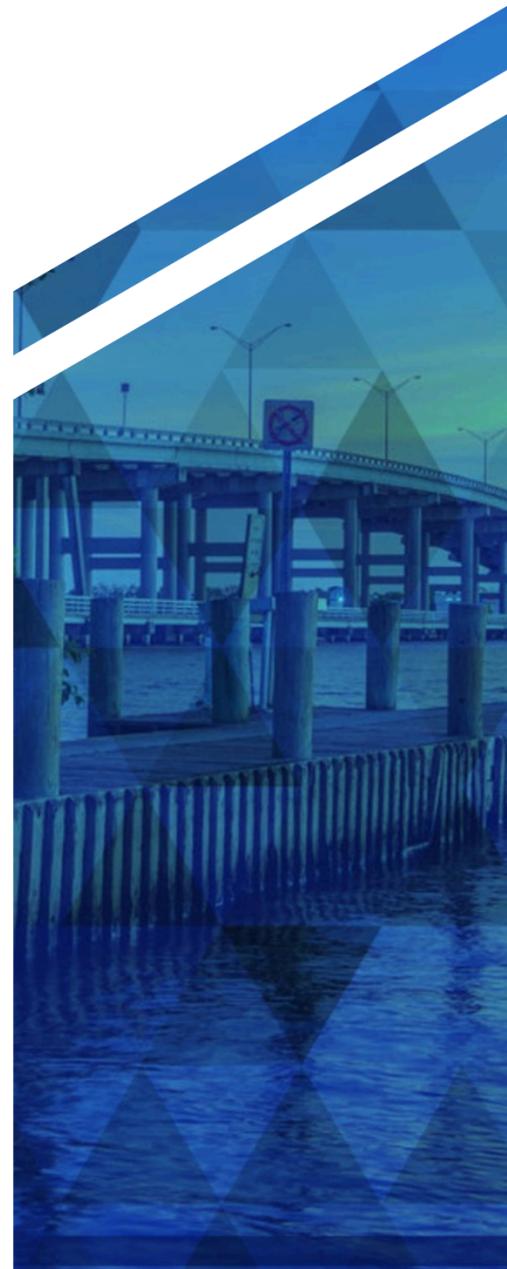
AIRPORT STRATEGIC BUSINESS PLAN

Establish clear and measurable goals and priorities to distinguish the Martin County Airport from its competition and identify strategic roles for the future of the airport.

-  **UPDATE 2010 SUA BUSINESS PLAN**
-  **PEER AIRPORT BENCHMARKING**
-  **FINANCIAL REVIEW AND ASSESSMENT**
-  **MARKETING PLAN**



Martin County Board of County Commissioners



STAKEHOLDER ENGAGEMENT

- INTERNAL AND EXTERNAL
- BOARD UPDATES AT KEY MILESTONES

BUSINESS PLAN DEVELOPMENT

- SWOT ANALYSIS
- MISSION, VISION AND VALUES STATEMENT

ANALYSIS AND ASSESSMENT

- BASELINE ASSESSMENT
- IMPROVEMENT SCENARIO CONCEPTS

IMPLEMENTATION PROGRAM

- FINANCIAL AND MARKETING STRATEGIES
- ROADMAP ACTION PLAN





MILESTONES AND TIMELINE





Thank You

