



Goderich Airport Strategic Plan

Township of Ashfield-Colborne-Wawanosh | April 6, 2021

HMAERO
AVIATION CONSULTING

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Project Overview

- **Funded by** the Town of Goderich and Huron County Economic Development Board
- **Championed by** the Goderich Airport Task Force, which includes the Town of Goderich, Township of Ashfield-Colborne-Wawanosh, and Huron County
- To be **prepared by** HM Aero – an Ottawa-based aviation consulting firm with subject matter expertise in regional airports



Project Objectives

- **Goal:** Establish a clear strategy towards ensuring Goderich Airport has a viable future – focus on pragmatic and realistic recommendations
- **Key Focus Areas:**
 - Governance and operating / management model
 - Business / growth opportunities and a strategy for their attainment
 - Infrastructure requirements and development / land use planning
 - Financial performance
 - Regulatory compliance
- Supported by stakeholder consultations and contextual research – e.g., analysis of aviation industry, regional economy, comparator airports, etc.

Stakeholder Engagement

Online Survey

- Advertised by Town of Goderich and Township of Ashfield-Colborne-Wawanosh
- Available until May 17 ([link](#))
- Targeted at regional residents and businesses



Online Public Open House

- Advertised by Town of Goderich and Township of Ashfield-Colborne-Wawanosh
- To be held on April 13 at 7:00 PM ([link](#))
- Information about the project and engagement opportunities



Stakeholder Interviews

- Direct outreach by HM Aero
- One-on-one interviews with individuals / organizations that have significant interest in, or knowledge of, Goderich Airport



M = Meeting S = Site Visit D = Deliverable	March			April			May					June				July				Aug.		
	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9
Contract Award (Assumed)																						
Phase 1 - Contextual Research																						
Background Data Collection and Review																						
Stakeholder Engagement																						
Regional Socioeconomic Review																						
Aviation Industry Considerations																						
Phase 2 - Airport Assessment and Profile																						
Airport Activity Review																						
Site Visit and Airport Infrastructure Assessment				S																		
Regulatory Review																						
Governance Review																						
Operations and Management Review																						
Financial Review																						
Social and Economic Impact Analysis																						
Comparator Airport Review																						
Deliverable 1 - Interim Project Report								D														
Phase 3 - Airport Development Plan																						
Development Opportunities																						
Infrastructure and Operational Requirements																						
Airport Development Plan and Land Use Plan																						
20-Year Financial Projections																						
Phase 4 - Airport Strategic Plan																						
Business Development Strategy																						
Action Plan																						
Deliverable 2 - Draft Strategic Plan																				D		
Deliverable 3 - Final Strategic Plan and Presentation																					D	



Interim Decision-Making

- Five-month planning process for the Strategic Plan means that factors / circumstances can evolve during the project
- Important to ensure that **interim decision-making**:
 1. Does not negatively impact the viability of Goderich Airport
 2. Protects the implementation of the Strategic Plan
 3. Relies on sound long-term planning



Questions?

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