



2022-2027 Strategic Plan

The Strategic Plan was developed to be the Airport's flight path for the future. There are major opportunities to modernize the Airport, build the Business Park, and further local employment opportunities. The Parry Sound Area Municipal Airport and Business Park is a leading-edge facility that is run by innovative and forward-thinking strategic leaders and champions of positive change.

The Strategic Plan is premised on (6) goals. The six goals focus on:

- Continuing to build a modernized, fully serviced Airport and Business Park;
- Partnering and collaborating with others;
- Marketing, selling, branding and education others about the value of the Airport and Business Park from a regional perspective;
- Delivering exceptional service and an exceptional customer experience;
- Promoting sustainability, fiscal prudence and remaining financially solvent; and
- Building opportunity that will drive growth and prosperity across the Region

Goal 1: A modernized, fully serviced Airport and Business Park

- Build Competitive Advantage
- Modernize the Airport and Business Park
- Strategically Identify Future Land Needs and Promote Whole Airport Growth
- Address Land Tenure Issues
- Promote whole airport growth at the Airport & Business Park by supporting a range of ancillary services, supporting the construction of a range of housing choices and advancing more integrated and more diverse ground transportation options

Goal 2: Partner and Collaborate with others

- Build a Well Connected & Well Serviced Airport & Business Park
- Strengthen Effective Partnerships
- Build New Partnerships
- Involve & Inspire Youth

Goal 3: Tell Our Story

- Increase Visibility, Awareness & Education
- Develop Our Brand
- Market Our Success
- Engage Customers & Community Members
- Involve & Inspire Youth



Goal 4: Deliver Exceptional Services Efficiently and Effectively

- Provide an exceptional customer and community experience
- Be An Employer of Choice
- Use Technology to Advantage

Goal 5: Promote Sustainability, Fiscal Prudence and Financial Solvency

- Continue to Support a Well Run, Well Managed & Well Respected Facility
- Be An Employer of Choice
- Focus on Fiscal Responsibility & Cost Containment
- Be A Champion of Environmental Sustainability Promote Transparent and Open Decision Making

Goal 6: Build Opportunity

- Drive growth and prosperity across the West Parry Sound Region
- Continue to create a welcoming environment
- Be Open for Business & Opportunity Ready
- Promote Tourism As a Key Visitor Destination

You can find the Airport's full Strategic Plan on our website:

https://www.seguin.ca/en/business-development/resources/Airport_/Parry-Sound-Area-Municipal-Airport-and-Business-Park-Strategic-Plan-Final.pdf