**2018 STRATEGIC PLAN**

**ORGANIZATIONAL EXCELLENCE**

**STRATEGIC STATEMENT:** Providing a responsive, forward-thinking, and optimal governance structure with high performing staff is key to FNL’s success.

**SUCCESSFUL OUTCOMES:**
- High caliber, well-trained employees
- Established and effective governance model
- Responsible, ethical and accountable leadership
- Supported and funded strategic plan

**FISCAL SUSTAINABILITY**

**STRATEGIC STATEMENT:** FNL is committed to achieving and maintaining a self-sustaining budget to operate a safe and efficient airport, manage assets, and support industry and economic development.

**SUCCESSFUL OUTCOMES:**
- Self-sustaining budget with diversified revenue streams
- Fiscally sound financial practices
- Responsibly maintained assets

**INNOVATION**

**STRATEGIC STATEMENT:** Serving as a catalyst and center for innovation focused on aviation, FNL strives to continually explore and support new technologies.

**SUCCESSFUL OUTCOMES:**
- Recognized aviation innovation center
- Collaborative and engaged partnerships
- Supportive R&D programs and facilities
- Reputable aeronautical and technology-based educational and training programs

**ECONOMIC DEVELOPMENT**

**STRATEGIC STATEMENT:** FNL actively encourages private and public investments to ensure a strong economic platform for both on-airport development and compatible use within the airport influence area.

**SUCCESSFUL OUTCOMES:**
- Completed master plan and airport influence area plan
- Successful commercial air service marketing plan
- Incentivized development strategies for targeted industries

**REGIONAL COLLABORATION**

**STRATEGIC STATEMENT:** Recognized as an active regional partner, FNL supports a collaborative approach to transportation, tourism, training, and marketing with its surrounding partners and communities.

**SUCCESSFUL OUTCOMES:**
- Recognized regional transportation hub
- Successful marketing plan maximizing regional partnerships
- Effective public awareness of the airport with partners, elected officials, and communities
- Positive working relationships with elected officials to achieve the airport’s vision and goals