

**Scottsdale Airport Strategic Business Plan**  
**Your input is needed.....How will it affect Scottsdale Ranch?**

**By Kathe M. Barnes**  
**Executive Director**

The Scottsdale Airport has been preparing a Scottsdale Airport Strategic Business Plan in order to provide a long-term vision for future planning and development of the Scottsdale Airport. Per the City of Scottsdale, the purpose of this Plan is to ensure that the Airport remains an efficient, effective and relevant transportation resource for the long-term benefit of the City and its surrounding community. The City feels that it is important to conduct a strategic-level development options review to provide for future growth potential, remain competitive in the region, and maximize the potential of the Airport.

Based on the analyses included within the business plan, the following four potential airport development scenarios were established for analysis:

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Scenario 1 - Small to Mid-Sized Corporate Aircraft; reflects current operations

Scenario 2 - Small to Mid-Sized Corporate Aircraft with an Adjusted Administrative Weight Restriction; current operations plus an increase to the aircraft weight limit from 75,000 pounds to 100,000 pounds

Scenario 3 - Small to Large-Sized Corporate Aircraft; current operations plus larger corporate aircraft in excess of 100,000 pounds

Scenario 4 – Commuter Airline Service; current operations plus scheduled passenger/commuter air service

(Note that consideration of primary scheduled commercial air service was eliminated from the analysis during the study process.)

As of the printing of this magazine, the initial Strategic Business Plan Conclusion was that through the analyses conducted within the *Scottsdale Airport Strategic Business Plan, Scenario 2 - Small to Mid-Sized Corporate Aircraft Market Focus with an Adjusted Administrative Weight Restriction* appears to offer the most efficient and effective opportunities for long term growth at the Scottsdale Airport. In short, this development scenario would simply allow the Airport to enhance the operational capabilities of the same aircraft that currently operate at Scottsdale Airport, thereby enhancing the Airport's competitive ability to help maintain its current market share with respect to corporate aircraft. The Scottsdale Airport is very interested in your thoughts and input on the Market Options presented in the Strategic Business Plan. There are several ways in which you can be heard in regard to your opinion on the future direction of the Airport:

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- Complete the Airport Strategic Business Plan Survey available at [http://www.scottsdaleaz.gov/airport/Airport\\_SBPSurvey.asp](http://www.scottsdaleaz.gov/airport/Airport_SBPSurvey.asp)
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- Attend an Airport Advisory Commission Meeting and present your thoughts during the meeting. Your input will become a part of the official public record and will be provided to the City Council with the Airport Advisory Commission option recommendations. City Council adoption of the plan is expected in the fall of 2009. Specific information regarding the meeting time, location, agenda, and previous meeting minutes can be found at the Airport Advisory Commission page at <http://www.scottsdaleaz.gov/boards/airport.asp>.
  - Mail, Fax, Voicemail, or Email your comments to:
    - Strategic Business Plan Comments
    - 15000 N. Airport Drive, #200
    - Scottsdale, AZ 85260
    - FAX: (480) 312-8480
    - VOICEMAIL: (480) 312-2549
    - EMAIL: [AirportSBP@ScottsdaleAZ.gov](mailto:AirportSBP@ScottsdaleAZ.gov)

The draft Airport Strategic Business Plan documents, Frequently Asked Questions, and Executive Summary are available at [www.scottsdaleaz.gov/airportsbp.asp](http://www.scottsdaleaz.gov/airportsbp.asp) for your review.