

Customer Development Strategy

The business plan has developed a strategy to capitalize on the expected economic growth in the Rio Grande Valley. By investment in longer runway infrastructure, the airport will try to increase demand by capturing a consistent piece of the regional aviation population and delivering a unique value to target customers, beyond what other airports provide. By increasing the portion of the market share at Mid Valley, it will have a profound economic impact on Weslaco and nearby municipalities.



Mid Valley Airport should continue to cater to the general aviation market in which it currently serves. However, the following industries are well suited to grow, expand, and or relocate to the airport in the future:

1. Corporate Business Jets
2. Maintenance, Repair, and Overhaul Business
3. Flight Training and Educational Institutions
4. Advanced Aeronautical Manufacturing
5. Based General Aviation Aircraft

Implementation Strategy

In conjunction with ongoing airport projects, the airport must move ahead with strategies to capitalize on the new airport infrastructure. The analysis concluded that there were two clear goals for the airport moving forward:

1. Become a more significant resource to the Rio Grande Valley non-commercial aviation market after completion of a runway extension
2. Become a more effective economic engine for Weslaco and the greater Rio Grande Valley

In order to realize these goals and ensure implementation of the business plan is successful, Mid Valley Airport must continue to track, monitor, and invest in the following actions:

- Revenue growth
- Marketing and web presence
- FBO and Airport Service
- Promote airport infrastructure
- Development plan execution
- Airfield maintenance
- Leasing Policies
- Airport Traffic Levels

Mid Valley Airport Business Development Plan

Weslaco, Texas · December 2016



Vision: By 2025, Mid Valley Airport will become an active and economically vibrant regional contributor to the entire Rio Grande Valley.



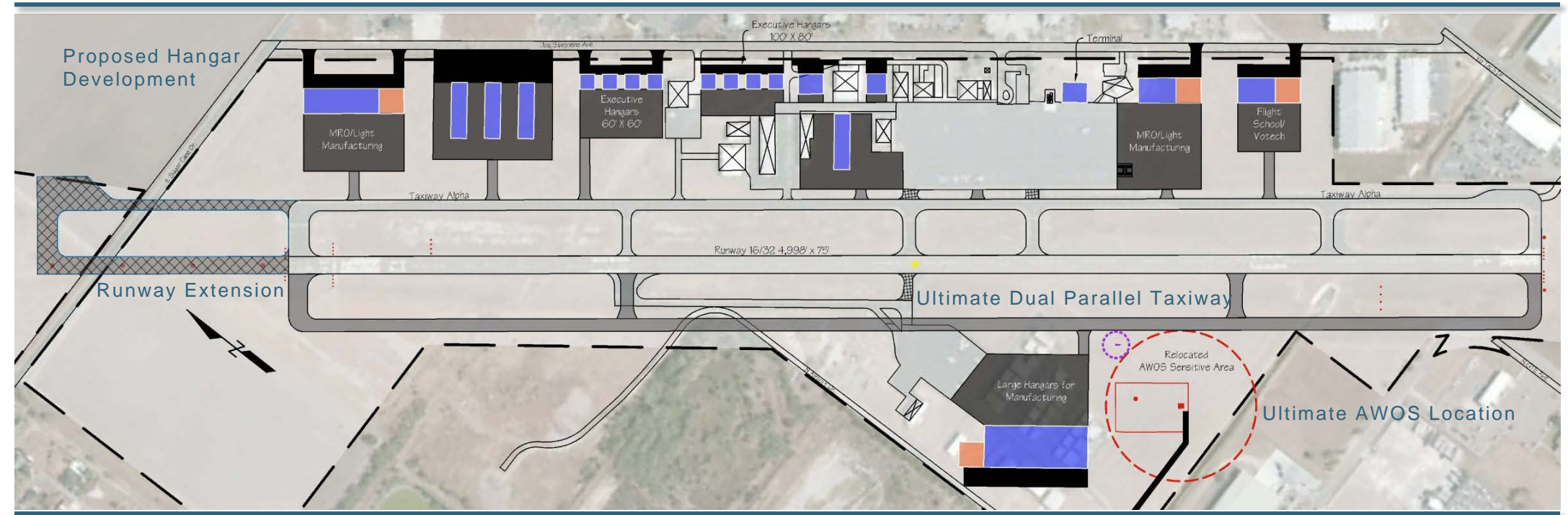
Now is a critical time in determining how to invest in the future of the airport. With an ongoing runway rehabilitation project and 1,000-foot runway extension underway, strategic planning is absolutely necessary to ensure the continued growth and success of the airport and surrounding communities.

What is a business plan?

Airport business planning is an essential element in planning the future of an airport. Sound business planning provides airport managers and policymakers with the tools to make informed, prudent, and defensible business decisions relating to the operation and management of the airport. Key objectives need to be addressed:

- What does the City of Weslaco want the airport role to be in the future?
- What infrastructure or redevelopment is needed to support demand?
- What are the target markets for the airport?
- How can the airport maximize revenue potential and provide quality service?

Early in the process a SWOT analysis was conducted to uncover the strengths, weaknesses, opportunities, and threats related to the Airport. Stakeholders provided input related to these categories which the project team then used to formulate a plan to take advantage of opportunities and address shortfalls.



Recommended Development Plan Highlights

Alternatives were designed to present options for development at the airport in the future based on the target market. It is important to note that the development shown is conceptual and no cost estimates were conducted for the development proposed. Ideally, the most attractive use of space for the airport can be achieved by relocating the AWOS system to allow for continued flight-line development on the east side of the airport. The recommended concept also shows long term (10+ years) redevelopment of the west portion of the airport for purpose built industry apron and hangar development. Based on the vision and goals of the airport, this option gives the airport the ability to redevelop overtime and relocate T-Hangars to the east side of the airport while not displacing tenants. This concept can be used by the airport to attract new tenants and also provide areas for development. It will require additional detail and planning for drainage and other relocated utilities. Phased development will allow for adequate repurposing of existing areas on the airport as needed. Focus should be put forth on building hangars in the immediate infill terminal area first.

Mid Valley Airport Facilities

Recently named the most improved General Aviation Airport by the Texas Department of Transportation Aviation Division, Weslaco Mid Valley Airport is making great investment in its future. Located centrally in the Rio Grande Valley, the airport has a great advantage in serving the general aviation needs of the entire region. A new and improved runway will allow for larger aircraft to conduct flights out of the airport creating more business in the community.



Terminal/FBO:

The airport provides the FBO services at the airport including self serve fuel of 100LL and Jet A. Additionally, a pilots lounge and flight planning services, courtesy and rental cars are provided.

Runway: Approaches:

4,998'x75' (Extending to 6,000' as of January 2017)

Weather: U.S. Customs:

VOR/DME, GPS
Automated Weather Observation System (AWOS-3)
In 2011 the airport opened a facility to help clear international traffic into the facility. Customs is available to clear aircraft with 1 hour notice.

Development Space:

There are many areas on the airport that are ready for development. Hangars are needed to accommodate the growing demand for aircraft storage.

Key Elements and Analysis

Guiding policies and existing revenue streams were evaluated to provide input to maximizing the airport's potential. By streamlining operating procedures and adding additional revenue streams, the airport will be well positioned to take advantage of growth opportunities in the future.

Leasing and Development – An advantage the airport has is the ability to grow revenue and provide development opportunities for both private and public investment. A long-term and consistent leasing policy with market driven cost structures will help ensure the sustainability of the airport as it grows in the future.

Fuel Sales – Fuel sales have grown steadily over the previous years with Jet A fuel having the highest yield. Emphasis should be put on maximizing this revenue stream for the airport.

Services – Expanded hours, high end customer service, rental cars, and updated terminal facilities are a focus in order to grow a share of the target customers in the region.

Management Structure – Operating under the City of Weslaco, airport staff should be supported for a minimum of five positions to ensure the operation of airfield maintenance and FBO services be maintained. Additional positions may be warranted with additional services and activity at the airport.