

Vision

The Santa Fe Regional Airport is a growing **economic engine** for Northern New Mexico. As it continues to **grow in a safe and secure environment**, the airport will provide all users with **superior service**, work toward realistic **sustainable goals**, represent our character and culture, and be a good neighbor as well as a great place to work.

Tactics

Attract More Flights

Improve Landside Facilities

Improve Customer Experience and Safety

Ensure Airport Financial Viability

Smart Goals

1. Ensure facilities can support 90 seat passenger flights comfortably by 9/1/19.
2. Launch enhanced marketing campaign with mechanism to measure results by 9/1/19
3. Ongoingly understand barriers to and opportunities for additional flights and destinations. Establish baseline by 8/1/19.
4. Advisory Board focuses on strategies to increase economic impact of Airport.

1. Expand terminal with target to complete construction by 1/1/21
2. Improve parking with target completion of construction by 12/1/19
3. Add solar by 7/1/20
4. Construct new entry road by 1/1/21.
5. Evaluate options for auxiliary facilities such as restaurant and lodging by 1/1/20.

1. Customer satisfaction measured and reported every 6 months with first report by 10/1/19.
2. Airport closures interrupting commercial service 5% below national average by 1/1/20
3. FAA or TSA violations in FY20 10% below national average.
4. Increase ground transportation options for all flights by 12/1/19.
5. Ensure proper staffing levels and highly professional performance.
6. Improve GA infrastructure and services

1. Implement landing fees per new legislation by 9/1/19.
2. Begin collecting passenger facility charges by 5/1/20.
3. Update and standardize leases by 8/1/19.
4. Collect all past due rents by 8/1/19.
5. Ensure parking revenues collected as budgeted in FY20.
6. Maintain status to be eligible for grants for airside infrastructure at all times.