



NEVADA AVIATION ASSOCIATION STRATEGIC PLAN

Adopted October 2, 2020

NAME

Nevada Aviation Association (NvAA)

MISSION

To promote and support airports and aviation in Nevada

VISION

To be the primary stakeholder in development and implementation of Nevada's Statewide Aviation System Plan

STRATEGIC GOALS AND OBJECTIVES

Promote public understanding of the value of aviation and airports

- Elevate the role of aviation within the Nevada Department of Transportation
 - **Task** - Participate in the Advisory Committee for the development of NDOT's *Nevada Airport and Heliport System Plan Update* and lead a public private partnership to develop and maintain a statewide aviation tracking and reporting system
- Develop and publish a statewide aviation economic impact report
 - **Task** - Determine budget and scope of work and enter into an agreement with University of Nevada, Reno or other qualified contractor to prepare the report
- Prepare and distribute a Nevada aviation fact sheet
- Develop and participate in a public outreach program
 - **Task** - Prepare a power point and other materials for NvAA Members and staff to make presentations to government and community groups and schools in their communities
- Enhance the NvAA website and utilize social media
 - **Task** - Update the website with news and events and add a paid advertising feature
- Establish an NvAA scholarship program for Nevada high school seniors pursuing a post-secondary education in aviation
 - **Task** – Identify sustainable funding and solicit participation by corporate partners

Grow NvAA Membership

- Recruit all Nevada airport operators to become Regular NvAA Members and actively participate in supporting the goals of the Association
 - **Task** - Develop a data base, including primary point of contact, for all airports and develop and disseminate information on the benefits of participating in NvAA
- Encourage public and private corporations that manufacture or provide aviation related products and services, including airline operators, charter companies and fixed-based operators to become Corporate Members
- Encourage helicopter and UAV operators to become Associate Members
- Encourage other aviation related organizations, associations, and government agencies to become Associate Members

Sustain and improve airport infrastructure

- Obtain permanent state funding for FAA matching grants
- Identify other funding sources for asset management and capital improvement projects
 - **Task** - Research the availability and use of federal and state grants including, Community Development Block Grants and U.S. Department of Agriculture, Rural Development Grants for funding airport improvements and leveraging AIP grants.

Provide a unified voice on airport and aviation related policies and funding

- Establish an Aviation Caucus in the Nevada Legislature
- Develop NvAA policy statements on relevant aviation issues
- Monitor proposed federal, state and local aviation related policies, regulations and funding and provide NvAA positions as appropriate

Provide a forum for Members on aviation technology and information

- Conduct monthly conference calls and hold a fall and spring annual conference
- Conduct training webinars for Members
- Develop downloadable templates for airport leases, permits, etc.
- Promote and increase utilization of ANTN Digicast
 - **Task** - Evaluate the feasibility of establishing an “Airport Operator Certificate” using ANTN as the educational framework