

Airports Advisory Committee (AAC) Meeting

Economic Development Study for County Owned Airports

Project Kick-off

Prepared for:

County of El Dorado

Planning and Building Department

Airports Division

Prepared by:

Strategic Planning Services, Inc.

November 2, 2023



Discussion Topics



Placerville Airport



Georgetown Airport

1. Introduction of the Team
2. Study Objectives
3. Study Methodology
4. Opportunities and Challenges
5. Study Schedule and Deliverables
6. Next Steps

SPS: We Provide a Better Aviation Experience

SPS is a global airport planning consultancy that provides visionary, sustainable, feasible and efficient aviation solutions for airlines, and airport owners/operators.

- ✓ 30 professionals with offices in Los Angeles California, Cincinnati, Ohio, Washington D.C., and Shanghai China.
- ✓ 400+ years of collaboration providing strategic and technical guidance on the development and operations of leading world airports.
- ✓ Extensive hands-on experience with airspace, airfields, passenger terminals/concourses, cargo facilities, landside ground access, support facilities, **FBOs and airport vicinity land use/collateral development (airport city concepts)**.
- ✓ Specialized experience in innovative land use and facility planning to ensure operational efficient, financially viable and environmentally sustainable development.

- Strategic Planning & Vision
 - Master Planning
 - Airfield Layout Planning
 - Airspace Planning
- Advanced Air Mobility – Vertiport Strategy
- Facility & Operations Planning & Development
- Terminal Planning & Design
- Implementation & Program Delivery Support
- Design Review/Advisory Services
- Smart Airport Support/Business Analytics
- Land Use/Economic Development
- Cargo/Logistic Park Planning
- Airport Simulation Services
- Management Training Services

Our Team – Decades of Experience



Doug Goldberg
Principal-in-Charge



Thierry Sarr
Project Manager



Russell Blanck
Planning & Development



Sheila Thomas
Marketing & Land Use



Kevin Kelley
Business Analytics & Forecasting



Celia Fremberg
Training & Workforce Development

Objectives of this Economic Development Study

- ✓ Assess the current state of Placerville and Georgetown Airports.
- ✓ Identify and evaluate potential opportunities for enhancement and expansion that are aligned with the county's strategic objectives.
- ✓ Serve as a strategic roadmap to guide the future development of the airports, fostering new business and recreational opportunities, and reinforcing their role as vital economic and community hubs in El Dorado County.
- ✓ **Develop guiding economic principles to leverage the County's airports and their ability to become an economic driver for small businesses and tourism.** *(From El Dorado County Strategic Goals, Themes and Priorities)*

Study Methodology

Data
Collection and
Analysis

Benchmarking
&
Comparative
Analysis

Stakeholder
and
Community
Engagement

Activity
Forecast

Facility
Requirements

Options and
Feasibility
Assessment

Marketing
and Economic
Strategy

Deliverable #1:
Preliminary Needs
Assessment

Deliverable #2:
Options &
Market/Economic
Development
Strategy

Preliminary Opportunities and Challenges

Placerville Airport



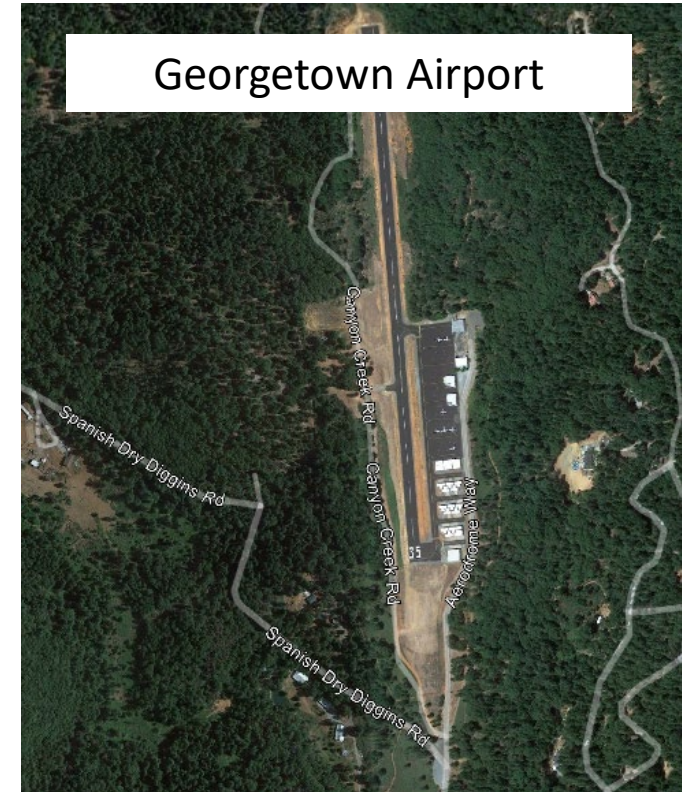
Challenges

- ✓ Airport/Community Compatibility
- ✓ Noise and Environmental Issues
- ✓ Roadway Access
- ✓ Market Feasibility
- ✓ Finance and Funding

Land Use Opportunities

- ✓ General Aviation Support/Repair/FBO
- ✓ Search & Rescue Operations/Training
- ✓ Vertiport/e-VTOL Testing/Training
- ✓ Advanced Air Mobility Operations
- ✓ Eco-Tourism (Hiking, Rafting, Fishing, Etc.)
- ✓ Local Agricultural Market Program
- ✓ Flight Training/Instruction
- ✓ Compatible commercial development
- ✓ Forest fire fighting & training facilities
- ✓ Enhanced airport accessibility
- ✓ Hangar development
- ✓ Entertainment/public events/recreational facilities
- ✓ Museums and educational centers
- ✓ Food and beverage/fly-in restaurants
- ✓ Strategic workforce development and innovation center
- ✓ Green energy and energy independence
- ✓ Cargo business development
- ✓ Advertising options
- ✓ Strategic partnerships with local business and joint marketing campaigns

Georgetown Airport



Study Schedule and Deliverables

Task		Nov		Dec		Jan		Feb		Mar		Apr		May	
1.0	Project Management and Administration														
2.0	Data Collection and Analysis														
3.0	Benchmarking														
4.0	Stakeholder and Community Engagement														
5.0	Activity Forecast Update														
6.0	Facility Requirements														
7.0	Options and Feasibility Assessment														
8.0	Marketing and Economic Strategy														
9.0	Final Economic Study Presentation Material														
10.0	Presentation to County Board of Supervisors														
11.0	Project Closeout and Handover														
Milestones & Deliverables															
In-Person 2-Day Kick-off Visit					★										
Interim Deliverable #1: Preliminary Needs Assessment Presentation (for both airports)							★								
Interim Deliverable #2: Options and Marketing/Economic Development Strategy Presentation											★				
In-Person Presentation to County Board of Supervisors															★
Final Deliverable: Final Economic Development Study and Presentation															★

Next Steps

- Set dates for site visit and project kick-off (Early December)
- Initiate data collections (November)
- Initiate Benchmarking Analysis (November)
- Prepare for Stakeholder/Community Engagement (December)
- Review/Confirm Forecast (December)

Questions?

