

## **Mission, Vision and Strategic Priorities**

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### **MISSION**

Provide our community with safe and secure, high quality and cost-effective airport services and facilities that enhance the social and economic well-being of the region we serve.

### **GUIDING PRINCIPLES**

#### **SAFETY**

Safety and security of our customers and staff is the primary concern in everything we do.

#### **ENVIRONMENT**

Environmental impacts are considered and managed in compliance with legal requirements and best industry practice.

#### **VALUE**

Delivering high levels of service and value to our customers in a cost effective manner.

#### **EXEMPLARY EMPLOYER**

Treating all employees with fairness, dignity and respect.

#### **PARTNERSHIPS AND ACCOUNTABILITY**

Working openly and constructively with our stakeholders and our community

## **RESPONSIBLE STEWARDSHIP OF ASSETS**

Prudent financial management.

## **ECONOMIC DEVELOPMENT**

Supporting the economic development of the region.

## **VISION**

To be the premier transportation link between Vancouver Island and the World

## **GOALS**

1. To provide and operate a safe, secure and environmentally responsible airport.
2. To provide excellent modern and efficient airport facilities and services.
3. To be the best value mid-sized airport in Canada.
4. To expand and integrate improved linkages with other modes of transportation.
5. To ensure existence of a talented and motivated team of employees.

## **FIVE YEAR TARGETS 2005-2009**

1. Zero preventable accidents, security violations and breaches of environmental regulations.
2. Rent reduced.
3. Passenger movements increase by an average of 3% per annum, or 1,450,000 enplaned and deplaned passengers by 2009.
4. Introduce scheduled non-stop service to one additional USA destination.
5. First class Terminal Building expansion completed by May 31, 2006.
6. Debt reduced to less than \$14 million by December 31, 2009.
7. Non-aeronautical revenue to account for 65% of total by December 31, 2009.
8. Intersection improvements providing direct access to the Terminal Building from the Pat Bay Highway to be constructed by December 31, 2009.
9. New land development will generate an average of \$75,000 per annum for each of 5 years.