

Davidson County Executive Airport Strategic Plan (EXX)

Strategic Plan

2023-2028

Davidson County Executive Airport, located along I-85 and the center of the state, is the best quality aviation/jetport experience in the South Piedmont-Triad region





A Message from the Davidson County Executive Airport Authority

I am proud to introduce the strategic plan for Davidson County Executive Airport (EXX). The strategic plan calls on our organization to maximize our assets and play to our unique strengths, while acknowledging and addressing our weaknesses and threats. Most important of all, this is a plan developed for our Airport Authority leadership and staff to guide and direct collaborative efforts to achieve an exciting future for our airport.

Development of the plan was coordinated by the Strategic Planning Committee, comprised of staff, county and municipal officials, and key stakeholders representing all functions and levels within our organization. The Committee considered input received from our diverse groups and worked to develop priorities which reflect the collective needs of our organization.

Our strategic plan includes two key growth elements. Our vision defines what we aspire to achieve over the next five years. Our strategies, goals, and objectives define our key priorities, and our actions define how we will achieve our goals and objectives.

With our strategic plan now developed, we turn our attention to its implementation. Executing the initiatives, we have defined will require a great deal of organizational focus and teamwork, but I am confident that the results will deliver important benefits – to the service we deliver to our customers and our community, to the competitive and financial strength of our enterprise, and to our working environment and culture.

I am personally committed to the successful implementation of our strategic plan. I look forward to actively engaging with all of you as we work together to develop the airport “located along Interstate 85 and the center of the state, which is the best quality aviation/jetport experience in the south Piedmont-Triad region!”

Rick Phillips

Chair, Davidson County Executive Airport Authority

Davidson County Executive Airport Authority

Rick Phillips, Chair

Bill Altenpohl
Thom Hege
Ted Myers
Jay Temple

John Gray
Jim Myers
Tim Simpson
Todd Yates

Davidson County Executive Airport Strategic Planning Committee

Bill Altenpohl
Jason Martin
Tim Simpson
Jack Robertson

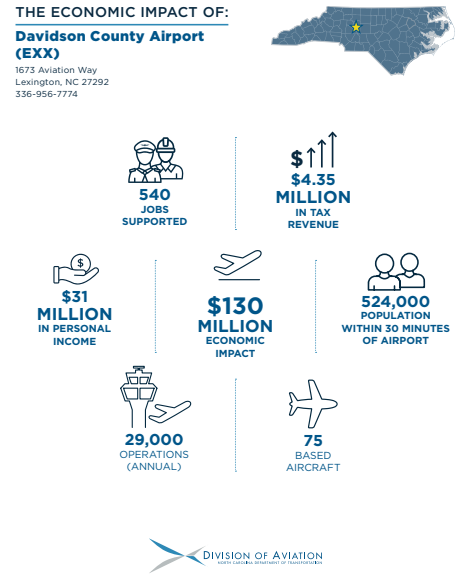
John Gray
Jim Myers
Karel Van Der Linden

Davidson County Executive Airport Strategic Plan

Appropriate planning is critical to Davidson County Executive Airport's (EXX) future development and must include evaluations of the facility's infrastructure, capabilities, and services. The current airport layout plan¹ serves as the airport's infrastructure blueprint, which includes an inventory of existing facilities and conditions on the airport, and an evaluation of current design standards providing a basis for updated guidelines necessary to a safe, efficient, and economic airport system. To ensure the airport's future growth is maximized to its full potential, the Davidson County Airport Authority chose to complete a strategic plan.

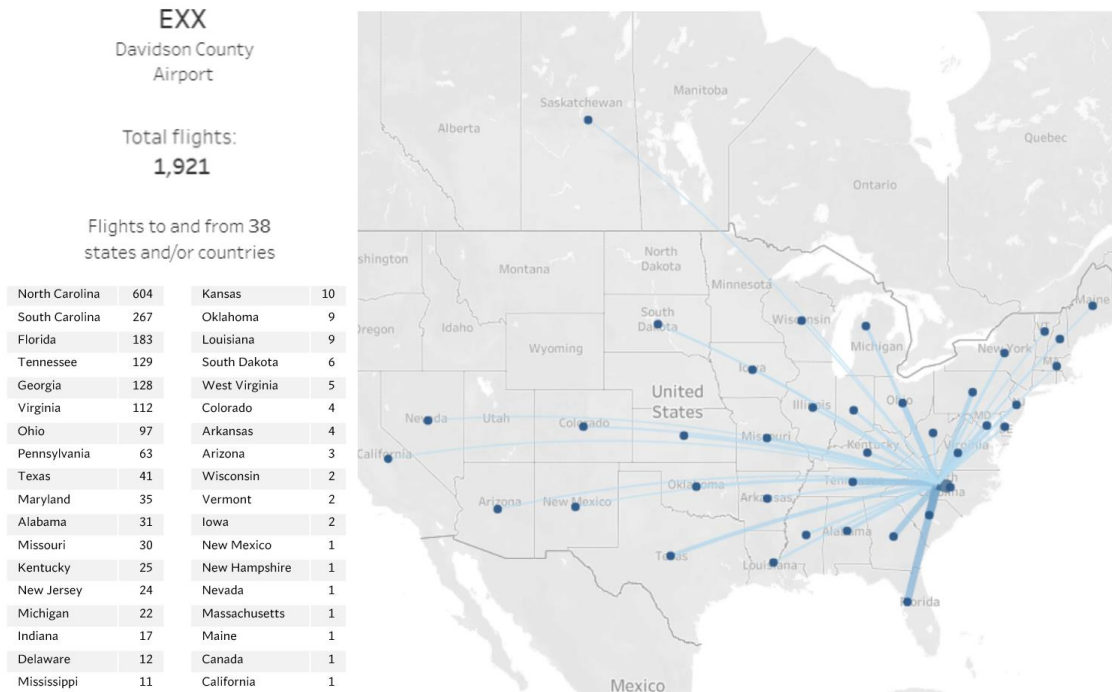
The Davidson County Executive Airport is a general aviation airport located in the southern Piedmont-Triad region of the state. The airport was founded in 1958, and the City of Lexington became a sponsoring agency in 1967. In 1993, Davidson County became the sponsoring agency. The airport expanded the runway to 5,000 feet in 1998, with a parallel taxiway and ramp.

As one of the 62 general aviation airports in North Carolina, EXX has an economic impact of \$130.1 million, with 540 jobs, \$31 million in personal income, and \$4.35 million in state and local taxes². This impact is the 14th highest general aviation airport in the state. The airport has 75 based aircraft at its location and there are 524,000 people living within a 30-minute drive.



Located in the southern Piedmont-Triad Region (Surry, Stokes, Rockingham, Caswell, Yadkin, Forsyth, Guilford, Alamance, Davie, Davidson, Randolph, and Montgomery), the airport is nearby to numerous outdoor recreation opportunities and regional amenities. US I-85 runs north-south just to the east of the airport, with Annual Average Daily Traffic (AADT) counts of 48,000 trips. N.C. 47 runs east-west to the south of the airport with AADTs of 8,500 trips. I-85 Business/U.S. 52 runs north-south to the west of the airport and has AADTs of 30,000 trips.

EXX is located about 4 miles southwest of downtown Lexington and 13 miles from Thomasville. Charlotte and Greensboro are 50 minutes and 37 minutes away by vehicle, respectively.



Source: April 2021 public.tableau.com/app/profile/weston.head/viz/FiledFlightPlansforNorthCarolinaAirports/Dashboard

In 2020, there were 1,921 recorded flight plans to and from EXX from 38 states and/or countries. Of those flight plans, 604 were in North Carolina, 267 to/from South Carolina, 183 to/from Florida, 129 to/from Tennessee and 128 to/from Georgia. This was a decrease from 2019, when there were 2,345 filed flight plans to/from 43 states and/or countries (Canada). This decrease is likely attributed to the COVID-related pandemic.

Process

The strategic plan for the Davidson County Executive Airport provides opportunities for operational improvements to further grow and develop this asset. The plan includes:

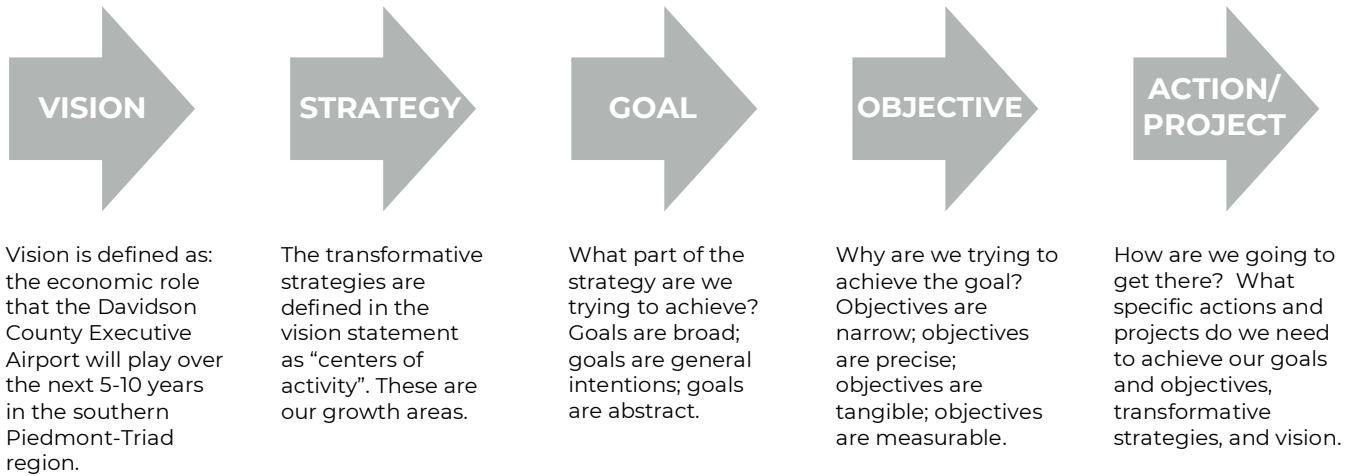
- **Five-year growth and development strategy** created by the Davidson County Strategic Planning Steering Committee;
- **Quantitative data** about the airport and its impact provided by N.C. State’s Institute for Transportation Research and Education (ITRE) and N.C. Commerce’s Labor and Economic Analysis Division (LEAD); and
- **Qualitative data** about strengths, weaknesses, opportunities and threats provided by local, regional and statewide stakeholders.

The plan was developed through a partnership between: Davidson County Executive Airport Authority, N.C. Department of Transportation’s Aviation Division, and N.C. Department of Commerce’s, Rural Planning Program. The project began in June 2022, with the plan completion in January 2023. The Strategic Planning Steering Committee, composed of airport fixed-base operator Fly High Lexington staff, Airport Authority members, and county government staff met four times over the late summer and fall of 2022 to develop this plan.

Outcomes

The strategic planning steering committee developed a vision statement, chose transformative strategic areas, and developed goals and objectives for each strategy. Also, the committee identified actions/projects to directly accomplish the goals and objectives.

Strategic Planning Process:



Vision

Davidson County Executive Airport, located along I-85 and the center of the state, is the best quality aviation/jetport experience in the south Piedmont-Triad region.

The transformative strategies are:

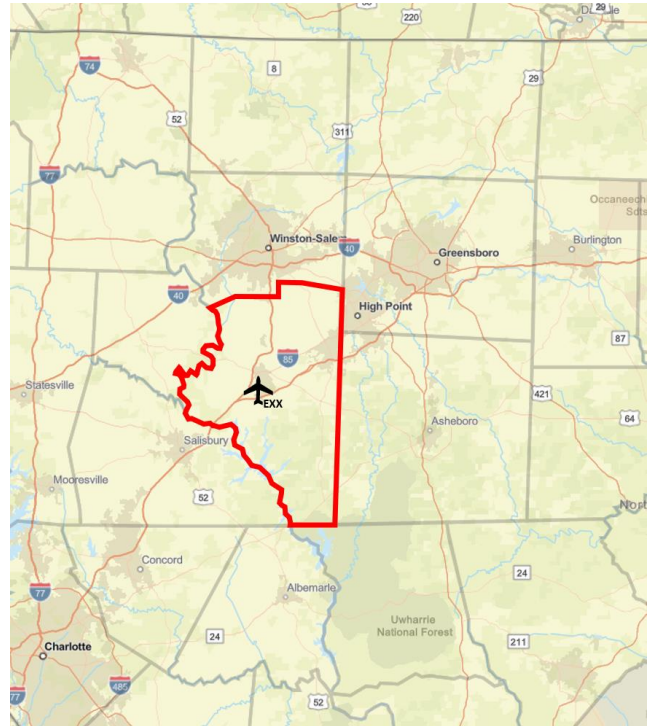
- Leverage the airport’s location; and
- Create the best aviation/jetport experience in the region

The centers of activity (growth areas) are:

- Location; and
- Experience

Location actions and projects include developing a systematic approach to managing jet and recreation traffic, monitoring data from the airport operation’s tracking system, and increasing hangar space. Other actions include increasing non-scheduled air services, working with a local vineyard to develop tours for airport users, developing a link to passenger trains in the area, and partnering with Davidson County Tourism Development Authority.

Experience actions and projects include developing a systematic approach to managing jet and recreation traffic, monitoring data from the airport operation’s tracking system, and increasing hangar space. Other actions include increasing non-scheduled air services, working with a local vineyard to develop tours for airport users, developing a link to passenger trains in the area, and partnering with Davidson County Tourism Development Authority.



¹Davidson County Airport Layout Plan

²The general aviation airport analysis quantified the impact of jobs supported by the airport directly, jobs supported by businesses that rely on the airport, and the impact of visitors. The economic impacts of the 2020



Location

Leverage the airport's location

Experience

Create the best aviation/jetport experiences in the region

Goal:

Grow airport traffic and market Davidson County attractions to flyers and customers

Objective:

Increase airport operations to 50,000 per year by 2028.

Actions:

1. Develop a systematic approach to managing jet and recreation traffic.
2. Continually monitor data from the airport operations' tracking system.
3. Construct new hangar space to continue growing the numbers of based aircraft.
4. Increase non-scheduled air services.
5. Work with local vineyards and tour companies to develop tours for airport users.
6. Develop a link between passenger train plans in the region and the airport.
7. Partner with local development authorities to attract flyers to local wineries, restaurants, and nearby furniture markets

Goal:

Build a new terminal building, fuel farm, and improve the condition of the runway

Objectives:

Build new hangars, acquire fuel truck, and construct Horizons Parkway Extension.

Actions:

1. Add new terminal building to State Transportation Improvement Plan.
2. Build a new fuel farm.
3. Install car chargers for electric vehicles and airplanes
4. Develop a capital improvement plan to add amenities and maintain quality of existing infrastructure.
5. Continue to explore funding opportunities.



Experience

Create the best aviation/jetport experiences in the region

Goal:

Build a new terminal building, fuel farm, and improve the condition of the runway

Objectives:

Build new hangars, acquire fuel truck, and construct Horizons Parkway Extension.

Actions:

1. Market the airport's highly competitive local tax rate, facility fees, and fuel prices
2. Work with the local small business community, events, and food trucks to bring people to the airport.
3. Collaborate with Davidson County Economic Development to promote the nearby business park and existing rail.
4. Partner with Davidson County Government to promote the airport as an economic asset

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Strategic Plan

2023-2028



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This Strategic Plan was developed through a planning partnership of the N.C. Department of Commerce's Rural Economic Development Division and the N.C. Department of Transportation's Division of Aviation, with assistance from the Institute for Transportation Research and Education at North Carolina State University.

