

## Proposed Mission, Vision, Core Values and Goals

Board Action Requested: Approval to move forward with forming objectives for goals and completing the Strategic Plan.

Background: The proposed Vision/Mission/Core Values/Strategic Goals have been compiled from the internal and external stakeholder engagement that occurred earlier in the year through our various focus groups, surveys, and other meetings with key constituents.

### Vision:

***LSE, through its team and community partnerships, will strive to provide a safe, customer-friendly, innovative, and convenient airport facility. We will continuously strive to be strategically partnered with the local community for the economic benefit of the businesses and people we serve.***

### Mission:

***The La Crosse Regional Airport provides a modern, friendly and service-oriented airport. We are committed to providing an exceptional experience to our employees, customers, tenants, military, general and corporate aviation needs, while providing a safe, secure and sustainable economic asset to serve the 7-Rivers region.***

### Core Values:



**E** – employee focused

**L** – local (low stress experience)

**S** – safe, secure, sustainable

**I** – individual customer service

**E** – environmentally conscious

### Strategic Goals:

#1 - Air Service: Expand markets and increase capture rate.

#2 – Marketing & Community Engagement: Enhance marketing presence, brand recognition, and strategic community partnerships.

#3 – Land Development: Develop airport property for highest and best use.

#4 – Facilities: Optimize effectiveness and efficiency of airport infrastructure.

#5 – Organization: Improve organizational systems & processes.

#6 – Finance: Goal language to be determined following completion of master plan financial analysis by subconsultant Leibowitz & Horton.