

Summary

The Orlando Sanford International Airport (SFB) operates under a comprehensive strategic framework that includes five guiding principles to be delivered by Sanford Airport Authority (SAA) staff, who operate under a set of guiding statements that describe our common purpose, vision, and core values. These overarching principles are organized around five key business and operational pillars, which serve as the foundation for all subsequent planning.

SFB Guiding Principles

1. Lead in Aerospace and Innovation

- **Skilled Workforce:** Develop and attract aviation, aerospace, logistics, and trade professionals to support growth as a transportation hub and center of commerce.
- **Data-Empowered Excellence:** Advance a strong measurement culture that equips every team and individual to proactively track, analyze, and leverage data for informed decision-making, process optimization, and innovative solutions leading to superior results.

2. Deliver a World-Class Experience

- **Prioritize Safety and Security:** Implement robust safety and security protocols and provide ongoing training.
- **Boost Customer Satisfaction:** Enhance passenger journeys, focusing on efficient operations, additional amenities, and delivering a stress-free travel experience. Cultivate a memorable sense of place.

3. Expand Our Horizons

- **Attract New Routes, Airlines, and Businesses:** Seek out opportunities to expand air service and attract new businesses and other commercial activities that leverage the airport as a transportation hub.
- **Strategic Development:** Align real estate development with the airport's overall strategic goals.
- **Technology Solutions:** Identify and deliver new technological solutions that improve outcomes for SFB and/or the region.

Continued.

4. Partner for Success

- **Collaborate with Stakeholders:** Continue to grow relationships with federal, state, and local government agencies as well as educational institutions, businesses, and the community.
- **Advocate for the Airport's Interests:** Secure funding and support for airport development and operations.

5. Build a Brighter Future

- **Invest in Infrastructure:** Continue to make significant investments in airfield, terminal, intermodal, and real estate infrastructure that support the airport's role as a transportation hub and center of commerce.
- **Long-Term Financial Planning:** Ensure the airport's financial stability through balanced budgets, revenue maximization, and risk management.
- **Strategic Planning:** Continue to refine a dynamic and thoughtful strategic planning process that guides decision-making and clearly defines SFB as a multimodal transportation hub and a center of commerce. This plan will be actively leveraged in day-to-day operations and undergo regular review and revision.

SFB Purpose, Vision, and Values

Purpose Statement (Why we exist): We provide opportunities to connect and prosper.

Vision (Who we are becoming): Orlando Sanford International Airport will be a global gateway, a dynamic hub of commerce, and a catalyst for innovation.

Core Values (How we behave)

We are resourceful:

- We find creative solutions to challenges and make the most of available resources.
- We think outside the box and seek innovative ways to improve our work.

We are adaptable:

- We're open to change and can adjust our approach as needed.
- We embrace new ideas and technologies to stay ahead of the curve.

Orlando Sanford International Airport (SFB) Strategic Plan

Continued.



We are ambassadors:

- We represent our airport with pride and professionalism.
- We build positive relationships with our customers and business partners,

We are united:

- We work together as a team to achieve our goals.
- We support and encourage each other, fostering a positive and collaborative work environment.

We make a difference:

- We strive to have a positive impact on our airport, our community, and the world.
- We are committed to excellence.

SFB Key Business and Operational Pillars

The airport's growth strategy is structurally organized around five key business and operational pillars, which serve as the foundation for all subsequent planning.

1. **Commercial Passenger Service Pillar**
2. **Real Estate Pillar**
3. **Grants Pillar**
4. **General Aviation Pillar**
5. **Business Aviation Pillar**