



Aviation Management
Consulting Group

Final Draft Strategic Airport Business Plan

Lincoln Airport

Lincoln Airport Authority

March 31, 2025

Mission Statement

Lincoln Airport: *Connecting Lincoln and surrounding communities to the world. As a premier transportation gateway and center of economic opportunity, we enhance the quality of life for our community. We strive to be the region's preferred airport through convenient air service, high standards, and Midwest hospitality.*

Vision Statement

Lincoln Airport: *By 2035, we will be a thriving, innovative transportation and business hub through our commitment to increased air service, business development, general aviation, and the military. We will deliberately engage our community to redefine the customer experience, foster positive economic impact, and provide sustainable infrastructure.*

Value Statements

SAFETY FIRST

We are unwavering in our commitment to the safety and security of our team, community partners and customers. Every decision we make prioritizes the well-being of those we serve.

OUR PEOPLE DEFINE US

We embody Midwest hospitality through Unity, Compassion and Reliability. Our team's dedication and professionalism create a welcoming, customer-focused experience that sets LNK apart.

LINCOLN: OUR COMMUNITY, OUR PURPOSE

We drive sustainable economic growth by fostering strategic partnerships, engaging with our community, and expanding connectivity. Through collaboration, we connect Lincoln to the World.

CHARACTER MATTERS

We uphold the highest professional and ethical standards by embracing honesty, integrity and accountability. We value diverse perspectives and treat all individuals with respect, fairness and kindness.

RESILIENCY FUELS OUR SUCCESS

We thrive on innovation and adaptability, turning challenges into opportunities. Our forward-thinking approach ensures a resilient, sustainable future for LNK.

Final Draft Goals and Objectives

<p>Goal 1</p>	<p>By 2027, add one additional mainline carrier and, by 2026, add one additional leisure carrier for better commercial air service connectivity to national and international destinations.</p>
	<p>Objective 1-1: By June 2025, implement an internal air service development team in collaboration with an air service development consultant(s) and advisory committee focused on building and strengthening relationships with prospective airlines by analyzing Lincoln Airport’s current market dynamics, including passenger leakage, key performance indicators and demographic trends, to identify target airlines and develop a compelling business case for new carriers.</p> <p>Objective 1-2: By July 2025, establish a set of success metrics for air service development, including measurable goals related to airline recruitment, route expansion, passenger growth and community engagement, to track the effectiveness of Lincoln Airport's air service initiatives.</p> <p>Objective 1-3: By July 2025, create and offer competitive airline incentive packages, including fee waivers, marketing support and revenue guarantees, to attract both a mainline and leisure airline.</p> <p>Objective 1-4: By July 2026, launch a targeted airline marketing campaign in collaboration with local stakeholders and business communities, leveraging data from the air service development analysis to demonstrate demand and attract a new mainline airlines and leisure airline.</p>

<p>Goal 2</p>	<p>By 2026, increase commercial air service seat capacity by five percent (5%) annually.</p>
	<p>Objective 2-1: By June 2025, implement an internal air service development team in collaboration with an air service development consultant(s) and advisory committee focused on analyzing Lincoln Airport’s current market dynamics, including passenger leakage, key performance indicators and demographic trends, to develop a compelling business case for increasing seat capacity with existing airlines.</p> <p>Objective 2-2: By July 2025, establish a set of success metrics for air service development, including measurable goals related to airline retention, route expansion, passenger growth and community engagement, to track the effectiveness of Lincoln Airport's air service initiatives.</p> <p>Objective 2-3: By June 2025, engage in regular discussions with current airline partners to advocate for the introduction of larger aircraft, additional flights or the expansion of existing routes, which will culminate in the development of a capacity growth plan with each airline, targeting a specific annual seat increase.</p> <p>Objective 2-4: By December 2025, launch a targeted passenger marketing campaign in collaboration with airlines, local stakeholders and business communities, leveraging data from the air service development analysis to demonstrate demand to increase seat capacity.</p>

<p>Goal 3</p>	<p>By 2030, increase the Airport’s industrial park land occupancy rate by twenty-five (25%), at fair market land rental rates.</p>
	<p>Objective 3-1: By April 2025, hire talent with expertise in business development and real estate marketing to lead proactive efforts in promoting and attracting new tenants and/or developers to Enterprise Park.</p> <p>Objective 3-2: By July 2026, establish competitive fair market rates, and maintain thereafter, while continuing to position the park as a premier industrial development hub.</p> <p>Objective 3-3: By July 2028, develop and implement a revitalized Enterprise Park program, including a master plan, name and branding identity, new website and comprehensive marketing and outreach strategy to promote the park’s assets and attract business growth.</p> <p>Objective 3-4: By January 2026, attract at least one new business tenant to Enterprise Park annually, ensuring alignment with market rental rates and strategic development goals, continuing this effort for the next 10 years.</p> <p>Objective 3-5: By January 2026, recruit at least one new industrial tenant to Enterprise Park that will leverage the Enterprise Park’s unique infrastructure (e.g., rail spur) to enhance the park’s appeal and increase the diversity of tenants.</p>

Goal 4	By 2028, establish new and expand existing funding mechanisms to update and maintain critical Airport and industrial park capital and infrastructure requirements.
	<p>Objective 4-1: By December 2027, explore and secure available financial resources (e.g., federal and state grants, private investments, public-private partnerships, tax incentives and bond issuances) to address and fund high-priority capital and infrastructure to ensure the Airport and industrial park remain competitive and fully operational.</p> <p>Objective 4-2: By December 2026, complete a comprehensive infrastructure and facilities inventory and assessment to prioritize critical capital and infrastructure projects for both the Airport and the industrial park.</p> <p>Objective 4-3: By December 2027, develop a plan to establish a dedicated infrastructure development fund specifically for the industrial park, designed to ensure the availability of three shovel-ready sites and maintain competitive infrastructure for attracting and retaining tenants, ensuring its long-term sustainability and growth potential.</p> <p>Objective 4-4: By December 2027, leverage the Airport’s ability to sell available land tracts to establish a revolving loan program for hangar construction, creating a sustainable funding source for mid-sized hangar development, ensuring continuous capital for expansion without increasing debt levels.</p> <p>Objective 4-5: Annually, evaluate the utilization of a focused tax levy to secure a stable and consistent funding stream for operational and capital needs, ensuring sustainable long-term financial stability and support for critical infrastructure projects.</p>

<p>Goal 5</p>	<p>By 2030, facilitate the expansion of aeronautical activities, including commercial, military and general aviation.</p>
	<p>Objective 5-1: By December 2029, develop and implement a comprehensive plan for general aviation and air cargo development at the south end of the west ramp, including public and private partnerships to fund and construct additional hangar space that meets the needs of both sectors.</p> <p>Objective 5-2: By July 2026, establish and adjust rents for airport land and improvements to fair market and establish and adjust airport fees based on cost recovery.</p> <p>Objective 5-3: By March 2026, establish a plan to strengthen relationships with general aviation tenants and pilots by hosting regular events, maintaining quarterly communications, and engaging through the GA Board Committee to ensure continuous feedback, foster community engagement and encourage expansion of general aviation activities.</p> <p>Objective 5-4: By July 2032, increase hangar square footage availability by 8.5% to accommodate growing demand for aircraft hangar storage and maintenance facilities, enhancing operational capacity and service flexibility.</p> <p>Objective 5-5: By December 2026, attract at least one new commercial aeronautical tenant to leverage the Airport's airfield infrastructure, enhancing economic activity and aeronautical service offerings.</p> <p>Objective 5-6: By December 2026, implement a phased approach, consistent with the Master Plan, to update and maintain airport infrastructure to ensure it meets the evolving needs of airlines, military and general aviation tenants, supporting growth and operational efficiency.</p>