

Agenda

STRATEGIC BUSINESS PLAN WORKSHOP

**Titusville Cocoa Airport Authority
(9:30 am – 11:30 am)
September 30, 2021**

- A. Introductions

- B. Project Background & Overview
 - 1. Competitive Analysis
 - 2. Personnel Management & Staffing
 - 3. Financial Plan
 - a. Revenues
 - b. Expenses
 - c. Projections
 - 4. Rebranding & Marketing Plan
 - 5. Policy Guiding Documents
 - a. TCAA By-Laws
 - b. TCAA Policies & Procedures
 - c. General Provisions for Airport Administration
 - d. Definitions
 - e. Rules & Regulations
 - f. Minimum Standards
 - g. Development Guidelines & Standards

- C. SWOT Analysis Exercise
 - 1. Strengths
 - 2. Weaknesses
 - 3. Opportunities
 - 4. Threats

- D. Action Items

- E. Adjournment