

Davidson County Airport Strategic Plan

2023 – 2028

Adopted February 22, 2023



A Message from the Davidson County Airport Authority



I am proud to introduce the Strategic Plan for Davidson County 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 I-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 Airport Authority

Davidson County Airport Authority

Rick Phillips, Chair

Bill Altenpohl	John Gray
Thom Hege	Jim Myers
Ted Myers	Tim Simpson
Jay Temple	Todd Yates

Davidson County Airport Strategic Planning Committee

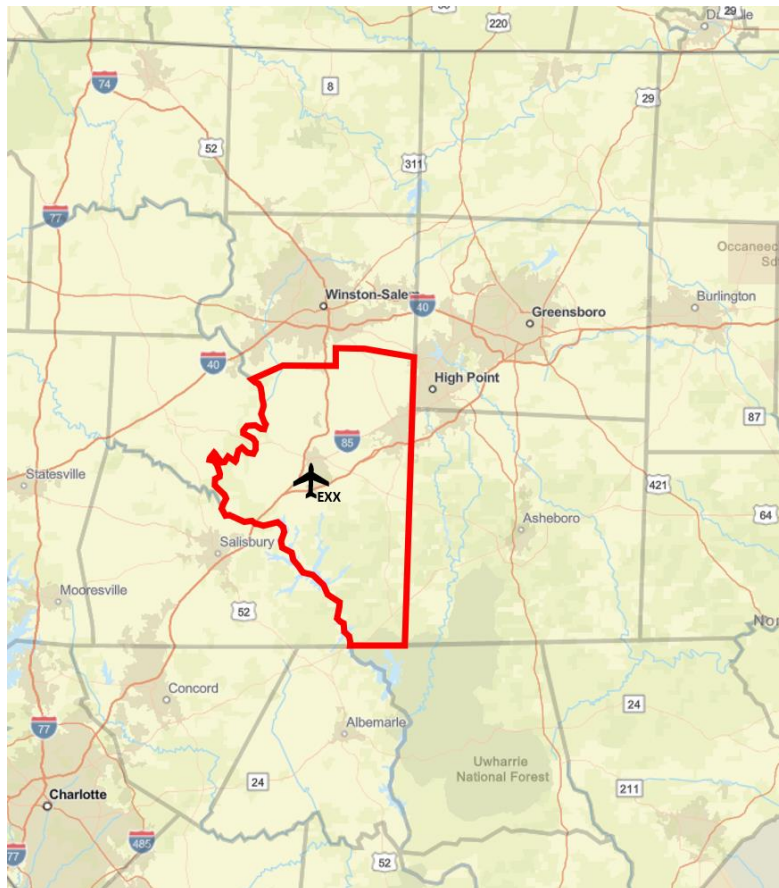
Bill Altenpohl	John Gray
Jason Martin	Jim Myers
Tim Simpson	Karel Van Der Linden
Jack Robertson	

Davidson County Airport Strategic Plan

Appropriate planning is critical to Davidson County 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 Airport is a general aviation airport located in the south 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 \$130,00,000, with 540 jobs, \$31,000,000 in personal income, and \$4,350,000 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.



THE ECONOMIC IMPACT OF: Davidson County Airport (EXX)

1673 Aviation Way
Lexington, NC 27292



540
JOBS
SUPPORTED

\$4.35
MILLION
IN TAX
REVENUE



\$31
MILLION
IN PERSONAL
INCOME



\$130
MILLION
ECONOMIC
IMPACT



524,000
POPULATION
WITHIN 30 MINUTES
OF AIRPORT



29,000
OPERATIONS
(ANNUAL)



75
BASED
AIRCRAFT

Source: 2023 NC The State of Aviation Airport Fact Sheets

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 Interstate 85 runs north-south just to the east of the airport, with Annual Average Daily Traffic (AADT) counts of 48,000 trips. NC Hwy 47 runs east-west to the south of the airport with AADTs of 8,500 trips. I-85 Business/US Hwy 52 runs north-south to the west of the airport and has AADTs of 30,000 trips.

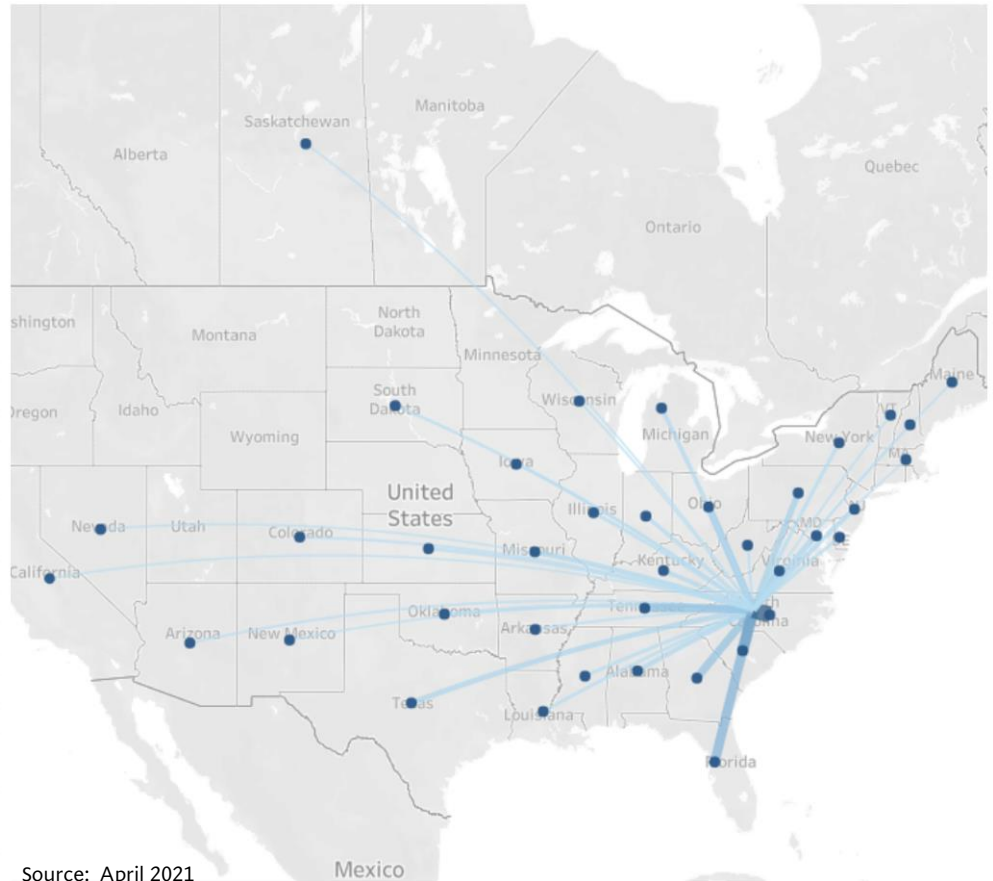
EXX is located about 4 miles southwest of downtown Lexington and 13 miles from Thomasville. Charlotte and Greensboro are 50 minutes and 37 minutes away by vehicle, respectively.

EXX
Davidson County
Airport

Total flights:
1,921

Flights to and from 38
states and/or countries

North Carolina	604	Kansas	10
South Carolina	267	Oklahoma	9
Florida	183	Louisiana	9
Tennessee	129	South Dakota	6
Georgia	128	West Virginia	5
Virginia	112	Colorado	4
Ohio	97	Arkansas	4
Pennsylvania	63	Arizona	3
Texas	41	Wisconsin	2
Maryland	35	Vermont	2
Alabama	31	Iowa	2
Missouri	30	New Mexico	1
Kentucky	25	New Hampshire	1
New Jersey	24	Nevada	1
Michigan	22	Massachusetts	1
Indiana	17	Maine	1
Delaware	12	Canada	1
Mississippi	11	California	1



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 and 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 Airport provides opportunities for operational improvements to further grow and develop this asset. The Plan includes:

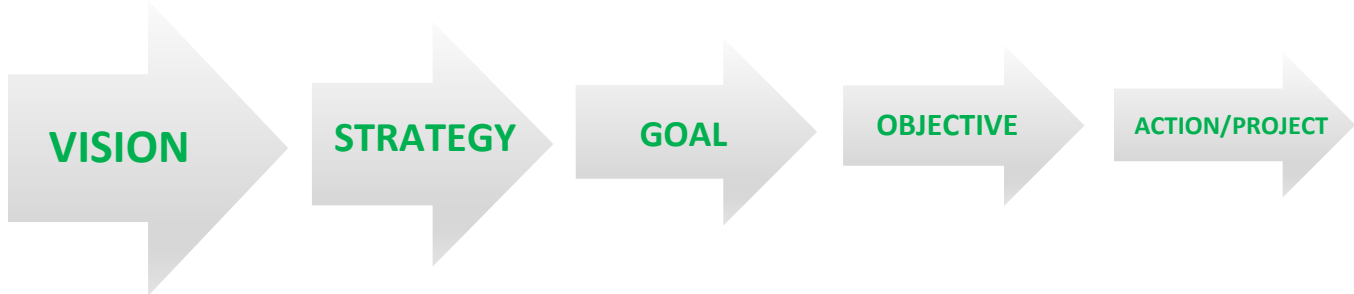
- *Five-year growth and development strategy* created by the Davidson County Strategic Planning Steering Committee;
- *Quantitative data* about the airport and its impact provided by NC State’s Institute for Transportation Research and Education (ITRE) and NC Commerce’s Labor and Economic Analysis Division (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 Airport Authority, NC Department of Transportation – Aviation Division, and NC Department of Commerce, Rural Planning Program. The project began in June 2022, with the plan completion in January 2023. The Strategic Planning Steering Committee, composed of Airport FBO Fly High Lexington staff, Airport Authority members, and County Government staff met 4 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 is defined as the economic role that the Davidson County Airport will play over the next five-ten years in the southern Piedmont-Triad region

The transformative strategies are defined in the vision statement as “centers of activity”. These are our growth areas.

What part of the strategy are we trying to achieve? Goals are broad; goals are general intentions, goals are abstract.

Why are we trying to achieve the goal? Objectives are narrow; objectives are precise; objectives are tangible; objectives are measurable.

How are we going to get there? What specific actions and projects do we need to achieve our goals and objectives, transformative strategies, and vision.

Vision

Davidson County 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 a new terminal building and fuel farm, installing car chargers for electric vehicles, and a capital improvement plan. Other actions to communicate the value of the airport are marketing the cost/benefits, working with the small business community, and partnering with Davidson County government and Economic Development.



¹ [Davidson County Airport Layout Plan](#)

² The 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 COVID pandemic are not reflected in this data. [North Carolina, The State of Aviation, “What Aviation Means To Our Economy.” January 2021](#)

Davidson County Airport (EXX) Strategic Plan

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

STRATEGIES

Location Leverage the airport's location	Experience Create the best aviation/jetport experience in the region
<p>Goal: Grow airport traffic and market Davidson County attractions to flyers and customers</p> <p>Objective: Increase airport operations to 50,000 per year by 2028</p> <p>Actions:</p> <ol style="list-style-type: none"> 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 market 	<p>Goal: Improve and build on airport amenities</p> <p>Objectives: Build new terminal building, fuel farm, and improve the condition of the runway</p> <p>Actions:</p> <ol style="list-style-type: none"> 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 <p>Goal: Communicate the value of the Davidson County Airport</p> <p>Objectives: Increase local tax base, develop and update yearly marketing plan</p> <p>Actions:</p> <ol style="list-style-type: none"> 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