



Airport Business Climate Survey Results

Prepared for Winchester Regional Airport | KOKV

December 10, 2020

Disclaimer: This document and its contents represent only the opinions of FBO Partners, LLC (the "Consultant") and does not constitute specific legal, real estate, financial advice, and services. The Consultant is not an attorney, real estate agent or broker, fiduciary or financial advisor, and the Consultant's Report does not constitute, and is not a substitute for, professional legal, real estate, or financial advice.



Airport Business Climate Survey | KOKV

Winchester Regional Airport is a general aviation regional airport operated by the Winchester Regional Airport Authority. General aviation airports act as the gateway to a region, are the lifeblood of many communities, and generate a positive impact on a local economy. Further, general aviation airports serve the community by supporting medevac flights, law enforcement flight operations, cargo operations, and as a host of other aviation-related services to include serving as flight training centers. A famous aviation saying summarizes general aviation well; “A mile of road will take you a mile, a mile of runway will take you anywhere.”

The Winchester Regional Airport contracted FBO Partners, LLC to

- Develop 10-15 survey questions to discern the level of interest/usage/engagement in the Winchester Regional Airport by local businesses, government agencies, community groups, aviation stakeholders, and individuals. Questions should yield data that can be analyzed in quantitative or qualitative ways.
 - General focus areas should include general feeling about the airport (favorable or not), current usage of the airport & frequency, does the airport factor into their decision to base operations at OKV, etc.
 - Specific focus areas should include interest in a based charter aircraft/operation, US Customs capability (i.e., clearing into OKV from international origins), availability of conference/meeting space (e.g., up to 70 people) at the airport for rent, availability of a restaurant.
- Upon delivery of survey results
 - Review of survey data supplied by the airport, perform appropriate analyses to interpret and/or depict relevant findings (e.g., using tables), and provide an executive summary of the findings.
 - Provide a summary of the number of international aircraft arrivals at each of three peer airports in the region to include Leesburg (JYO), Manassas (HEF), and Washington Dulles (IAD). Offer qualified opinion on the utility of bringing US Customs service back to OKV.

The survey was distributed by the Winchester Regional Airport through various means such as social media, various economic development groups, Chamber of Commerce, airport staff, the Greater Washington Business Aviation Association, and other forms. Open from September 28 through November 20, the survey resulted in 72 responses from companies of diverse sizes, and classifications, as well as individuals who use or are familiar with the airport. While the responses were primarily from Frederick County, the City of Winchester, Clarke County, and Shenandoah County, there were several responses from other parts of Virginia and other states.

The responses to the survey can be viewed [here](#), as well as via an accompanying spreadsheet (*OKV Survey Responses.xlsx*) as part of this deliverable.



Executive Summary of Findings | KOKV

This Executive Summary ("summary") depicts relevant findings from the survey to provide an overview of the analysis conducted on the responses, and to provide information to aid in decision making as the airport embarks on the construction of a new terminal with potential community amenities. The depiction of this data is focused around four specific focus areas:

- Based Charter Aircraft
- US Customs Capability
- Conference/Meeting Space
- Restaurant

In addition to these four areas, while analyzing the data, additional information was revealed, and that data is included as well. Comments from respondents on various topics are also included. The last section of this document presents a summary of international arrivals at three peer airports in the Washington DC region as well as an opinion of the utility of bringing US Customs service back to OKV.

When reviewing this summary and the accompanying data, the following should be considered:

- This survey and the accompanying analysis were conducted without any consideration to any financial component. For example, when asking a respondent if they have an interest in charter at the airport, they may (or may not) have an understanding to the cost associated with aircraft charter. Another example is the cost to construct a US Customs clearance facility at the airport. There are other examples as well, but the financial implications of the questions themselves have not been considered (when conducting or analyzing this survey).
- The data is dependent on an assumption of honest answers provided by each respondent. It is possible that a respondent may answer a question in error (i.e. they inadvertently choose an incorrect response).
- The survey sample size is not statistically significant (72) but does provide a diverse population of respondents.
- Some questions were not responded to by all individuals (i.e. – not all questions asked received 72 responses).
- Some questions allowed for multiple answers by the respondent (i.e. – "Choose 3", etc.) and as such total responses may exceed 72.
- Some respondents chose "Not Applicable" for responses. When this analysis was conducted, it was inferred that this selection meant they either preferred not to answer and/or one of the selections did not apply to them.
- When reviewing the following graphs, tables, and charts, the color labeling has no correlation other than "Yes" / "No" / "Possibly" or "Depends" questions displayed in Green/Red/Yellow.

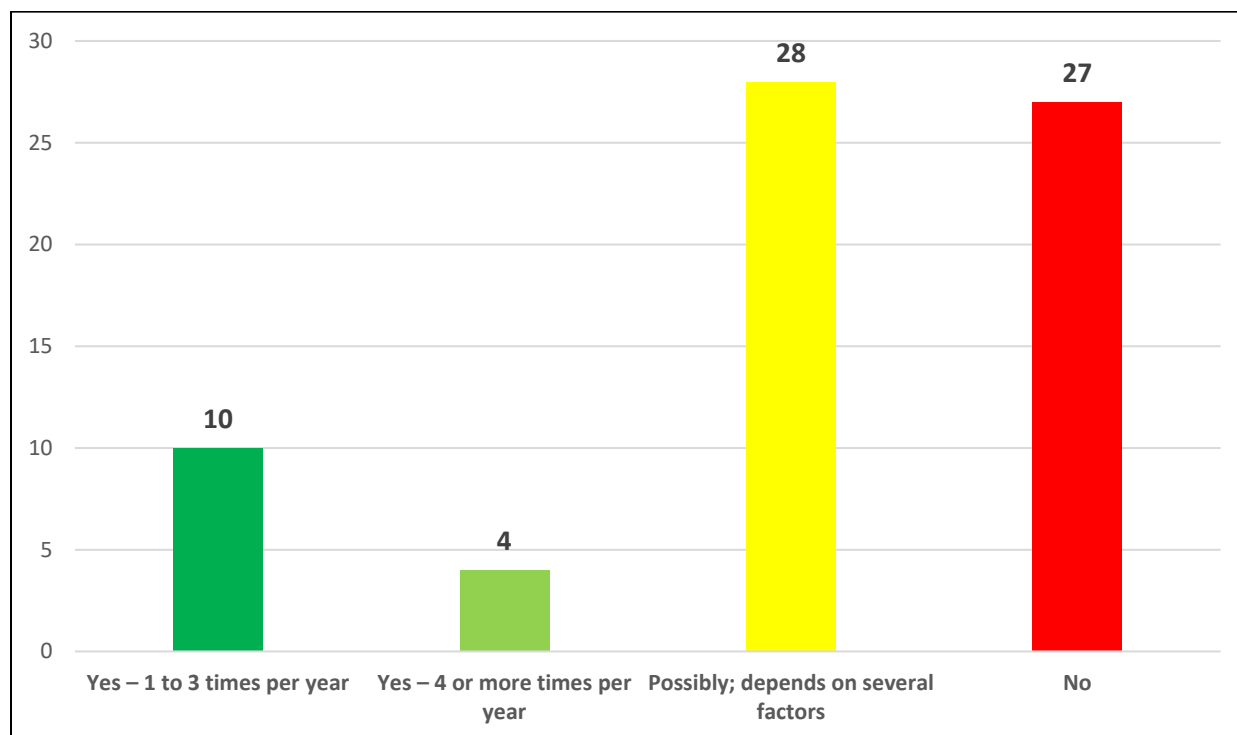
(This space intentionally left blank)

US Customs Capability Summary

US Customs clearance was previously available at Winchester Regional Airport. Based on the responses to the survey, there is an interest in having this offering again at OKV. The perceived value rates above average with an overall average of 6.3 for all respondents. The survey also shares that there is strong support from the aircraft owner and operator community as well. Additional data will be supplied later in this summary as an analysis was conducted of International Arrivals at three surrounding airports: Washington Dulles International Airport, Leesburg Executive Airport, and Manassas Regional Airport.

US Customs Capability

Survey respondents were asked; *“If US Customs was available at the Winchester Regional Airport for general aviation aircraft, is this an opportunity you, your company, or organization would take advantage of, and if so, how frequently?”* Of the 69 respondents, 14 shared that they would take advantage of it, with an additional 28 sharing that they would depending on several factors.



(Figure 1)

- Further analysis of the data shows that of the 14 that expressed that they would utilize US Customs, all 14 currently use the airport in some capacity. The 28 that expressed that they “Possibly” would use US Customs are comprised of 23 currently use the airport in some capacity, while the other 5 do not.
- 13 of the 14 that expressed that they would utilize US Customs at the airport are either a business or an individual that owns their own aircraft based at the airport or charters an aircraft. The other does business with vendors, suppliers, or clients that use the airport.

- 19 of the 28 that expressed that they would “Possibly” use US Customs are a business or an individual that owns an aircraft based at the airport or charters an aircraft, are a student pilot, instructor, or otherwise conduct flight training at the airport, or conduct business with vendors, suppliers, or clients that use the airport. The other nine either did not respond, attend meetings at the airport, or have greeted or dropped someone off at the airport.

Respondents were asked their opinion of the value (with “1” being the least valuable and “10” being the most valuable) of direct US Customs clearance at Winchester Regional Airport. The following tables illustrate the value assigned by those who responded.

Would use US Customs more than four times per year	
# of Respondents	Value
2	10
2	8
Average	9

(Table 1)

Would use US Customs 1-3 times per year	
# of Respondents	Value
2	10
1	9
1	8
2	7
2	5
2	5
Average	7.3

(Table 2)

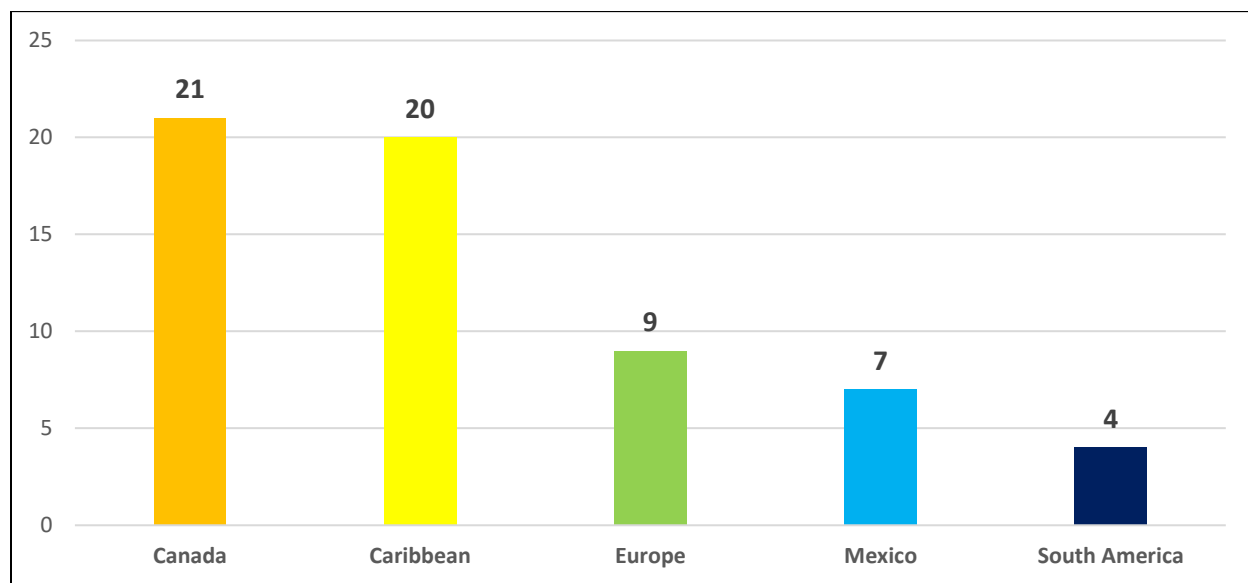
Would Possibly use US Customs	
# of Respondents	Value
4	10
7	8
7	7
4	6
3	5
1	4
1	3
1	2
Average	6.9

(Table 3)

Of the companies and individuals who responded they would not utilize US Customs at OKV, there was an average value of 5.1 for those respondents; meaning, that there was still a perceived value of customs clearance in their opinion.

The point of origin for these flights is diverse. Respondents were asked where they would depart from immediately prior to arriving in Winchester.

The following graph displays those responses (Some respondents had multiple answers)



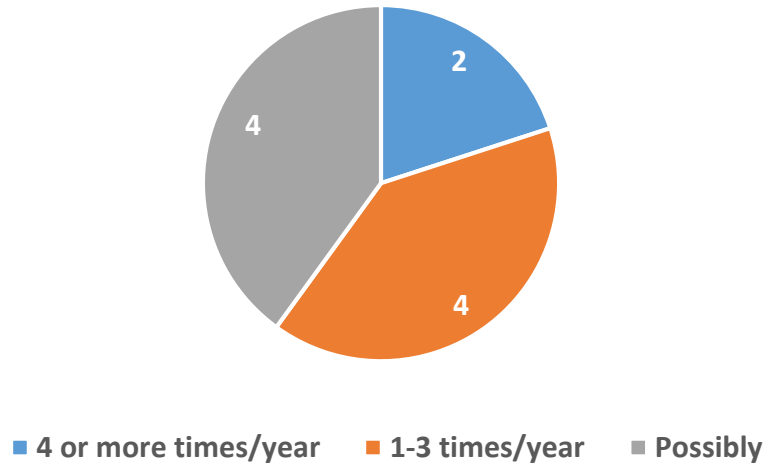
(Figure 2)

While conducting analysis of the survey, a group of ten respondents who presently charter aircraft were identified. This subgroup is addressed more thoroughly in the following section (Based Charter Aircraft), but they provide more dependable data as experienced aviation users and as such were also analyzed with respect to their responses specific to US Customs availability at OKV.

The charts on the following pages share analysis on how frequently this subgroup would use OKV to clear US Customs (Figure 3), what international location they would depart from (Figure 4), and which airports that they currently use to arrive into the United States (Figure 5). Note – In Figures 4 and 5, respondents were able to choose multiple responses.

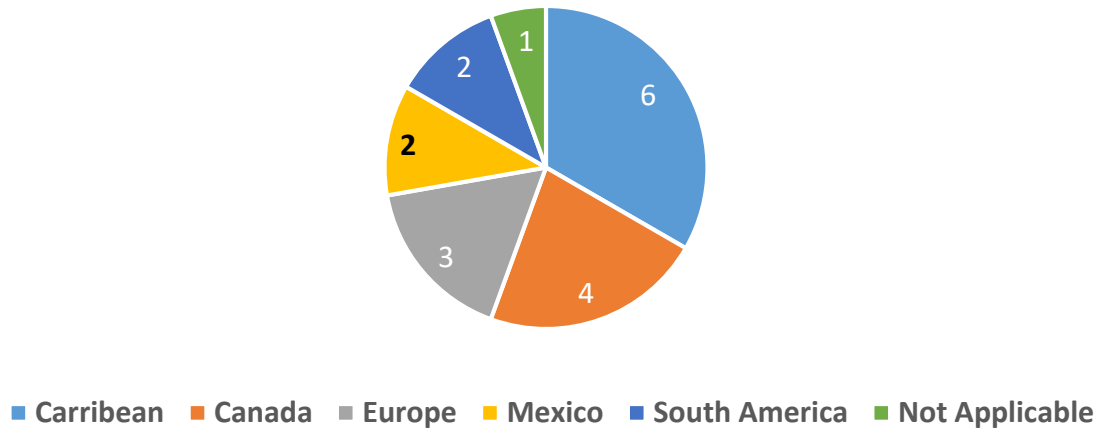
(This section intentionally left blank)

Frequency of US Customs use at OKV by the 10 Respondents who presently charter aircraft

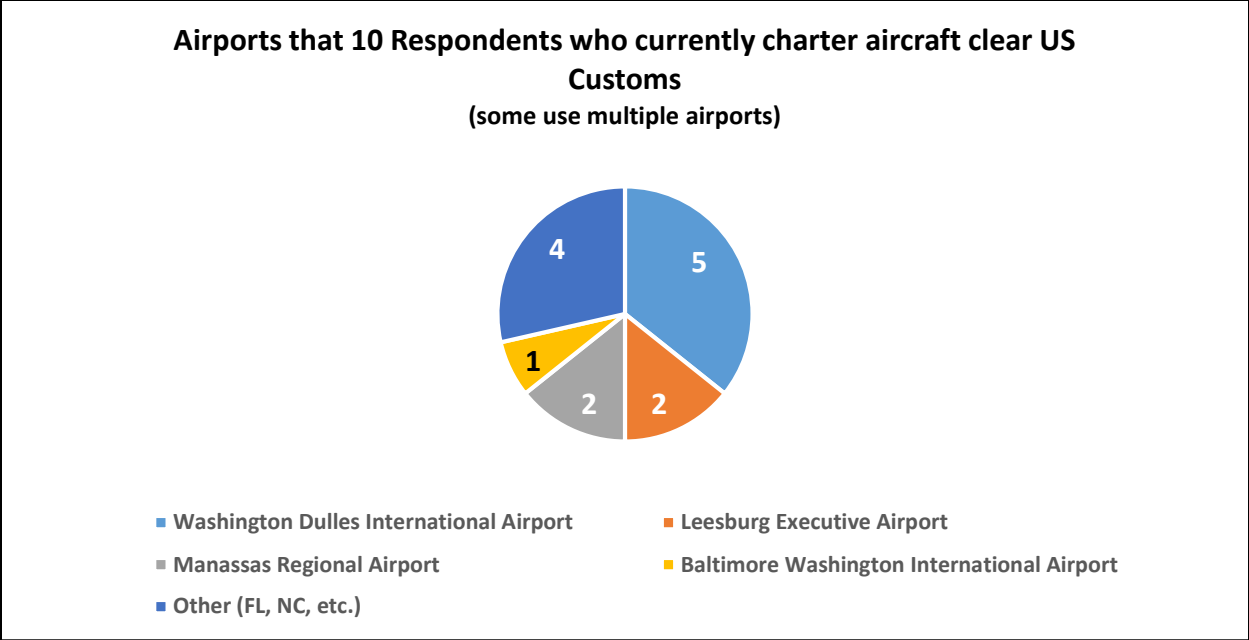


(Figure 3)

International location 10 Respondents who presently charter aircraft would likely depart from before arriving in OKV



(Figure 4)



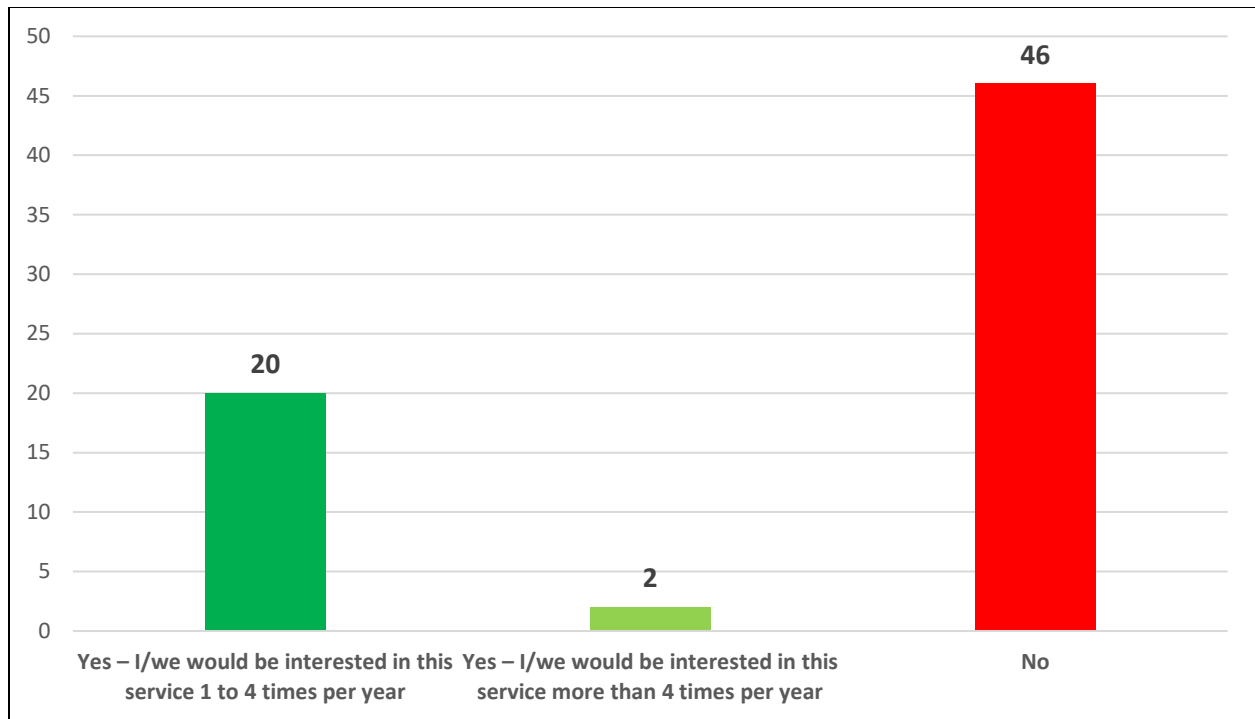
(Figure 5)

Based Charter Aircraft Summary

The data analysis from the survey questions shows there is an appetite for aircraft charter availability at Winchester Regional Airport among respondents. While the total survey response number is relatively low (72), there is a base of 10 respondents that currently charter, which provides good data to analyze. Of these 10, six expressed an interest in a charter aircraft based at OKV. There were also 16 respondents that do not presently charter but expressed an interest in aircraft charter 1-4 times per year. While this group may not fully understand all that aircraft charter encompasses, this group, in conjunction with the six that do, provides an opportunity to further explore potential tenants who are interested in having an aircraft available for charter. Based on experience, the ideal candidate for this type of charter aircraft is an owner who would also like to make their aircraft available for the public to charter (leaseback) and less likely a company that is solely trying to base and operate a charter business from Winchester Regional Airport. None of the survey questions inquired as to the size and type of aircraft desired by potential clients, but that is information that can be determined by future market studies.

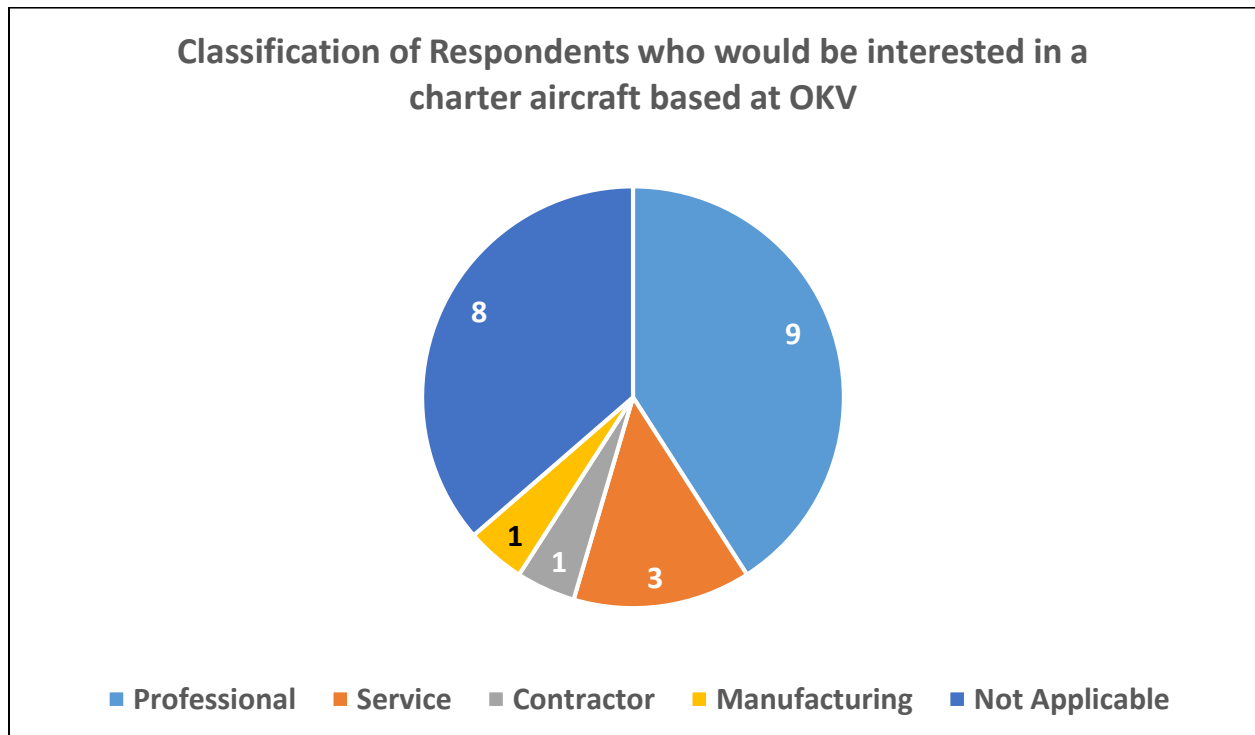
Based Charter Aircraft

Respondents were asked if the availability of a charter aircraft based at Winchester Regional Airport would be of interest to them. Of the respondents, 22 of 68 expressed an interest of varying degrees (Figure 6 on the following page):



(Figure 6)

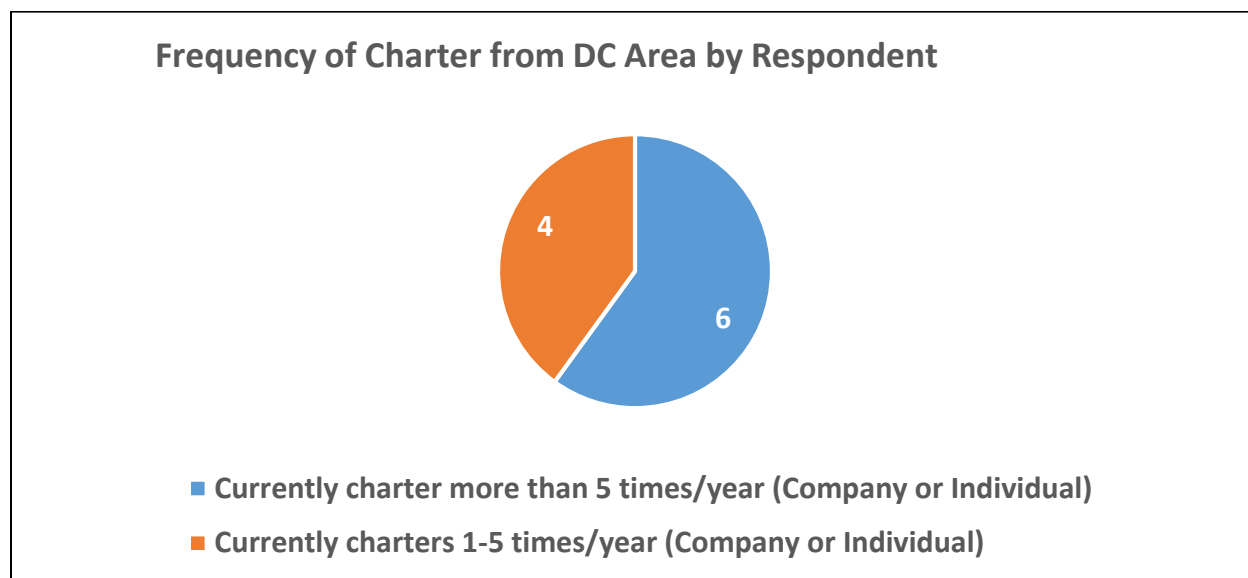
Of the 22 who have responded that they would be interested in charter at OKV, the following chart depicts the business classification of the respondents:



(Figure 7)

Upon deeper analysis, the survey revealed that 10 respondents presently charter aircraft. As such, this data is valuable as they have experience in the cost and operations of aircraft charter. This subgroup provides more valuable data to aid in the decision-making process of whether a charter aircraft is based at OKV.

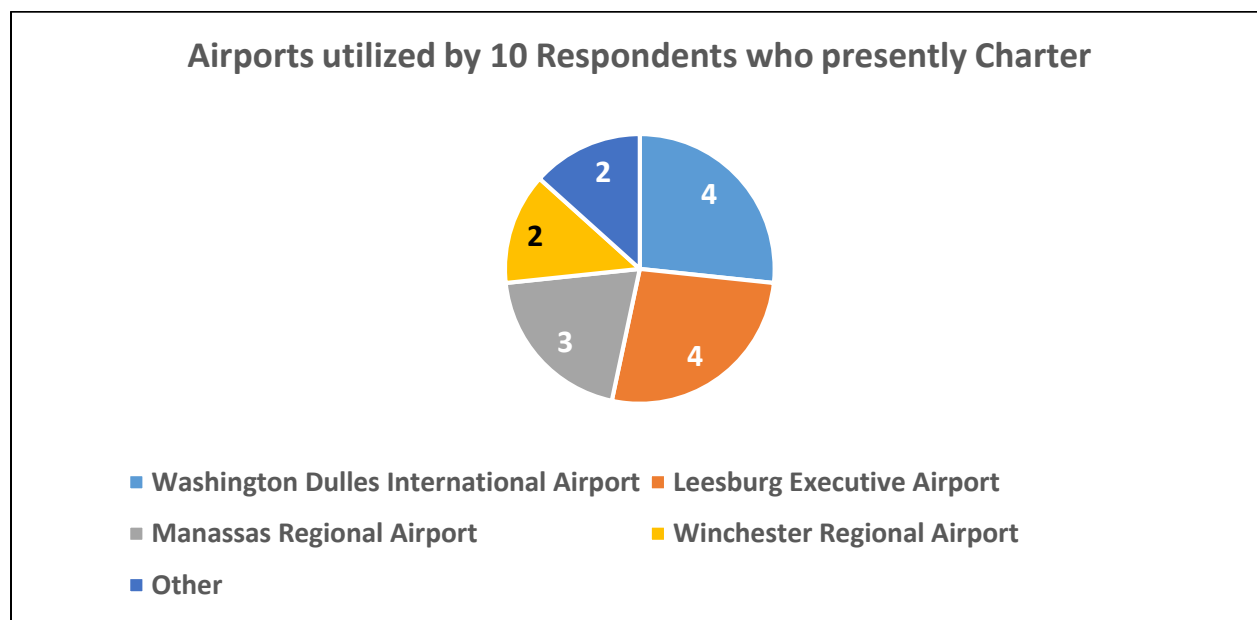
The following chart shares how often these ten respondents charter aircraft.



(Figure 8)

The 10 respondents who presently charter aircraft depart from and arrive to various airports in the Washington DC area.

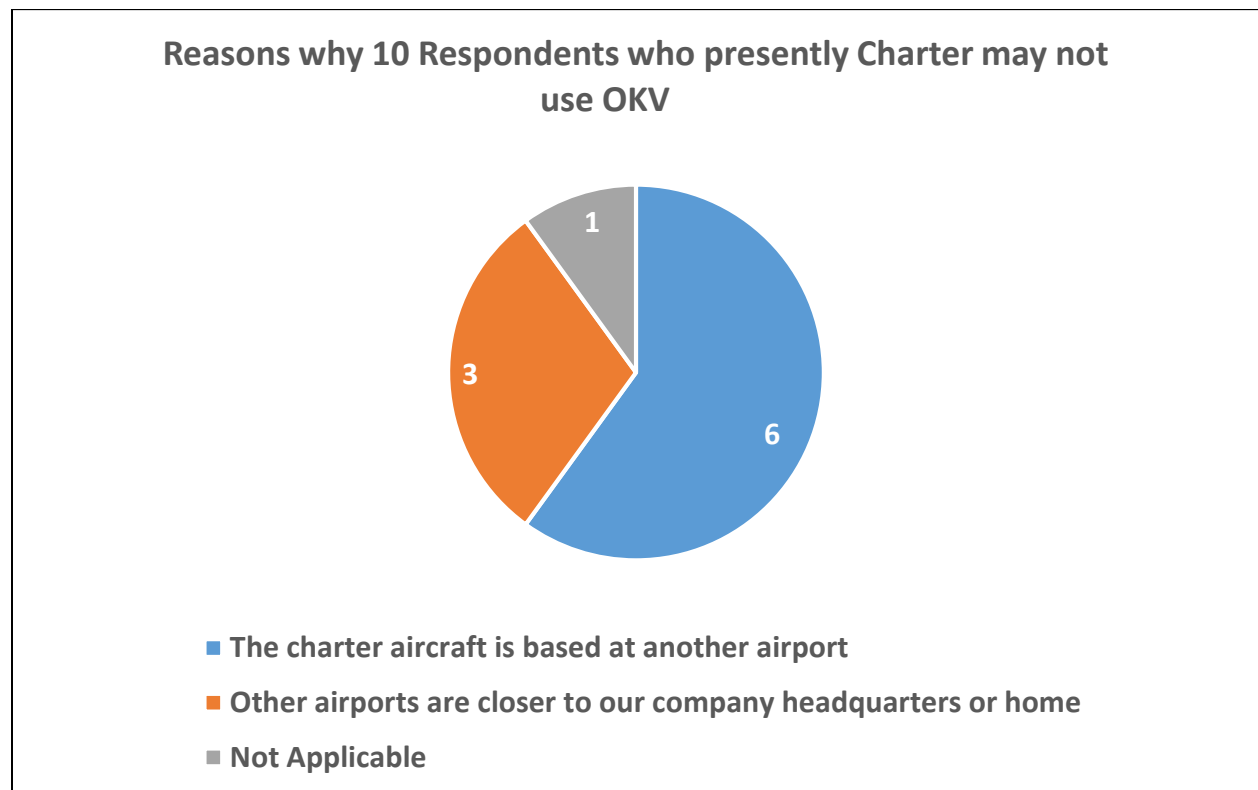
The following chart depicts which airports they presently use. (Note – some use multiple airports)



(Figure 9)

There are often factors as to why a charter customer may use different airports. For the 10 respondents that presently charter aircraft, the majority choose to use an aircraft that is based at a different airport. Often, by driving to this airport, the charter price can be less expensive as there is not an added cost to reposition the aircraft to the customer.

The following chart illustrates reasons as to why a client may choose an alternate airport than OKV.

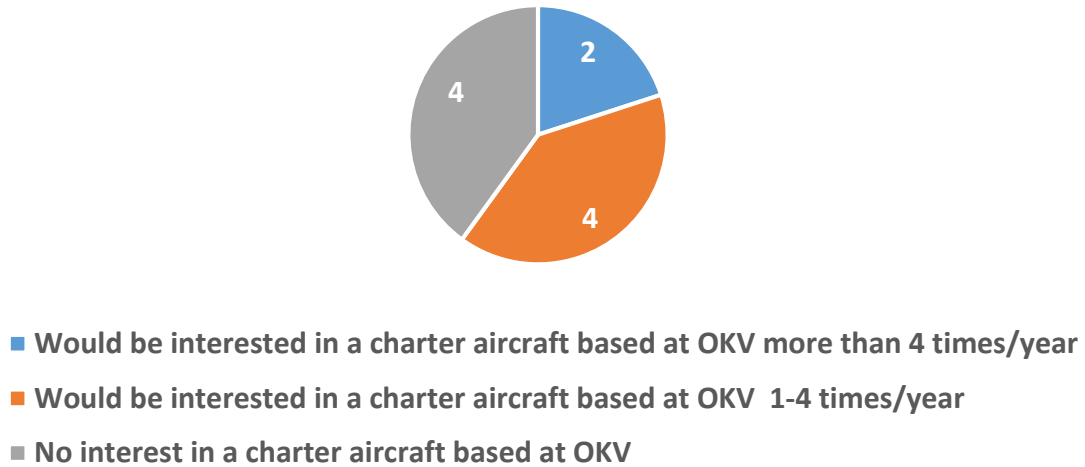


(Figure 10)

As aircraft are available for charter at other airports, those who do charter shared their interest in having access to a charter aircraft based at OKV. The charts on the following page displays how many and the frequency they would expect to use the aircraft on an annual basis.

(This space intentionally left blank)

10 Respondents who presently charter, what is the interest of an OKV-based charter aircraft?

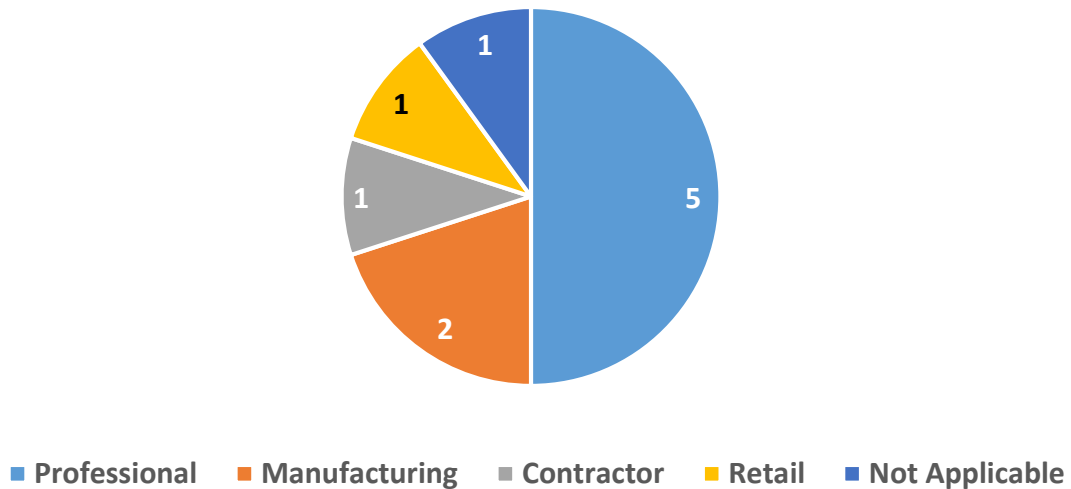


(Figure 11)

Businesses who currently charter comprise a diverse group of classifications.

Of the 10 who presently charter, the following chart depicts their classification.

Classification of Charter Clientele Respondents



(Figure 12)

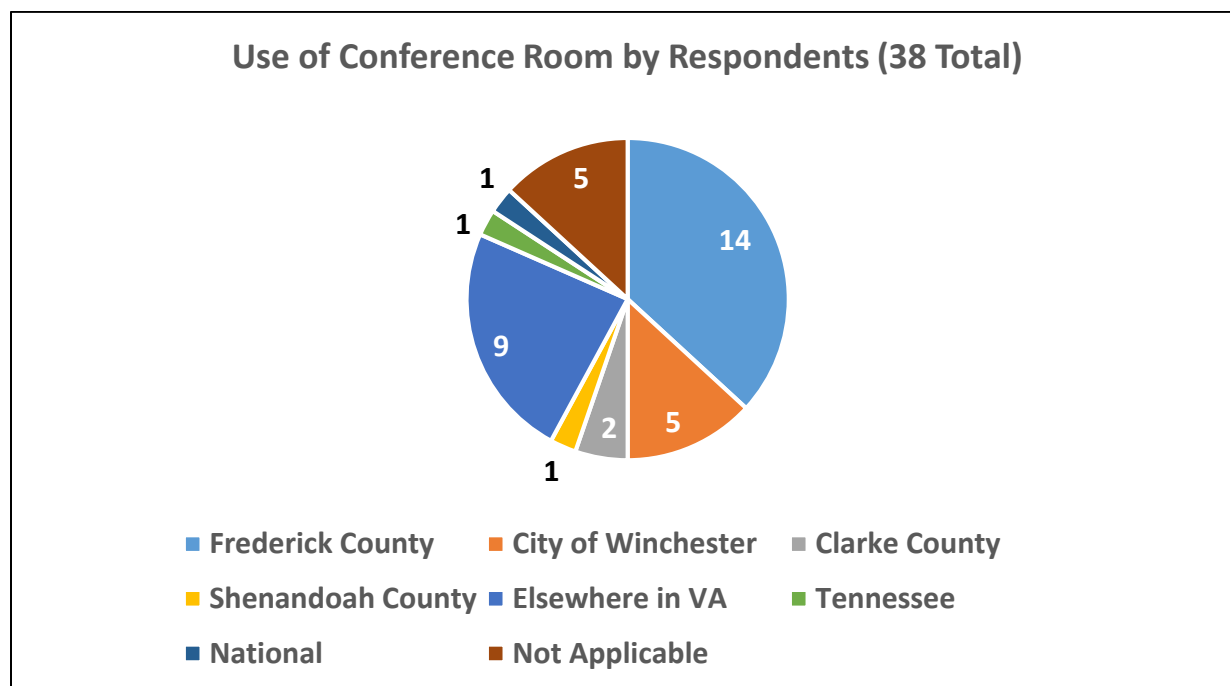
Conference/Meeting Space Summary

The results of the survey indicate that slightly over half of respondents are interested in a conference or meeting space at the airport that can accommodate 70 people for a fee. The primary group of who would use this space are current operators and tenants of the airport. An interesting point of data from the analysis – albeit an extremely small sample size – is that of the nine respondents who do not currently use the airport, six are interested in the space. If constructed, advertising this space to community members who are not currently using the airport may both directly increase utilization but may also strengthen the relationship between the community and the airport – by introducing new users to OKV.

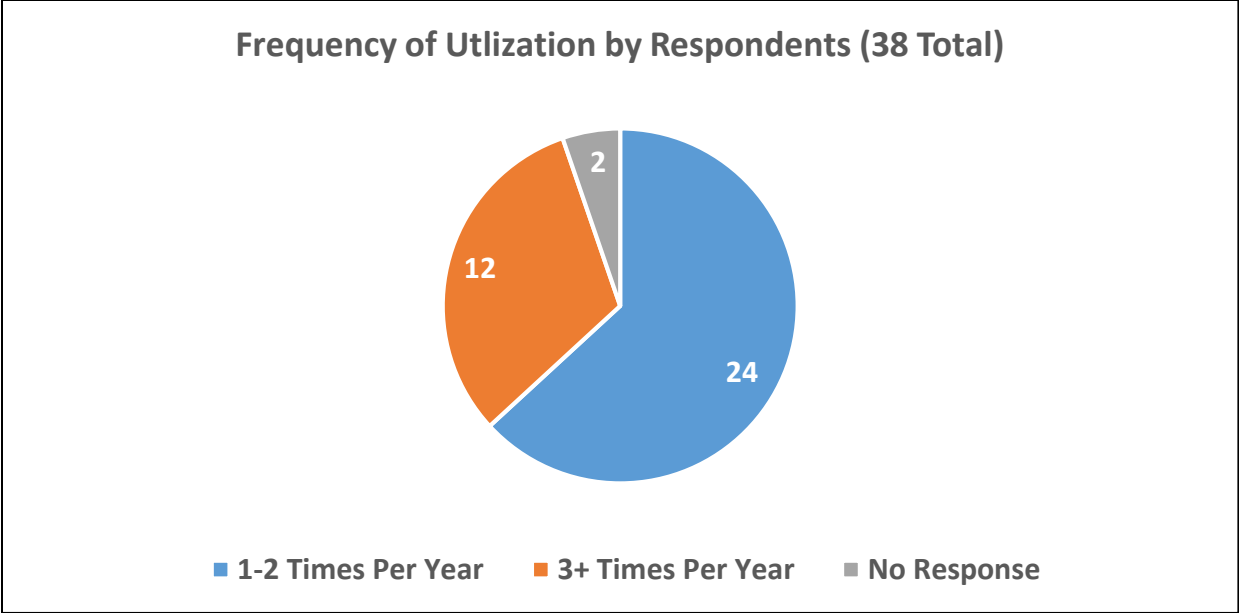
Conference/Meeting Space

Survey respondents were polled on their interest in the availability of conference and meeting space for up to 70 people (for a fee) at the airport. Slightly over half (38) of the respondents expressed a desire for this offering.

The charts below and on the following page depicts the geography of the respondents (Figure 13) and the frequency of their use (Figure 14).



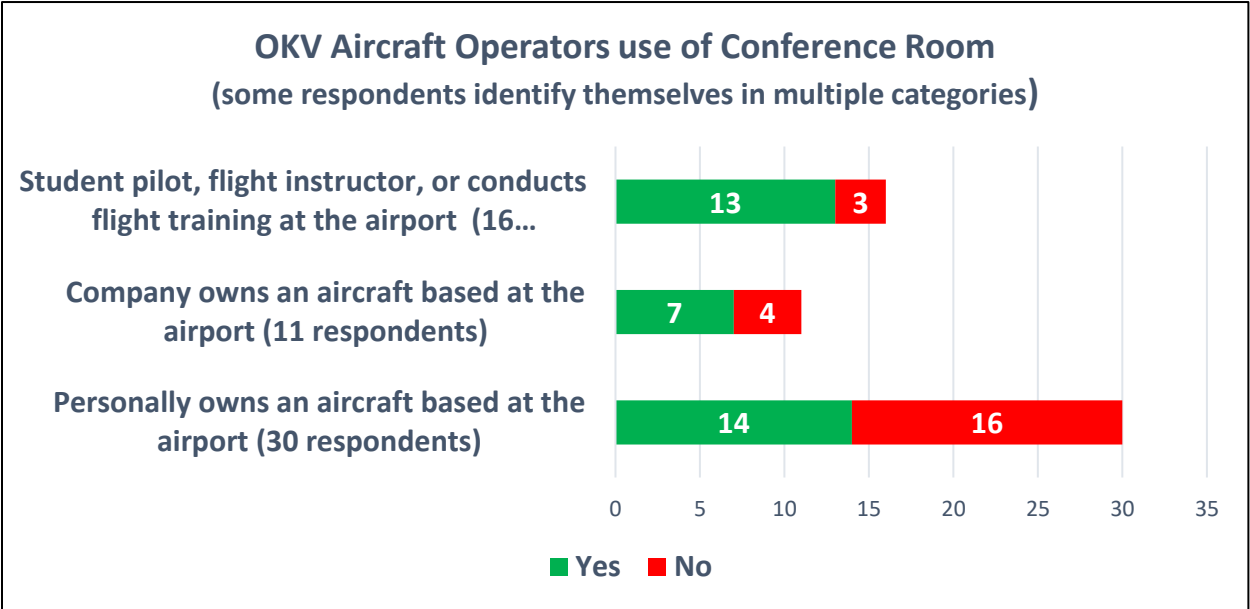
(Figure 13)



(Figure 14)

From experience, the primary users of a conference room or meeting space at an airport or FBO is the airport community itself. Primarily consisting of tenants based at the airport – most of whom are aircraft owners or operators, flight departments, flight schools, airport staff, FBO personnel, and occasionally passengers, who need a quiet place to make a call or have a quick meeting either before or after a flight.

As the primary group who often use a conference or meeting space – aircraft operators – the following graph displays the respondents by operator category and whether they have an interest in a Conference Room or Meeting Space at the airport.



(Figure 15)

While conducting the analysis on the potential for a conference room/meeting space, there was other data points that stood out:

- 31 out of 62 (50%) respondents who use the airport have an interest in the availability of a conference or meeting space at the airport.
- 6 out of 9 (67%) respondents who do not use the airport have an interest in the availability of a conference or meeting space at the airport.
- Everyone who is interested in the availability of a conference or meeting space at the airport is also interested in a restaurant at the airport (4 of the 38 respondents said it does depend on the type of restaurant though).

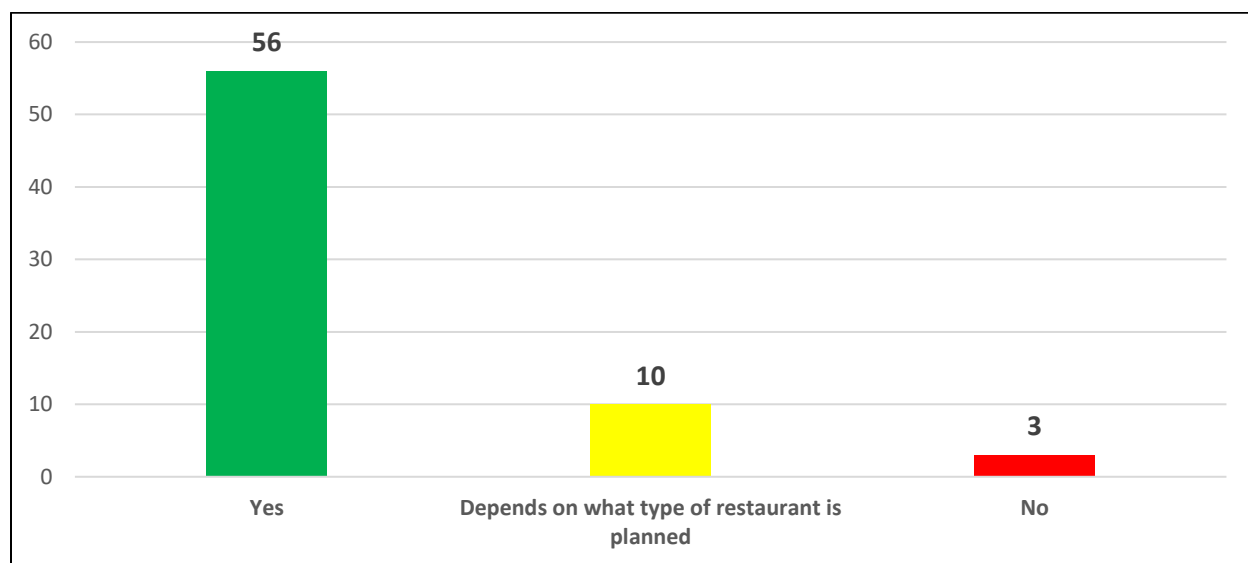
Restaurant Summary

Based on the overwhelming positive response in the survey, it is clear that there is a desire to have a restaurant at the airport. As also mentioned in the preceding section, all respondents who were interested in the availability of a conference or meeting space also expressed an interest in having a restaurant. A restaurant could additionally function as a caterer for both aircraft as well as those using the meeting space. Notwithstanding the foregoing, given the current state of the restaurant industry under COVID-19, it is advisable that consideration is given to the timing and layout of any such offering at Winchester Regional Airport until conditions permit unrestricted, indoor gatherings nationwide.

Restaurant

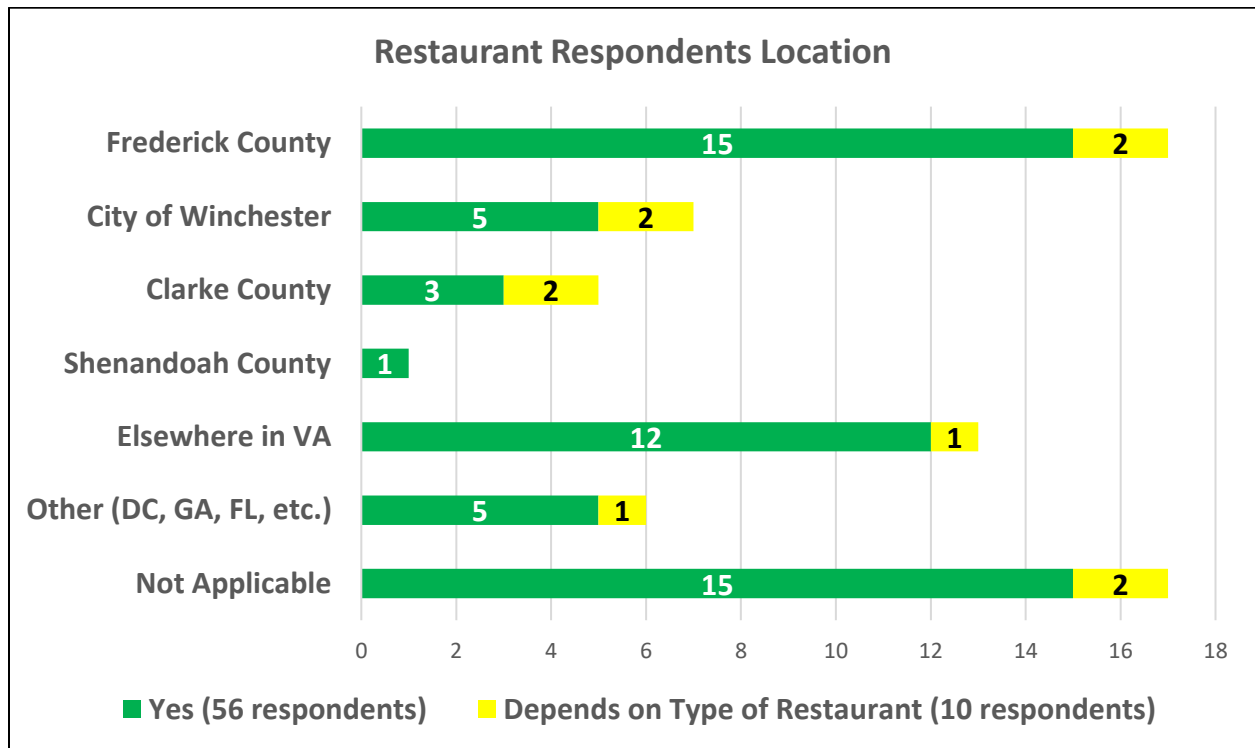
Survey respondents were asked if they were interested in a restaurant at the Winchester Regional Airport. Not surprisingly, only three respondents said that they had no interest in a restaurant. Restaurants at general aviation airports are common and serve multiple purposes such as a destination for private pilots and a location for community bonding among other purposes.

The following graph displays the responses.

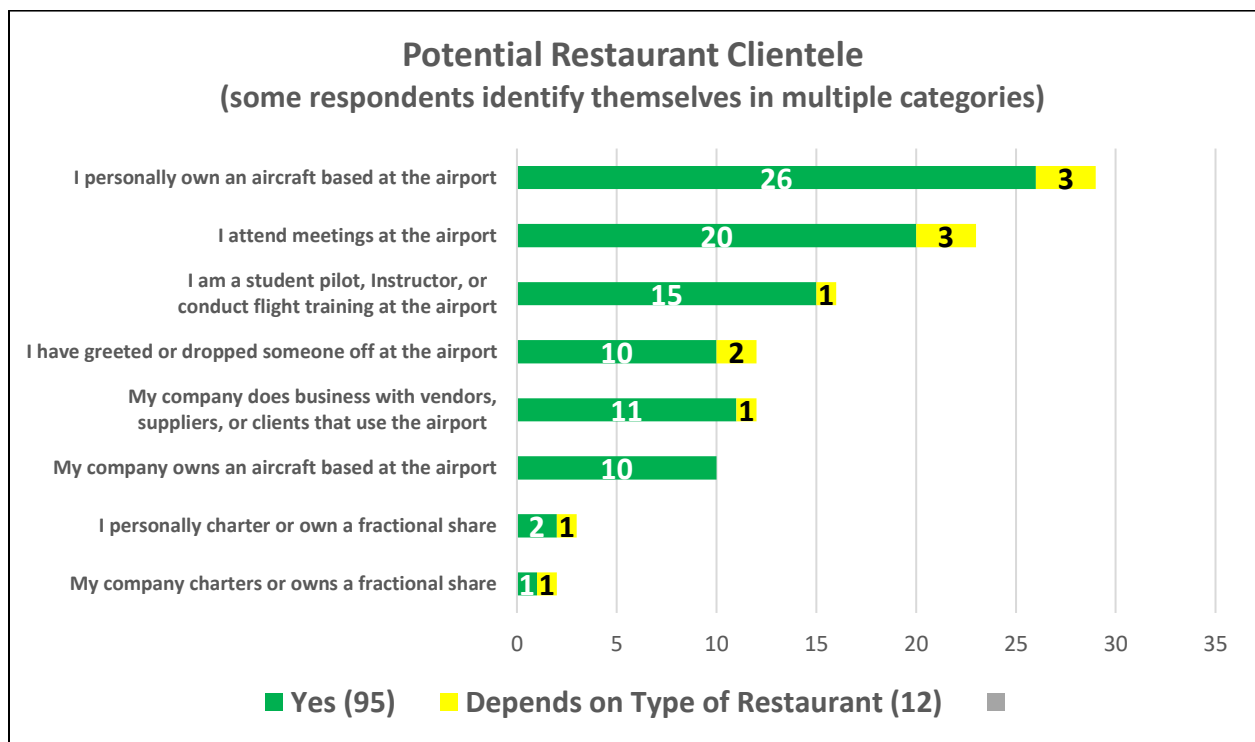


(Figure 16)

After analyzing the responses, the graphs below display where the 66 respondents who responded “Yes” or “Depends” are from (Figure 17), and the potential clientele. (Figure 18).



(Figure 17)



(Figure 18)

Additional Analysis Data

This section includes additional information uncovered during analysis that may be of interest to the Winchester Regional Airport.

Decision on Businesses basing near OKV by Business Size

- Businesses comprised of 1-10 employees
 - 7 out of 14 said the airport was a factor in deciding to base in the region
 - 6 of those 7 said they made a conscious decision to do so
 - Of the 7 that did not, 2 said the airport was an unexpected benefit to their company
- Businesses comprised of 11-25 employees
 - 4 out of 9 said the airport was a factor in deciding to base in the region
 - 1 of those 4 said they made a conscious decision to do so
 - Of the 5 that did not, 1 said the airport was an unexpected benefit to their company
- Businesses comprised of 26-100 employees
 - 2 out of 5 said the airport was a factor in deciding to base in the region
 - Both of those said they made a conscious decision to do so
 - Of the 3 that did not, 1 said the airport was an unexpected benefit to their company
- Businesses comprised of 101-250 employees
 - 1 out of 5 said the airport was a factor in deciding to base in the region
 - That one said they made a conscious decision to do so
 - Of the 4 that did not, 2 said the airport was an unexpected benefit to their company
- Businesses comprised of 251+ employees
 - None of the 9 respondents said the airport was a factor in deciding to base in the region
 - Of the 9 that did not, 4 said the airport was an unexpected benefit to their company

Decision on Businesses basing near OKV by Location

- Frederick County
 - 5 of 17 respondents said they made a conscious decision to do so
 - 2 of 17 respondents said it was a factor but not a priority
 - 3 of 17 respondents said the airport was an unexpected benefit to their company
- City of Winchester
 - 1 of 9 respondents said they made a conscious decision to do so
 - 2 of 9 respondents said the airport was an unexpected benefit to their company
- Clarke County
 - 1 of 5 respondents said they made a conscious decision to do so
- Shenandoah County
 - 1 of 2 respondents said they made a conscious decision to do so
- Elsewhere in Virginia
 - 4 of 13 respondents said they made a conscious decision to do so
 - 1 of 13 respondents said it was a factor but not a priority
 - 5 of 13 respondents said the airport was an unexpected benefit to their company

Views of the Airport by Respondents

- 20 out of 30 who own an aircraft view the airport as a “Gateway to the Community and Surrounding Region”
- Respondents who view the airport as “vital to local businesses and an economic engine for the region” by Business Classification
 - Professional: 14 out of 21
 - Service: 6 out of 9
 - Manufacturing: 4 out of 4
 - Contractor: 1 out of 3
 - Retail 1 out of 1

Sample Comments from Respondents

- "We use the Winchester Airport to facilitate visits to our manufacturing location by company executives and customers."
- "You have great staff both ramp and office at OKV"
- "Airport Manager Nick is a pleasure to work with!"
- "I love this place - I think I'll buy it!!! :-)"
- "Enjoyed flying in here. Very friendly."
- "Great for businesses but limited because of just private and chartered services"
- "More hanger space for general aviation"
- "I would like to say the new management at the airport has been a big +. thank-you, keep up the good work, Alain #46"
- "I would like to see more community events such as wings and wheels, air shows, fly ins, open houses and things that would show people what general aviation is about."
- "This is one of the most user-friendly facilities I have been to."
- "Very well managed friendly airport and employees"
- "Thank you for reaching out. 2020 has been a tough year. It's great that you are looking forward and laying the groundwork for future opportunities."
- "Tired of automatic annual hangar rental fee increases. May result in people leaving."
- "As an officer in the local EAA Chapter 1031, the airport has provided meeting space and other valuable aviation services that EAA members require to maintain an active Chapter and have a good working relationship with Winchester Airport management."
- "Love the airport"
- "Great place to fuel up, meet other aviators. Would love to see a restaurant there."
- "Post COVID - GA Airports such as KOKV will play an expanded role in travel."
- "Great airport!"
- "All night service to check for deer on the runway was invaluable previously"
- "More hangars"
- "The value and potential of the existence of Winchester Airport as a regional central point of business and transportation is completely underrated in the Valley. People have no idea what the airport could do for them, their businesses and potential financial injection for the region... at this point..."
- "Great improvement in community access with the new management in place"

- "We are looking at regional airports that may be able to provide opportunities for classified facilities to allow cleared workforce members the ability to work remotely without, in Winchester Regional's case, traveling to DC to conduct some of their work. We believe we can help advance additional economic impact by encouraging the use of these types of facilities in your location instead of where many of the people commute into a larger metro area where those opportunities are presently located"
- "It is our home; we are very interested in the development of the airport. Keep up the good work"
- "I think you guys are great to have an airport here in Winchester. I think you should expand and become an international airport. A lot of jobs and businesses would become more available to the local population."
- "A grass runway would be nice to have"
- "OKV is the best airport for our HQ"
- "I am very impressed with the management at OKV. Nick and his crew have done a tremendous job making us feel welcome and answering our questions. I truly look forward to having a long-term working relationship with Nick and growing our flight department out of Winchester. Who knows maybe in due time build our own hanger with the help of the airport authority."
- "We have a great facility that normally allows for landings in almost all weather. The only service currently not available is deicing equipment."
- "I believe that the new terminal project could transform the perception of the airport to be viewed as more than just a place for aviation, to a community hub."
- "Looking forward to the future! Would love to have that restaurant :)"

International Arrival Data for Peer Airports

Airports within a short distance of Winchester Regional Airport presently handle international aircraft arrivals. For the purposes of this project, the following airports were analyzed to determine the number of international arrivals in the region: Washington Dulles International Airport (IAD), Leesburg Executive Airport (JYO), and Manassas Regional Airport (HEF). The following table summarizes the number of international arrivals for each airport in 2018 and 2019 (Due to the COVID 19 pandemic, data from 2020 is not included due to travel restrictions and downward trend in aviation activities throughout the year). Note: Leesburg Executive Airport opened a US Customs and Border facility in early 2019 and as a result there is no data for 2018.

	2018	2019
Washington Dulles (IAD)	1289	1284
Leesburg Executive Airport (JYO)	0	84
Manassas Regional Airport (HEF)	93	105
Total GA International Arrivals	1382	1473

(Table 4)

The above data was compiled using reports extracted from [Passur Aerospace](#). Also submitted with this report is a spreadsheet (*IAD.JYO.HEF.Intl 2018 2019 Analysis.Final.xlsx*) that includes each of the

three airports international arrivals and departures, to include each trip, popular city pairs, aircraft tail number and operator, and when available, estimated fuel uplifts on departure. This data can be useful in determining potential customers should a US Customs Border Protection clearance facility open at OKV.

When offering a qualified opinion on the utility of bringing US Customs service back to Winchester, one must also share some considerations. As stated earlier, no assessment has been made on the financial considerations of the cost of constructing an area to accommodate the facility within (or separate from) the terminal building. Additionally, another consideration that must be contemplated is the potential lack of revenue from such a space - as opposed to the space being available for rent to airport businesses or tenants. Further, a determination must be made on how to accommodate international trash and the proper handling and disposal in accordance with USDA Animal and Plant Health Inspection Service (APHIS) procedures.

After review of the feedback received from survey respondents (primarily aircraft owners and operators), the volume of general aviation international arrivals in the Washington DC region, and immediate acceptance and use at Leesburg in its first year of operation as a clearance facility (2019), it is the opinion of FBO Partners that bringing US Customs clearance back to OKV is encouraged- if the considerations in the preceding paragraph can be satisfactorily addressed.

In the last year OKV acquired a hangar that accommodates large turbine aircraft and has been named a Corporate Aircraft Association (CAA) "[Preferred FBO](#)". Further, the airport is also already used by fractional operators (such as Netjets, etc.). While the return of US Customs would offer renewed access to the region for international operators and increase the utility of OKV for based tenants, by contrast, the absence of US Customs stymies the long term growth of the airport among operators of large cabin business aircraft.

Simply put, such aircraft must clear US Customs elsewhere prior to arriving at OKV, forcing the operator to add an additional cycle (landing), and increasing total time on the aircraft, both of which negatively impact the aircraft's value. In effect then, the lack of US Customs acts as a brake on long term growth of OKV, as it deters operators of large cabin business aircraft from basing at the airport, or if a transient, from using the airport if arriving from an international destination.

Report Prepared by:

Jamie Wilson | FBO Partners, LLC | 703.772.5147 | jamie.wilson@fbopartners.com