



August 26, 2024

The Cape Cod Gateway Airport (the “Airport”) is about to embark on the development of a long-term strategic plan. To do so, the Airport believes that the involvement of a broad representation of the airport community and the area it serves will provide the most comprehensive outcome. This message serves as an invitation to participate in the development of Airport’s strategic plan.

In undertaking any major task, strategic planning can be extremely effective in ensuring that those involved follow a carefully mapped out process to obtain the desired outcome. A Strategic Plan creates the framework for those designed decisions and actions. The Airport Commission, in conjunction with Airport Management, has selected the MVP Strategic Planning Model to use as a framework in developing its strategic plan. MVP stands for Mission, Vision, Philosophy.

An effective strategic planning model comprehensively ties statements of Mission, Vision and Philosophy, Goals, Objectives and Financials together into a cohesive unified map. It provides clarity around an organization’s Purpose, Future State, and Values, creates Goals derived from the Future State, and Objectives designed to accomplish those Goals. It articulates an organization’s reason for being and the way it will behave as it sets about its tasks. And it creates line-of-sight between its day-to-day and its guiding principles. The MVP Strategic Planning Model does all of this.



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KATIE RILEY SERVIS Airport Manager | MATTHEW T. ELIA Assistant Airport Manager

Participation involves attending a series of meetings over the course of four weeks. Each meeting will be held from 5 to 7 PM and will be broken down into the following sessions:

- Session 1: Training on the MVP Strategic Planning Model (Aug 26th)
- Session 2: Development of statements of Mission, Vision, and Philosophy (Sep 9th)
- Session 3: Development of Goals and Objectives (Sep 16th)
- Session 4: Final review of the Airport MVP Strategic Plan (Sep 30th)

We ask that participants commit to attending all four sessions. Participant must receive training on the model to participate in subsequent sessions.

If you would like to participate and can attend all 4 sessions, please RSVP by replying to Suzanne Kennedy, Executive Assistant to the Airport Manager, at skennedy@flyhya.com (place “Strategic Plan Participant” in the emails reference line) indicating your willingness to join in this effort.

We look forward to working with you in designing the future for the Cape Cod Gateway Airport!

