

Master Plan Goals - DRAFT

- Affirm a **future-focused airport** that supports aviation growth in a safe, efficient, and cost-effective manner through an organized and synergistic long-range development plan.
- Recognize opportunities to **enhance the sustainability, resiliency, and environmental sensitivity** with continued growth of MKE.
- Seek opportunities for **enhanced customer and passenger experience**.
- **Optimize infrastructure and resources** in an operationally, financially, and sustainable manner.
- Adopt **scalable development plans** that flexibly accommodate variations in demand and technology over the planning horizon.
- Protect **long range utility** of the Airport (post-2040).
- Recognize opportunities for enhanced **non-aeronautical revenue generation** in the utilization of MKE property and amplify the revenue-generating potential of Airport property.
- Define a long-range development plan that **reflects MKE's role in the community** and recognizes diversity in community stakeholder priorities.