

Mission Statement

(Conveys our Purpose for existence)

The mission of Heber Valley Airport (Russ McDonald Field) is to serve as an active, self-sufficient, general aviation airport responding to the needs of the local community. The airport will continually strive to provide attractive, high-quality aeronautical facilities and services to based and visiting aircraft in a safe and environmentally sensitive manner.



Vision Statement

(Articulates the aspirations for the airport; it is our picture of success)

Heber Valley (Russ McDonald Field) supports the economic, environmental, and recreational needs of Heber City and the surrounding communities through safe, secure operations and fiscal self-sustainment.



Values Statement

(Articulates the beliefs held throughout our organization)

CONNECT:

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- C**ommunity: Be a good neighbor that benefits the cities and counties surrounding the airport
- O**utreach: Communicate, understand, accept and balance community as well as airport needs
- N**ew Ideas: Develop innovative solutions to emerging airport opportunities and challenges
- N**on-Contentious: Act always, on all issues, so that compromise and finding common ground guides all discussions and negotiations
- E**nvironment: Eliminate or minimize potential environmental impacts on surrounding communities
- C**oncern: Make airport safety and security our number one priority
- T**ransparent: Ensure that all airport management processes are conducted in an open and responsible manner



Goals

(States the desired result, outcome, or level of attainment that needs to be reached to realize the mission and vision for the airport)

1. Ensure a safe and efficient airport for all users and the surrounding communities
2. Develop and maintain a financially sound and effective Airport Business Plan that does not require local tax subsidies or bonding
3. Maintain the number and size of individual transient aircraft at reasonable levels
 - a. Minimize noise and air pollution
4. Honor all existing covenants, contracts, or legal agreements
 - a. Avoid potential conflicts or future lawsuits
 - b. Make all improvements required by FAA safety and Grant obligations
5. Create, grow and maintain strong relationships between all airport stakeholders
 - a. City Council, AAB, FBO, Users and Tenants, other Airport Businesses and Clubs, FAA, UDOT Aeronautics, Local Community and Clubs, Airport Consultants, Airport Engineers, neighboring County and City officials, Chamber of Commerce and local Colleges/Schools/Institutions
6. Encourage efforts to attract citizens in the Heber Valley to visit and utilize the airport
 - a. Food facilities, museums and art, marketing/branding, landscaping, fencing and signage, viewing area, etc.

