

OKLAHOMA SPACE INDUSTRY DEVELOPMENT AUTHORITY



BUSINESS PLAN FY 2015-2016

AGENCY NAME

**OKLAHOMA SPACE INDUSTRY
DEVELOPMENT AUTHORITY (OSIDA)**

BUSINESS DEVELOPMENT PLAN FY 2015-2016
(FOR RELEASE TO PUBLIC)



Oklahoma Air & Spaceport

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EXECUTIVE SUMMARY

The Oklahoma Space Industry Development Authority (OSIDA) has been created on May 1999 with the vision to create a commercial spaceport that will expand and economically develop the space frontier with advanced spacecraft operating facility and concentrations of specialized industries in Oklahoma.

The mission of the Oklahoma Space Industry Development Authority (OSIDA) is to:

- Be aggressive, deliberate and forceful in the planning and development of spaceport facilities, launch systems, and projects, and to successfully promote and simulate the creation of space commerce, education, and space-related industries in Oklahoma;
- Create a licensed commercial spaceport in southwest Oklahoma to include facilities necessary for space launch operations and associated industries specialized in space-related activities;
- Create innovative partnerships with the private sector in order to establish new aerospace industries, enhance existing aerospace industries and retain a significant number of high paying/high tech jobs in Oklahoma;
- Promote and stimulate the creation of space-related education, research, recreational, and cultural initiatives in the public interest of Oklahoma;
- Enhance economic development of Oklahoma through added diversity of jobs and industries to the new space frontier.

The Oklahoma Space Port, located at the Clinton-Sherman Industrial Park has received in 2006 a launch Site License by the Federal Aviation Administration's (FAA) Office of Commercial Space Transportation. The Oklahoma Space Port is the only space port in United States to have a civilian FAA approved Space Flight Corridor (152 miles long and over 50 miles wide) in the National Airspace System (NAS). This Space Flight corridor is unique because it is not within Military Operating Areas (MOAs) or within restricted airspace. This bring a huge advantage in terms of operational capability for any space venture interested in testing emerging cutting edge technology to launching space crafts and microsatellite.

The Oklahoma Air and Space Port is a 2,700 acre facility. It includes the 13,503-foot long by 300-foot wide main runway, one of the longest in North America, and a 96 acre concrete parking ramp.

Additionally the facility offers associated infrastructures valued nearly \$1 billion dollars that include 6 commercial aircraft hangars (total over 100,000 sq.ft.) for Maintenance Repair Overhaul and aircraft painting, including a 7 miles main line rail spur adjacent to the flight line



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The Oklahoma Industrial Airpark has plenty of acres available for further manufacturing development.

An Environmental Study has been performed at the Oklahoma Air and Space Port. The result has been that the airpark and airport have a clean environment, suitable for any aerospace operations including water, utilities, gas and runway. All minor issues have been resolved.

The goal of this business plan study and development is to make a comprehensive analysis to determine the potential high payoff ventures and the realistic opportunities in aviation and aerospace industry for the Oklahoma Space Industry Development Authority (OSIDA), in accordance with the mission statement and guidance from the Board of Directors.

This analysis follows the recommendations provided by the Business Development (BD) Committee. The BD Board of Directors developed a Study Directive as a guidance to develop this business plan.

There are two main purposes for writing this plan:

1. **This Business Plan will serve as the road map and guide for the OSIDA's Executive Director and Staff during the lifetime of the operations.**

It is a blueprint of OSIDA business development approach and will provide tools to analyze the daily operation and implement changes that will increase clients, sales and, ultimately profitability for both OSIDA and the state of Oklahoma.

2. **This Business Plan is a requirement for planning the business development activities to identify potential clients, the required resources and the financial constraints and needs.**

It will provide potential clients with detailed information on action plan, contact plan, and execution in accordance with the market strategy.

QUARTERLY REVISION

The aviation and aerospace market change constantly due to external and internal factors. This Business Plan is a living document. It will be revised and updated quarterly and as necessary to reflect what is happening within the organization and within the aviation and aerospace industry:

- measure projections and expected results versus what actually happens in OSIDA;
- reassess and use the results and outcome to analyze the effectiveness of our business plan, strategy and execution;
- Implement changes that will give the Agency a competitive edge and make the business more profitable.

INTRODUCTION

This Marketing Plan defines all the components of OSIDA marketing strategy. It addresses the details of the market analysis, sales, advertising, and public relations campaign plan.



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The Business Development personnel that is responsible to execute and lead the capture activities for the Oklahoma Air and Space Port is:

1. Bill Khourie, Executive Director
2. Nicola Borghini, Operations Manager (Deputy Executive Director)

They are responsible for the following capturing and business development activities:

- Conduct market segmentation and analysis; revise market analysis at least one per year and as necessary IAW the industry changes
- Determine the high payoff opportunities and potential clients for each identified market
- Develop a strategic business approach and marketing message, tailored to each potential client
- Advertising and Public Relations with internal and external stakeholders
- Attend the annual aviation and space conferences and events:
 - to establish new contacts
 - strengthen the relationship with known customers
 - stay up to speed with the aviation and aerospace technology R&D, that drives the market
- Set up, prepare and conduct direct meetings with potential private and federal organizations to capture opportunities

The market analysis conducted from the Executive Director and his Deputy has identified two major markets for OSIDA to focus on:

Commercial Space Industry
(for Space Port)

Aeronautical, Aerospace & Defense Industry
(for the Airport & Industrial Airpark)

This Business Plan is divided in three phases as follows:

- Phase I: Business Opportunities
- Phase II: Market Analysis
- Phase III: Execution Plan