

DOORWAY BRIEF: WE WANT TO ATTRACT SERVICE, OPERATORS, OR INVESTMENT

Why You Might Be Here

Your community may be interested in attracting aviation services, operators, investment, testing activity, logistics operations, workforce development opportunities, or other aviation-related economic activity.

Interest may come from local leaders, airport sponsors, economic development organizations, chambers of commerce, healthcare providers, logistics providers, educational institutions, or private industry.

Communities across Utah are increasingly asking how they can position themselves to participate in emerging aviation opportunities rather than simply observing them from the sidelines.

This doorway is intended to help communities understand what operators, investors, and aviation businesses often look for and how existing community assets may support future opportunities.

Attracting Aviation Activity Begins with Readiness

Many communities begin by asking which operator they should recruit or what infrastructure they should build.

In practice, operators and investors typically evaluate whether a community is prepared to support successful operations. This may include infrastructure, workforce, transportation connectivity, regulatory clarity, utility capacity, emergency response capability, and the presence of a viable market or customer base.

Infrastructure is important, but it is rarely the only factor influencing investment decisions.

Communities that understand their assets, opportunities, and constraints are often better positioned to evaluate proposals, pursue partnerships, and support long-term success.

Different Organizations Have Different Needs

Not all aviation organizations are looking for the same thing.

Some may be interested in:

- Passenger transportation

- Medical transportation
- Cargo and logistics
- Infrastructure inspection
- Aircraft testing and validation
- Manufacturing and assembly
- Maintenance operations
- Flight training
- Workforce development
- Emergency response applications

Understanding the type of activity being pursued can help communities focus on opportunities that align with local strengths, needs, and priorities.

Existing Assets Matter

Communities often possess more assets than they realize.

Examples may include:

- Airports
- Heliports
- Hospital facilities
- Industrial areas
- Utility infrastructure
- Educational institutions
- Aerospace businesses
- Transportation corridors
- Existing aviation services
- Workforce training programs

Many successful aviation initiatives build on existing strengths rather than starting from scratch.

A community does not necessarily need a new airport, vertiport, or major infrastructure project to create value. Existing facilities, transportation assets, workforce programs, and economic development initiatives may already provide a foundation for future opportunities.

Building a Strong Foundation

Communities interested in attracting aviation activity may benefit from:

- Understanding existing aviation assets
- Reviewing local policies and ordinances
- Coordinating with airport sponsors and infrastructure owners
- Engaging economic development partners

- Evaluating workforce opportunities
- Identifying transportation or logistics needs
- Understanding utility and infrastructure capabilities
- Reviewing emergency preparedness and response capabilities

These activities can improve readiness regardless of whether a specific operator ultimately chooses to locate in the community.

The objective is not to chase every opportunity. The objective is to understand which opportunities are most compatible with local goals and how existing assets may support future growth.

Recommended Next Steps

Economic Development and Readiness

Review this section to understand the difference between opportunity, readiness, implementation capacity, and long-term viability.

Transportation and Accessibility

Review this section to understand how aviation may support broader transportation, accessibility, and connectivity goals.

Infrastructure, Land Use, and Place

Review this section to understand facility requirements, infrastructure considerations, and compatibility issues.

Existing Aviation Infrastructure

Review this doorway if your community already has airports, heliports, aviation businesses, or other aviation assets.

Public Safety and Emergency Preparedness

Review this section to understand responder readiness, emergency planning, and operational preparedness considerations.

Questions to Consider

- What aviation assets already exist in our community?
- What needs or opportunities are we trying to address?
- What types of operators or services are most relevant locally?
- Does our infrastructure support future growth?
- Do we have workforce and educational assets that could support aviation activity?

- Are local policies clear and predictable?
- Are utility and transportation systems capable of supporting future operations?
- What advantages does our community already possess?
- What sections of this toolkit are most relevant to our goals?

Communities do not need to have all the answers before exploring opportunities. However, understanding existing assets, community goals, and local readiness can help position a community to evaluate proposals, pursue partnerships, and make informed decisions as the aviation industry continues to evolve.