

Initiative		Placerville	Georgetown
<b>Branding/Visibility</b>			
1	Gateway to the Rubicon		<input checked="" type="checkbox"/>
2	Gateway to the Western Slope	<input checked="" type="checkbox"/>	
3	Eco-Tourism (Hiking, Fly Fishing, Backpacking, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Agricultural-Tourism (Wineries, Apple farms, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5	Pilot Directories (AOPA Directory, Hundred Dollar Hamburger, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6	Promote Community Benefits (Med Services, Forest Fire Fighting, Search & Rescue, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Aeronautical Facilities &amp; Operations</b>			
7	Hangars, FBO and Helipad (County Owned) - Sherriff, PG&E may be interested	<input checked="" type="checkbox"/>	
8	Nav aids (ILS, Beacon, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9	Covered Aircraft Tie-Downs (with Solar Panels?)	<input checked="" type="checkbox"/>	
10	Float Plane Facilities (potentially with a reservoir)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11	Airport Maintenance Equipment/Storage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12	Obstruction Removal Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
13	Security/Perimeter Fencing/Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
14	Vertiports/e-VTOL Operations/Advanced Air Mobility	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
15	Fueling Facilities (Above Ground Tanks, Fuel Level Readers)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Collateral Commercial Development</b>			
16	Aircraft Rental (with Certified Flight Instructor)	<input checked="" type="checkbox"/>	
17	Flight School	<input checked="" type="checkbox"/>	
18	Restaurant/Food Truck/Vending Machine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
19	B&B/Lodging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
20	Education Center / Aviation Trade (Aircraft Mechanics for example)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
21	Outfitter/Supplies (Fly Fishing, Backpacking, Mountain Bike Rental, Climbing, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
22	Museums, Art Gallery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
23	Timber Harvest/Wood Milling / Biomass Facility		<input checked="" type="checkbox"/>
24	Advertising Options (Billboards, Digital on Airports' Websites / Mobile App, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
25	Conference and Telecommunications / Business Center	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
26	Compatible Aviation Related Business		
<b>Amenities/Landside Improvements</b>			
27	Rental Car Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
28	Courtesy Car	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
29	Solar Farm	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
30	Campground		<input checked="" type="checkbox"/>
31	Airport Roadway Access	<input checked="" type="checkbox"/>	
32	Observation Area/Plane Spotting Site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
33	Auto Parking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
34	Material/Supply Receiving	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
35	Electric Vehicle Charging Facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Events</b>			
36	Fly-in Events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
37	Airport Days/Air Show	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
38	Corporate Retreats/Team Building		<input checked="" type="checkbox"/>
39	Airport Road Race (5/10K Run)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Business Culture</b>			
40	Promote Symbiotic and Collaborative Relationship with Airport Stakeholders Sharing Common Airport Economic Development Objectives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
41	Proactive Exploration of Funding Sources	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
42	Explore Public/Private Partnership Potential	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
43	Establish Leasing/Common Rates Policy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
44	Staff/Tenant Communication Improvements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
45	Operations & Maintenance Enhancements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
46	Establish Industry Best Practices	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
47	Creative Cost Recovery Considerations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
48	Business and Tenant Retention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
49	Incentives for New Businesses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
50	Professional Airport Management Development (Industry Conferences, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
51	Adopt Pro Business Strategy while Reducing Liability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
52	Leverage County Airports as Local and Regional Economic Engines	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
53	Exploring Outsourcing and Privatization Options	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>