

BUILDING THE LAUNCH PAD FOR DEVELOPING A DRONEPORT

A planning template for your community

ARENA	ACTION COMPONENT	DESCRIPTION	ASK YOURSELF:	RESPONSES
1. GET THE RIGHT PEOPLE ENGAGED	A. Enlist the Champions of the Project	Develop champions Identify passionate leadership Put strong leadership team in place Gain political support	Who has something to gain from developing a droneport? Do we need the mayor, county commissioner, governor, etc.? What team can lead this project?	
	B. Gain Broad Stakeholder Support	Develop coalition of stakeholders – identify, engage, and develop relationships with community leadership, experts, and stakeholders Gain community buy-in Manage expectations Educate potential partners Educate the community	What is the winning story we can tell about the value of having a droneport? Who do we need to convince this is worth it? Are there any people or groups who might be against the project?	
	C. Identify Tenants & Service Providers	Perform outreach and networking to find prospective tenants and service providers Identify major tenant and strategic partners	Who would want to operate from or could benefit from the droneport?	
2. BUILD THE APPROPRIATE PLAN FOR YOUR COMMUNITY	D. Build the Business Model	Build your regional business model: Create business case and goals Develop model to sustain and grow Project the scalability of the project long-range	What is our goal – be clear. What is the story that will make sense to all involved?	
	E. Assess the Community Assets	Identify local market segments amenable to droneport services (broad categories include inspection, delivery, and public safety) Identify necessary additions or upgrades in drone infrastructure Identify idle or under-utilized resources	Do you have assets or drivers that differentiate your community? What's our strongest asset to make the droneport happen?	
	F. Assess the Market Conditions	Assess business interest by segment Quantify business potential by segment Monitor and adapt to needs of situation	Who would benefit the most or earliest from a droneport?	
3. ALIGN THE NECESSARY RESOURCES	G. Identify the Appropriate Location	Siting – Identify droneport client requirements and optimum droneport location Address regional masterplan and zoning issues Ensure potential for additional private, public uses	Do we have a siting advantage? What is required to repurpose existing facilities?	
	H. Secure Funding Sources	Evaluate your funding needs Identify obstacles: political, physical, regulatory, financial Identify and prioritize public and private funding sources	What funding sources are available and on what time frame?	
	I. Ensure Air Safety	Formalize plans for training, airspace safety, and operations Address public perception issues Gain local, state, and FAA permissions	How will we ensure flight safety for both unmanned and manned aircraft? How will we mitigate citizen concerns?	
4. OTHER IMPORTANT STEPS (not included above)				What else do we need to do to ensure success?