

LakeSimcoe

Regional Airport

Air Service
Development
Opportunities



www.lakesimcoeairport.com



LakeSimcoe

Regional Airport

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The City of
BARRIE

Township of
Oro Medonte
Proud Heritage, Exciting Future

COUNTY OF
SIMCOE

The fast-growing air service market north of Toronto

Available now via Lake Simcoe Regional Airport:
County of Simcoe – Barrie – Orillia – GTA North – Muskoka

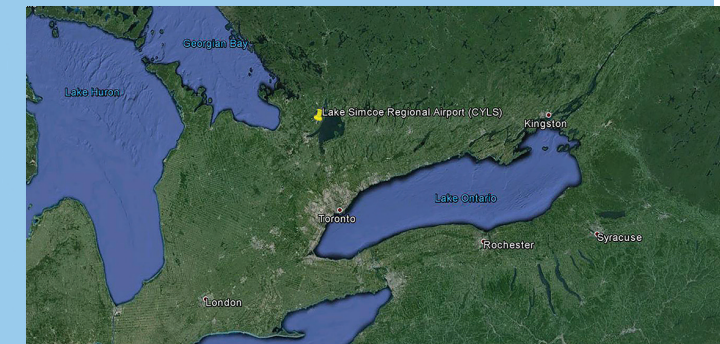
Airport Profile

The Lake Simcoe Regional Airport is one of the newest and best positioned regional airport facilities in Canada. Located in one of the fastest growing regions of Ontario directly serving a population base over 480,000, the Lake Simcoe Regional Airport serves the County of Simcoe including the municipalities of Barrie, Orillia and the Township of Oro-Medonte. The Airport offers these users a convenient location in close proximity to both the Greater Toronto Area as well as pristine Central Ontario Cottage Country.

With its modern airport facilities and 6,001 ft. runway, the Lake Simcoe Regional Airport is able to serve a wide variety of aircraft ranging from small recreational and flight training aircraft to larger corporate, regional and commercial aircraft.

Fully serviced by the Canada Border Service Agency, the Lake Simcoe Regional Airport maintains a Commercial Port-Of-Entry status, which allows the airport to accommodate both international passengers and freight. With all of these attributes, as well as easy access to major highway infrastructure, the Lake Simcoe Regional Airport is a welcomed addition to the region and our partnering municipalities.

With the recently completed infrastructure expansion program in 2012, Lake Simcoe Regional Airport is well positioned to accommodate a wide range of aviation-related businesses and commercial development.



Airport Facility Details

Lake Simcoe Regional Airport (CYLS) is a modern, well equipped facility designed to accommodate a wide range of aircraft including large corporate jets, turboprops, and narrow-body airliners including the B737-800.

Airside Facilities

Runway 6,001 ft. x 100 ft. (PLR 9)

ICAO: CYLS

IATA: YLK

Approaches

LNAV – 368 ft. and 1 1/4 miles (Runway 10)

LNAV – 425 ft. and 1 1/4 miles (Runway 28)

LPV – 305 ft. and 1 mile (Runway 28)

Taxiways – Code C (50 ft. width)

AWOS – 122.55 or 705-487-6231

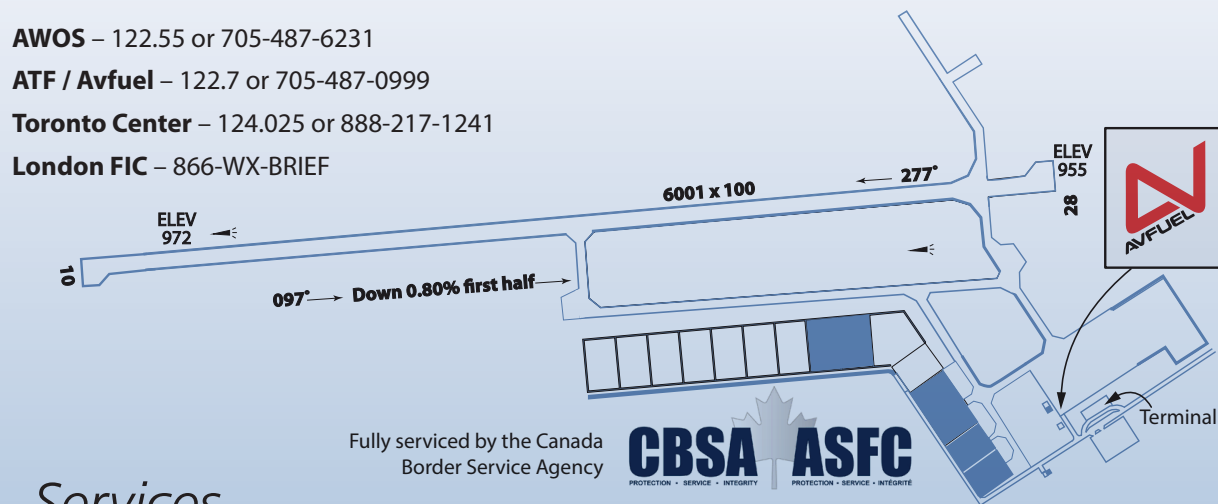
ATF / Avfuel – 122.7 or 705-487-0999

Toronto Center – 124.025 or 888-217-1241

London FIC – 866-WX-BRIEF

Fuel Cards/Payment

- | | |
|-----------------------|----------------|
| » Visa | » Colt |
| » Avfuel | » UVair |
| » Mastercard | » AEG / Mariah |
| » Avcard / World Fuel | » Everest |
| » Multi-Service | |



Services

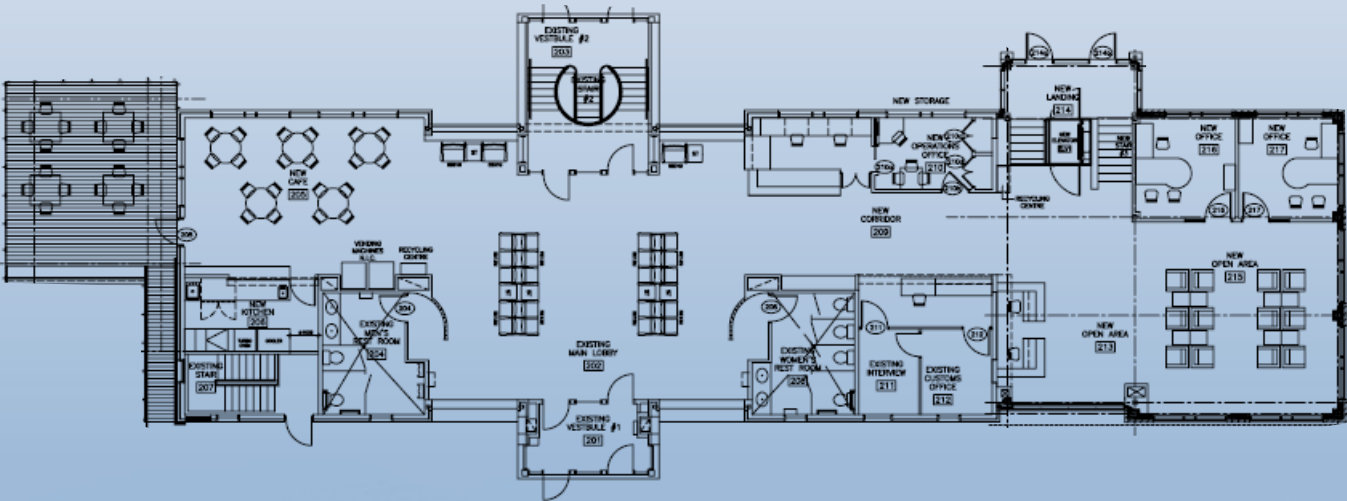
- | | | |
|---|--|--------------------------------|
| » Mobile Jet A1 Service | » Professional Catering | » Lav Service |
| » Port of Entry Status (Canada Customs) | » Baggage Handling | » Complimentary Coffee and Ice |
| » Avgas 100LL | » Dishwashing Service | » De-icing |
| » Ramp-side Vehicle Access | » GPU | » Heated Hangar up to G650 |
| » Quick-turn Service | » On-site Rental Cars (Must Pre-arrange) | » Forklift |
| | | » Secure Ramp |



Terminal Facilities

Recently expanded terminal facilities which cater to corporate charter and business aviation needs.

- | | | |
|----------------------------|------------------------------|---------------------|
| » Full Menu Café | » Executive Passenger Lounge | » Office Space |
| » Pilot Lounge | » Shower | » Observation Patio |
| » Passenger Waiting Area | » WIFI and Wired Internet | |
| » Workstation with Printer | » Boardroom | |



Community Profile

The catchment area served by the Lake Simcoe Regional Airport is a vibrant and rapidly expanding community with a strong and diverse employment base in key sectors such as manufacturing, public service, tourism and health and wellness. The County of Simcoe, with a population of approximately 480,000 has the fourth highest growth rate in the Province of

Ontario and the City of Barrie, with a population of 188,000, has the fastest growth rate of any Census Metropolitan Area in the province. Ideally situated in Central Ontario, Simcoe County is within a one-hour drive of more than 9 million people. Home to a diverse and progressive business community, serving a wealth of sectors across the globe.

- Strategic location in Central Ontario ideal to access local and international markets
- More than 130 million people live within a one-day drive
- Connected to major highways facilitating transportation to Canadian, US, and international markets



Major Employers

CFB Borden	5,000 service personnel/ employees
Honda Canada	4,200 employees
Casino Rama	2,712 employees
Royal Victoria Hospital	2,500 employees
Georgian College	2,500 employees
Ontario Provincial Police	1,550 employees
Simcoe County District School Board	6,600 employees
Simcoe Muskoka Catholic District School Board	3,400 employees

Educational Institutions

Georgian College
Lakehead University

Medical Centres

Royal Victoria Hospital
Soldier’s Memorial Hospital

Geographical Area	Median Household Income	Average Household Income
Barrie	\$70,745.00	\$83,533.00
Simcoe County	\$67,468.00	\$80,842.00
Ontario	\$66,358.00	\$85,772.00
Canada	\$61,072.00	\$79,102.00

Source: Statistics Canada National Household Survey 2011 Catalogue no. 99-014-X2011047

Total labour force – 238,465 42,682 businesses in the County (29,640 self-employed; 13,042 with employees)



Available now via Lake Simcoe Regional Airport:

County of Simcoe – Barrie – Orillia – GTA North – Muskoka

A vibrant, diverse and booming market served by a modern airport located in its centre with room to grow.

Population: approx. 480,000 (County of Simcoe with the cities of Barrie and Orillia)

Annual Airline Trips: over 250,000+

By travellers originating in the immediate catchment area less than 20 minutes' drive from the airport, mainly from Barrie and Orillia urban areas

KPMG: Barrie near the top of the list for business location costs

Among more than 100 cities and 10 countries around the world.

Barrie is one of the top cities featured in KPMG's Competitive Alternatives 2016 report, a guide to international business locations costs.

The report explores the most significant business cost factors in more than 100 cities and 10 countries around the world.

"This is excellent news for Barrie. The people who live and work here know our city has a lot to offer and it's encouraging to see that others are taking notice," said Mayor Jeff Lehman. "To be ranked number one regionally in manufacturing and number four among all 111 featured cities confirms what many have already discovered – Barrie is a great place to do business."

Highlights from KPMG's Competitive Alternatives 2016 report:

- Barrie ranks 5th among the 17 featured Canadian cities and 7th among all 111 featured cities.
- Within the Northeast US/Central Canada region, Barrie ranks 2nd with costs lower than four other Canadian cities and all 17 US cities compared.
- Within Canada, Barrie offers the lowest costs among the 17 cities compared for both industrial leasing and industrial facility construction. Barrie also enjoys the 2nd lowest property tax costs and 3rd lowest costs for transportation and office leasing.
- Barrie's strongest results are in the manufacturing sector, where it ranks 2nd in Canada and the digital services sector where it ranks 3rd. In comparison, Barrie ranks 7th in R&D services and 8th in corporate services.
- Within the manufacturing sector, Barrie ranks 1st in Canada for four of the 12 operations examined – advanced batteries, food processing, metal components and plastic products. Barrie ranks 4th among all 111 featured cities in the manufacturing sector.

Regional airport development and the Lake Simcoe Regional Airport's evolving commercial air service role in the Toronto Region

Southern Ontario airports preparing for high passenger demand

Excerpts from: May 5, 2016, Patrick Bales, Postmedia Network



By 2043, some 90 million travellers every year will be looking to enter southern Ontario via the air.

That poses a bit of a problem for Toronto's Pearson International Airport, the largest airport in Canada. Even with plans for expansion in the next 25 years, the capacity for southern Ontario's airports, including Pearson, is at least 20 million fewer travellers annually than the predicted demand.

It's a problem the Greater Toronto Airport Authority (GTAA) is already working to solve. Recently, a working group was formed, featuring 10 airports from across Ontario, spread out from Windsor to Kingston. Included in the group of 10 is Oro-Medonte Township's Lake Simcoe Regional Airport, a municipal facility owned by the City of Barrie, Township of Oro-Medonte and County of Simcoe, with Barrie being the majority shareholder.

"We felt it was important to start to talk to other airports about how do we collectively look at serving that demand,"

said Lorrie McKee, director of public affairs and stakeholder relations with the GTAA.

"We know there are other regions in the world that (have) had this problem as well, and they've worked together to make sure they can accommodate demand."

"We know that airports, wherever they're located, are huge economic engines of activity for their communities," McKee added. ***"The concern was that if there was any inability to accommodate the growth and demand that is coming, that our economy would be the loser for it."***

Lake Simcoe Regional Airport general manager Mike Drumm sees other advantages to the Line 7 facility, including its direct access to Highway 11.

"I think our close proximity to the Greater Toronto (Area and) the fact that we're located immediately adjacent to a major provincial highway allows for very quick and easy ground-transportation egress," he said. ***"The fact that the entire region is a growing area and people from Toronto are locating to this area -- that's certainly going to have an impact on travel requirements."***



Airline Passenger Market Demand

Statistics for the Lake Simcoe Regional Airport Catchment Area

Source: Envionics Analytics



60 km range airport catchment area

Market scenario: short haul scheduled air service

Total Population: 471,166

Labour Force: 256,045

Average Household Income: \$ 95,574

Spent last vacation: \$ 1,193,092,846

Business trips by air / year: 75,247



100 km range airport catchment area

Market scenario: market scenario Low Cost Carriers, Charters, Cargo

Total Population: 1,372,915

Labour Force: 1,291,709

Average Household Income: \$ 109,115

Spent Last Vacation: \$ 3,522,495,079

Business trips by air / year: 257,320

Travel statistics (right) only account for travel originating from the LSRA catchment area

Airline trips in 2016 (from LSRA catchment area only)	60km	100km
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Flown (past year) – Airlines – Air Canada	110,194	350,626
Flown (past year) – Airlines – WestJet	72,412	215,197
Flown (past year) – Airlines – United Airlines	21,441	60,424
Flown (past year) – Airlines – American Airlines	20,878	55,546
Flown (past year) – Airlines – Delta Air Lines	18,010	59,005
Flown (past year) – Airlines – Porter Airlines	11,937	43,652

TOTAL above airline trips per year (select top airlines)	254,872	784,450
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Vacation Destinations – visited 2014 - 2016	60km	100km
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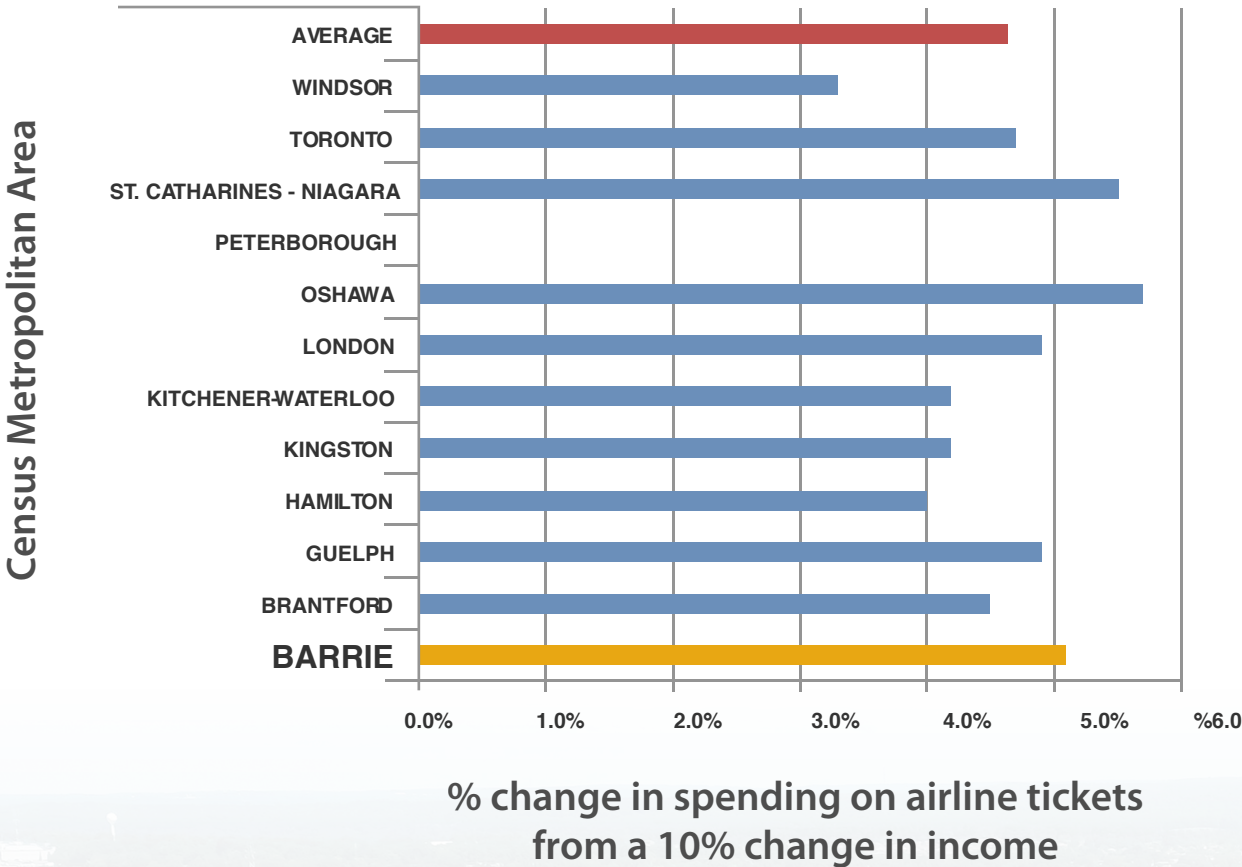
Florida	67,195	223,253
Montreal	46,238	156,592
Ottawa	45,877	150,390
Cuba	33,379	96,114
New York City	31,797	120,918
Vancouver	31,524	87,985
Mexico	29,165	96,404
Las Vegas	20,053	69,486
Boston	18,895	64,128
other B.C.	17,164	46,256
Calgary	16,287	48,173
Manitoba	10,347	25,008
San Francisco	10,417	31,792
other Alberta	10,654	33,509
Los Angeles	8,943	30,345
Saskatchewan	3,629	11,075

TOTAL of above select destinations	401,564	1,291,428
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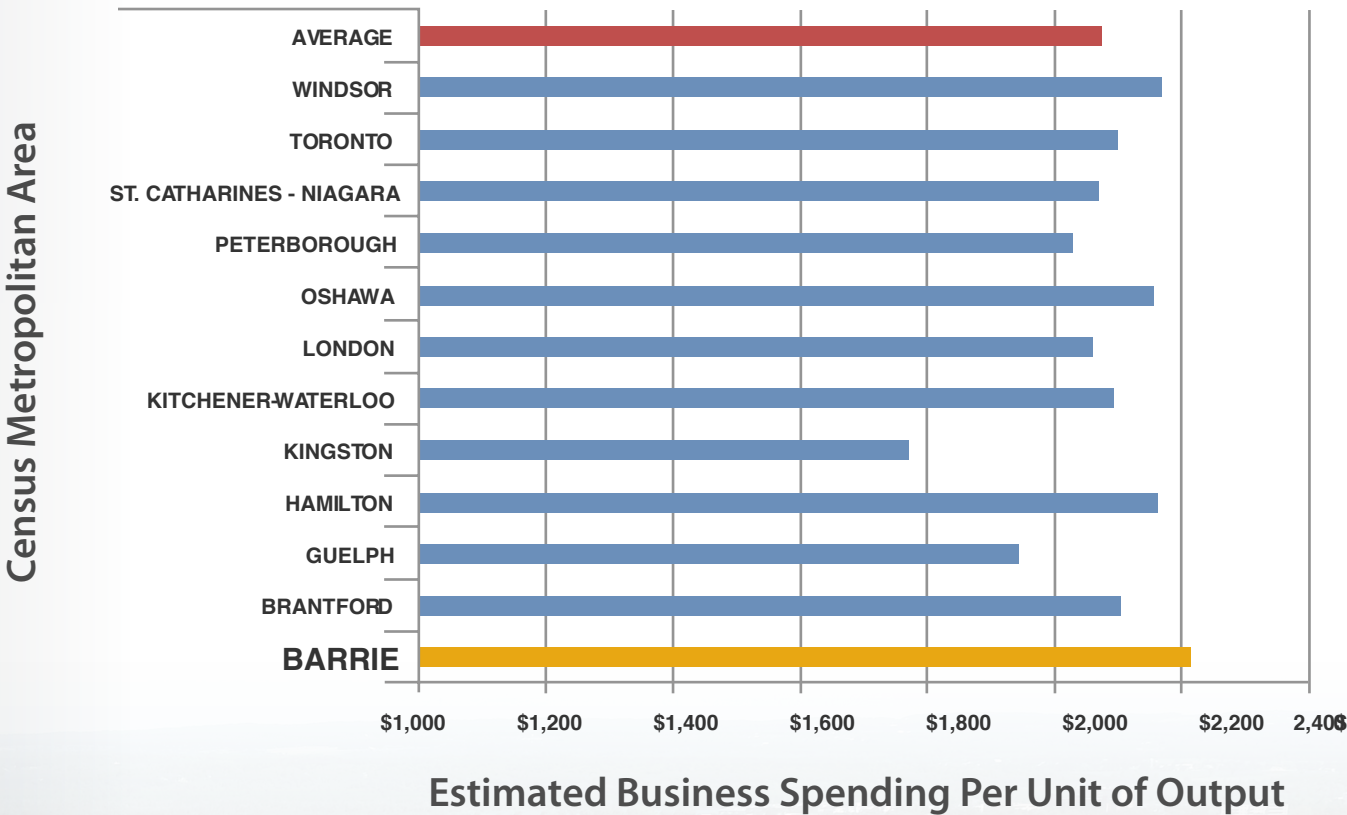
NOTE: total passenger loads for flights out of LSRA can be expected to be much higher, potentially by a factor between 1.5 and 2 x of the shown numbers, when including travel originating from the destination airports.

Highlights: Business Travel in Barrie

Propensity To Spend Additional Income on Airline Tickets



Estimated Business Spending of Air Transport Per Unit of Output By Market





Lake Simcoe Regional Airport looking to land new deal

Barrie Examiner

February 23, 2017

While Lake Simcoe Regional Airport (LSRA) continues to thrive, it could be getting even busier with an impending arrangement with the Greater Toronto Airport Authority (GTAA).

Almost two years ago, the GTAA brought together a number of regional airports, Lake Simcoe included, to discuss how airports in southern Ontario can support the regional growth anticipated in the next three decades.

Since that initial discussion, the group has continued to collaborate, according to GTAA spokeswoman Lorrie McKee, and Lake Simcoe Regional Airport is in the loop.

"Forecasts tell us that southern Ontario's growing population and gross domestic product will translate into significant aviation demand in the years ahead," she said. "Together, we're discussing how the regional airports can support this growth, and what roles each airport can play going forward."

Late last year, the GTAA announced its vision to become the world's next "mega-hub" airport to support increased trade, tourism and foreign direct investments, McKee said.

"In looking at mega-hubs around the world it is clear to us that they rely on a network of regional airports to help support their region's aviation needs," she said. "Toronto Pearson International Airport will continue to be the region's long-haul international airport and how aviation demand translates for each (of the hub airports) in the region will vary."

"But together with their communities, each airport will determine what role they can play in supporting aviation growth in southern Ontario," McKee added.

Since opening in 1991 with a 3,500-foot runway - which has since been expanded to 6,000 feet - the Oro-Medonte Line 7 facility has become home to a number of businesses or organizations, including G&G Jet Centre, which has recently moved into its 34,000 square-foot hangar.

Other tenants include Georgian Air, Hyrdo One, Air Bravo, Flightpath Charter Airways, Presidential Air, Elevated Aviation, Future Air and the OPP as well as the Canada Border Services Agency.

Discussions with the GTAA are ongoing and announcements about details are forthcoming, according to LSRA manager Mike Drumm.

"The opportunity is huge in that we can work collaboratively with the GTAA, which is going to provide a growth opportunity for our airport," he said. "As the traffic continues to grow at Toronto, there's going to be a change in how they operate, which is going to cause air carriers to look for new market opportunities."

"The purpose of the regional airport system is to provide those other segments with conduits from which they can continue their business," Drumm added. "The LSRA will be in that top 10 group of airports (involved with the hub) where air carriers may look, where previously they may have glanced by us."

There has been \$4.5 million in private investment in the last two years at the airport located between Barrie and Orillia, he said.

"We're working with various parties to continue that trend. We're going to have a joint, collaborative marketing approach now to this airport through the GTAA," Drumm said. "This is going to provide that greater opportunity to what we've already cultivated on our own."

The collaboration bodes well for the airport and the region, he added.

"The GTAA will be indirectly marketing our facility and our region as part of their attempt to help alleviate their own growth pressures. It's our opportunity to capitalize on this," Drumm said. "Airports are economic enablers and catalysts. This is a conduit that brings business into the region and provides international access."

Lake Simcoe Regional Airport is jointly owned by the City of Barrie (60%), the County of Simcoe (20%) and the Township of Oro-Medonte (20%), and is managed by Lake Simcoe Regional Airport Inc., a municipal service corporation which is responsible for the airport's operation and maintenance.



Airline Partnership for Sustainable Air Service Development

Lake Simcoe Regional Airport, local airport stakeholders and air service users will work together to support airline businesses and their market growth in our airport's catchment area in the form of long-term partnerships.

The local partners may include the airport, airport owner group, the relevant county and city Economic Development Offices, Chambers of Commerce, area organizations and corporations. Each partner may be able and prepared to contribute certain elements of support and air travel incentives, depending on their ability, need and mandate.

We understand an airline's desire to develop new air services in conjunction with risk-sharing partners in a new market. We also believe that each airline partner has different expectations and requirements with regard to local support. The partnerships need to meet these individual needs and our approach to such relationships is one of customized programs for maximum effect.

We are open for business – let's talk!

