

2011 GEORGIA STATEWIDE AIRPORT ECONOMIC IMPACT STUDY

EXECUTIVE SUMMARY





Acknowledgement

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GEORGIA DEPARTMENT OF TRANSPORTATION

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Georgia Airports Mean Business

Georgia's airport system of 104 publicly-owned, public-use airports, comprised of nine commercial service and 95 general aviation airports, are essential to the state's transportation and economic infrastructure, supporting its diversified industries including, but not limited to, aerospace technology, manufacturing, distribution, tourism, and agriculture. Airports connect Georgia's citizens and businesses to the rest of the state, our nation, and the global economy and serve as a vital transportation link for almost every Georgian, regardless of where they live. Airports are the "front door" to communities and provide companies efficient access to their employees and facilities. Airports also provide a gateway for visi-

tors and tourists to the mountains, coastal beaches, world-class golf courses, and the hundreds of historic, recreational, and educational sites in communities throughout the state.

Georgia's airports are a major catalyst to the state's growing economy. In order to better understand the economic benefit of Georgia's airports to the economy, the Georgia Department of Transportation (DOT) completed this Statewide Airport Economic Impact Study to quantify the economic contribution of the state's airport system. The study was funded 95 percent by the Federal Aviation Administration (FAA) and five percent by Georgia DOT.



In 1992, the economic value of airports in Georgia was estimated at \$16.8 billion. Since then, the economic impact of Georgia's airports has grown to \$62.6 billion, with more than 471,100 jobs with annual payroll of \$17.8 billion, and \$136.9 million in direct aviation-related tax revenues to the state.

Source: 1992 Georgia Statewide Airport Economic Impact Study and Hartsfield-Atlanta International 1994 Economic Impact Study

Georgia's Airport System

Georgia is served by a diverse mixture of airports ranging in size from small general aviation airports to busy corporate general aviation reliever airports, to Hartsfield-Jackson Atlanta International, the world's busiest commercial service airport. The 2003 Georgia Aviation System Plan designated airports according to the role they play within Georgia's system and are defined as:

- **Level III** – Airport of national and regional significance
- **Level II** – Business airport of regional and local significance
- **Level I** – Business airport of local significance

The Georgia Aviation System Plan establishes airport development goals and guides funding priorities for the airport system. This Statewide Economic Impact Executive Summary continues the basic framework established previously and the economic benefits of all airports are grouped by level.



Study Methodology

The Georgia DOT commissioned this study to quantify the economic contribution of the state's airport system using an FAA-approved methodology of survey data and modeling estimates. The economic impacts considered all aviation activities taking place at each of the 104 airports from the following sources:

ON-AIRPORT BUSINESSES

There are many aviation-related businesses located on airports. Activities of these businesses and their employees are a significant source of the annual economic benefit to the state. Examples of businesses in this category include airlines, fixed base operators, aircraft maintenance, air traffic control towers, air cargo providers, aircraft charter services, flight instructors, and airport management.

AIRPORT CAPITAL IMPROVEMENT PROJECTS

Construction projects undertaken by airport owners and on-airport businesses contribute to the economic benefits of the airport by providing increased jobs and through the purchases of goods and services within the community.

AIRPORT VISITORS

Visitors to Georgia often arrive on commercial airlines or general aviation aircraft for business and leisure. Once in Georgia, these visitors stimulate local economies by spending money on lodging, food, other transportation, shopping, recreation, and entertainment.

MULTIPLIERS

The economic benefits provided by on-airport businesses, airport capital improvement projects, and airport visitors are responsible for generating additional multiplier economic impacts in the community and region. For example, when an aircraft mechanic uses his or her paycheck to purchase groceries, those dollars may support a grocer's payroll, the grocer may spend money on child care, the child care provider might purchase automobile maintenance, and so on, until those payroll dollars originating from airport activity leave the community and state. This spending and re-spending generates additional economic activity in the region.





Economic Impact Measures



Total Jobs
471,175

Total Payroll
\$17.8 billion

Total Economic Output
\$62.6 billion

The economic benefits calculated for each of the airports were based on comprehensive survey data provided by airport managers, airport tenants, non-aviation businesses that utilize the airports, general aviation pilots and passengers, and commercial service passengers to determine direct economic impacts, which are related to on-airport business activity, airport construction, and visitor spending.

The multiplier effect is not as easy to measure as direct impacts; therefore, it was important to employ a reliable method to estimate these multiplier impacts. The Impact Analysis for Planning (IMPLAN), a national economic modeling program recognized by the FAA, was used to quantify multiplier impacts using Georgia specific regional multipliers.

Economic benefits of Georgia's airports are expressed in terms of jobs, payroll, and total economic output.

Jobs measure the number of full-time equivalent jobs related to direct airport activity, including on-airport construction impacts. A part-time employee counts as one half of a full-time employee.

Payroll measures the total annual wages, salary, and benefits paid to all workers whose employment is directly attributed to airport activity.

Economic Output measures the value of goods, services, and capital expenditures in Georgia linked to aviation.

Economic Impact Summary

Airports connect Georgia's citizens and businesses to the rest of the state, our nation, and the global economy. The total economic contribution of Georgia's 104 public-use airports is the sum of the on-airport businesses, the spending of visitors, and the additional activity of the recirculation of spending of on-airport businesses and visitors. Georgia's airports contribute significantly to the state's economy, supporting 471,175 jobs, \$17.8 billion in payroll, and \$62.6 billion in state-wide economic impact.

More than 82,000 people are directly employed at Georgia airports and generate more than \$5.9 billion in annual payroll.

Summary of Annual Economic Impact



	Impacts	Hartsfield-Jackson Atlanta International	Other Commercial Service Airports	General Aviation Airports	Statewide Totals
JOBS	On-Airport	68,323	10,569	3,997	82,889
	Visitor	169,522	4,549	1,548	175,619
	Multiplier	196,589	11,333	4,745	212,667
Total Jobs		434,434	26,451	10,290	471,175
PAYROLL	On-Airport	\$5,127,000,000	\$595,000,000	\$183,000,000	\$5,905,000,000
	Visitor	\$3,402,000,000	\$92,000,000	\$31,000,000	\$3,525,000,000
	Multiplier	\$7,784,000,000	\$423,000,000	\$140,000,000	\$8,347,000,000
Total Payroll		\$16,313,000,000	\$1,110,000,000	\$354,000,000	\$17,777,000,000
ECONOMIC OUTPUT	On-Airport	\$18,678,000,000	\$1,818,000,000	\$698,000,000	\$21,194,000,000
	Visitor	\$13,902,000,000	\$382,000,000	\$85,000,000	\$14,369,000,000
	Multiplier	\$25,640,000,000	\$1,006,000,000	\$421,000,000	\$27,067,000,000
Total Economic Output		\$58,220,000,000	\$3,206,000,000	\$1,204,000,000	\$62,630,000,000

Note: Hartsfield-Jackson Atlanta International Airport data is from 2009 Economic Impact Study. All other data is based on CY2010.



TOTAL ECONOMIC IMPACTS FOR COMMERCIAL SERVICE AIRPORTS **LEVEL III**

Associated City	ID	Airport Name	Total Jobs	Total Payroll	Total Output
Albany	ABY	Southwest Georgia Regional	548	\$17,106,700	\$54,498,800
Athens	AHN	Athens-Ben Epps Field	172	\$5,662,100	\$20,646,900
Atlanta	ATL	Hartsfield-Jackson Atlanta International	434,434	\$16,313,000,000	\$58,220,000,000
Augusta	AGS	Augusta Regional at Bush Field	1,561	\$59,016,500	\$269,632,600
Brunswick	BQK	Brunswick-Golden Isles	980	\$40,852,600	\$120,572,900
Columbus	CSG	Columbus	622	\$24,421,800	\$70,139,600
Macon	MCN	Middle Georgia Regional	1,925	\$85,596,100	\$198,544,400
Savannah	SAV	Savannah-Hilton Head International	20,383	\$869,501,600	\$2,448,155,200
Valdosta	VLD	Valdosta Regional	260	\$7,781,900	\$25,061,800
Commercial Service Totals			460,885	\$17,422,939,300	\$61,427,252,200

Military airports in Georgia contribute an additional 55,000 military and civilian jobs and more than \$11 billion in additional economic impact to the state.

*Source: Moody Air Force Base Economic Impact Statement Fiscal Year 2010
Fort Stewart/HAAF Command Data Summary, October 2008
Robins Air Force Base Economic Impact Statement Fiscal Year 2009
Dobbins Air Force Base Economic Impact Analysis Fiscal Year 2010
The Fort Benning Regional Growth Management Plan, April 2009*

TOTAL ECONOMIC IMPACTS FOR GENERAL AVIATION AIRPORTS LEVEL III

Associated City	ID	Airport Name	Total Jobs	Total Payroll	Total Output
Americus	ACJ	Jimmy Carter Regional	27	\$803,100	\$3,453,000
Atlanta	FFC	Atlanta Regional-Falcon Field	793	\$27,307,900	\$142,625,600
Atlanta	RYY	Cobb County-McCollum Field	842	\$25,043,200	\$112,412,800
Atlanta	PDK	DeKalb-Peachtree	1,834	\$67,280,300	\$211,745,300
Atlanta	FTY	Fulton County-Brown Field	1,184	\$62,316,200	\$158,642,900
Atlanta	CCO	Newnan-Coweta County	281	\$8,247,000	\$30,983,200
Bainbridge	BGE	Decatur County Industrial Airpark	34	\$767,100	\$3,421,700
Blairsville	DZJ	Blairsville	44	\$1,090,400	\$3,876,200
Blakely	BIJ	Early County	21	\$466,700	\$987,000
Calhoun	CZL	Tom B David Field	82	\$2,773,100	\$10,115,800
Carrollton	CTJ	West Georgia Regional	103	\$3,912,700	\$11,440,500
Cartersville	VPC	Cartersville	436	\$15,656,800	\$52,689,600
Cornelia	AJR	Habersham County	38	\$771,800	\$2,966,100
Covington	CVC	Covington Municipal	77	\$2,717,500	\$7,661,000
Dalton	DNN	Dalton Municipal	37	\$883,400	\$3,013,700
Douglas	DQH	Douglas Municipal	37	\$1,266,800	\$3,101,800
Dublin	DBN	W H 'Bud' Barron	28	\$527,700	\$1,918,500
Eastman	EZM	Heart of Georgia Regional	376	\$14,695,300	\$37,168,800
Gainesville	GVL	Lee Gilmer Memorial	155	\$3,645,600	\$13,007,000
Jesup	JES	Jesup-Wayne County	14	\$247,300	\$851,200
Lagrange	LGC	LaGrange-Callaway	72	\$2,756,700	\$8,704,500
Lawrenceville	LZU	Gwinnett County-Briscoe Field	730	\$24,589,600	\$85,371,200
Louisville	2J3	Louisville Municipal	12	\$294,700	\$1,716,200
Milledgeville	MLJ	Baldwin County	36	\$840,700	\$3,125,600
Rome	RMG	Russell Regional	111	\$2,673,100	\$7,498,800
Statesboro	TBR	Statesboro-Bulloch County	53	\$1,463,100	\$5,969,600
Thomaston	OPN	Thomaston-Upson County	57	\$1,874,400	\$5,827,900
Thomasville	TVI	Thomasville Regional	48	\$1,679,000	\$5,309,200
Thomson	HQU	Thomson-McDuffie Regional	49	\$1,503,700	\$4,871,700
Tifton	TMA	Henry Tift Myers	18	\$396,400	\$1,637,100
Vidalia	VDI	Vidalia Regional	51	\$1,713,100	\$6,131,000
Waycross	AYS	Waycross-Ware County	46	\$1,417,600	\$5,871,000
Winder	WDR	Barrow County	357	\$7,582,300	\$18,531,200
Level III Totals			8,083	\$289,204,300	\$972,646,700



**More than 471,100
Georgians owe their jobs,
directly or indirectly, to
aviation. These employees
represent more than 12.6
percent of all jobs in Georgia.**

Source: Georgia Department of Labor

TOTAL ECONOMIC IMPACTS FOR GENERAL AVIATION AIRPORTS **LEVEL II**

Associated City	ID	Airport Name	Total Jobs	Total Payroll	Total Output
Adel	15J	Cook County	18	\$468,100	\$1,596,000
Alma	AMG	Bacon County	14	\$376,500	\$1,090,400
Atlanta	PUJ	Paulding Northwest Atlanta	143	\$3,968,500	\$14,253,500
Baxley	BHC	Baxley Municipal	17	\$392,700	\$1,498,900
Brunswick	SSI	McKinnon-St. Simons Island	207	\$6,113,400	\$20,790,100
Butler	6A1	Butler Municipal	13	\$372,800	\$1,324,600
Camilla	CXU	Camilla-Mitchell County	27	\$685,100	\$2,995,500
Canton	CNI	Cherokee County	140	\$4,236,500	\$12,757,400
Claxton	CWV	Claxton-Evans County	6	\$132,900	\$392,900
Cordele	CKF	Crisp County-Cordele	48	\$1,661,400	\$6,896,800
Dawson	16J	Dawson Municipal	25	\$618,600	\$3,105,500
Donalsonville	17J	Donalsonville Municipal	40	\$1,058,600	\$7,164,200
Fitzgerald	FZG	Fitzgerald Municipal	10	\$262,900	\$731,500
Greensboro	3J7	Greene County Regional	55	\$1,354,200	\$4,173,800
Griffin	6A2	Griffin-Spalding County	170	\$7,196,200	\$20,918,100
Hampton	4A7	Tara Field	203	\$7,274,000	\$25,043,200
Hinesville	LHW	MidCoast Regional at WAAF	66	\$1,426,700	\$4,002,900
Homerville	HOE	Homerville	2	\$65,300	\$335,400
Jasper	JZP	Pickens County	21	\$544,500	\$1,668,600
Jefferson	19A	Jackson County	51	\$1,337,500	\$5,480,200
Lafayette	9A5	Barwick LaFayette	42	\$999,200	\$3,950,300
Macon	MAC	Macon Downtown	66	\$1,778,300	\$7,029,500
Monroe	D73	Monroe-Walton County	50	\$1,711,000	\$6,162,500
Moultrie	MGR	Moultrie Municipal	26	\$615,700	\$2,252,000
Perry	PXE	Perry-Houston County	62	\$1,663,600	\$5,844,600
Pine Mountain	PIM	Harris County	20	\$560,800	\$1,773,500
Sandersville	OKZ	Kaolin Field	15	\$368,000	\$1,353,500
St. Marys	4J6	St. Marys	31	\$873,700	\$2,427,100
Swainsboro	SBO	East Georgia Regional	49	\$1,222,400	\$6,815,800
Sylvania	JYL	Plantation Airpark	17	\$446,800	\$1,855,600
Toccoa	TOC	Toccoa-R G LeTourneau Field	43	\$1,017,700	\$3,475,700
Washington	IY	Washington-Wilkes County	7	\$181,500	\$620,000
Level II Totals			1,704	\$50,985,100	\$179,779,600

The total economic impact of aviation in Georgia comprised 16 percent of Georgia's estimated Gross Domestic Product in 2010.

Source: US Department of Commerce – Bureau of Economic Analysis

TOTAL ECONOMIC IMPACTS FOR GENERAL AVIATION AIRPORTS **LEVEL I**

Associated City	ID	Airport Name	Total Jobs	Total Payroll	Total Output
Ashburn	75J	Turner County	7	\$233,600	\$1,190,100
Augusta	DNL	Daniel Field	127	\$4,372,600	\$15,513,500
Buena Vista	82A	Marion County	1	\$29,800	\$111,900
Cairo	70J	Cairo-Grady County	17	\$318,500	\$1,800,900
Canon	18A	Franklin-Hart County	14	\$335,300	\$1,263,000
Cedartown	4A4	Polk County-Cornelius Moore Field	29	\$669,900	\$1,801,100
Cochran	48A	Cochran	34	\$902,300	\$3,668,100
Cuthbert	25J	Lower Chattahoochee Regional	3	\$56,400	\$143,900
Dahlonega	9A0	Lumpkin County-Wimpy's	3	\$124,800	\$192,000
Elberton	27A	Elbert County-Patz Field	7	\$237,100	\$593,700
Ellijay	49A	Gilmer County	5	\$142,900	\$546,300
Folkston	3J6	Davis Field	1	\$37,200	\$137,900
Hawkinsville	51A	Hawkinsville-Pulaski County	1	\$34,300	\$278,000
Hazlehurst	AZE	Hazlehurst	20	\$521,100	\$1,816,400
Jekyll Island	09J	Jekyll Island	11	\$227,200	\$827,300
Madison	52A	Madison Municipal	7	\$139,000	\$615,400
McRae	MQW	Telfair-Wheeler	10	\$271,600	\$1,057,300
Metter	MHP	Metter Municipal	19	\$544,300	\$1,858,700
Millen	2J5	Millen	3	\$78,500	\$347,400
Montezuma	53A	Dr C P Savage, Sr	2	\$47,200	\$128,300
Moultrie	MUL	Spence	83	\$1,833,700	\$5,661,000
Nahunta	4J1	Brantley County	30	\$884,500	\$3,121,600
Nashville	4J2	Berrien County	4	\$110,900	\$682,200
Quitman	4J5	Quitman-Brooks County	23	\$864,100	\$3,461,300
Reidsville	RVJ	Swinton Smith Field at Reidsville Municipal	10	\$331,300	\$1,380,700
Soperton	4J8	Treutlen County	1	\$18,000	\$58,800
Sylvester	SYV	Sylvester	11	\$301,000	\$2,514,500
Warm Springs	5A9	Roosevelt Memorial	14	\$434,200	\$1,583,200
Waynesboro	BXG	Burke County	5	\$103,500	\$218,600
Wrens	65J	Wrens Memorial	1	\$21,500	\$79,300
Level I Totals			503	\$14,226,300	\$52,652,400

General Aviation Totals			10,290	\$354,415,700	\$1,205,078,700
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STATEWIDE TOTALS

Total Jobs	471,175
Total Payroll	\$17.8 billion
Total Output	\$62.6 billion

BUSINESS LOCATION FACTORS

- 1 Convenient highway access
- 2 Quality of life
- 3 Tax incentives
- 4 Available trained workforce
- 5 Proximity of input suppliers
- 6 Commercial service airport
- 7 An urban business district
- 8 Universities and high-tech research and development centers
- 9 Availability of natural resources and raw materials
- 10 General aviation airport
- 11 Historic location of business
- 12 Rail transportation facilities
- 13 Water transportation facilities

Source: Wilbur Smith Associates' Business Use Survey, 2010

Business Dependence

Many non-aviation businesses in Georgia depend on the airport system to efficiently move personnel, equipment, and products. Some businesses own or charter corporate aircraft, many have employees who travel regularly via commercial airlines, others have customers or suppliers who use the airport system to reach them, and many rely on express or air cargo services. A statewide survey of more than 1,300 businesses indicates there are numerous additional jobs that are reliant on the system of public-use airports. Industries surveyed

include manufacturing, wholesale, distribution, finance, insurance, real estate, and professional service sectors. This data indicates there are more than 591,000 jobs in Georgia that in some way benefit from the daily operation of the airport system. When major businesses were asked to rank the top reasons why they choose to locate where they do, convenient access to a scheduled commercial service airport was ranked 6th while access to a general aviation airport was ranked 10th.



Qualitative Benefits of Airports

Georgia's airport system provides state-wide residents with many qualitative aspects beyond the measurable economic benefits presented in this study. Qualitative benefits are those activities that take place at an airport on a regular basis and add to the quality of life, but are difficult to assign a value.

Qualitative benefits are related to health, welfare, and safety of individuals in the airport's community. Examples of the qualitative benefits of Georgia's airports include: air ambulance operators trans-

porting critical patients to medical facilities; Georgia National Guard's aviation assets being utilized for emergency evacuations and search-and-rescue operations during natural disasters; Georgia State Patrol flying missions in conjunction with local law enforcement departments to aid in fugitive searches; and youth outreach and educational events. These activities may be difficult to place a dollar value on the benefits to communities, but the benefits resulting from these activities improve the quality of life of Georgia's residents.

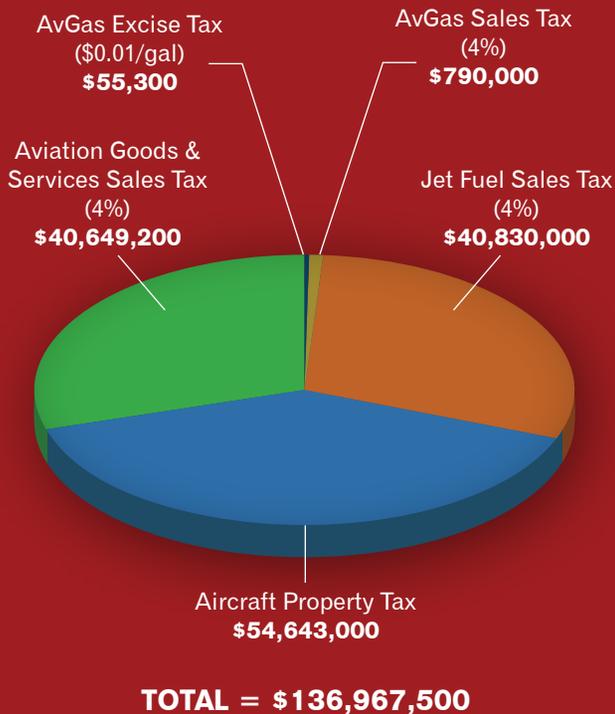
Qualitative benefits of Georgia's airports include providing support to:

- Air ambulance patient transfer
- Search-and-rescue operations
- Local law enforcement
- Medical doctor and organ transport
- Aerial agricultural operations
- U.S. military and other government agencies
- Environmental patrols
- Emergency evacuation
- Flight training
- Airshows, community events, school field trips and youth educational events
- Real estate tours



Aviation Helps Fuel Georgia's General Fund

Georgia Aviation-Related Tax Revenue Summary

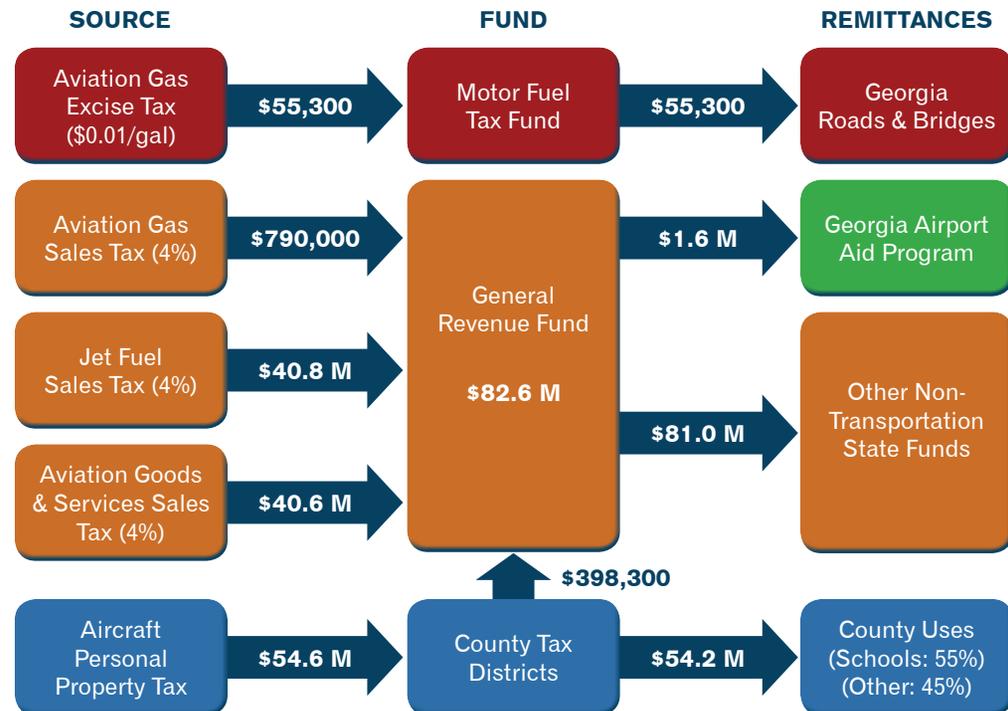


Source: Georgia Department of Revenue, Georgia Department of Transportation, and Internal Revenue Service, 2009

Annually, aviation contributes significant revenue to the state's general fund and local governments, providing nearly \$137 million in revenue in 2009, a 37% increase from 2001 aviation-related tax revenues. A one cent per gallon state excise tax on AvGas and the 4% state sales tax on both AvGas and Jet A fuel generated \$41.6 million; the 4% state sales tax on aviation goods and services, including aircraft sales and parts,

generated \$40.6 million; and aircraft property tax contributed \$54.2 million to local governments across the state in 2009. Despite a decline in the volume of aviation fuels sold in 2009, down to 795 million gallons from more than one billion gallons in 2001, the average retail sales price nearly doubled from 2001 to 2009 for both AvGas and Jet A, thereby increasing state sales tax revenues.

Georgia Aviation Tax Sources and Appropriations



Source: Georgia Department of Revenue, Georgia Department of Transportation, and Internal Revenue Service, 2009

How Georgia Stacks Up: A Comparison of State Airport Programs

Nationally, the 10 states with the most robust airport program funding include Florida, Tennessee, Colorado, Michigan, Virginia, Wyoming, Arizona, Pennsylvania, North Carolina, and Minnesota. These states annually invest more than \$20 million into their programs, a stark contrast to Georgia's annual Airport Aid Program funding, which has remained relatively constant since the early 1970s.

The Southeastern states of Florida, North Carolina, South Carolina, Tennessee, Alabama, Mississippi, and Kentucky continue to have state aviation programs exceeding the funding level of Georgia's program. These seven states are Georgia's fiercest competitors for economic and industrial development opportunities. Only Georgia and South Carolina rely solely on general fund appropriations for their state aviation programs. The remaining states dedicate aviation fuel tax, motor fuel tax, and tax from the sale of aviation goods and services as sources of funding for their aviation programs.

A survey of Georgia businesses indicated close proximity to commercial service and general aviation airports among the top 10 business location factors. Adequate airport facilities provide Georgia's communities

with infrastructure necessary to compete successfully for economic development opportunities. Sustainable annual Airport Aid Program funding is essential to maintaining and improving airports statewide so Georgia remains a strong competitor for economic development opportunities.

HISTORICAL GEORGIA AIRPORT AID PROGRAM FUNDING

Fiscal Year	Baseline Appropriations	Supplemental Appropriations and/or Reductions	Total Appropriations
1990	\$2,520,000	-	\$2,520,000
1991	\$2,058,242	-	\$2,058,242
1992	\$1,738,907	-	\$1,738,907
1993	\$1,825,335	-	\$1,825,335
1994	\$2,191,600	-	\$2,191,600
1995	\$2,191,600	-	\$2,191,600
1996	\$2,291,600	-	\$2,291,600
1997	\$2,291,600	-	\$2,291,600
1998	\$2,241,886	\$35,350,000	\$37,591,886
1999	\$2,241,866	-	\$2,241,866
2000	\$3,241,866	\$2,500,000	\$5,741,866
2001	\$3,841,866	\$3,192,250	\$7,034,116
2002	\$3,798,827	-	\$3,798,827
2003	\$7,048,827	(\$404,753)	\$6,644,074
2004	\$3,766,087	\$1,700,000	\$5,466,087
2005	\$3,507,783	-	\$3,507,783
2006	\$5,007,783	-	\$5,007,783
2007	\$6,221,733	-	\$6,221,733
2008	\$11,221,733	-	\$11,221,733
2009	\$15,878,719	(\$3,943,962)	\$11,934,757
2010	\$6,857,279	(\$2,197,800)	\$4,659,479
2011	\$1,743,650	(\$100,000)	\$1,643,650

Source: Georgia Department of Transportation, 2011

Annual State Aviation Program Funding



Source: State Airport Program Offices, 2011



**GEORGIA
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MEAN BUSINESS



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