Study Elements

- Statewide Economic Impact Analysis
- Aviation Generated Revenue Study
- Airport Case Studies
- Business Case Studies
- DVD – Georgia Airports Mean Business
Impact Measurement Factors

- On-airport businesses
- On-airport capital improvements
- Visitor spending
- Non-aviation businesses dependent on airports
Data Collected

- Surveys of:
  - 103 study airports
  - 520 on-airport businesses
  - Commercial airline visitors
  - Transient GA visitors
  - Non-aviation businesses
Economic Benefits Reported

- Jobs
- Annual payroll
- Annual economic output
  - airport-related spending
  - capital improvements
  - all visitor spending
On-Airport Impacts

- **On-airport businesses and tenants**
  - Fixed base operators (FBO)
  - Airlines
  - Air traffic control
  - Aircraft maintenance
  - Other aviation-related businesses

- **Capital improvement projects (CIP)**
  - FAA, GDOT, local investment
  - Averaged over multi-year period
Visitor Spending Impacts

- Jobs per $1 million in visitor spending
  - Commercial Service Airports = 10-13 jobs
  - General Aviation Airports = 17-22 jobs
- Jobs supported by visitor spending are primarily in the service industry
Impact Categories

- Total Impacts
  - Economic Impacts
    - Multiplier Effect
      - Respending of on-airport and visitor impacts
        - Multiplier Impacts
          - Responding of multiplier impacts
            - On-Airport & Visitor Impacts
              - Total Impacts
Multiplier Impacts

Joe
Aircraft Mechanic

Sarah
Child Care Provider

Betty
Music Lessons

Bob
Pharmacy

Joan
Physician

John
Hardware Store

Sam
Grocer
# Summary of Economic Impacts

## Summary of Annual Economic Impact

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

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

**Gwinnett County – Briscoe Field**

<table>
<thead>
<tr>
<th><strong>On-Airport Jobs</strong></th>
<th>260</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jobs Supported by General Aviation Visitor Spending</strong></td>
<td>104</td>
</tr>
<tr>
<td><strong>Total On-Airport and Visitor Jobs</strong></td>
<td>364</td>
</tr>
<tr>
<td><strong>Multiplier Jobs</strong></td>
<td>366</td>
</tr>
<tr>
<td><strong>Total Jobs</strong></td>
<td>730</td>
</tr>
</tbody>
</table>
# Total Economic Impact:
**Gwinnett County – Briscoe Field**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Airport</td>
<td>$47,736,500</td>
</tr>
<tr>
<td>General Aviation Visitor</td>
<td>$6,138,400</td>
</tr>
<tr>
<td><strong>Total On-Airport and Visitor Impacts</strong></td>
<td><strong>$53,874,900</strong></td>
</tr>
<tr>
<td>Multiplier</td>
<td>$31,496,300</td>
</tr>
<tr>
<td><strong>Total Impacts</strong></td>
<td><strong>$85,371,200</strong></td>
</tr>
</tbody>
</table>
Direct Aviation-Related Revenue Summary

- AvGas Excise Tax ($0.01/gal) $55,300
- AvGas Sales Tax (4%) $790,000
- Jet Fuel Sales Tax (4%) $40,830,000
- Aviation Goods & Services Sales Tax $40,649,200
- Aircraft Property Tax $54,643,000

Total Tax Revenue Generated = $136,967,500
Revenue Study:
Flow of Aviation Generated Revenues

Source
- Aviation Gas Excise Tax ($0.01/gal.)
- Jet Fuel Sales Tax (4%)
- Aviation Gas Sales Tax (4%)
- Aviation Goods & Services Taxes
- Aircraft Personal Property Tax

Fund
- Motor Fuel Tax Fund
- General Revenue Fund
- County Tax Districts

 Appropriation
- Georgia Roads & Bridges
- Georgia Airport Aid Program
- Other Non-Transportation State Funds
- County Uses Schools (55%) Other (45%)
Airport Case Studies

- Interviews conducted in November 2010
  - Franklin-Hart County
  - Jackson County
  - Thomaston-Upson County
  - Statesboro-Bulloch County
  - Douglas Municipal
Statesboro Case Study

- Since 1991, Statesboro-Bulloch County has:
  - Attracted 43 new industries and businesses
  - Experienced $900 million in investment
  - Added more than 4,400 new jobs
  - 25% increase in population

- Local businesses rely on the airport:
  - Briggs & Stratton
  - Georgia Southern University
  - Local doctors
  - RB Baker Construction
  - Carmike Cinemas
Statesboro Case Study

**Local Business Activity**

- **Briggs & Stratton**
  - $190M investment; 850 new jobs; 3 major expansions since 1997

- **Duffy & Young**
  - $610,500 investment; 127 jobs

- **Lewis Printing Co.**
  - $10M investment; 127 jobs

- **ViraCon**
  - $125M investment; 620 new jobs; 2 major expansions since 1997

- **GBI**
  - $7.5M investment; 25 new jobs

- **Gerald’s Sweet Onion**
  - $1.2M investment; 50 jobs

- **KJM Custom Components**
  - $12M investment; 25 new jobs

- **The Sack Co.**
  - $2M investment; 390 new jobs

- **Great Dane Trailers**
  - $35M investment; 450 new jobs

**Airport Activity**

- Runway 14/32 Extended from 5,000 to 5,500 feet
- Runway 14/32 Extended from 5,500 to 6,000 feet
- 31 Based Aircraft; 19,500 Annual Operations
- 30 Based Aircraft; 20,000 Annual Operations
- ILS and HIRLs installed
- 52 Based Aircraft; 18,500 Annual Operations
Business Profiles

Standridge Color Corporation

In operation since 1969, Standridge Color Corporation is a leading manufacturer of high quality colorants for the plastics industry. Headquartered in Social Circle, Georgia, the company employs more than 350 people and had annual sales of $200 million in 2010. The colorants they manufacture are used in a wide range of products including carpet fibers, food packaging, and upholstery.

In 1962, Standridge Color purchased its first aircraft, a Cessna 182, and established the numerous times to its Dalton, Georgia, and various sales locations. Nearly 20 years later, the company’s corporate flight department consisted of three Beechcraft King Air aircraft and one B52.

Owned, Bob Standridge, believes Standridge Color is more than just a manufacturer, but also a service provider. The company is committed to its customers, often located in rural areas, with rapid support in the event of corporate aircraft. Standridge Color can respond to users in the U.S. within a 10-hour window, and typically, within four hours.

**EXAMPLES OF HOW STANDRIDGE COLOR UTILIZES THEIR CORPORATE AIRCRAFT**

- Quality control experts make frequent pick-ups and deliveries of raw color materials and provide hands-on support to customers at product specifications.
- Sales personnel fly extensively to visit current and potential customers in distant locations. They fly to these customers to their corporate headquarters to showcase their facilities and capabilities.
- Maintenance staff travel to plants located in other cities and states to update machinery.

**STANDRIDGE COLOR AVIATION HIGHLIGHTS**

- Six employees: four pilots and two aircraft maintenance.
- Two Beechcraft King Airs and one Beechcraft Baron.
- 200,000 hours flown to 2010.
- Of the four pilots, three were originally hired and remain in other departments prior to earning their pilot’s license.
- Corporate flight operations are based at Coweta Municipal Airport.

"First impressions always make a big impact and we’re proud of the Coweta Municipal Airport where we bring customers to Social Circle.”

- Henry Standridge, Plant Manager

Flowers Foods

Headquartered in Thomasville, a small town in south Georgia, Flowers Foods is a leading producer and mid-43 bakeries and annual sales of more fresh products available to more than 36,000 stores in the U.S., Europe, and Chile with combined sales of $200 million in 2010. The colorants they manufacture are used in a wide range of products including carpet fibers, food packaging, and upholstery.

In the mid-1960s, owner William H. Flowers, as a way to efficiently transport banana products to California, began using an aviation division. The division played a strategic role in and time management during ongoing operations.

Flowers Foods continues to grow its reach, making it even more critical for management to maintain their facilities in the area and meet with key customers. The company’s unique culture and facilities have been praised by the community.

**FLOWERS FOODS AVIATION HIGHLIGHTS**

- Six employees: four pilots and two aircraft maintenance.
- Two Beechcraft King Airs and one Beechcraft Baron.
- 200,000 hours flown to 2010.
- Of the four pilots, three were originally hired and remain in other departments prior to earning their pilot’s license.
- Corporate flight operations are based at Coweta Municipal Airport.

"First impressions always make a big impact and we’re proud of the Coweta Municipal Airport where we bring customers to Social Circle.”

- Henry Standridge, Plant Manager

"There’s no way we could be an effective company if we did not have our corporate planes.”

- George A. Standridge, Chairman and CEO

"There’s no way we could be an effective company if we did not have our corporate planes.”

- George A. Standridge, Chairman and CEO
Next Steps

- Publish Final Study Documentation in November
- Final meeting with Project Steering Committee
Questions?

Carol L. Comer  
Acting Director, Division of Intermodal  
404.347.0573  
ccomer@dot.ga.gov

Amanda J. Hill  
Aviation Planner  
404.505.4864  
ajhill@dot.ga.gov

http://georgia-aviation.dot.ga.gov/