



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
**GWINNETT COUNTY AIRPORT-BRISCOE
FIELD**



September 2020

According to Site Selection Magazine, Georgia is ranked as the #1 state for doing business.

Georgia Airports Mean Business.

Airports in Georgia generate positive economic impacts as well as support many other sectors of local and state economies. In the summer of 2019, the Georgia Department of Transportation undertook a statewide study to estimate the annual economic impact of 102 study airports. The study estimated economic impacts for seven commercial airports and 95 general aviation airports. This report includes impacts related to **Gwinnett County Airport-Briscoe Field** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Gwinnett County Airport-Briscoe Field

Residents, businesses, and visitors benefit from the state's well-developed airport system. While supporting transportation, healthcare, tourism, and commerce, airports contribute to the economy. The Economic Impact Study identified specific economic impacts associated with the **Gwinnett County Airport-Briscoe Field** and other airport benefits. Key impacts for the **Gwinnett County Airport-Briscoe Field** follow.

- Annual Visitors **62,507**
- Employment Supported **1,185**
- Annual Payroll **\$46,966,300**
- Annual Spending **\$93,239,300**
- Annual Economic Impact **\$140,205,600**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$5,146,340**

Economic Impacts for Gwinnett County Airport-Briscoe Field

The table below provides information on the sources of annual economic impact estimated for the **Gwinnett County Airport-Briscoe Field**. For more information on the impacts reported here, consult the study's Technical Report available at dot.ga.gov/IS/AirportAid.

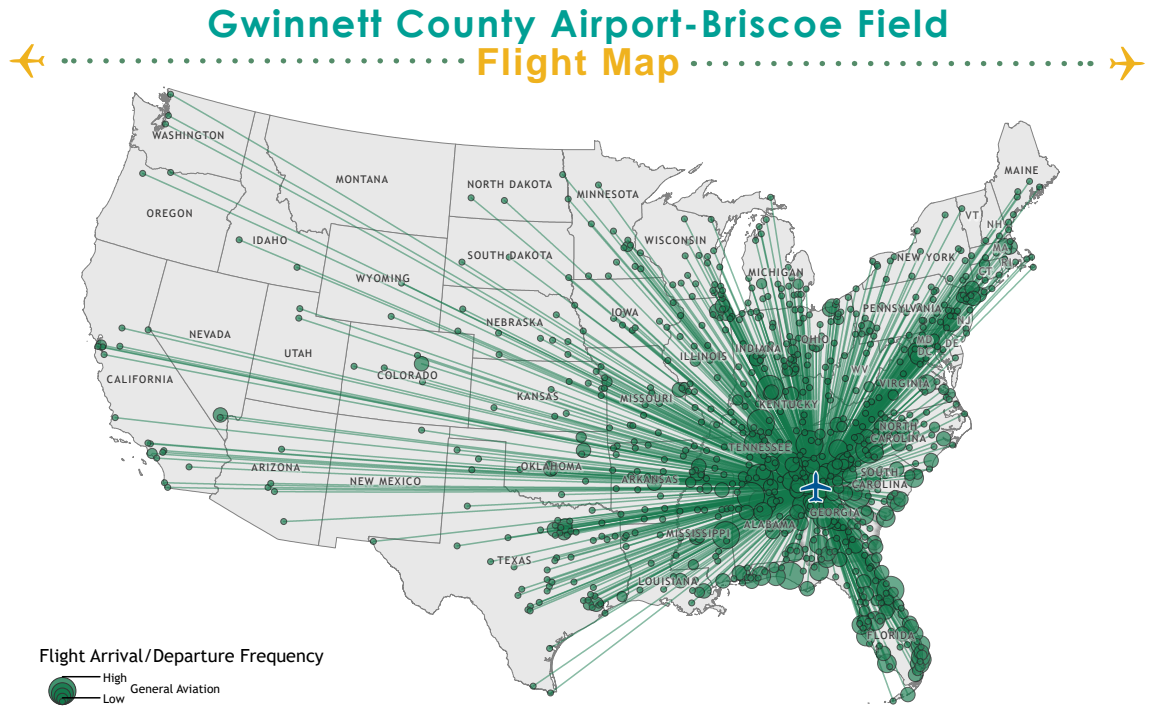
Annual Economic Impacts for Gwinnett County Airport-Briscoe Field

	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	891	\$38,780,400	\$76,072,000	\$114,852,400
Capital Investment	57	\$1,760,500	\$7,207,300	\$8,967,800
General Aviation Visitor Expenditures	237	\$6,425,400	\$9,960,000	\$16,385,400
Total	1,185	\$46,966,300	\$93,239,300	\$140,205,600

Georgia Airports Support Connectivity

A flight from a Georgia airport is a gateway to over 40,000 worldwide airports including over 19,000 airports in the US alone. When employers seek to relocate or expand, proximity to an airport is among the top 10 factors they consider in their decision making. Georgia's tourist industry also depends on the efficiency of air travel.

This map depicts destinations for flights departing from and arriving at **Gwinnett County Airport-Briscoe Field** on any given day. This information is generated from the FAA's National Offload Program (NOP). Flights represent only a fraction of all destinations that can be reached directly from the airport. The map helps to show how the airport supports the travel needs of businesses, visitors, and residents of the airport's service area.



Top Five Destinations for Gwinnett County Airport-Briscoe Field

- 1** Atlanta, Georgia
- 2** Savannah, Georgia
- 3** Concord, North Carolina
- 4** Smyrna, Tennessee
- 5** Jacksonville, Florida

Statewide Economic Impacts

Shown below are total annual statewide economic impacts. All economic impacts shown in this report for Hartsfield-Jackson Atlanta International Airport were obtained from a separate study for that airport conducted by the City of Atlanta. As shown, when all Georgia airports are considered, total annual statewide economic impacts are estimated at 450,502 jobs, \$9.2 billion in annual payroll, and \$73.7 billion in annual economic activity.

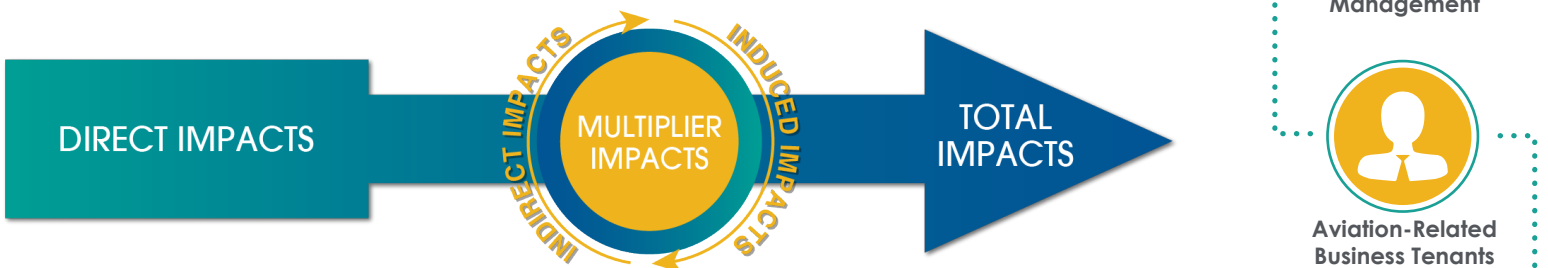
Statewide Economic Impacts All System Airports

	Hartsfield-Jackson Atlanta International Airport*	Commercial Study Airports	General Aviation Study Airports	State Total
Employment	383,242	52,376	14,893	450,502
Payroll	\$16.7 billion	\$1.3 billion	\$271 million	\$9.2 billion
Economic Activity	\$66.8 billion	\$2.2 billion	\$828 million	\$73.7 billion

*2016-2017 Technical Report, City of Atlanta Economic Impact Study

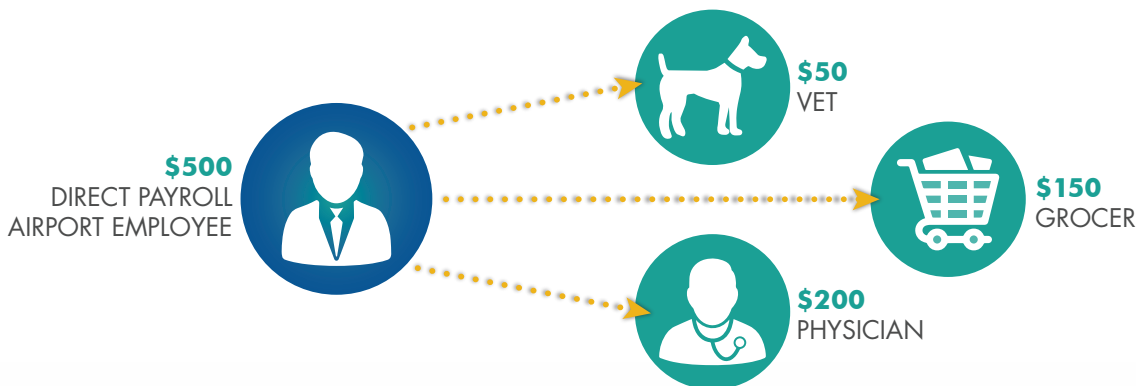
Economic Impact Categories and Measurements

The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures by visitors arriving on general aviation aircraft, and expenditures by visitors arriving on scheduled commercial airline flights. For each of these five categories, impacts were measured for **employment, payroll, spending, and annual economic activity**. Annual economic activity is the sum of payroll and spending. In addition, the study estimated state and local tax revenues that are generated by airport-supported activities.



Study Methodology

Data collection and survey efforts identified **direct** economic impacts in each of the five impact categories using an approved FAA methodology. A state input/output model (**IMPLAN**) was used to estimate additional **indirect and induced** impacts, sometimes referred to as multiplier impacts. Combined, direct plus indirect/induced impacts equal total state or airport specific economic impacts.

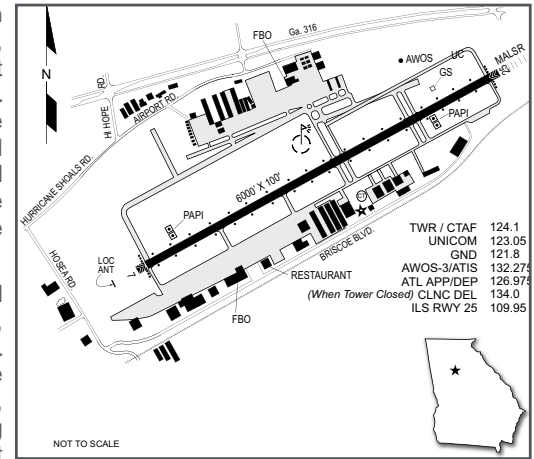


The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect impacts.

Visitors Arriving on Commercial Flights

Gwinnett County-Briscoe Field is located in Lawrenceville, 35 miles northeast of downtown Atlanta. The airport is located at the intersection of U.S. Highway 29 and Highways 124, 316, and 20. Lawrenceville is the largest city and county seat of Gwinnett County. Gwinnett County is one of the southeast's leading high-tech hubs and home to many corporations. The area's economy is anchored by retail, financial, legal, professional, and technical service industries. Gwinnett County-Briscoe Field is located roughly 15 miles east of the central business district of Atlanta and one mile east of Lawrenceville. The airport is owned and operated by Gwinnett County. The airport has a single 6,000-foot runway, Runway 07/25. The runway is equipped with a precision instrument approach, and operations at the airport have the assistance of an air traffic control tower.

The airport has almost 30 aviation-related business tenants. Aircraft Specialists Jet Center and Gwinnett Aero are fixed based operators (FBOs) both provide services that include fueling, aircraft storage, aircraft charter, aircraft maintenance, catering, and ground transportation. The airport is home to five business tenants that support extensive flight training activity. The flight instruction businesses employ almost 50 people at the airport. Critical Care Medflight, Medway Air Ambulance, and Quest Diagnostics maintain operations at the airport, providing air ambulance and medical transport services. Said medical service providers employ almost 145 people at the airport. The Flying Machine restaurant offers outstanding views of the airfield. Other businesses provide hangar rental, and there are several corporate flight departments at the airport. The airport supports aerial inspections and surveys, air cargo, military training, real estate tours, and aerial advertising and banner towing. The airport also serves as a staging area for community events held throughout the year.



Examples of How Gwinnett County Airport-Briscoe Field Supports its Community

There is a good chance you benefit from different activities that the airport supports. Airports support healthcare and emergency services. Airports support the state's agricultural and forestry industries, and power companies rely on airports to keep electricity flowing. State and federal agencies use airports to protect the environment, and law enforcement benefits from airports. Businesses throughout Georgia rely on airports to improve their efficiency. Examples of how the airport benefits the community follow.

Business Use: Airports are tools used by a wide variety of employers to increase many aspects of their efficiency. When businesses consider where they locate or expand, proximity to an airport is often a top consideration. Airports are also a contributor to an area's economic diversification and growth. Both local and visiting businesses rely on air travel to increase their efficiency. Airports can be used to help companies expand their market areas, reduce employee travel time, provide access for customers and suppliers, and tie together offices in multiple locations. Businesses that rely on and benefit from the airport include Kids R Kids International, SHUMA Sportswear, and Quest Laboratories. Quest is the world's leading provider of diagnostic testing that patients and doctors use to make better healthcare decisions. Their services range from routine blood tests to complex gene-based and molecular testing. They perform medical tests that aid in the diagnosis or detection of diseases, measure the progress or recovery from a disease, or confirm that an individual is free from disease. They specialize in cancer, cardiovascular diseases, infectious diseases, and neurology. By supporting these users, the airport assists many sectors of the local economy.

USDA – Forest Service: Over 25 million acres, two-thirds of the state, are forested. According to the Georgia Forestry Commission (GFC), annual economic activity generated by the state's forest industry is estimated at \$36.2 billion. Region 8 of the USDA – Forest Service has aircraft based at the airport. Aviation is essential to the ability of this agency to fulfill its mission for sustaining the health, diversity, and productivity of the Georgia's forests. The agency helps to protect many recreational areas in Georgia. Annually, the agency invests \$41 million to protect communities from forest fires, to restore forest ecosystems, and to improve drinking water. From its base of operations at the airport, Region 8 oversees the protection of forest resources in Georgia and 12 other states.

Emergency Medical Support: Because the airport is located outside the more congested airspace of the Atlanta metro area, emergency medical operators have chosen to base at the airport to increase their operational flexibility. One of these operators is Medway Air Ambulance. They have provided emergency medical transport for over 13,000 patients. Their medical staff is headed by Dr. Mark Merlin, one of Atlanta's most experienced medical directors. An air ambulance is used in situations when a traditional ambulance cannot quickly reach the accident scene or the patient needs to be transported a distance where air transportation is most practical. Critical Care Medflight is also based at the airport; they have been providing air ambulance services since 1985. They often transport newborns and pediatric patients, patients with spinal cord injuries, and burn patients who rely on emergency airlift services.

Law Enforcement: The airport supports essential law enforcement activities. The Gwinnett County Police uses the airport to provide air support for different assignments; they support public safety for area citizens. Their air missions can include aerial photography, aerial surveillance, natural disaster response, and search and rescue. By supporting law enforcement activities, the airport contributes to promoting the safety of residents, businesses, and visitors.

THIS DOCUMENT WAS PREPARED BY

Jviation
900 S Broadway, Suite 350
Denver, CO 80209
303.524.3030
www.jviation.com

Data collection and analysis for this study took place before the onset of the COVID-19 pandemic in March 2020. Results reflect conditions at Georgia airports prior to that time.

FOR MORE INFORMATION PLEASE CONTACT

Georgia Department of Transportation Aviation Programs 600
West Peachtree Street NW
Atlanta, Georgia 30308
404.631.1990 | dot.ga.gov/IS/AirportAid
Email: aviationprograms@dot.ga.gov

