



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
**COBB COUNTY INTERNATIONAL AIRPORT-
MCCOLLUM 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 **Cobb County International Airport-McCollum Field** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Cobb County International Airport-McCollum 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 **Cobb County International Airport-McCollum Field** and other airport benefits. Key impacts for the **Cobb County International Airport-McCollum Field** follow.

Annual Visitors
56,473

Employment Supported
954

Annual Payroll
\$38,563,000

Annual Spending
\$90,775,300

Annual Economic Impact
\$129,338,300

Airport-Supported Annual State & Local Sales & Income Tax Revenues
\$4,639,810

Economic Impacts for Cobb County International Airport-McCollum Field

The table below provides information on the sources of annual economic impact estimated for the **Cobb County International Airport-McCollum 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 Cobb County International Airport-McCollum Field

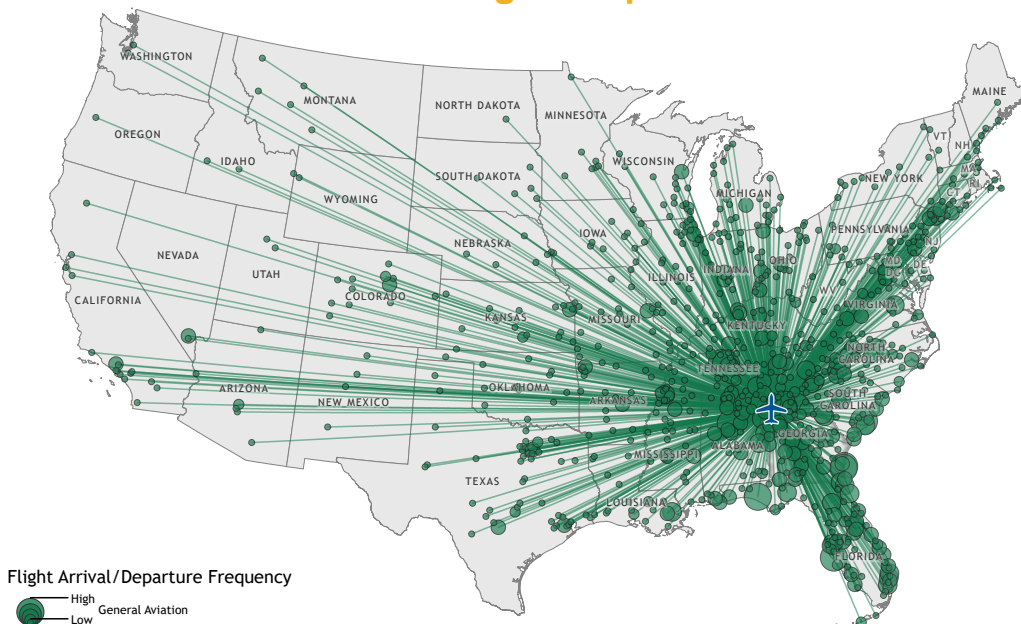
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	703	\$31,507,500	\$74,266,100	\$105,773,600
Capital Investment	71	\$2,190,600	\$8,968,100	\$11,158,700
General Aviation Visitor Expenditures	180	\$4,864,900	\$7,541,100	\$12,406,000
Total	954	\$38,563,000	\$90,775,300	\$129,338,300

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 **Cobb County International Airport-McCollum 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.

Cobb County International Airport-McCollum Field Flight Map



Top Five Destinations for Cobb County International Airport-McCollum Field

- Atlanta, Georgia
- Valdosta, Georgia
- Savannah, Georgia
- Destin, Florida
- Athens, Georgia

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

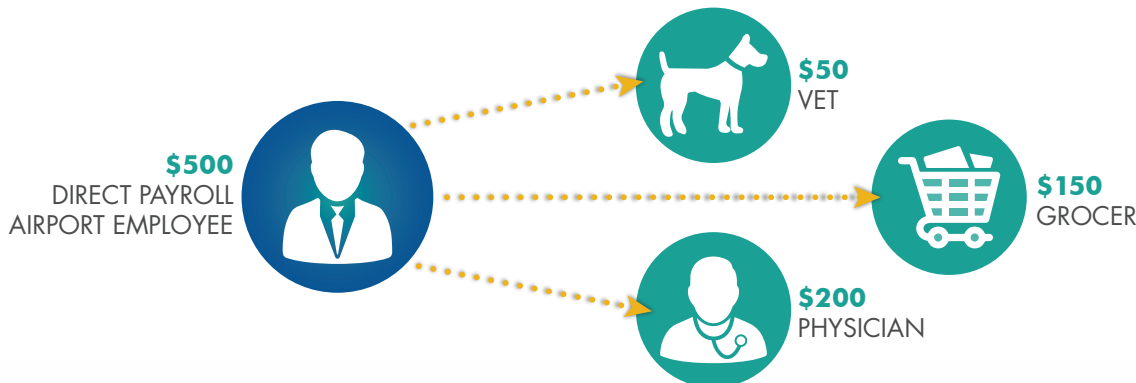
Economic Impact Categories and Measurements

The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures from 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.



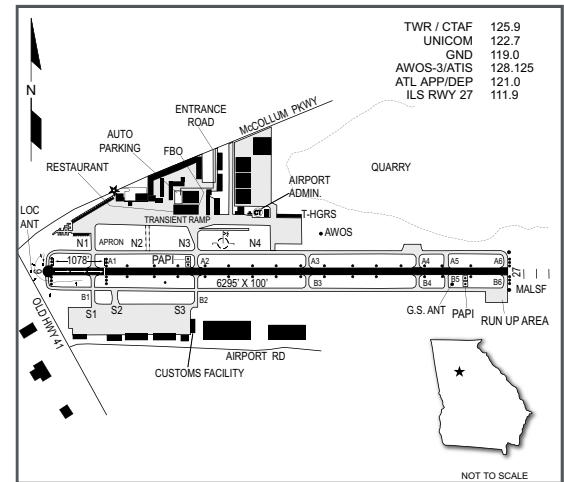
The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect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

- Airport Management
- Aviation-Related Business Tenants
- Average Annual Capital Investment
- Visitors Arriving on General Aviation Aircrafts
- Visitors Arriving on Commercial Flights

Cobb County International Airport-McCollum Field

Cobb County International Airport-McCollum Field is located 20 miles northwest of downtown Atlanta in Kennesaw near Interstate 75 and US Highway 41. The population within a 30-minute drive of the airport is estimated at almost one million. Cobb County is home to several Fortune 500 companies and Dobbins Air Reserve Base. The airport is owned and operated by Cobb County and serves as a general aviation reliever airport to Hartsfield-Jackson Atlanta International Airport. The airport's runway is 6,295 feet long with an instrument approach, complimented by a parallel taxiway, and the airport has an air traffic control tower. The airport's location makes it the airport of choice for corporate, business, and general aviation aircraft visiting the Atlanta metropolitan area.

The airport is home to over 25 aviation-related business tenants, including nine corporate flight departments. AirMethods/Air Life, an emergency services operator, has a base of operations at the airport. Atlanta Air Charter and Flight Works are two of the airport's larger business tenants, both providing air charter services. DLK Aviation and Hawthorne Global Air are larger businesses at the airport, both provide various aircraft services. Superior Flight is another of the airport's larger tenants; they provide flight training. Elevation Chophouse is a popular restaurant located at the airport.



Examples of How Cobb County International Airport-McCollum 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 also contribute to an area's economic diversification and growth. Both local and visiting businesses rely on air travel to increase the efficiency of their business operations by helping 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 the Clorox Company, C.W. Mathews Construction, Tyler Perry Studios, Site One Landscaping, Liberty Media, Baxter International, Dominion Energy, Vulcan Materials, Deere & Company, Bank of America, Caesars Entertainment, Lockheed Martin, Bizchair.com, and Lowe's. By supporting these business users, the airport assists many sectors of the local economy.

Law Enforcement: The airport supports essential law enforcement activities. The Georgia State Patrol (GSP) Aviation Division uses the airport and operates 24/7 to provide air support for many different public safety interests of the citizens of Georgia. The GSP Aviation Division performs search and rescue missions utilizing infra-red cameras, and many missing persons have been located from the air using this technology. Other missions supported by the GSP Aviation Division include manhunts, aerial photography, aerial surveillance, natural disaster response, SWAT missions, and fire suppression.

Educational Support: The airport supports the local Kennesaw State University. High Education Institutions use airports to facilitate their philanthropic outreach efforts, and sports teams (including visiting teams) often travel by air. Visiting professors or lecturers use local airports to decrease their travel time, and students and their parents sometimes use air travel. Local airports support the travel needs of college staff who attend seminars and training; airports support student recruitment efforts and help to expand and diversify a college's market area. With an enrollment that approaches 38,000 students, Kennesaw State University relies on the airport. This Division I University draws students from 92 different counties; it is a Carnegie-designated doctoral research institution. Only 6% of all U.S. colleges and universities have this designation. By supporting this institution, the airport adds value to the community.

Emergency Medical Services: Air Methods is based at the airport. Air Methods delivers lifesaving care to more than 100,000 patients each year. They are experts at providing emergency medical services by air. Typical operations that Air Methods supports include responding to accidents, transporting people to a hospital, or moving patients from local hospitals to larger medical facilities where advanced and specialty medical services are available. Air Methods often transports patients needing emergency medical services to Wellstar Kennestone Hospital. The airport supports important emergency, medical, and healthcare services.

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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.

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