



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
FRANKLIN-HART AIRPORT



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 **Franklin-Hart Airport** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Franklin-Hart Airport

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 **Franklin-Hart Airport** and other airport benefits. Key impacts for the **Franklin-Hart Airport** follow.

Economic Impacts for Franklin-Hart Airport

The table below provides information on the sources of annual economic impact estimated for the **Franklin-Hart Airport**. 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 Franklin-Hart Airport

| | Employment | Payroll | Spending | Total Economic Activity |
|---------------------------------------|------------|-----------|-------------|-------------------------|
| Airport Management & Business Tenants | 7 | \$229,600 | \$427,900 | \$657,500 |
| Capital Investment | 3 | \$79,900 | \$327,100 | \$407,000 |
| General Aviation Visitor Expenditures | 7 | \$182,100 | \$282,200 | \$464,300 |
| Total | 17 | \$491,600 | \$1,037,200 | \$1,528,800 |

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 **Franklin-Hart Airport** 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.



 Annual Visitors
2,826

 Employment Supported
17

 Annual Payroll
\$491,600

 Annual Spending
\$1,037,200

 Annual Economic Impact
\$1,528,800

 Airport-Supported Annual State & Local Sales & Income Tax Revenues
\$55,140

Top Five Destinations for Franklin-Hart Airport

1 Marathon, Florida

2 Savannah, Georgia

3 Cincinnati, Ohio

4 Atlanta, Georgia

5 North Myrtle Beach, South Carolina

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

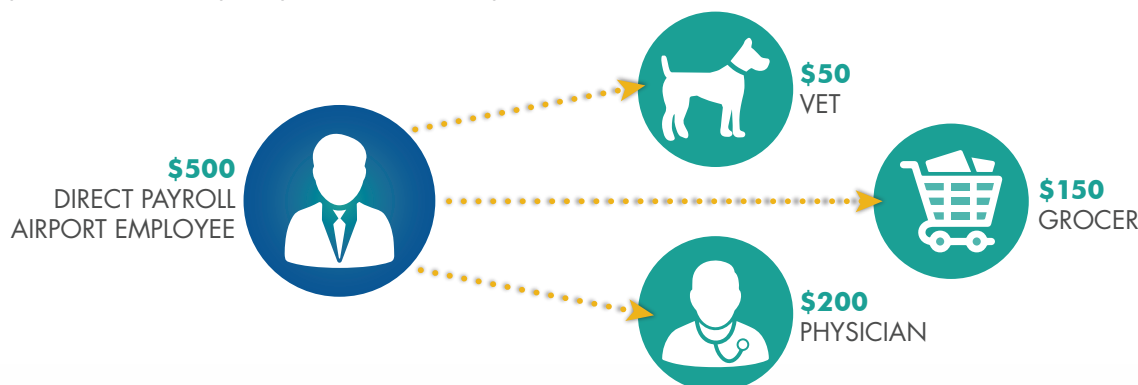
Economic Impact Categories and Measurements

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 Aircraft



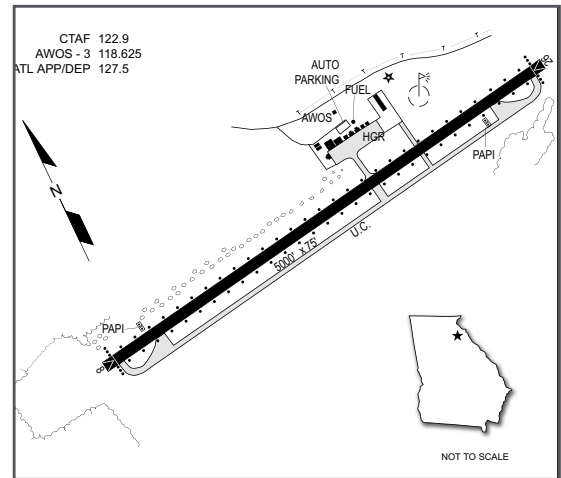
Visitors Arriving on Commercial Flights

Franklin-Hart Airport

Franklin and Hart counties are located 100 miles northeast of Atlanta. The Franklin-Hart Airport is in Franklin County in the northeastern part of Georgia, approximately 54 miles east of Gainesville and 45 miles north of Athens. The primary highway access to the airport from the east and west is via Georgia Highway 51. Other highways in the vicinity are Georgia Highways 327, 17, and 281.

The airport is owned and operated by the Franklin-Hart Airport Authority. The airport accommodates general aviation-related activities including recreational flying and agricultural spraying. The airport has one business tenant, Barnstorm America, that provides bi-plane rides and flight training.

The area surrounding the airport is characterized by natural areas, history, and economic development. As the first grant recipient from the One Georgia Authority's AIRGeorgia Program in 2007, Franklin-Hart Airport extended Runway 08/26 from 3,500 feet to 5,000 feet. The airport has proven to be a valuable asset for prospective businesses and industries considering locating in the area.



Examples of How Franklin-Hart Airport 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.



Educational Support: Airports often support area colleges and universities. There are many ways educational institutions benefit from local airports. Institutions use airports to support their philanthropic outreach efforts. Sports teams (including visiting teams) use the local airport. Visiting professors or lecturers use local airports to decrease their travel time. Students themselves and/or their parents use general aviation air travel. Local airports can be used to support travel and training needs of college staff; airports are often used in student recruitment efforts to expand and diversify a college's market area. According to study research, Emmanuel College relies on the Franklin-Hart Airport. By supporting this institution, the airport helps to add value to the community.

Business Use: Airports are tools used by a wide variety of employers to increase their efficiency. When businesses consider where they locate or expand, proximity to an airport is often a top consideration. Airports are often an important 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. Study research shows that local employers rely on the Franklin-Hart Airport. The House of Raeford is one of the largest poultry producers in the southeast; their subsidiary Columbia Farms is located near the airport. The company uses the airport to improve its travel efficiency. Carry-On Trailer is another company that benefits from the airport. Headquartered near the airport, they manufacture a variety of trailer types; they have manufacturing facilities in seven different locations throughout the United States. Their operations and efficiency are supported using corporate aircraft. By supporting these local and visiting businesses, the airport helps to support many non-aviation sectors of the local economy.

Tourism/Recreation: There are many parts of Georgia that attract visitors on a regular basis. As the state's economic impact study has documented, visitors who arrive in Georgia by air have significant spending that supports jobs and the payroll associated with these jobs. With its mild climate, Georgia has year-round opportunities for hunting, fishing, and boating. Visitors to Lake Hartwell, the Russell Wildlife Center, and the Smoky Mountains reach the area via the Franklin-Hart Airport. Spending by these visitors helps to support local jobs that are important to the area's economy.

Healthcare/Medical Support: Ty Cobb Regional Medical Center supports the area's healthcare and medical needs. The hospital is operated by NGTC Health Properties. The hospital was expanded to serve regional needs and has employment estimated at over 500 personnel. Information gathered during the study shows that administrative staff from NGTC fly to the area via the airport. In addition, the airport helps to backfill the void for various types of locally-based physicians as some specialty physicians fly-in to visit with patients. Rather than the patient traveling to the doctor, the airport enables the doctor to come to the patient. By helping to support area medical needs, the airport adds to the quality of life for residents.

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