



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
**RICHARD B. RUSSELL REGIONAL AIRPORT-
J.H. TOWERS FIELD**



September 2020

Georgia Airports Mean Business.

According to Site Selection Magazine, Georgia is **ranked as the #1 state** for doing 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 **Richard B. Russell Regional Airport-J.H. Towers Field** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Richard B. Russell Regional Airport-J.H. Towers 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 **Richard B. Russell Regional Airport-J.H. Towers Field** and other airport benefits. Key impacts for the **Richard B. Russell Regional Airport-J.H. Towers Field** follow.

- Annual Visitors **30,147**
- Employment Supported **146**
- Annual Payroll **\$4,034,900**
- Annual Spending **\$10,498,700**
- Annual Economic Impact **\$14,533,600**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$622,230**

Economic Impacts for Richard B. Russell Regional Airport-J.H. Towers Field

The table below provides information on the sources of annual economic impact estimated for the **Richard B. Russell Regional Airport-J.H. Towers 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 Richard B. Russell Regional Airport-J.H. Towers Field

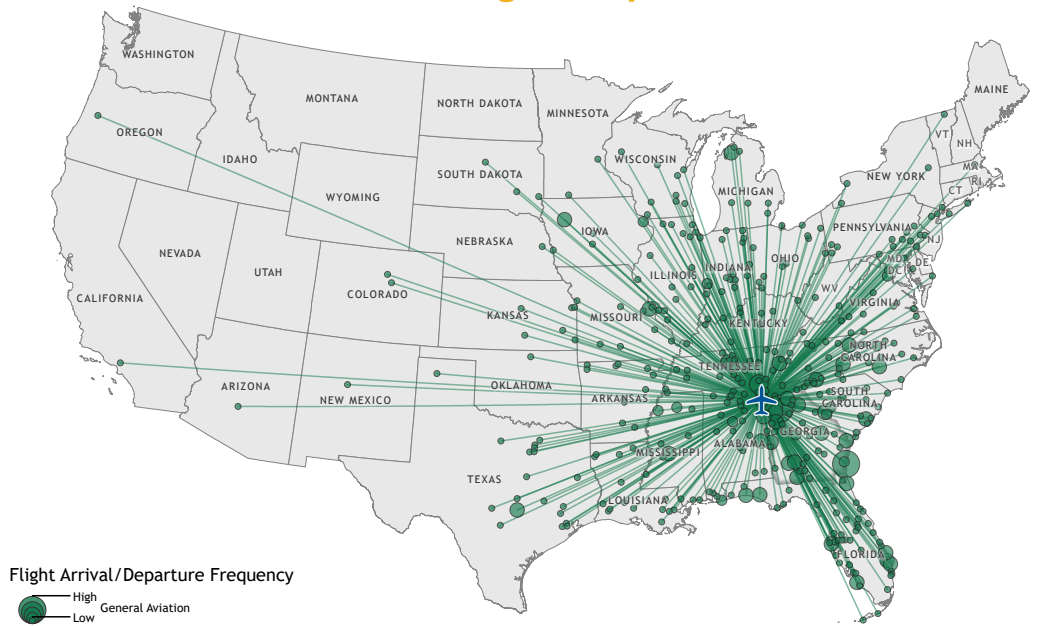
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	51	\$1,457,300	\$6,330,300	\$7,787,600
Capital Investment	2	\$67,900	\$278,100	\$346,000
General Aviation Visitor Expenditures	93	\$2,509,700	\$3,890,300	\$6,400,000
Total	146	\$4,034,900	\$10,498,700	\$14,533,600

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 **Richard B. Russell Regional Airport-J.H. Towers 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.

Richard B. Russell Regional Airport-J.H. Towers Field Flight Map



Top Five Destinations for Richard B. Russell Regional Airport-J.H. Towers Field

- 1** Atlanta, Georgia
- 2** Brunswick, Georgia
- 3** Chattanooga, Tennessee
- 4** Columbus, Georgia
- 5** 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

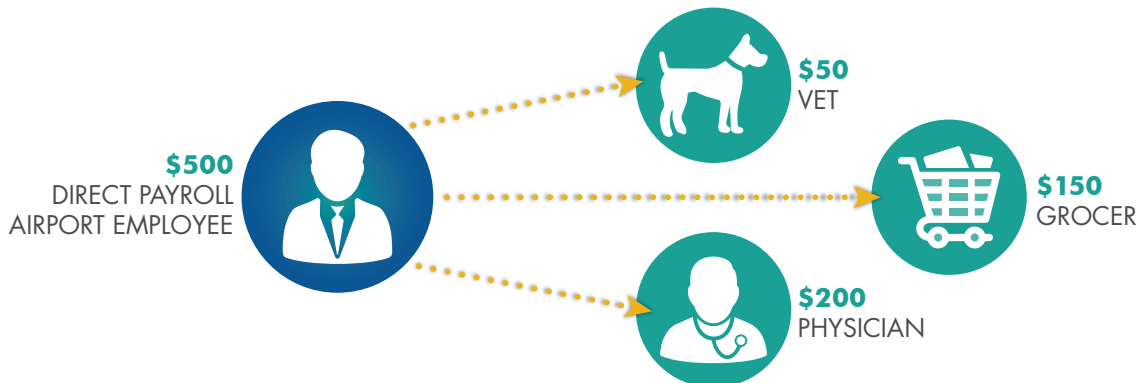
The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures from visitors arriving on general aviation aircraft, and expenditures by visitors arriving on scheduled commercial airline flights. 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.



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

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.



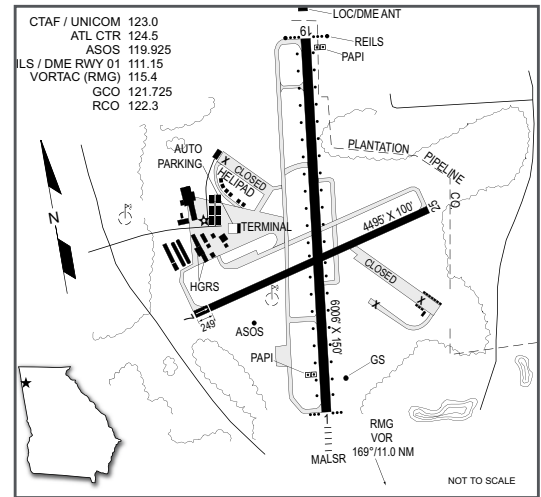
The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect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

Richard B. Russell Regional Airport-J.H. Towers Field

Richard B. Russell Regional Airport-J.H. Towers Field is located in Rome. Rome is located along U.S. Highway 27 in northwest Georgia. Rome is in the foothills of the Appalachian Mountains. Rome is a commercial and cultural center, as well as a hub for higher education and health care.

Richard B. Russell Regional Airport-J.H. Towers Field is situated six miles north of Rome's central business district and is owned and operated by Floyd County. The airport has two asphalt runways, Runway 01/19 and Runway 07/25. These runways are 6,006 feet and 4,495 feet in length, respectively with 01/19 being extended to 7,010. The airport is equipped with a precision instrument approach and full-length parallel taxiways. There are seven business located at the airport; these include Ace Aviation, Freedom Flight Center, Georgia NW Technical College, JLC Airshow Management, L & M Aircraft, the Museum of Flight, and North Georgia Aviation. Most tenants are engaged in providing flight training or various types of aircraft maintenance services.

The airport supports area businesses, the Civil Air Patrol's search and rescue efforts, military training, aerial surveys, air cargo, environmental patrols, forest firefighting, and real estate tours. The airport also hosts several community events that attract aviation enthusiasts.



Examples of How Richard B. Russell Regional Airport-J.H. Towers 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.



Healthcare/Medical Support: Centered on Rome, northwest Georgia is a leader in healthcare services. One area facility is Redmond Regional Medical Center; this hospital serves as a regional medical resource for northwest Georgia and parts of Alabama. Redmond offers a full array of inpatient and outpatient programs, many of which are unique to the northwest Georgia region. The hospital is recognized for care in the areas of cardiology, stroke, orthopedic surgery, spinal surgery, oncology, and vascular surgery. Another area medical provider is Floyd Medical Center; Floyd is the region's largest employer with 3,300 employees and an economic impact estimated at nearly \$800 million annually. Floyd is in the process of merging with Atrium Health. Over the next ten years, \$650 million in capital investment is planned to enhance Floyd's capabilities. With more than 140 doctors specializing in 35 different medical specialties, the Harbin Clinic is the largest privately-owned multi-specialty medical clinic in Georgia. Founded in 1948, Harbin Clinic now has more than 27 satellite offices in the region. There are many connections between area healthcare facilities and the airport. The airport serves as an access point for patients needing emergency medical services. Suppliers of the hospital system can also fly to the area to meet with medical representatives. Doctors can fly to and from the area, reducing their travel time and improving their efficiency. The ability to rapidly and safely move patients, medical personnel, and equipment, when conditions are urgent, is beneficial to the well-being and quality of life of local residents.

Business Use: Airports are integral to attracting and retaining jobs and promoting economic development. Study research shows that several local companies rely on and benefit from using the airport. Companies use general aviation to expand their market areas, connect with offices in other locations, cut employee travel time, and provide convenient access for their customers and suppliers. One local employer that uses the airport is the Coca-Cola bottling plant. Another business that uses the airport is International Paper. This company is the world's leading producer of fiber-based packing, pulp, and paper products. They have more than 50,000 employees in 150 countries; aviation is a key business tool for international companies such as this. Locally, the company has over 1,000 employees and over \$150 million in near term investment is planned to upgrade the local plant, keeping jobs in the Rome area. Capitoline Products, part of VT Industries, is another business that relies on the airport; this company is a leading producer of countertops with approximately 100 local employees. By supporting these companies and other local businesses, the airport assists the area's economic stability and economic diversity.

Educational Support: Local airports support area colleges and universities. 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. Berry College, for example, has students from 35 states and 18 countries. Other local educational institutions that rely on the airport include Shorter University and Georgia Highlands College. Collectively, these colleges have a combined enrollment of almost 9,000 students. By supporting these institutions, the airport helps to add value to the community.

Georgia Forestry Commission: 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. GFC is responsible for protecting and conserving Georgia's forest resources, and aircraft are essential to enabling GFC to carry out its missions. GFC provides services including fire detection, wildfire suppression and prevention services, rural fire department assistance, forest management assistance, marketing of forest resources, and growing and selling tree seedlings.

THIS DOCUMENT WAS PREPARED BY

Jviation
900 S Broadway, Suite 350
Denver, Colorado 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