



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •  
**CARTERSVILLE 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 **Cartersville Airport** and summarizes all Statewide Airport Economic Impacts.

## Annual Economic Impacts for Cartersville 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 **Cartersville Airport** and other airport benefits. Key impacts for the **Cartersville Airport** follow.

## Economic Impacts for Cartersville Airport

The table below provides information on the sources of annual economic impact estimated for the **Cartersville Airport**. For more information on the impacts reported here, consult the study's Technical Report available at [dot.ga.gov/IS/AirportAid](http://dot.ga.gov/IS/AirportAid).

### Annual Economic Impacts for Cartersville Airport

	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	615	\$31,487,000	\$75,440,900	\$106,927,900
Capital Investment	15	\$451,900	\$1,850,100	\$2,302,000
General Aviation Visitor Expenditures	67	\$1,803,000	\$2,794,900	\$4,597,900
<b>Total</b>	<b>697</b>	<b>\$33,741,900</b>	<b>\$80,085,900</b>	<b>\$113,827,800</b>

## 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 **Cartersville 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  
**21,658**

Employment Supported  
**697**

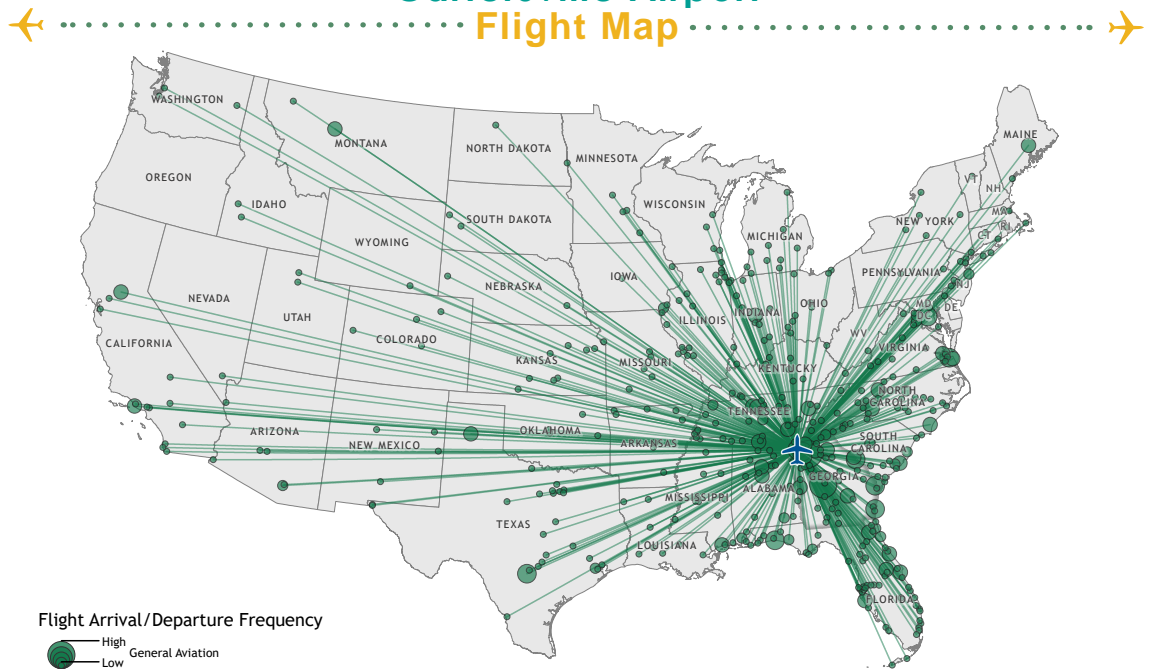
Annual Payroll  
**\$33,741,900**

Annual Spending  
**\$80,085,900**

Annual Economic Impact  
**\$113,827,800**

Airport-Supported Annual State & Local Sales & Income Tax Revenues  
**\$4,643,230**

## Cartersville Airport Flight Map



## Top Five Destinations for Cartersville Airport

**1** Perry, Georgia

**2** Atlanta, Georgia

**3** Augusta, Georgia

**4** Brunswick, Georgia

**5** Bangor, Maine

## 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

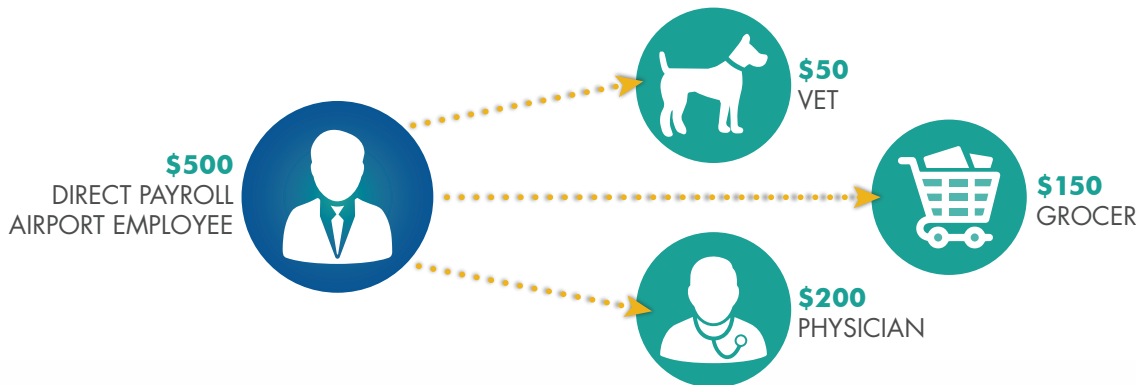
The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures from visitors arriving on general aviation aircraft, and expenditures by visitors arriving on scheduled commercial airline flights.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

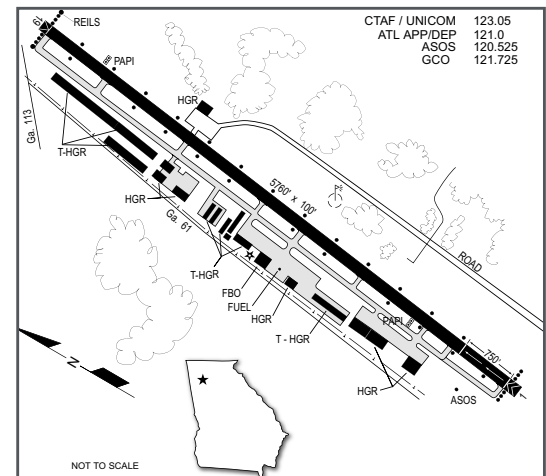


Cartersville, the county seat of Bartow County, is located 25 miles northwest of Atlanta in the hills of North Georgia, along Interstate 75. The city has an estimated population of 19,000. Cartersville is known for its rich history, cultural attractions, and outdoor recreational opportunities.

The Cartersville Airport is located three miles southwest of Cartersville's central business district. The airport has a 5,760-foot, Runway 1/19. Phoenix Air is the airport's primary business tenant, serving as the airport's fixed base operator and providing fueling services, flight training, a pilots' lounge, flight planning resources, and courtesy transportation. Phoenix Air's five maintenance hangars and two office buildings support almost 250 employees.

RMZ Aviation is the airport's other business tenant, providing aircraft maintenance services. RMZ Aviation is a state-of-the-art composite and carbon fiber parts fabrication and repair facility for corporate and light-sport aircraft.

The airport also supports area businesses, tourism, aerial inspections, law enforcement flights, aerial photography, search and rescue operations, and environmental patrols.



### Examples of How Cartersville 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.



**Emergency Response:** Phoenix Air is an air passenger service company based at the airport that specializes in medical and emergency transports. They were recently awarded a ten year, \$500 million contract from the U.S. State Department to provide aviation support services. The company has provided services for several federal agencies, including the U.S. Departments of Defense and Interior and NATO. The company provides rapid response to critical threats to the United States, diplomatic personnel, and air ambulance evacuation of federal employees. Phoenix Air managed an operation to evacuate all U.S. Embassy personnel from Venezuela (January 2019) when the U.S. Secretary of State deemed it prudent to close the facility. Phoenix Air developed the world's first airborne biocontainment system in conjunction with the CDC. Services they support are important U.S. security and emergency medical response.

**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. Komatsu America Corp. relies on and benefits from the airport. They manufacture heavy construction equipment and use the airport to transport their employees and just-in-time supplies. By supporting local and visiting businesses, the airport assists many sectors of the local economy.

**Medical Support:** AirCARE1 uses the airport to fly Georgia residents in need of advanced medical care to other parts of Georgia, other areas in the U.S., and in some instances even to other parts of the world. The company was founded by a critical care nurse. While in the air, AirCARE1 provides patients with the same level of medical care that the patient receives at the most the best ground-based medical facilities. Serving the airport, AirCARE1 is recognized as a leader in the field of medical transport. AirCARE1 is one of the few air ambulance and medevac providers who have earned dual accreditation both in U.S. and European medical transport. The flight crew who transports area residents includes two highly experienced and knowledgeable air ambulance pilots; the medical staff on each flight includes a critical care nurse and either a respiratory therapist or a paramedic. AirCARE1's fleet is comprised of Lear 35A jets, and their fleet is outfitted with the most advanced medical technology available to support neonate, pediatric, geriatric, and bariatric patients. Medical support services that the airport facilitates often are unobserved.

**Tourism/Recreation:** There are many parts of Georgia that attract visitors on a regular basis. Visitors who arrive in Georgia by air have significant spending that supports jobs and payroll associated with these jobs. Lake Altoona is a popular vacation destination located near the airport. Visitor expenditures help to support area businesses such as hotels, restaurants, and businesses that sell boating and fishing supplies. The airport also supports traffic to LakePoint Sports, the premier youth sports destination in the country, featuring a 170,000-square-foot Champions Center, eight major league-sized baseball fields and three multi-use fields for soccer, lacrosse, rugby, football and a 10-court beach volleyball pavilion.

#### 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