



ECONOMIC IMPACT OF
Middle Georgia
Regional Airport
Macon, Georgia





Georgia Airports Mean Business

Georgia's airport system of 104 publicly-owned, public-use airports – nine commercial service airports and 95 general aviation airports – are essential to the state's transportation and economic infrastructure, supporting its diversified industries including technology, manufacturing, distribution, tourism, and agriculture. These businesses utilize Georgia's airports to transport employees, customers, vendors and goods, which spur economic development. Airport businesses support on-site and local jobs by providing aviation-related goods and services to aircraft and passengers. Additionally, on-airport capital improvements promote economic activity in the

community through increased construction jobs and the purchase of goods and services. Georgia's business and leisure visitors, who regularly arrive on commercial airlines and general aviation aircraft, stimulate local economies by spending money for lodging, food, other transportation, shopping, recreation, and entertainment.

Georgia's airports, by means of on and off-site businesses, visitors, and aviation-related organizations, contribute significantly to the state's economy, supporting 471,175 jobs, \$17.7 billion in payroll, and \$62.6 billion in statewide economic impact.

Statewide Economic Impact Study

The Georgia Department of Transportation commissioned this Federal Aviation Administration (FAA)-funded study to quantify the economic contribution of the state's airport system using an FAA-approved methodology of survey data and modeling estimates. The economic impacts are categorized by on-airport, visitor, and multiplier impacts to measure the total jobs, payroll, and total economic output of each of the 104 airports in this study.

visitors. The multiplier effect of these direct impacts was calculated using Georgia-specific regional multipliers. For example, if an airport employee purchases groceries, those dollars may support a grocer's payroll, the grocer may spend money on child care, and so on, until those payroll dollars originating from airport activity leave the community and state. The spending and re-spending generates additional economic activity in the region.

The economic benefits calculated for each of the airports was based on comprehensive survey data provided by airport managers, airport tenants, non-aviation businesses who utilize the airport, and airport

The total economic impact of \$62.6 billion is the sum of all direct airport and visitor impacts combining with the multiplier effects and presented in terms of jobs, payroll, and total economic output.



Statewide Economic Impact

	Hartsfield-Jackson Atlanta International	Other Commercial Service Airports	General Aviation Airports	Statewide Totals
Jobs	434,434	26,451	10,290	471,175
Payroll	\$16.3 billion	\$1.1 billion	\$354.4 million	\$17.8 billion
Economic Output	\$58.2 billion	\$3.2 billion	\$1.2 billion	\$62.6 billion

Note: Hartsfield-Jackson Atlanta International Airport data is from 2009 Economic Impact Study. All other data is based on CY2010.

Benefits of Middle Georgia Regional Airport

Macon is located in the heart of Georgia in the geographic center of the state at the convergence of Interstates 16 and 75. Macon is the county seat of Bibb County and, with a population of 92,600 as of 2009, the seventh most populous city in the state. Known for its musical, cultural, and military heritage, Macon is a hub for aerospace manufacturing, higher education, medical care, and tourism. Its central location and accessibility via different modes of transportation contribute to its highly diversified economy. The largest employers include Robins Air Force Base, Medical Center of Central Georgia, Blue Bird, Anchor Glass, Brown & Williamson Tobacco Corp., Frito-Lay, GEICO, and Boeing. Macon offers tourists a wide variety of scenic attractions, including historic districts, monuments, and cemeteries, Georgia Sports Hall of Fame, Museum of Arts & Sciences, Harriet Tubman African-American Museum, Museum of Aviation, and Georgia Children's Museum. Several annual events, including the Georgia State Fair, Mid-Summer Macon, and the Cherry Blossom Festival, draw thousands of visitors to the area each year.

Middle Georgia Regional Airport is commercial service airport nine miles south of Macon, owned and operated by the City of Macon. The airport offers two asphalt runways, an air traffic control tower, and an aircraft rescue firefighting station. The primary runway, Runway 05/23, measures 6,501 feet in length and has a precision instrument landing system. The crosswind runway, Runway 13/31, is 5,000 feet long. GeorgiaSkies provides daily nonstop service to Atlanta and the capability to connect with most mainline air carriers. The commercial service terminal offers free parking and free wireless Internet access, as well as food service through Dab's Cafe. Hertz and Avis Rent-a-Car provide ground transportation options inside the terminal. Macon Horizons offers flight training from the airport. Lowe Aviation serves as the fixed base operator at the airport, providing local and visiting pilots with fuel, a weather

and flight-planning center, passenger lounge, conference room, courtesy cars for pilots, pilot lounges, pilot supplies, and free wireless Internet access.

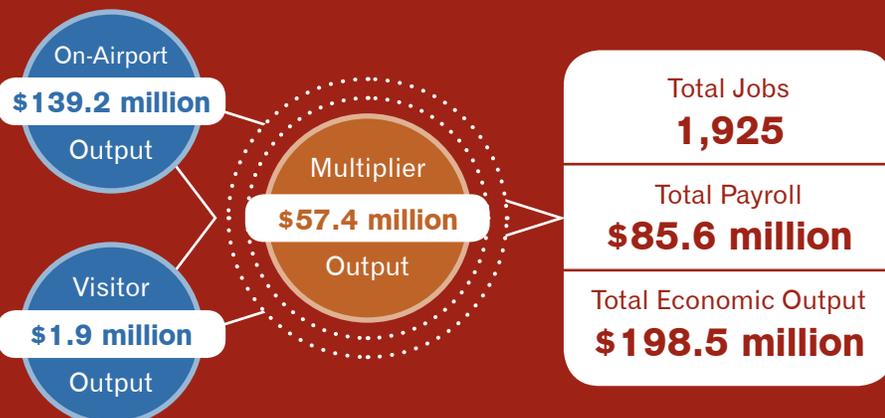
Several of the region's major employers are located at the airport. Boeing, TIMCO, and Bombardier Customer Services perform major aircraft maintenance on large aircraft. Metric Surveys is based at the airport and frequently performs aerial surveys of the surrounding area for real estate and utility companies. Many area businesses rely on the airport to transport people and materials in and out of the region. Two of the most frequent corporate users of the airport are GEICO Insurance and Ringweave Software. The airport supports recreational flights, air cargo operations, extensive flight training, prisoner transport, aerial surveying, air ambulance services, and aircraft maintenance and repair services.

Robins Air Force Base is a major driver of the region's ongoing growth. The base is the largest industrial complex in the state. It supports more than 6,600 military and civilian personnel and provides an estimated annual economic impact of more than \$4.1 billion. Military aircraft regularly use Middle Georgia Regional Airport for training exercises.

Airport facilities are used by various community leaders to hold meetings on transportation issues. Every fall, the Ronald McDonald House Charity Plane Pull has taken place at the airport. This event draws more than 500 people annually.

Airports connect Georgia's citizens and businesses to the rest of the state, our nation, and the global economy. Middle Georgia Regional Airport plays a vital role in supporting the region with 1,925 jobs with an annual payroll of \$85,596,100, and \$198,544,400 in economic output for the local and regional economies.

Economic Impact of Middle Georgia Regional Airport



Jobs measures the number of full-time equivalent jobs where a part-time employee counts as half a full-time employee.

Payroll measures the total annual wages and benefits paid to all workers whose salaries are directly attributable to airport activity.

Economic Output measures the value of goods and services related to the airport.

Georgia Airports

- Georgia is served by 104 publicly-owned, public-use airports:
 - Nine commercial service airports, including Hartsfield-Jackson Atlanta International, and
 - 95 general aviation airports.
- Airports in Georgia (excluding Hartsfield-Jackson Atlanta International) support:
 - 1.2 million annual boarded passengers.
 - 720,000 commercial service visitors.
 - 1.1 million general aviation visitors.
 - More than 500 on-airport businesses.
- Hartsfield-Jackson Atlanta International Airport:
 - Supports more than 46 million annual boarded passengers; that's nearly 12,700 daily boarded passengers.
 - Provides nonstop service to 156 U.S. cities and more than 80 international destinations in 52 countries.
 - Supports nearly 60 passenger and cargo airlines.
 - Is the busiest passenger and operations airport in the world.

Note: Calendar Year 2010 data.

For more information contact:

Georgia Department of Transportation
Aviation Programs
600 West Peachtree Street, NW
Atlanta, Georgia 30308

404-631-1000
<http://www.dot.ga.gov>



Prepared by:

**CDM
Smith**

www.cdmsmith.com

Cover photo courtesy of
Georgia Business Aviation
Association (GBAA)