



ECONOMIC IMPACT OF

Cobb County Airport- McCollum Field





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.

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

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 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 Cobb County Airport-McCollum Field —

Cobb County Airport-McCollum Field is located 20 miles northwest of downtown Atlanta in Kennesaw near Interstate 75 and U.S. Highway 41. With a population of 688,000 in 2010, Cobb County is the 4th most populous county in Georgia, and has been ranked by the U.S. Census Bureau as the most-educated county in Georgia. Home to three Fortune 500 companies and 22 international firms including Lockheed Martin, Home Depot, and IBM, Cobb County is a vibrant community with dynamic economic opportunities. Attractions within the community include Cobb Energy Performing Arts Centre, the Aviation Museum of Marietta, and Dobbins Air Reserve Base which supports over 2,500 military and civilian personnel and provides an annual economic impact of over \$181 million.

McCollum Field is owned and operated by Cobb County and serves as a general aviation reliever airport to Hartsfield-Jackson Atlanta International Airport. The airfield comprises 320 acres and consists of one concrete runway, Runway 09/27, 6,311 feet long, and complimented by a full parallel taxiway, a precision instrument approach, and an air traffic control tower. It can accommodate approximately 95 percent of all general aviation aircraft. Its location and reliever status make it the airport of choice for corporate, business, and general aviation aircraft visiting the Atlanta metropolitan area.

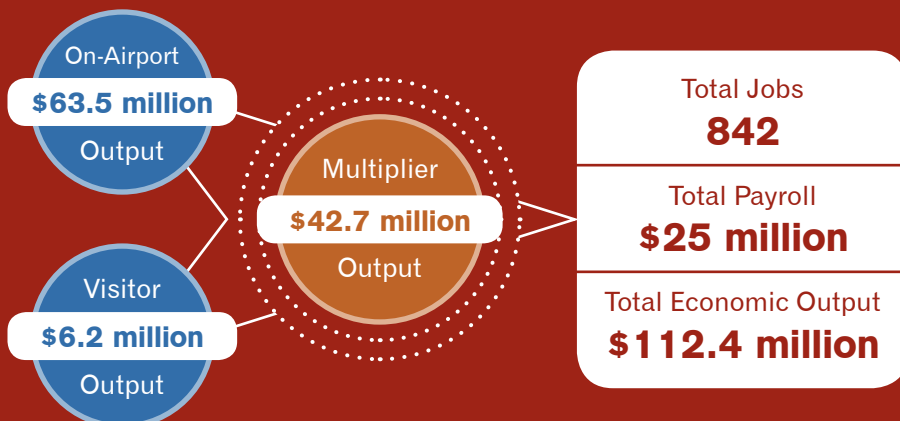
The airport is home to 18 business tenants including two full-service fixed base operators (FBOs), Atlanta Executive Jet Center and Preferred Jet Center. Both FBOs provide fueling, aircraft maintenance, aircraft storage, aircraft cleaning, catering, and ground transportation. Amenities available in each of their terminal buildings include a pilots' lounge, flight planning/briefing room, and internet access.

Elevation Chophouse & Skybar is a popular restaurant located adjacent to Atlanta Executive Jet Center that offers a unique dining experience due to its extensive views of the airfield. Flightworks is the airport's largest tenant and one of the region's largest providers of aircraft charter and management services. Georgia State Patrol operates its helicopter maintenance headquarters at the airport. DLK Aviation, H&L Aircraft, and Hansen Aero provide aircraft maintenance services.

The airport plays a significant role in supporting major employers in the region, including Goodwin Pumps and Yamaha. Frequent users of McCollum Field include Executive Jet Aviation and NetJets Aviation which provide fractional aircraft ownership; Bank of America; Plastech Corporation; Clorox Services Company, a branch of The Clorox Corporation; and Brasfield & Gorrie, a general contracting company. Aerial tours, provided by vintage biplane, helicopter, and other aircraft operators, are very popular at the airport, as downtown Atlanta, Stone Mountain, and the Appalachian Mountains are all short flights away. The airport also supports flight training, aerial surveys, air cargo, military exercises, and real estate tours. The airport further enhances the area's quality of life by supporting Civil Air Patrol search and rescue operations and Lifeflight air ambulance services.

Airports connect Georgia's citizens and businesses to the rest of the state, our nation, and the global economy. Cobb County-McCollum Field plays a vital role in supporting the region with 842 jobs with an annual payroll of \$25,043,200, and \$112,412,800 in economic output for the local and regional economies.

Economic Impact of Cobb County Airport-McCollum Field



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

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