



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
MIDDLE GEORGIA REGIONAL AIRPORT



September 2020

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 **Middle Georgia Regional Airport** and summarizes all Statewide Airport Economic Impacts.

According to Site Selection Magazine, Georgia is **ranked as the #1 state** for doing business.

Annual Economic Impacts for Middle Georgia Regional 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 **Middle Georgia Regional Airport** and other airport benefits. Key impacts for the **Middle Georgia Regional Airport** follow.

- Annual General Aviation Visitors **15,870**
- Annual Commercial Visitors **9,901**
- Employment Supported **1,640**
- Annual Payroll **\$99,078,300**
- Annual Spending **\$54,778,800**
- Annual Economic Impact **\$153,857,100**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$5,582,910**

Economic Impacts for Middle Georgia Regional Airport

The table below provides information on the sources of annual economic impact estimated for the **Middle Georgia Regional 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 Middle Georgia Regional Airport

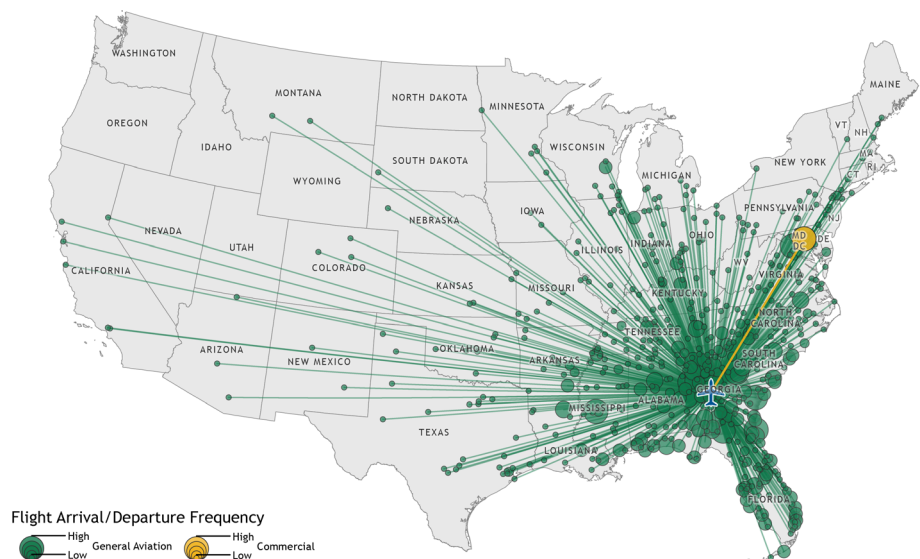
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	1,418	\$92,738,000	\$35,037,000	\$127,775,000
Capital Investment	91	\$2,818,000	\$11,536,600	\$14,354,600
General Aviation Visitor Expenditures	60	\$1,631,300	\$2,528,700	\$4,160,000
Commercial Visitor Expenditures	71	\$1,891,000	\$5,676,500	\$7,567,500
Total	1,640	\$99,078,300	\$54,778,800	\$153,857,100

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 **Middle Georgia Regional 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.

Middle Georgia Regional Airport Flight Map



Data Source: FAA Traffic Flight Management System (TFMS), CY 2018

Top Five Destinations for Middle Georgia Regional Airport

- 1** Atlanta, Georgia
- 2** Brunswick, Georgia
- 3** Savannah, Georgia
- 4** Augusta, Georgia
- 5** Fernandina Beach, Florida

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



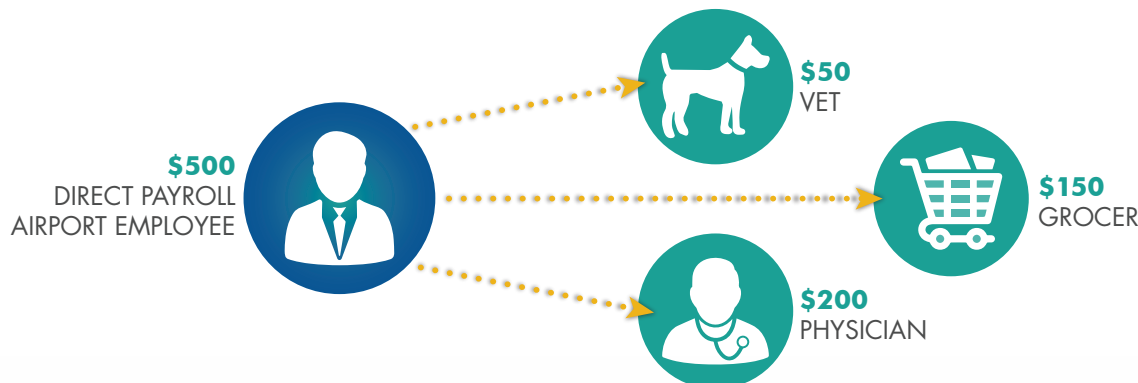
Visitors Arriving on General Aviation Aircrafts



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.

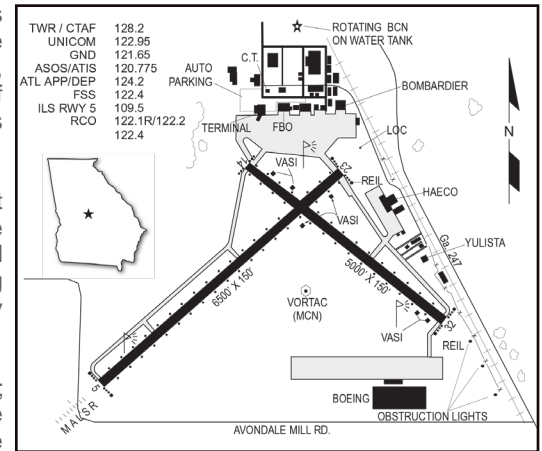


The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect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

Macon, the county seat of Bibb County and seventh most populous city in the state, is located in the geographic center of the state at the convergence of Interstates 16 and 75. The city is known for its musical, cultural, and military heritage and is a hub for higher education, medical care, and tourism. Its central location and accessibility via different modes of transportation contribute to its diversified economy. Robins Air Force Base, recognized as the largest industrial complex in the state, is a major driver of the region's ongoing growth.

Middle Georgia Regional Airport is recognized as a commercial service airport. With support from the federal Essential Air Service Program (EAS), Contour Airlines provides service from the airport to Baltimore. The airport offers two runways, an air traffic control tower, and an aircraft rescue firefighting station. The primary runway, Runway 05/23, is 6,500 feet long and is equipped with a precision instrument landing system. The crosswind runway, Runway 14/32, is 5,000 feet long.

The commercial service terminal offers free parking and free wireless Internet access; various ground transportation providers offer rental car services at the airport. Middle Georgia Regional has some of the largest aviation related tenants in the state. There are over 15 different aviation related businesses located at the airport, some of which support the airport's commercial airline service. The largest tenants at the airport are Central Georgia Tech Aviation, Embraer Aircraft Maintenance Services, Lowe Aviation, Dean Baldwin Painting, and Stevens Aerospace and Defense Systems. Together combined these businesses have over 500 employees at the airport.



Examples of How Middle Georgia Regional 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: 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. Mercer University is the oldest private college in Georgia. With over 8,500 students, the University often relies on the airport. Middle Georgia State University also relies on the airport in similar, but also additional ways. This university, with an enrollment of over 8,000, has specific programs dedicated to training aviation professionals. The airport is an integral part of the University's aviation program.

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 help companies expand their market areas, reduce employee travel time, provide access for customers and suppliers, and tie together offices in multiple locations. Geico has a corporate office in Macon with over 5,200 local employees. They use the airport frequently to transport staff between 16 different corporate offices in the United States. Other area companies that rely on the airport include Irving Tissues, Mid Georgia Electric, Crosby Roofing, LawnWorks, Walthall Oil, and the Butler Auto Group. By supporting these local and other visiting businesses, the airport assists many sectors of the local economy.

Law Enforcement: The airport supports essential law enforcement activities. The Georgia State Patrol (GSP) Aviation Division uses the airport and operates 24/7 to provide air support for different assignments. GSP supports public safety interests for the citizens of Georgia. The GSP Aviation Division performs search and rescue missions utilizing infra-red cameras, and many missing persons have been located from the air using this technology. Other missions supported by the GSP Aviation Division include manhunts, aerial photography, aerial surveillance, natural disaster response, SWAT missions, and fire suppression. The Bibb County Sheriff's Department also uses the airport to support its operations.

Aviation Education: The aviation industry is in constant need of aviation professional, both pilots and mechanics. Historically, branches of the U.S. military provided a steady stream of professionals to support commercial and corporate aviation. In recent years, this supply has contracted, leaving the industry short of both trained pilots and mechanics. In 2019, Central Georgia Technical College opened their doors at the airport. The College provides hands-on training for A&P mechanics, aircraft structures, and aircraft technology from its on-airport facilities. The College operates in conjunction with Robins Air Force Base. By accommodating the operations of Central Georgia Technical College, the airport supports important vocational training.

THIS DOCUMENT WAS PREPARED BY

Jviation
900 S Broadway, Suite 350
Denver, Colorado 80209
303.524.3030
www.jviation.com

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