



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
**HAWKINSVILLE-PULASKI COUNTY
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 **Hawkinsville-Pulaski County Airport** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Hawkinsville-Pulaski County 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 **Hawkinsville-Pulaski County Airport** and other airport benefits. Key impacts for the **Hawkinsville-Pulaski County Airport** follow.

- Annual Visitors **312**
- Employment Supported **8**
- Annual Payroll **\$238,100**
- Annual Spending **\$911,000**
- Annual Economic Impact **\$1,149,100**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$38,330**

Economic Impacts for Hawkinsville-Pulaski County Airport

The table below provides information on the sources of annual economic impact estimated for the **Hawkinsville-Pulaski County 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 Hawkinsville-Pulaski County Airport

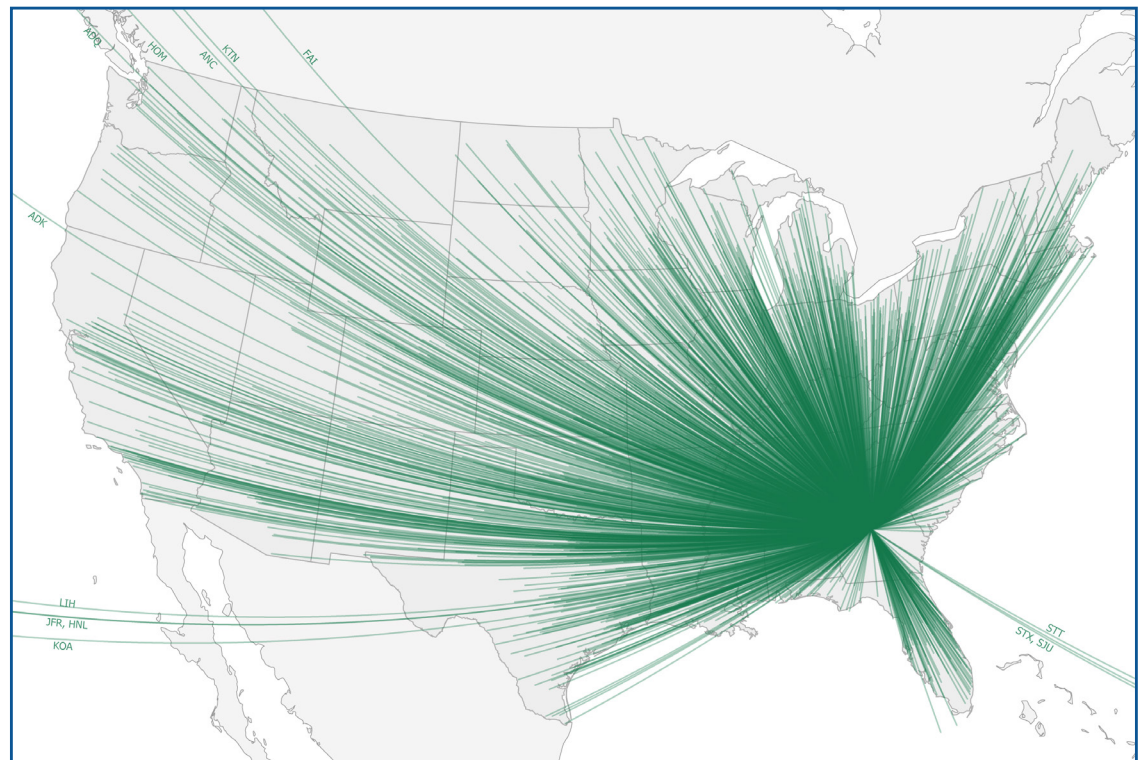
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	1	\$17,700	\$39,700	\$57,400
Capital Investment	7	\$208,200	\$852,400	\$1,060,600
General Aviation Visitor Expenditures	<1	\$12,200	\$18,900	\$31,100
Total	8	\$238,100	\$911,000	\$1,149,100

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 U.S. 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 general aviation flights departing one of Georgia's public airports on any given day. This information is generated from the FAA's National Offload Program (NOP). Flights represent a sample of the destinations that can be reached directly from one of Georgia's airports. The map helps to show how the public airports in Georgia support the travel needs of businesses, visitors, and residents.

Georgia Airports Flight Map



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.

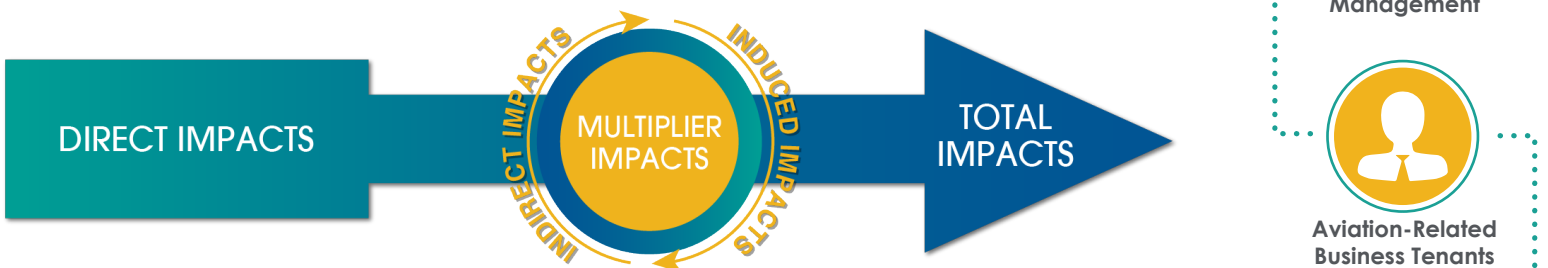
Statewide Economic Impacts All System Airports

	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

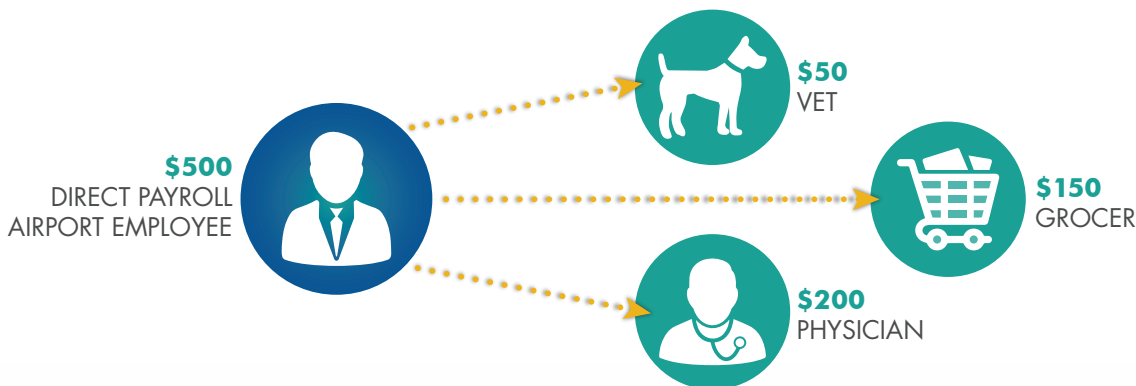
Economic Impact Categories and Measurements

The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures by 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.



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.

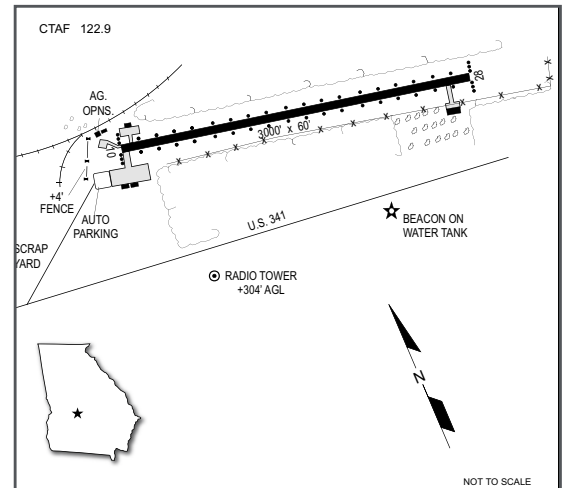
Visitors Arriving on Commercial Flights

Hawkinsville-Pulaski County Airport

The Hawkinsville-Pulaski County Airport is located in south-central Georgia approximately 44 miles southeast of Macon and 31 miles northeast of Cordele. The primary highway access to the airport from the south and northwest is via US 341. Other highways in the vicinity of the airport are US 129, Georgia 257, 230, 27, and 11. There are an estimated 69,000 residents within a 30-minute drive of the airport.

The airport is owned and operated by the City of Hawkinsville. The airport is served by a single runway, Runway 10/28, which is 3,000 feet long.

The airport accommodates a variety of aviation-related activities including recreational flying, agricultural spraying, police/law enforcement, and ultra-lights.



Examples of How Hawkinsville-Pulaski County 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.

Aerial Applicators: Agriculture is an important part of Georgia's economy. Georgia is home to a diverse array of food and fiber products and an assortment of related processing companies. Together, agriculture and its related industries in Georgia, directly and indirectly, account for over \$74.3 billion dollars in economic output and over 411,500 jobs. Georgia is host to over 42,000 farms, encompassing more than 9 million acres; 88 percent of these farms are considered small businesses. The Bureau of Economic Analysis reports nearly 35,000 farm proprietors in the state. Aviation is a tool that supports agriculture in Georgia. Aerial applicators spray crops and timber to prevent the spread of disease and pests. The airport supports transient or visiting aerial applicators of herbicides, fungicides, pesticides, and fertilizers to help local farms produce higher yields and cleaner fields.

Medical/Emergency Services: The nation's hospital system is shrinking; and, smaller/local hospitals find it a challenge to retain a full complement of medical specialists. Smaller hospitals often cannot provide advanced trauma care. Taylor Regional Hospital serves local medical needs. Airports assists in backfilling the void for various types of locally-based physicians. Airports are available to transport patients needing advanced medical or trauma care to larger more distant hospitals. 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 residents.

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 many jobs and the payroll associated with these jobs. Red Hawk Plantation offers hunting; hunters sometimes arrive in the area via the airport. By supporting area tourism, the airport contributes to the area's economy.

Business Use: Airports are tools used by a wide variety of employers to increase 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. Manufacturing firms, such as Hollingsworth & Vose, often rely on local airports to support their transportation and just-in-time shipping needs.

THIS DOCUMENT WAS PREPARED BY

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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.

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