



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
CHEROKEE COUNTY REGIONAL 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 **Cherokee County Regional Airport** and summarizes all Statewide Airport Economic Impacts.

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

- Annual Visitors **10,809**
- Employment Supported **114**
- Annual Payroll **\$3,739,200**
- Annual Spending **\$6,815,000**
- Annual Economic Impact **\$10,554,200**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$383,310**

Economic Impacts for Cherokee County Regional Airport

The table below provides information on the sources of annual economic impact estimated for the **Cherokee County Regional Airport**. For more information on the impacts reported here, consult the study's Technical Report available at dot.ga.gov/IS/AirportAid.

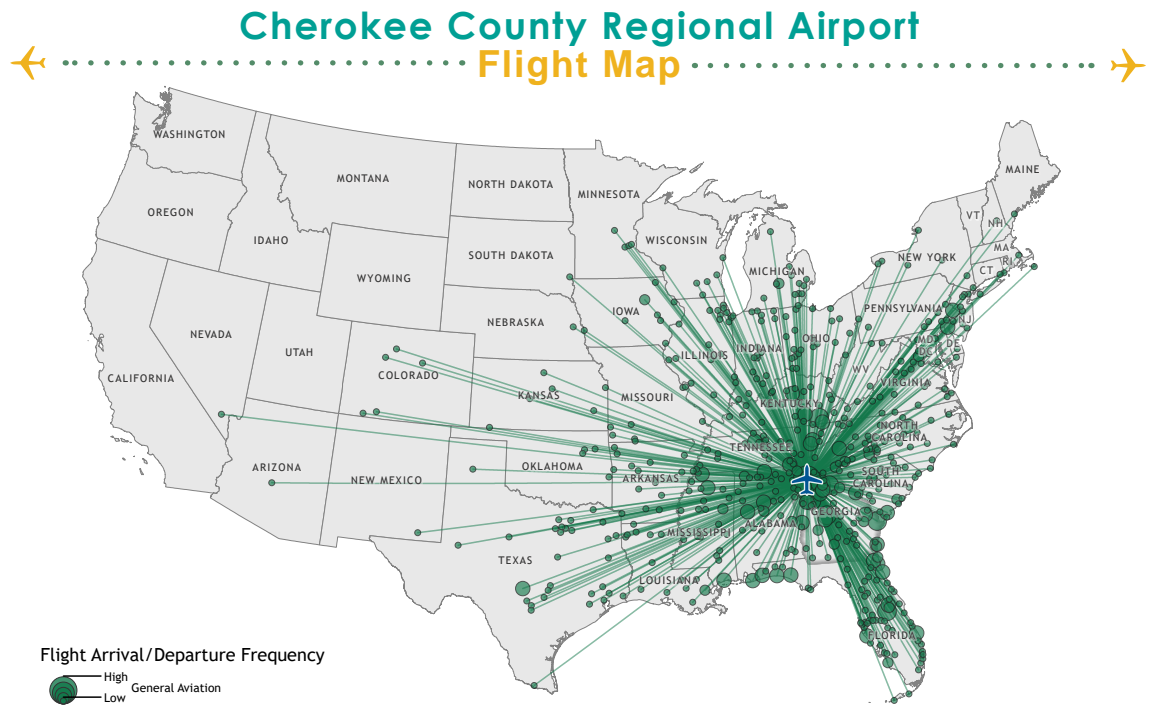
Annual Economic Impacts for Cherokee County Regional Airport

	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	77	\$2,689,700	\$4,290,000	\$6,979,700
Capital Investment	11	\$353,100	\$1,445,500	\$1,798,600
General Aviation Visitor Expenditures	26	\$696,400	\$1,079,500	\$1,775,900
Total	114	\$3,739,200	\$6,815,000	\$10,554,200

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 **Cherokee County 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.



Top Five Destinations for Cherokee County Regional Airport

- 1** Atlanta, Georgia
- 2** Harlan, Kentucky
- 3** Orlando, Florida
- 4** Macon, Georgia
- 5** Hampton, Georgia

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.

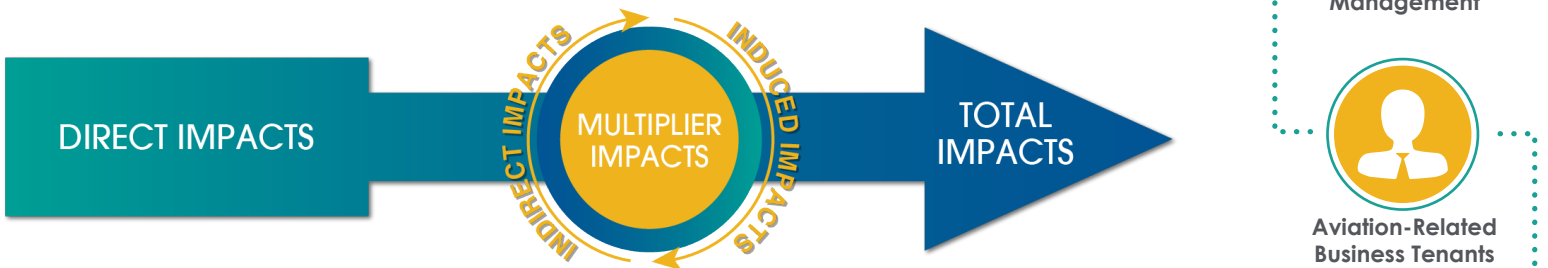
Statewide Economic Impacts All System Airports

	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

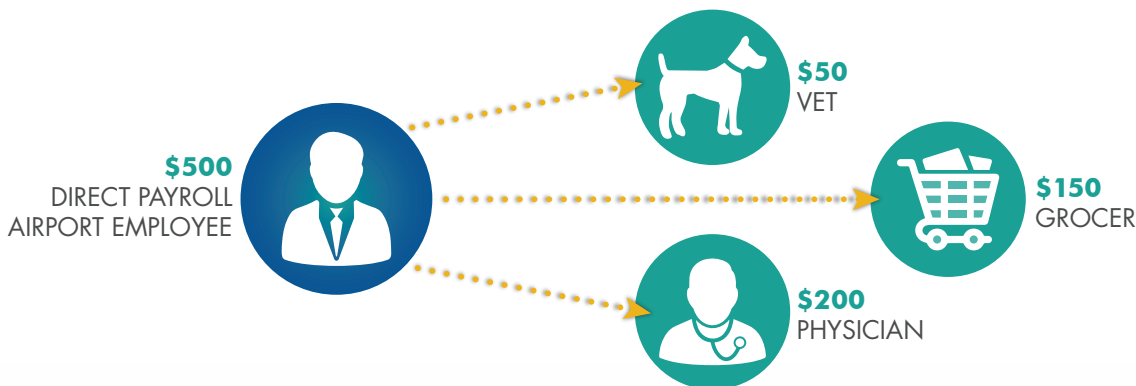
Economic Impact Categories and Measurements

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.



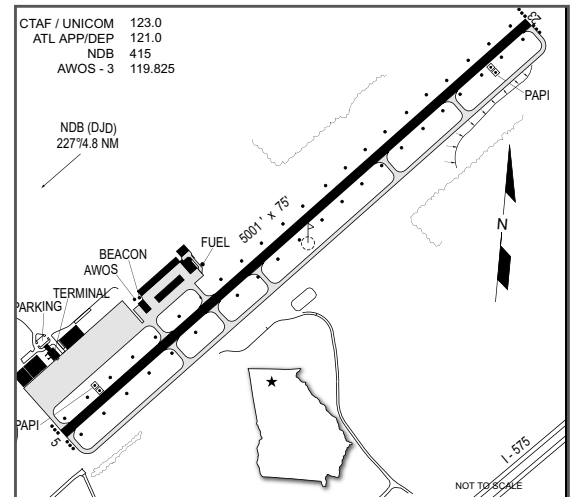
The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect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

Visitors Arriving on Commercial Flights

Cherokee County Regional Airport is located in Canton in northern Georgia near Interstate 575, approximately 40 miles north of Atlanta. Canton is the county seat of Cherokee County. There are almost 315,000 residents located within a 30-minute drive of the airport.


The Cherokee County Regional Airport is owned and maintained by Cherokee County Regional Airport Authority. The airport is located adjacent to I-575, four miles west of Canton. The airport has one runway, Runway 05/23, which is 5,001 feet long. There are four business tenants at the airport, providing aircraft and customer services; the airport also hosts a corporate flight department. Cherokee Flight School provides flight training, and S&S Aviation provides aircraft maintenance and fueling services.

The airport plays a key role in supporting area businesses, military training, aerial photography, law enforcement patrols, and aerial advertising. Youth outreach events are common during the summer, and the airport serves as a gateway to north Georgia's recreational attractions.



Examples of How Cherokee County 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.



Emergency Medical Support: AirCARE1 flies Georgia residents in need of advanced medical care to other parts of Georgia, other areas in the United States, and in some instances even to other parts of the world. Founded by a critical care nurse, AirCARE1 enables residents to seek out the finest medical care available. While in the air, AirCARE1 provides patients with the same level of medical care that the patient receives at the most prestigious 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 by the community at large.

Educational Support: Local airports often support area colleges and universities. There are benefits from local airports to educational institutions. Often, institutions use airports to support their philanthropic outreach efforts. Sports teams (including visiting teams) use the local airport. Visiting professors or lecturers use local airports to decrease their travel time. Students themselves and/or their parents use general aviation air travel. Local airports can be used to support travel and training needs of college staff; airports are often used in student recruitment efforts to expand and diversify a college's market area. Reinhardt University, located near the airport, was founded in 1883. Study research shows that the University often relies on the airport for activities identified here. By supporting this institution, the airport helps to add value to the community.

Business Use: Foodmate, with a location near the airport, is a leading poultry processing equipment manufacturer whose headquarters is in the Netherlands. Foodmate is one of the major poultry processing companies worldwide; Foodmate's Asset Integrity Program (AIP) consists of a contractual service agreement with its customer, with the objective to complete a set number of service visits and rebuilds in a defined period of time on specific pieces of equipment the company sells. Air access plays an important role in the company being able to fulfill its commitments and to offer training and parts replacement for its customers. When equipment breaks, just-in-time delivery of parts keeps customers up and running. By supporting Foodmate and other non-aviation local businesses, the airport plays an important role in supporting the area's economy and economic diversification.

Horse Breeding Farms: The area around the airport is home to many different horse breeding farms. These farms have connections with others in Kentucky and Florida. Little Kentucky Thoroughbreds, Premier Thoroughbreds, and White's Quarter Horses are examples of area breeders. The airport serves as an efficient transportation resource, linking breeders in different states. In addition, prospective buyers can reach the area using the airport. There are many non-aviation businesses in the airport's market area that can prosper because of accessibility provided by the airport.

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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