



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •  
**WEST GEORGIA REGIONAL AIRPORT-**  
**O.V. GRAY FIELD**



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 **West Georgia Regional Airport-O.V. Gray Field** and summarizes all Statewide Airport Economic Impacts.

### Annual Economic Impacts for West Georgia Regional Airport-O.V. Gray Field

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 **West Georgia Regional Airport-O.V. Gray Field** and other airport benefits. Key impacts for the **West Georgia Regional Airport-O.V. Gray Field** follow.

- Annual Visitors **13,759**
- Employment Supported **120**
- Annual Payroll **\$4,581,300**
- Annual Spending **\$10,461,500**
- Annual Economic Impact **\$15,042,800**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$591,840**

### Economic Impacts for West Georgia Regional Airport-O.V. Gray Field

The table below provides information on the sources of annual economic impact estimated for the **West Georgia Regional Airport-O.V. Gray Field**. For more information on the impacts reported here, consult the study's Technical Report available at [dot.ga.gov/IS/AirportAid](http://dot.ga.gov/IS/AirportAid).

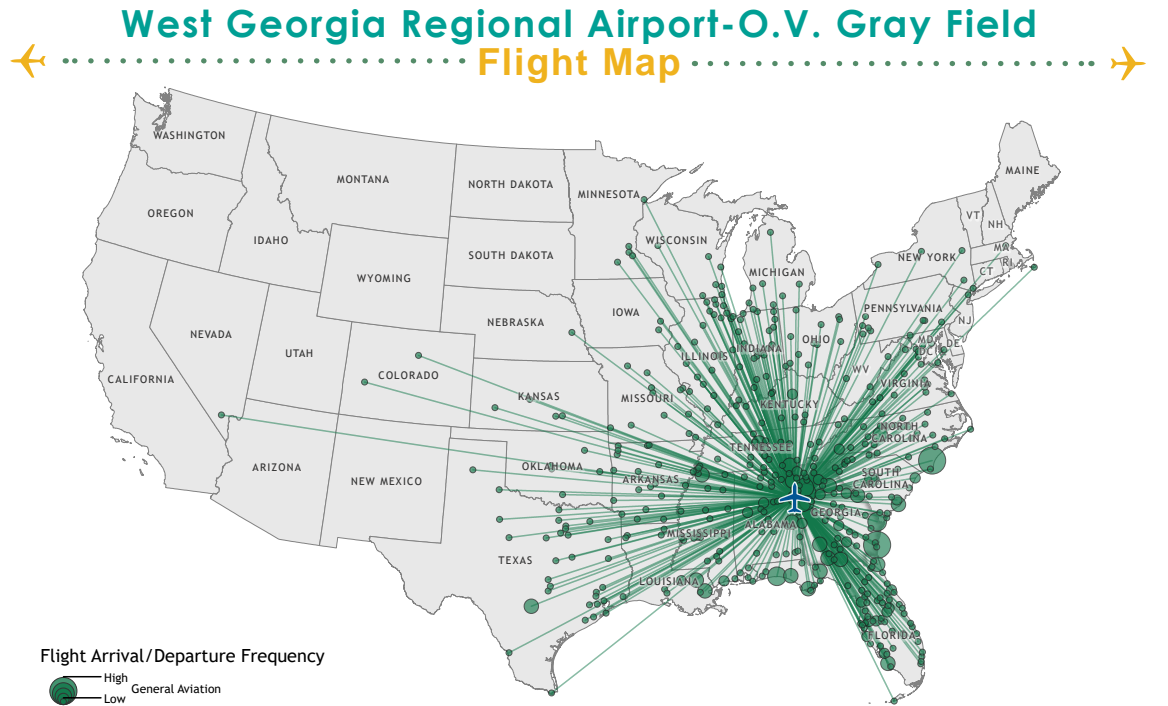
Annual Economic Impacts for West Georgia Regional Airport-O.V. Gray Field

|                                       | Employment | Payroll            | Spending            | Total Economic Activity |
|---------------------------------------|------------|--------------------|---------------------|-------------------------|
| Airport Management & Business Tenants | 71         | \$3,213,000        | \$7,115,000         | \$10,328,000            |
| Capital Investment                    | 16         | \$481,800          | \$1,972,400         | \$2,454,200             |
| General Aviation Visitor Expenditures | 33         | \$886,500          | \$1,374,100         | \$2,260,600             |
| <b>Total</b>                          | <b>120</b> | <b>\$4,581,300</b> | <b>\$10,461,500</b> | <b>\$15,042,800</b>     |

### 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 **West Georgia Regional Airport-O.V. Gray Field** 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 West Georgia Regional Airport-O.V. Gray Field

- 1** Atlanta, Georgia
- 2** Wilmington, North Carolina
- 3** Brunswick, Georgia
- 4** Destin, Florida
- 5** Savannah, 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.

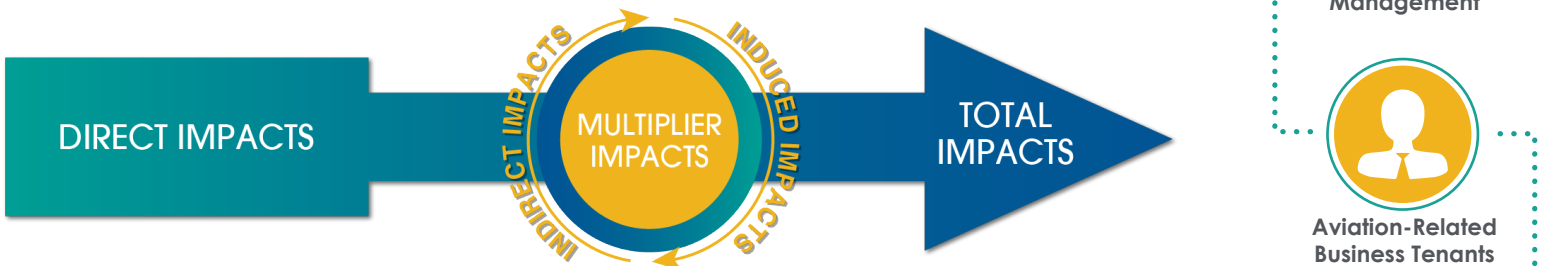
### Statewide Economic Impacts All System Airports

|                   | 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

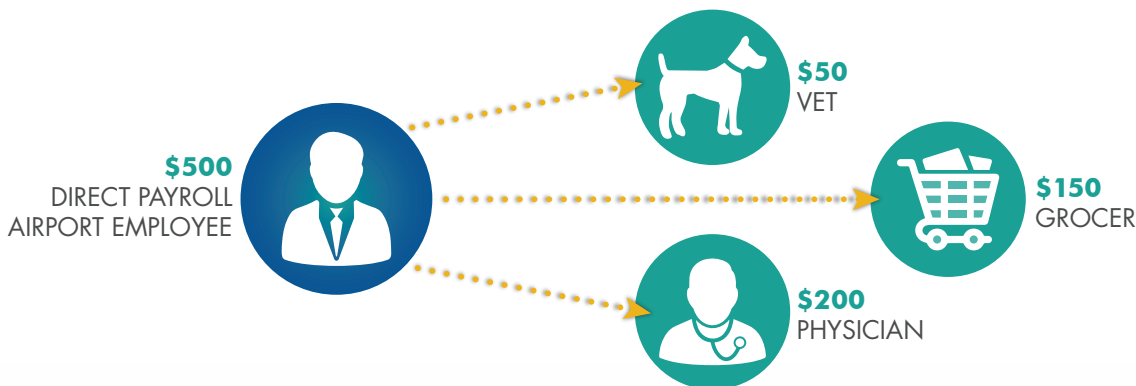
## Economic Impact Categories and Measurements

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.

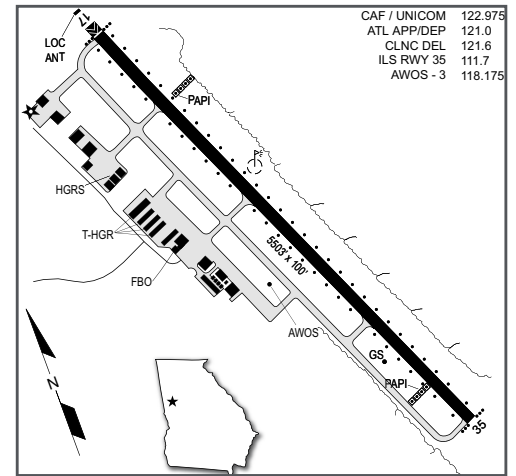
Visitors Arriving on Commercial Flights

## West Georgia Regional Airport-O.V. Gray Field

The City of Carrollton, in Carroll County, is located on US Highway 27, in west central Georgia. Carrollton-Carroll County is home to the University of West Georgia, and the area is a commercial, cultural, industrial, educational, and medical hub for the region.

West Georgia Regional Airport-O.V. Gray Field is located five miles northwest of Carrollton's central business district, just south of Interstate 20. The airport is owned and operated by the West Georgia Airport Authority. The airport is served by one 5,503-foot asphalt runway, Runway 17/35, and complimented with a parallel taxiway. There are seven different business tenants based at the airport. These include companies that provide aircraft maintenance, aircraft painting, and aircraft fueling. There are also several corporate flight departments based at the airport. Combines, all aviation-related businesses at the airport employs over 25 people. The largest business aviation tenant at the airport is Air Services, Inc.; they provide a variety of aircraft maintenance services and specialty aircraft re-upholstery.

The airport supports local businesses, aerial agricultural operations, aerial inspection flights, emergency medical and patient transfers, aerial photography, and military training. The airport also supports a number of community events including an air/car show approximately every four years. The local EAA chapter hosts a Young Eagles youth outreach program. The airport's full-service fixed base operator (FBO), Air Services of West Georgia, provides 24-hour fueling, hangar storage, and aircraft maintenance services. Air Services, Inc. offers its customers aircraft maintenance, aircraft repair, and upholstery services in its 40,000 square foot hangar. Blue Sky Aviation provides flight instruction. Rogers Aircraft Services and West Georgia Possum Works provide aircraft maintenance services.



### Examples of How West Georgia Regional Airport-O.V. Gray Field 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.

**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 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. Construction companies can oversee large development projects that are located hundreds of miles apart by using corporate aircraft. Businesses that rely on and benefit from the airport include Greenway Health, a company with offices in Georgia and Florida that specializes in health information technology and electronic health records and RA-LIN, a commercial construction company. Large companies such as Southwire Company, one of the world's leading manufacturers of wire, cable, and other components, use the airport. Smaller companies such as the Haney Family Partnership (business management consultants) also benefit from the airport. Systems & Methods, Inc. (SMI) is another local company that uses the airport; they partner with state and local government agencies providing document management, payment processing, customer service, financial systems, and case management assistance. By supporting these local businesses, the airport assists many sectors of the local economy.

**Law Enforcement:** The airport supports 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 aerial 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 Division has also become a nationwide leader for its innovative use of aircraft to suppress the distribution of illegal substances. By supporting law enforcement, the airport benefits all area residents and businesses.

**Aerial Applicators:** Agriculture has long been a 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 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 sometimes timber to prevent and spread of disease and pests. Crops are also sometimes fertilized from the air. By supporting aerial applicators, the airport helps to benefit area farmers.

**Georgia Department of Natural Resources:** The Georgia Department of Natural Resources (DNR) helps to oversee state parks and historic resources, wildlife resources, law enforcement, historic preservation, environmental protection, and coastal resources throughout the state. DNR is supported by an aviation unit that uses the airport to support its missions. DNR's aviation unit flew 960 hours in 2019, using Georgia airports to support their missions. Almost 33% of their hours were flown to protect the state's waterways and woodland areas. DNR assists other agencies such as the Department of Justice, the Environmental Protection Agency, and the Federal Aviation Administration.

#### 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.*

#### FOR MORE INFORMATION PLEASE CONTACT

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