



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •  
**HEART OF GEORGIA 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 **Heart of Georgia Regional Airport** and summarizes all Statewide Airport Economic Impacts.

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



Annual Visitors  
**18,907**



Employment Supported  
**646**



Annual Payroll  
**\$24,164,600**



Annual Spending  
**\$27,839,700**



Annual Economic Impact  
**\$52,004,300**



Airport-Supported Annual State & Local Sales & Income Tax Revenues  
**\$2,175,370**

## Economic Impacts for Heart of Georgia Regional Airport

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

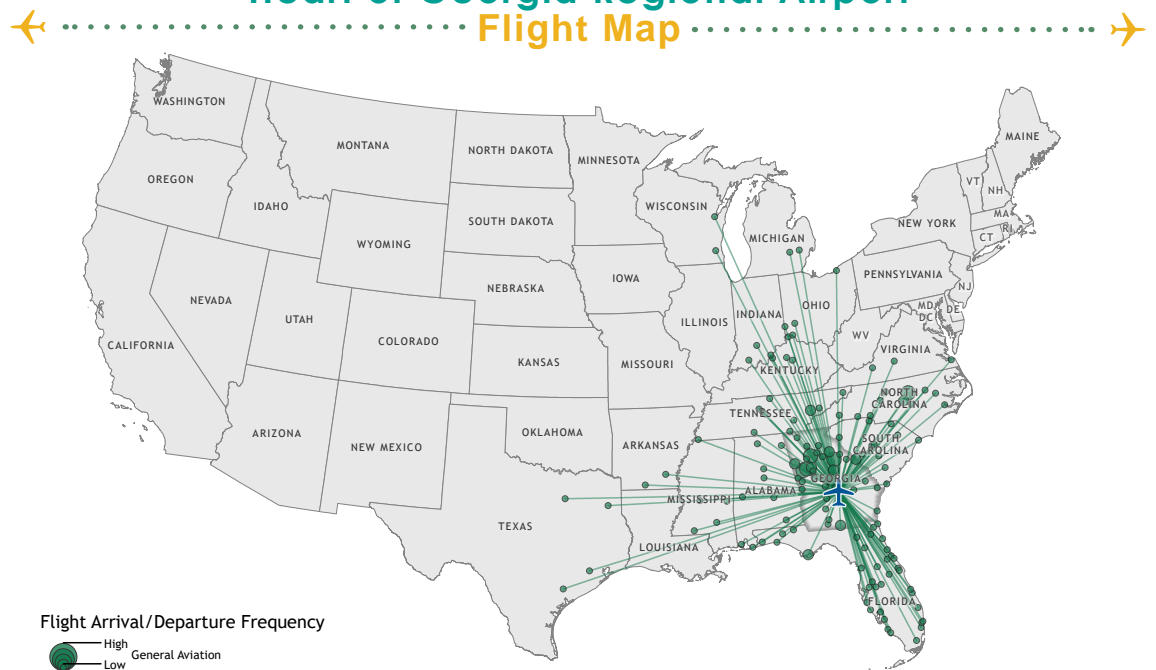
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	565	\$21,883,700	\$22,645,100	\$44,528,800
Capital Investment	21	\$652,100	\$2,669,800	\$3,321,900
General Aviation Visitor Expenditures	60	\$1,628,800	\$2,524,800	\$4,153,600
Total	646	\$24,164,600	\$27,839,700	\$52,004,300

## 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 **Heart of 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.

## Heart of Georgia Regional Airport Flight Map



## Top Five Destinations for Heart of Georgia Regional Airport



Atlanta, Georgia



Raleigh/Durham, North Carolina



Athens, Georgia



Greensboro, Georgia



Columbus, 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

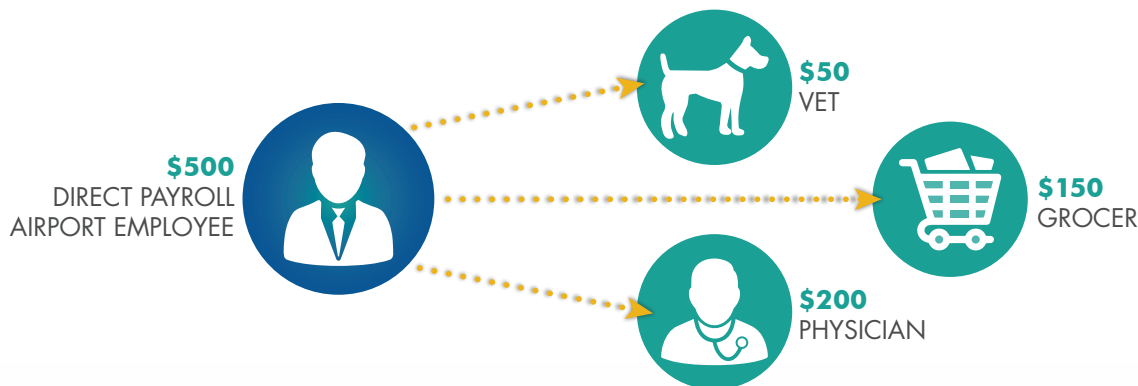
## Economic Impact Categories and Measurements

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



## 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.



Airport Management



Aviation-Related Business Tenants



Average Annual Capital Investment



Visitors Arriving on General Aviation Aircrafts



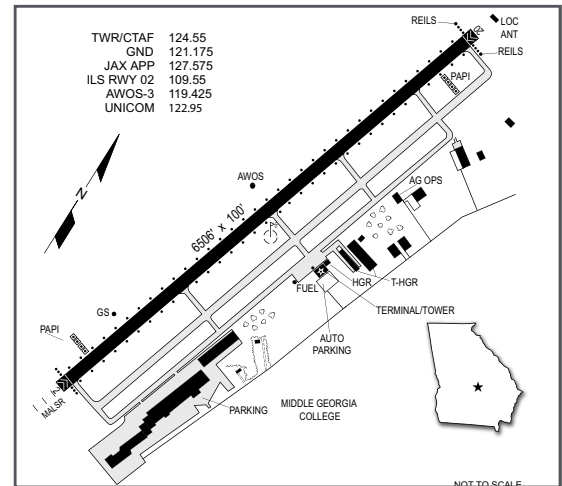
Visitors Arriving on Commercial Flights



## Heart of Georgia Regional Airport

The City of Eastman is in south-central Georgia and is 55 miles southeast of Macon along U.S. Highways 23 and 341. The city is the home of the famous Stuckey Candy Plant and Middle Georgia College's three campuses.

The Heart of Georgia Regional Airport is located three miles east of Eastman. The airport is owned and operated by Heart of Georgia Regional Airport Authority. The airport has an air traffic control tower with a single runway. Runway 02/20 is 6,506 feet long and is served by a precision instrument landing system. There are five businesses with operations at the airport these include Fordham Aviation, the Georgia Forestry Commission, Kencoa Aerospace, Middle Georgia State University, and Valene Surface Tech. These businesses support aircraft maintenance, flight training, and other aviation-related services. Middle Georgia College has a very active aviation campus at the airport. The airport supports extensive flight training, air ambulance services, aerial agricultural spraying operations, aircraft maintenance and repair services, tourism, and a variety of aviation-related educational and training programs. The Heart of Georgia Regional Airport also hosts an annual fly-in.



## Examples of How Heart of 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.

**Business Use:** Stuckey's is an American icon. The candy company, based in Eastman, opened in the 1930s. As the company expanded its outlets across the country, they used aviation to tie together their operations. In fact, aviation was so integral to the company's operations that in 1966 the airport opened at its current site, in part to accommodate Stuckey's growing aviation needs. Stuckey's is an excellent example of a company brand that is recognized throughout the United States that exists and prospers in a small community in Georgia largely because they used aviation to expand their brand and grow their business. By supporting non-aviation businesses, the airport helps to support and diversify the area's economy.

**Education and Training:** Over the last several years, the Heart of Georgia Regional Airport has become a major aviation education presence in the Southeast. It is home to Middle Georgia State University's Aviation Center, Georgia's only state-supported aviation center. The University trains pilots and provides degrees in airport and airline management. The Center provides students with airframe and power plant skills required to build and maintain a wide variety of aviation assets. In 2007, the school's Air Traffic Control Management program was named the top new ATC program in the nation by the FAA. The aviation industry is growing, and all components of the industry, commercial, corporate, and military, require pilots and mechanics. Air traffic controllers are also in demand. By helping to fill the pipeline for aviation professionals, the airport plays an important role in supporting the aviation industry and the sectors of the state's economy that are aviation reliant.

**Georgia Forestry Commission:** Over 25 million acres, two-thirds of the state, are forested. According to the Georgia Forestry Commission (GFC), annual economic activity generated by the state's forest industry is estimated at \$36.2 billion. GFC is responsible for protecting and conserving Georgia's forest resources, and aircraft are essential to enabling GFC to carry out its missions. GFC provides services including: fire detection, wildfire suppression and prevention services, rural fire department assistance, forest management assistance, marketing of forest resources, and growing and selling tree seedlings. GFC has two planes that are based at the airport. By supporting GFC, the airport contributes to the state's economy and to the safety of its residents and businesses.

**Other Users:** The Georgia Department of Natural Resources (DNR) operates at the airport. They help to oversee state parks and historic resources, wildlife resources, law enforcement, historic preservation, environmental protection, and coastal resources. DNR is supported by a separate aviation unit; almost 33 percent 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 Association. By supporting agencies such as DNR, the airport improves the quality of life for area residents.

**Medical:** Study research also indicates that the airport is frequently used to support emergency medical service (EMS) operators that transport patients from accident sites to hospitals and from smaller hospitals to larger hospitals that provide a full range of medical services. Services at area hospitals are also augmented by doctors who fly to the area via the airport. These doctors provide a wide variety of services; rather than the patient traveling to the doctor, the doctor can travel to the patient. Such services enhance local healthcare options and opportunities.

### 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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