



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •  
**LEE GILMER MEMORIAL 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 **Lee Gilmer Memorial Airport** and summarizes all Statewide Airport Economic Impacts.

### Annual Economic Impacts for Lee Gilmer Memorial 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 **Lee Gilmer Memorial Airport** and other airport benefits. Key impacts for the **Lee Gilmer Memorial Airport** follow.



Annual Visitors  
**34,476**



Employment Supported  
**216**



Annual Payroll  
**\$5,913,200**



Annual Spending  
**\$15,159,200**



Annual Economic Impact  
**\$21,072,400**



Airport-Supported Annual State & Local Sales & Income Tax Revenues  
**\$913,620**

### Economic Impacts for Lee Gilmer Memorial Airport

The table below provides information on the sources of annual economic impact estimated for the **Lee Gilmer Memorial 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 Lee Gilmer Memorial Airport

	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	100	\$2,724,600	\$9,406,200	\$12,130,800
Capital Investment	10	\$318,500	\$1,304,000	\$1,622,500
General Aviation Visitor Expenditures	106	\$2,870,100	\$4,449,000	\$7,319,100
Total	216	\$5,913,200	\$15,159,200	\$21,072,400

### Georgia Airports Support Connectivity

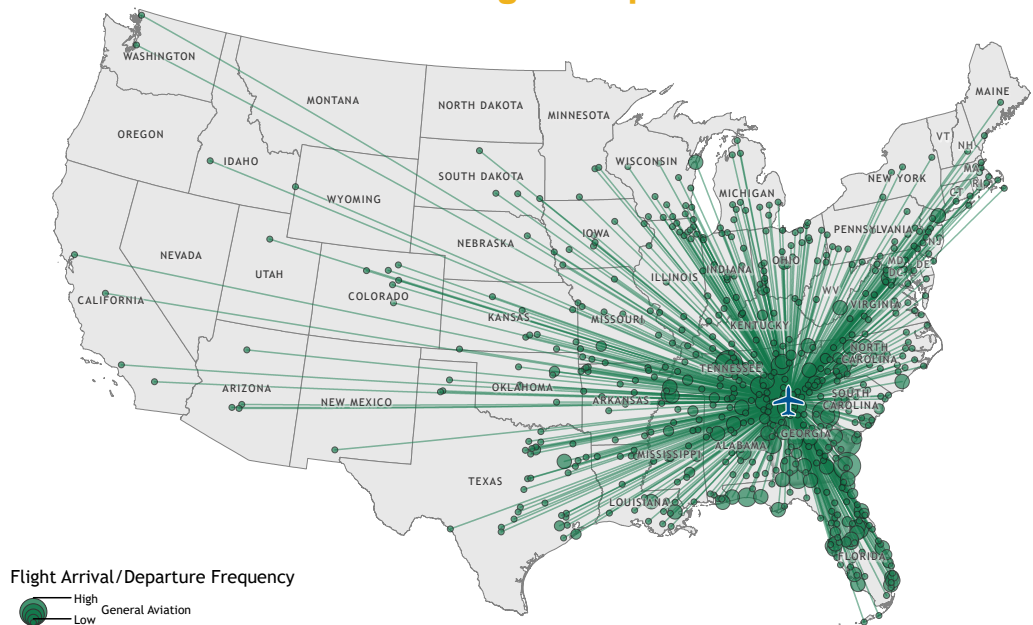
A flight from a Georgia airport is a gateway to over 40,000 worldwide airports, including over 19,000 airports in the US alone. When employers seek to relocate or expand, proximity to an airport is among the top 10 factors they consider in their decision making. Georgia's tourist industry also depends on the efficiency of air travel.

This map depicts destinations for flights departing from and arriving at **Lee Gilmer Memorial 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.

### Lee Gilmer Memorial Airport



#### Flight Map



### Top Five Destinations for Lee Gilmer Memorial Airport



Atlanta, Georgia



Savannah, Georgia



Brunswick, Georgia



Augusta, Georgia



Nashville, Tennessee

## 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

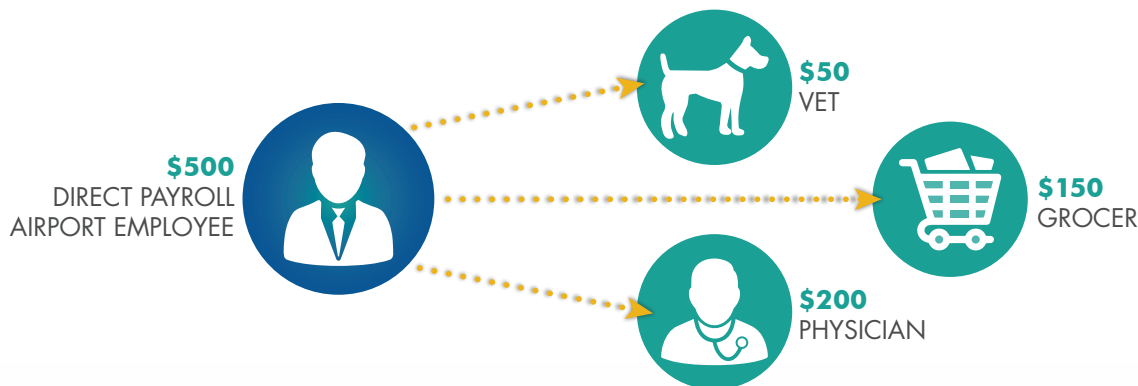
## Economic Impact Categories and Measurements

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

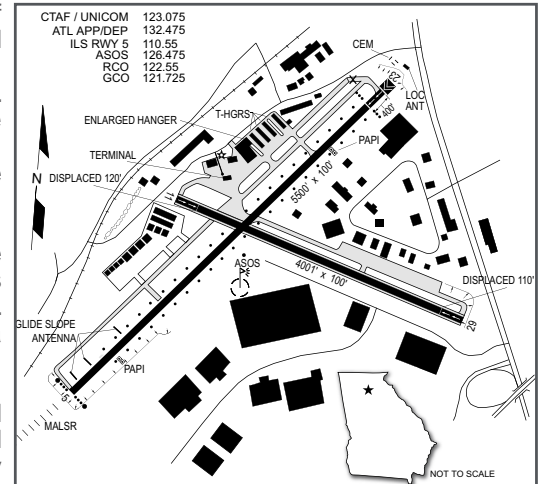


## Lee Gilmer Memorial Airport

The City of Gainesville is located just west of Interstate 985, 50 miles northeast of Atlanta in the foothills of the Blue Ridge Mountains. Gainesville is the largest city and county seat of Hall County. Gainesville-Hall County is bordered by Lake Sidney Lanier, a popular recreational destination that attracts more than 10 million visitors each year. The Lee Gilmer Memorial Airport is owned and operated by the City of Gainesville. The airport is a busy general aviation facility with two paved runways. The primary runway, Runway 05/23, is 5,500 feet long and has a precision instrument landing system. The secondary runway, Runway 11/29, is 4,001 feet long.

Champion Aviation is the airport's fixed base operator, providing aircraft fueling, tie down spaces, and shared corporate aircraft storage. Sensenich Propeller Service is located at the airport and has more than 75 years of experience servicing aircraft. Lanier Flight Express offers flight instruction, sales, and marketing services for Cessna aircraft, along with aviation fueling and aircraft maintenance services.

The airport supports local businesses transporting staff, customers, goods, and equipment into and out of the region. The airport serves as a gateway for resort and recreational visitors. The airport also supports flight instruction, aerial photography and surveys, aerial inspections, real estate tours, air cargo, law enforcement flights, environmental patrols, emergency medical evacuation and patient transfers, and aerial advertising. The Civil Air Patrol is active at the airport, conducting search and rescue operations as necessary.



## Examples of How Lee Gilmer Memorial 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:** With an estimated 2,550 employees, Fieldale Farms Corporation is one of the leading employers in the Gainesville area. They have operated in the area for more than 50 years; and in that time, they have grown to become one of the world's largest independent producers of poultry. The company relies on its Falcon 2000 business jet to efficiently link them with customers and suppliers in the U. S., as well as in international cities. The airport and its corporate aircraft are integral to this company's ability to grow and prosper in the Gainesville area. Access to a general aviation airport is important when companies make locational and expansion decisions. In addition to Fieldale Farms Corporation, study research shows that Mansfield Energy, North America's largest fuel supply and logistics provider, relies on the airport for access to and from its corporate headquarters in Gainesville. With offices located in Texas, Minnesota, Colorado, Ohio, Louisiana, California, Illinois, and Canada, general aviation offers the best option for tying together all these geographically diverse locations. With offices in so many locations and over 8,000 customers in the United States and Canada, corporate aviation is the most efficient alternative for transporting staff between different office locations and for meeting customer needs. By supporting employers like ProCare RX, an accredited pharmacy benefit manager with almost 30 years of experience in the healthcare industry, the airport supports many sectors of area's economy and its economic diversification.

**Construction Industry:** There are several construction-related companies in the Gainesville area that rely on the airport. Construction companies often have on-going projects in different locations. General aviation is a business tool used by these companies to check on the status of multiple projects in different locations, all within the same day. America's Home Place and Walter Family Homes are two local home builders that rely on the airport. With over 70 years in business and almost 200 employees in the Gainesville area, Carroll Daniel Construction Company also relies on the airport. This company is engaged in projects to build commercial, industrial, educational, sports, and recreational complexes. They rely on general aviation to inspect their projects and manage quality control.

**Tourism/Recreation:** Lake Lanier is a popular vacation and recreational destination in Georgia. The area in the vicinity of the lake supports dozens of hotels and lodging options including Lanier Islands, the most visited lakeside resort in Georgia. Located just outside of Atlanta, Margaritaville at Lanier Islands attracts many visitors each year. Situated along the shores of Lake Sidney Lanier, the resort is situated on 1,500 scenic acres and attracts visitors for family vacations, romantic escapes, business conferences, and weddings. The area also hosts numerous second homes for residents of Georgia and other nearby states. During the 1996 Centennial Olympic Games, rowing events were held at the lake. Today, that legacy continues as teams travel to Georgia to train and compete on what is considered by some as the best water in the world. While most visitors to the area do not travel by air, some do. The airport provides a convenient option for those wishing to travel to the area on a general aviation aircraft, the airport accommodates a full range of aircraft from single-engine to large business jets. When visitors travel to the area via the airport, visitors maximize their vacation time by reducing their travel time. Once in the area, visitors have spending for lodging, food, retail, and recreational activities. These purchases support area employment, payroll, and additional economic activities.

### 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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