



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •  
**PICKENS 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 **Pickens County Airport** and summarizes all Statewide Airport Economic Impacts.

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

Annual Visitors  
**6,397**

Employment Supported  
**23**

Annual Payroll  
**\$686,500**

Annual Spending  
**\$1,631,600**

Annual Economic Impact  
**\$2,318,100**

Airport-Supported Annual State & Local Sales & Income Tax Revenues  
**\$118,830**

## Economic Impacts for Pickens County Airport

The table below provides information on the sources of annual economic impact estimated for the **Pickens County 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).

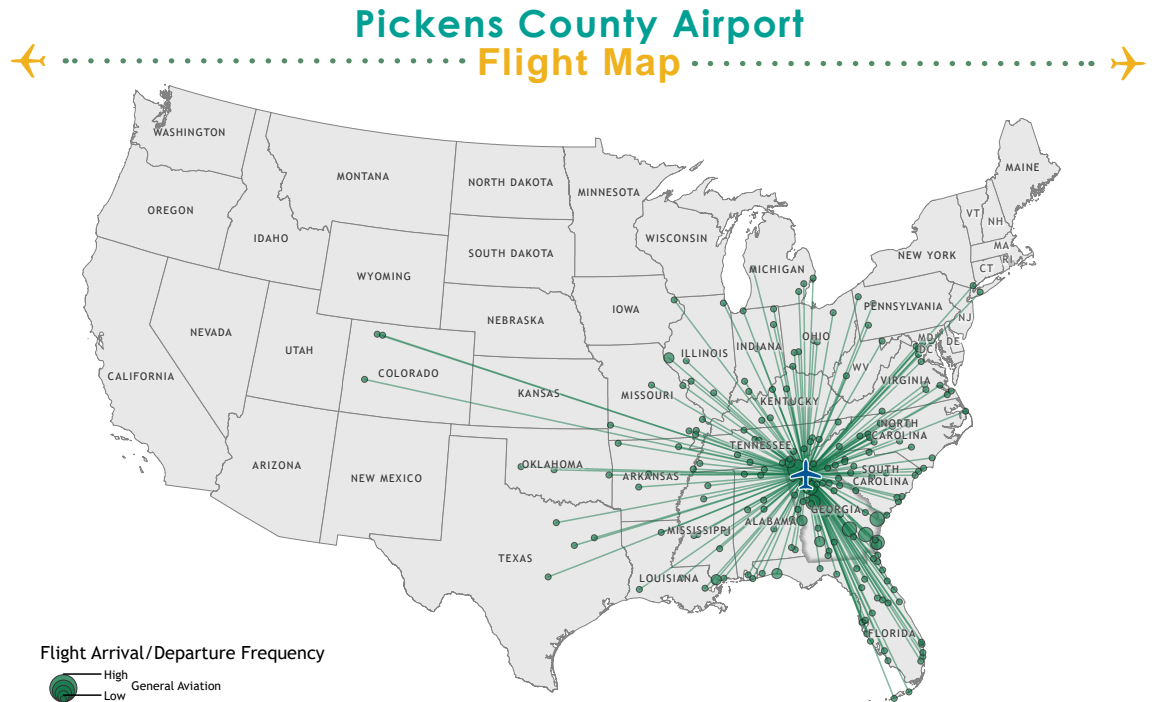
### Annual Economic Impacts for Pickens County Airport

	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	5	\$201,000	\$798,400	\$999,400
Capital Investment	1	\$31,700	\$129,700	\$161,400
General Aviation Visitor Expenditures	17	\$453,800	\$703,500	\$1,157,300
<b>Total</b>	<b>23</b>	<b>\$686,500</b>	<b>\$1,631,600</b>	<b>\$2,318,100</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 **Pickens County 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 Pickens County Airport

- 1** Dalton, Georgia
- 2** Jesup, Georgia
- 3** Brunswick, Georgia
- 4** Griffin, Georgia
- 5** Atlanta, 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.

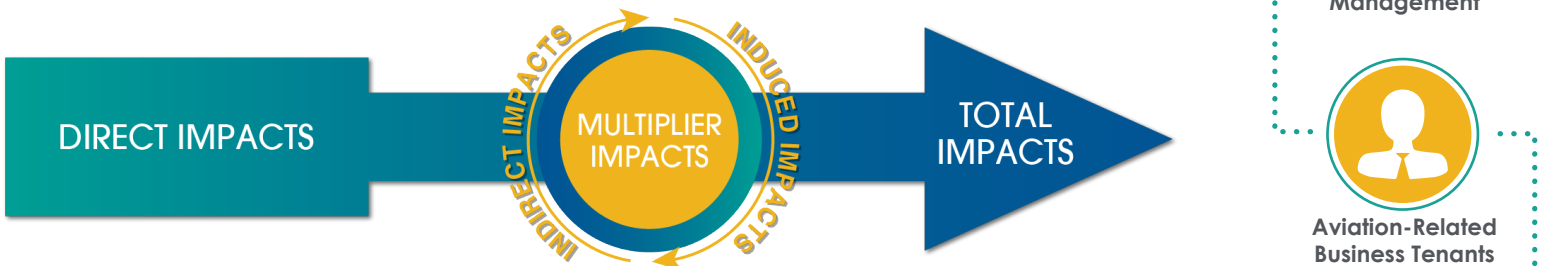
### Statewide Economic Impacts All System Airports

	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

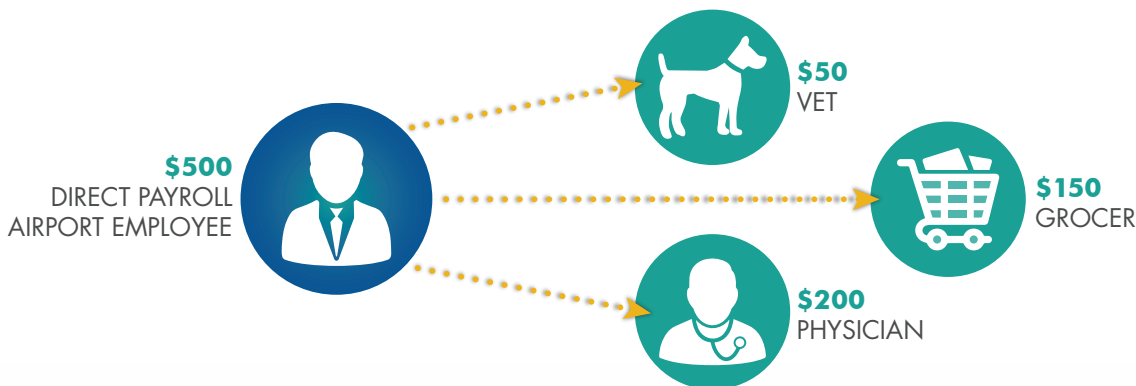
## Economic Impact Categories and Measurements

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.

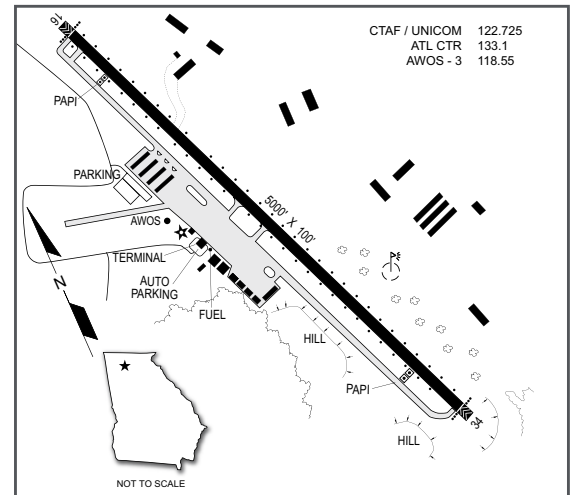
Visitors Arriving on Commercial Flights

## Pickens County Airport

The Pickens County Airport is located in Jasper along U.S. Highway 76 in the foothills of the Appalachian Mountains in North Georgia. The Pickens County's economy is focused on the agricultural, marble, and tourism industries.

Pickens County Airport is located two miles southwest of Jasper's central business district and is owned and operated by Pickens County. The airport has a single 5,000-foot runway, Runway 16/34.

Joe Aircraft provides minor airframe and power plant maintenance; they are the airport's only business tenant. The Pickens County Airport supports a wide spectrum of activities including flight training, law enforcement patrols, military training, Civil Air Patrol operations, aerial photography and surveys, and corporate activity. Many companies in Jasper and surrounding areas rely on the airport.



## Examples of How Pickens 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.

**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. Businesses and others that rely on and benefit from the airport include Pine Hill Brick, Home Depot, Coca Cola, Atlanta Gear Works, and Southeast Nuclear Electronics. By supporting these users, the airport assists many sectors of the local economy.

**Powerline Patrols:** Georgia's electric highway of powerlines covers 12,500 miles. Roto Blade Airborne Utility Maintenance uses the airport to help maintain the flow of electricity to residents and businesses. The company uses a powerful 10-bladed saw, suspended below a helicopter, to trim limbs and other vegetation from overhead electric distribution and transmission lines. They operate under contract to various utility providers. Roto Blade also provides aerial patrols for emergency storm response services. Quick aerial response and patrolling supported by the airport helps to prevent interruptions and restore power in a timely fashion.

**Emergency Medical Services:** Air Life Georgia 3, Air Methods, is based at the airport. Air Methods delivers lifesaving care to more than 100,000 patients each year. They are experts at providing emergency medical services by air. Typical operations that Air Methods supports include responding to accidents, transporting accident victims to a hospital, and moving patients from local hospitals to larger medical facilities where advanced and specialty medical services are available. Air Methods often transports patients needing emergency medical services to Piedmont Mountainside Hospital. 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.

**Georgia Department of National 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. DNR is supported by an aviation unit that frequently uses the airport to support its missions. DNR's aviation unit flew 960 hours in 2019, using Georgia airports, including Pickens County Airport, to support their missions. 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.

### 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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