



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
MACON DOWNTOWN 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 **Macon Downtown Airport** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Macon Downtown 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 **Macon Downtown Airport** and other airport benefits. Key impacts for the **Macon Downtown Airport** follow.



Annual Visitors
4,226



Employment Supported
80



Annual Payroll
\$2,169,900



Annual Spending
\$4,638,100



Annual Economic Impact
\$6,808,000



Airport-Supported Annual State & Local Sales & Income Tax Revenues
\$223,310

Economic Impacts for Macon Downtown Airport

The table below provides information on the sources of annual economic impact estimated for the **Macon Downtown 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 Macon Downtown Airport

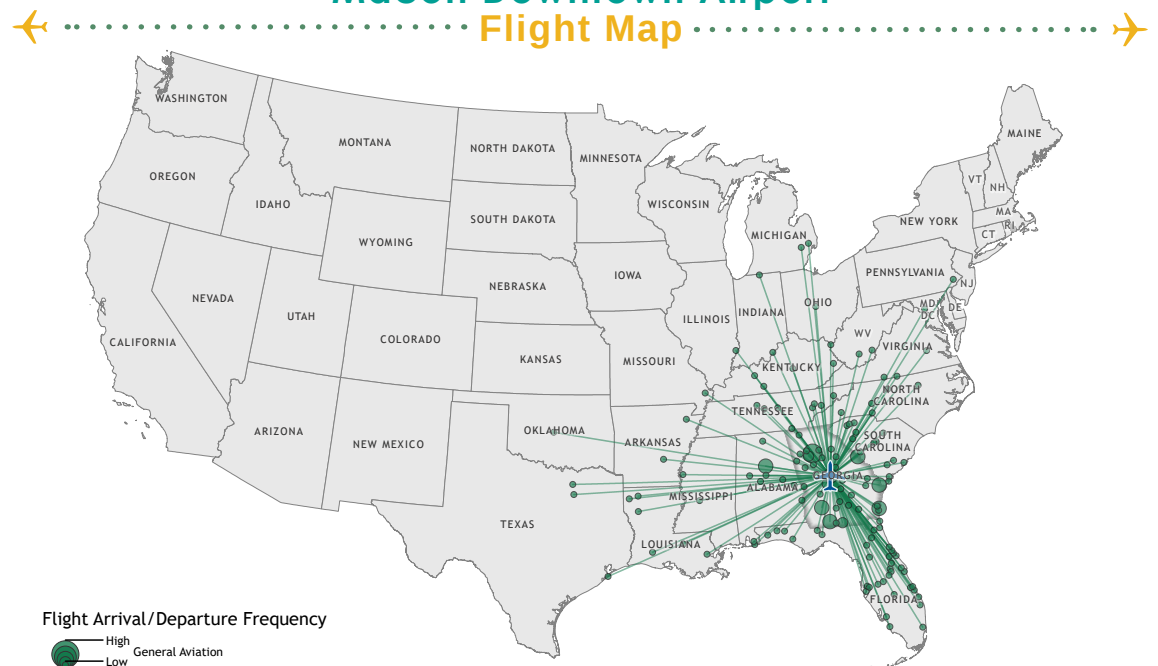
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	54	\$1,430,000	\$2,504,000	\$3,934,000
Capital Investment	13	\$388,100	\$1,588,800	\$1,976,900
General Aviation Visitor Expenditures	13	\$351,800	\$545,300	\$897,100
Total	80	\$2,169,900	\$4,638,100	\$6,808,000

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 **Macon Downtown 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.

Macon Downtown Airport Flight Map



Top Five Destinations for Macon Downtown Airport



Atlanta, Georgia



Thomasville, Georgia



Birmingham, Alabama



Brunswick, Georgia



Albany, 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

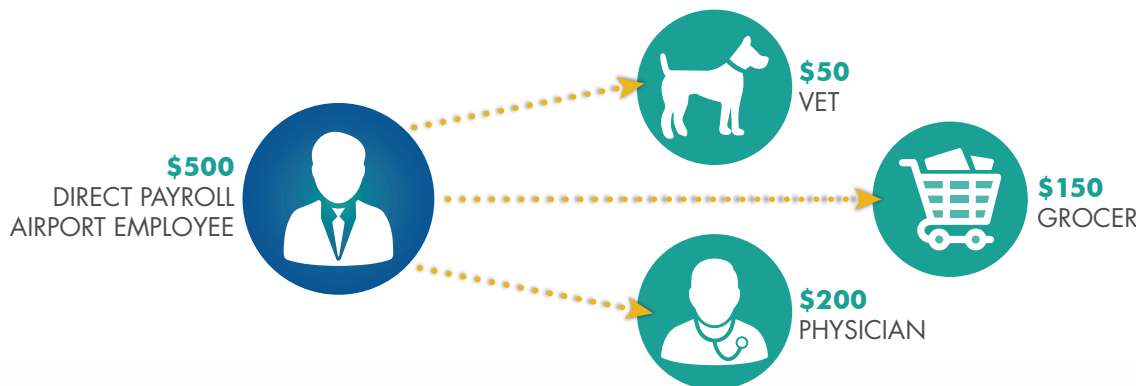
Economic Impact Categories and Measurements

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



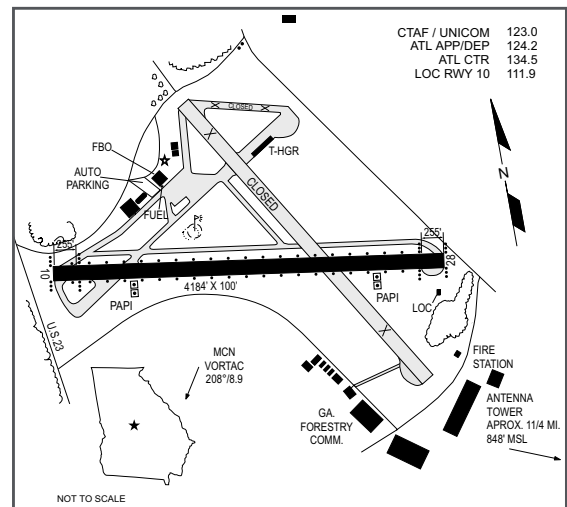
Visitors Arriving on Commercial Flights

Macon Downtown Airport

The City of Macon is located in central Georgia 85 miles south of Atlanta. It is a point of convergence for many highways including Interstates 16 and 75. Macon is the county seat of Bibb County. Known for its musical, cultural, and military heritage, Macon is a hub for retail shopping, higher education, medical care, and tourism.

The Macon Downtown Airport is located three miles southeast of Macon's central business district. The airport is owned and operated by Macon-Bibb County Consolidated Government. The airport has one runway, Runway 10/28, measuring 4,184 feet in length, according to Airnav 4694.

Tenants at the airport include the Georgia Forestry Commission and Middle Georgia State University's flight instruction program. These two tenants support almost 20 jobs at the airport. The Forestry Commission conducts environmental patrols and supports forest firefighting. The airport supports area companies, flight training, aerial inspections, air cargo, military exercises and training, Civil Air Patrol, law enforcement flights, and air ambulance activities.



Examples of How Macon Downtown 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.

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 routinely uses aircraft and the airport to support its activities. 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. By supporting GFC, the airport contributes to the state's economy and to the safety of its residents and businesses.

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. Businesses that rely on and benefit from the airport include Geico and Gray Tree Service. By supporting local and visiting businesses, the airport assists many sectors of the local economy.

Aerial Applicators: Agriculture is an important 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 timber to prevent the spread of disease and pests. B&S Air is an aerial applicator that uses the airport on a transient or visiting basis that supports area farmers.

Emergency Medical and Healthcare Services: Both Air Evac and Air Methods operate at the airport; these companies provide emergency medical services. Their typical operations include responding to accidents, transporting people from accident sites, and moving patients from smaller local hospitals to medical facilities where advanced and specialty medical services are available. Both emergency medical operators transport patients destined for either Navicent Health or one of the hospitals affiliated with Coliseum Health. Navicent Health is the only Level I Trauma Center in the region. Transporting patients by air to this medical facility can often make a significant difference in the patient's long-term prognosis and recovery.

Educational Support: Middle Georgia State University (MGSU) aviation has a significant program dedicated to various aspects of aviation-related education. MGSU has a satellite flight school at the airport. MGSU also currently operates the airport's FBO. Aviation programs, such as those supported by MGSU are important to filling the pipeline for future aviation professionals. In particular, MGSU helps to fill the need for pilots, commercial carriers, and corporate users.

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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