



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
VIDALIA 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 **Vidalia Regional Airport** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Vidalia 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 **Vidalia Regional Airport** and other airport benefits. Key impacts for the **Vidalia Regional Airport** follow.

- Annual Visitors **9,437**
- Employment Supported **44**
- Annual Payroll **\$1,286,400**
- Annual Spending **\$3,224,900**
- Annual Economic Impact **\$4,511,300**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$165,330**

Economic Impacts for Vidalia Regional Airport

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

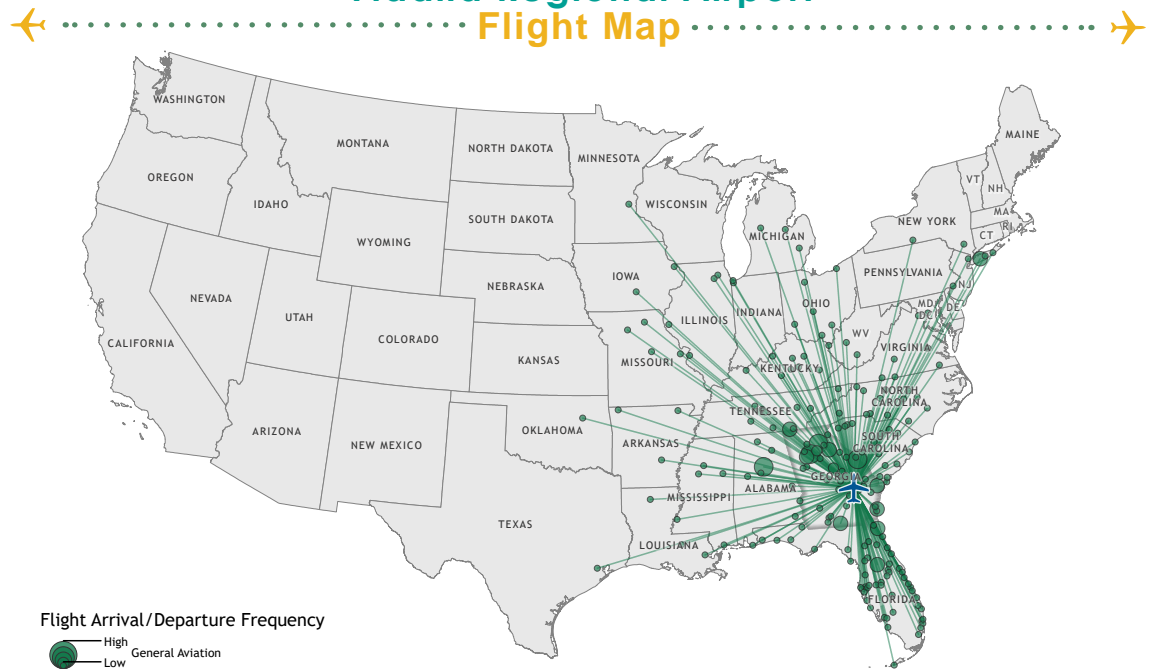
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	12	\$368,900	\$1,015,500	\$1,384,400
Capital Investment	10	\$309,500	\$1,267,000	\$1,576,500
General Aviation Visitor Expenditures	22	\$608,000	\$942,400	\$1,550,400
Total	44	\$1,286,400	\$3,224,900	\$4,511,300

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 **Vidalia 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.

Vidalia Regional Airport Flight Map



Top Five Destinations for Vidalia Regional Airport

- 1** Birmingham, Alabama
- 2** Gainesville, Georgia
- 3** Augusta, Georgia
- 4** Atlanta, Georgia
- 5** Farmingdale, New York

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.



Airport Management



Aviation-Related Business Tenants



Average Annual Capital Investment



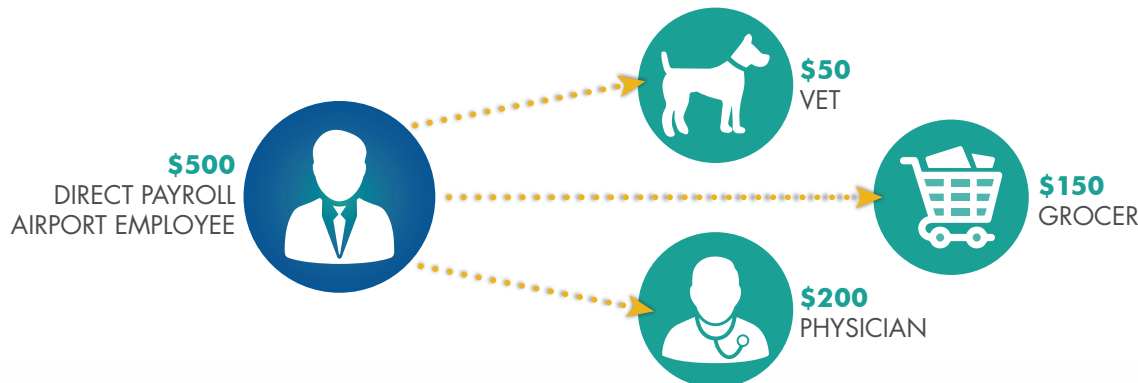
Visitors Arriving on General Aviation Aircrafts



Visitors Arriving on Commercial Flights

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.

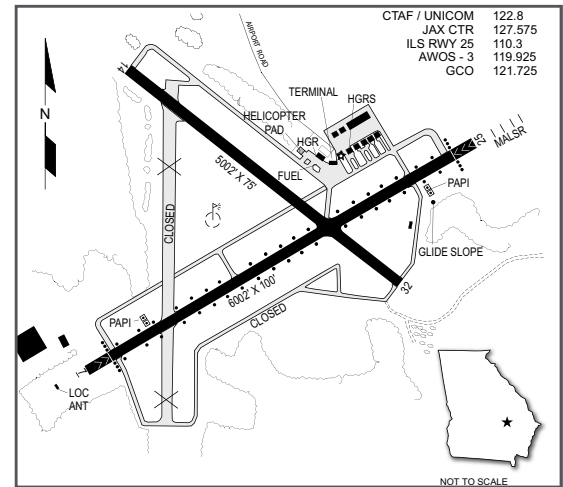


The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect impacts.

Vidalia is located in east central Georgia, 90 miles west of Savannah along U.S. Highway 280. Vidalia is the largest city in Toombs County. Vidalia produces some of the best-known sweet onions in the world; its largest industry is agriculture. The Annual Vidalia Onion Festival attracts thousands of people to the area.

The Vidalia Regional Airport is located three miles southeast of Vidalia. The airport has two runways. The primary runway, Runway 07/25, is 6,002 feet long and is equipped with a precision instrument landing system. The crosswind runway, Runway 14/32, is 5,002 feet long. The City of Vidalia owns and operates the airport.

There are two businesses based at the airport. Kennedy Farms, an aerial applicator, and Precision Flight Training, a flight instruction business. The airport supports local and visiting businesses, aerial utility inspections, search and rescue operations, law enforcement patrols, surveillance, and training operations. Medical personnel and supplies are often flown in and out of the area. The airport also accommodates agricultural spraying operations.



Examples of How Vidalia 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.

Tourism/Recreation: Many parts of Georgia attract visitors on a regular basis. Visitors who arrive in Georgia by air have significant spending that supports many jobs and the payroll associated with these jobs. The Vidalia area is known for wildlife management areas that support hunting. Study research indicates that both Altamaha Plantation and Rose Allen Plantation rely on the airport for their visitors to reach them. Both plantations offer hunting for deer, turkeys, and other game birds. Hunters support almost 24,000 jobs in Georgia. The Ohoopie Match Club is an exclusive golf club, members only, that opened in 2018; the course is open from September through June and attracts visitors from many areas of the country. Ohoopie Match Club is situated on the Ohoopie River in rural Georgia, 75 miles west of Savannah. It's the vision of Michael Walrath, a tech mogul and venture capitalist.

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. The airport's market area is characterized by rich farm and timberlands. Aside from Vidalia onions, other vegetables like sweet potatoes, sweet corn, watermelons, and carrots also make up area crops. Transient aerial applicators who operate from the airport support area farmers.

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 Lark Builders, L&T Inc (petroleum storage tanks), HK Farms, Southern Nuclear Operating Company, Dot Foods, Cintas, Trane, FLP Foods (cattle farm), Chicken of the Sea, and KM homes. By supporting local and visiting businesses, the airport assists many sectors of the local economy.

Law Enforcement: The airport supports essential 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 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 become a nationwide leader for its innovative use of aircraft to suppress the distribution of illegal substances.



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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