



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •  
**COCHRAN 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 **Cochran Airport** and summarizes all Statewide Airport Economic Impacts.

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

- Annual Visitors **1,926**
- Employment Supported **41**
- Annual Payroll **\$1,262,500**
- Annual Spending **\$4,169,500**
- Annual Economic Impact **\$5,432,000**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$208,130**

## Economic Impacts for Cochran Airport

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

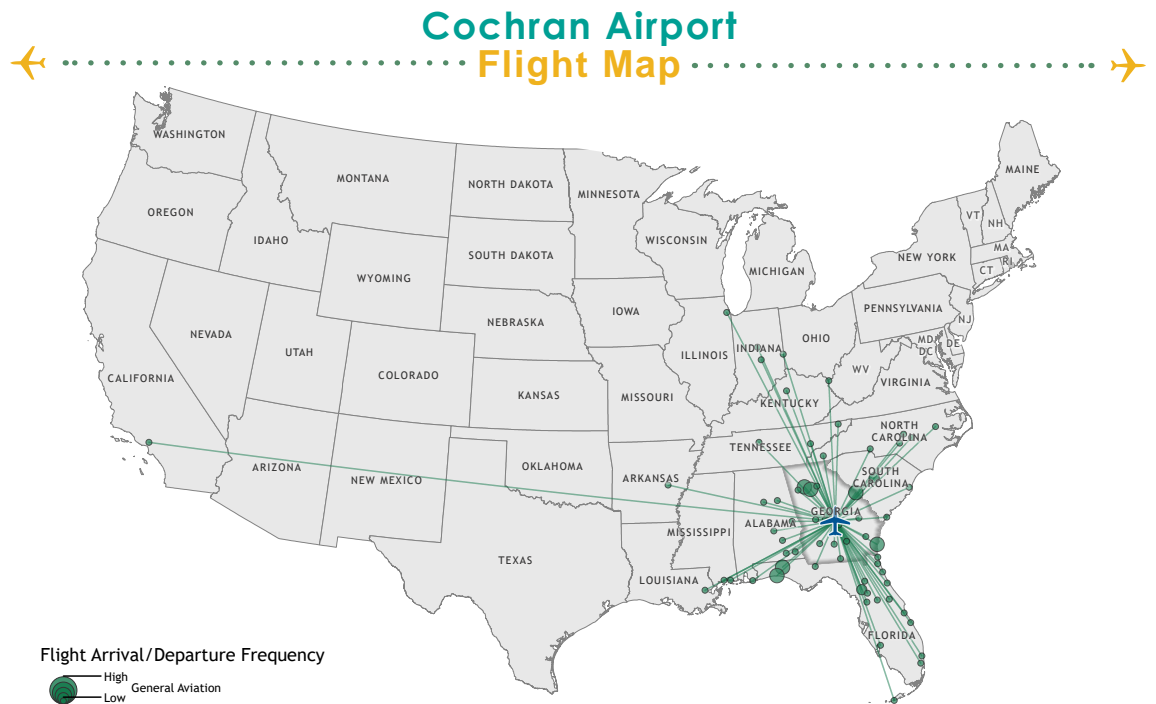
### Annual Economic Impacts for Cochran Airport

	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	9	\$287,700	\$526,300	\$814,000
Capital Investment	27	\$838,200	\$3,431,400	\$4,269,600
General Aviation Visitor Expenditures	5	\$136,600	\$211,800	\$348,400
<b>Total</b>	<b>41</b>	<b>\$1,262,500</b>	<b>\$4,169,500</b>	<b>\$5,432,000</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 **Cochran 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 Cochran Airport

- 1** Atlanta, Georgia
- 2** Defuniak Springs, Florida
- 3** Destin, Florida
- 4** Brunswick, Georgia
- 5** Columbia, South Carolina

## 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.

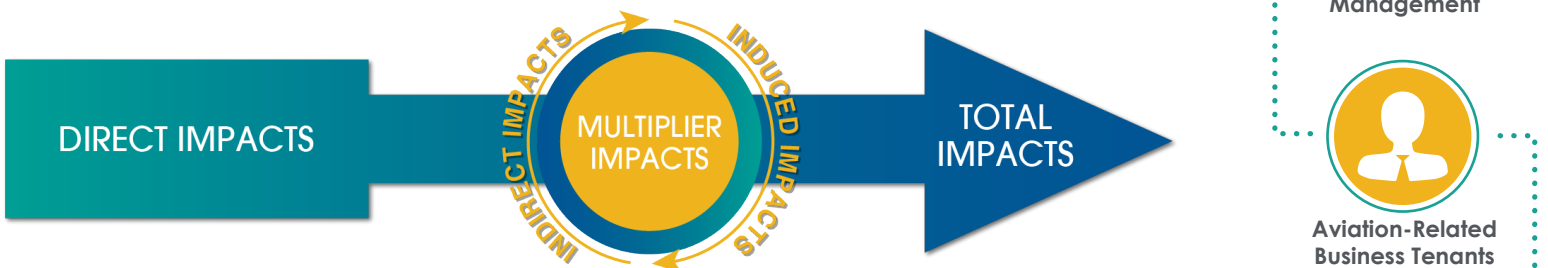
### Statewide Economic Impacts All System Airports

	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

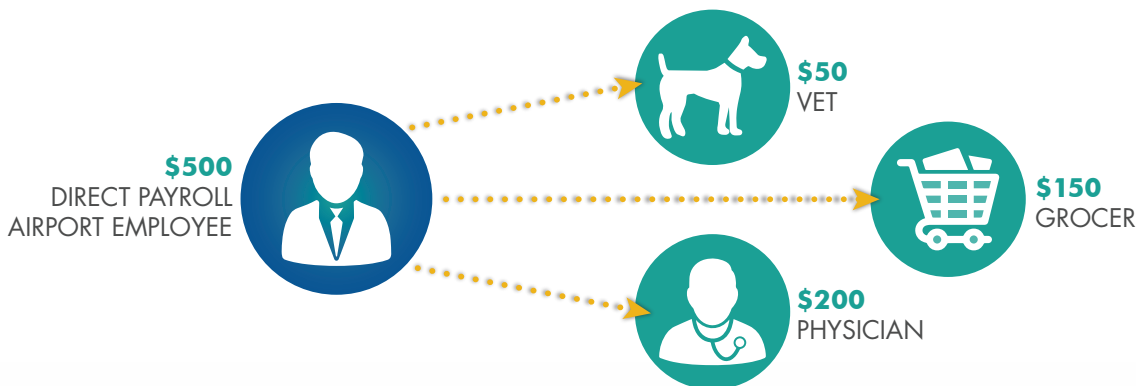
## Economic Impact Categories and Measurements

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.

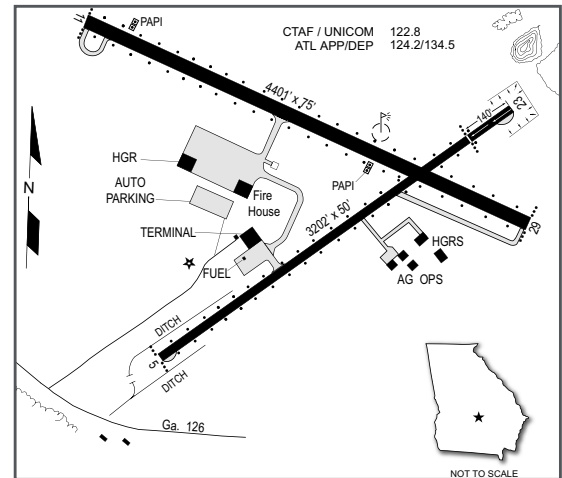
Visitors Arriving on Commercial Flights

## Cochran Airport

The Cochran Airport is located in Bleckley County in the south-central part of Georgia, approximately 44 miles southeast of Macon and 45 miles northeast of Cordele. The primary highway access to the airport from the east and west is via Interstate 16 and Georgia Highway 126. Other highways in the vicinity are US Highways 129 and 23, and Georgia Highways 87, 112, 26, and 278. There are over 57,000 residents within a 30-minute drive of the airport.

The airport is owned and operated by the City of Cochran. The airport is served by two intersecting runways. Runway 11/29 is 4,401 feet long, and Runway 5/23 is 3,202 feet long. Maintenance and fueling services are available at the airport.

There are two businesses located at the airport, both are aerial applicators. These businesses are Coody Spraying Service and Middle Georgia Aviation. The airport accommodates a variety of aviation-related activities including recreational flying, agricultural spraying, ultra-lights, and experimental aircraft.



## Examples of How Cochran 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.

**Emergency Services Support:** Cochran Municipal Airport is home to Bleckley County Fire Department Station 3. Station 3 is responsible for responding to emergencies within a 5-mile radius of the airport. Additionally, they are trained by the Georgia Forestry Commission to support the State's aerial firefighting assets. The state of Georgia's Forestry Commission operates two Thrusch 510G Switchback single engine air tankers (SEATs); the aircraft are used for both fire detection and firefighting. The aircraft supports a training role for Georgia Forestry Commission pilots. Activities supported by the airport help to protect and conserve the more than 24 million acres of timber land across Georgia.

**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 dollars 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 supports agricultural spraying for Bleckley County and parts of the six adjoining counties. Additionally, one or two times a year, spraying efforts for the pulp and lumber industries are staged from the airport.

**Educational Support:** Local airports support area colleges and universities. Institutions use airports to support their philanthropic outreach efforts, sports teams (including visiting teams), and visiting professors or lecturers. Students themselves and/or their parents sometimes use general aviation for air travel. Local airports can be used to support travel and training needs of college staff, and to expand and diversify the college's market area through student recruitment. Middle Georgia State University at Cochran uses the airport to support its activities.

**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 that rely on and benefit from the airport include Ace Hardware and Paulk Landscaping. By supporting these local users, the airport assists many sectors of the local economy.

### 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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