



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
MARION 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 **Marion County Airport** and summarizes all Statewide Airport Economic Impacts.

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

- Annual Visitors **224**
- Employment Supported **5**
- Annual Payroll **\$188,000**
- Annual Spending **\$603,000**
- Annual Economic Impact **\$791,000**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$29,120**

Economic Impacts for Marion County Airport

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

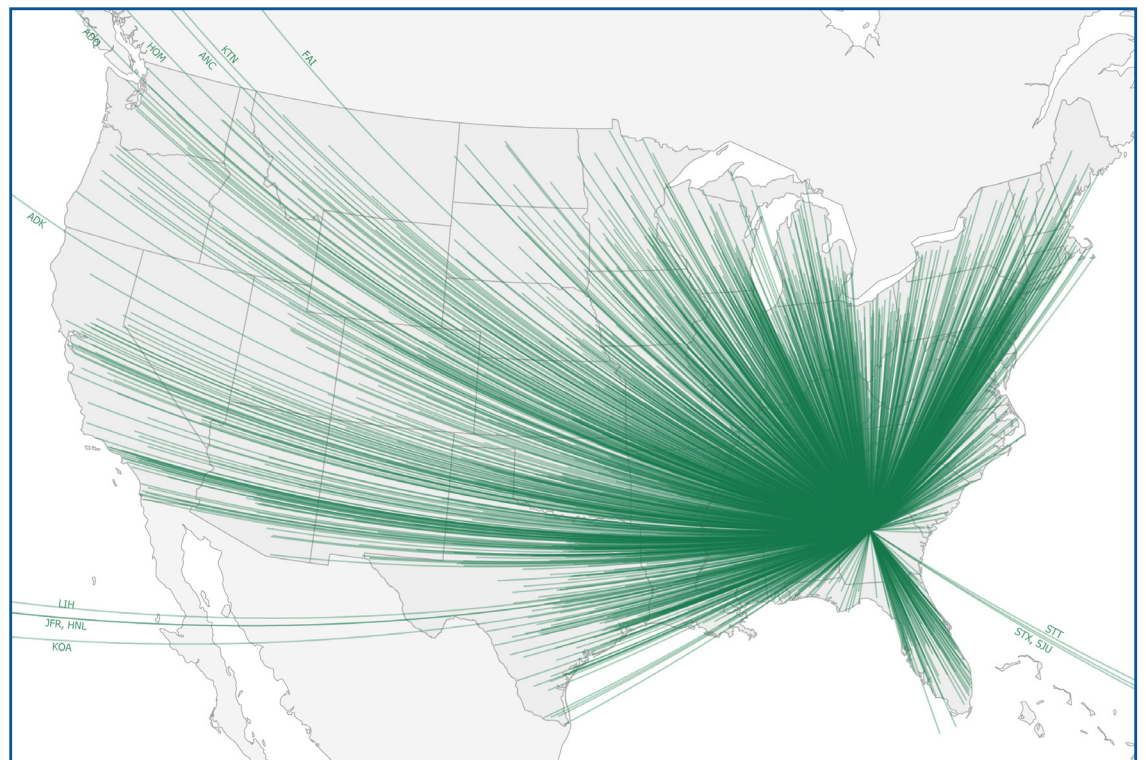
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	1	\$50,500	\$62,000	\$112,500
Capital Investment	4	\$128,800	\$527,500	\$656,300
General Aviation Visitor Expenditures	<1	\$8,700	\$13,500	\$22,200
Total	5	\$188,000	\$603,000	\$791,000

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 U.S. 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 general aviation flights departing one of Georgia's public airports on any given day. This information is generated from the FAA's National Offload Program (NOP). Flights represent a sample of the destinations that can be reached directly from one of Georgia's airports. The map helps to show how the public airports in Georgia support the travel needs of businesses, visitors, and residents.

Georgia Airports Flight Map



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.

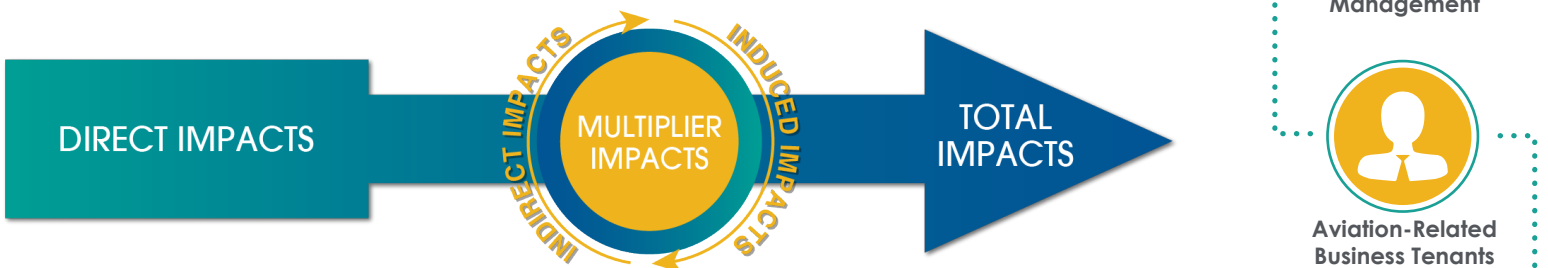
Statewide Economic Impacts All System Airports

	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

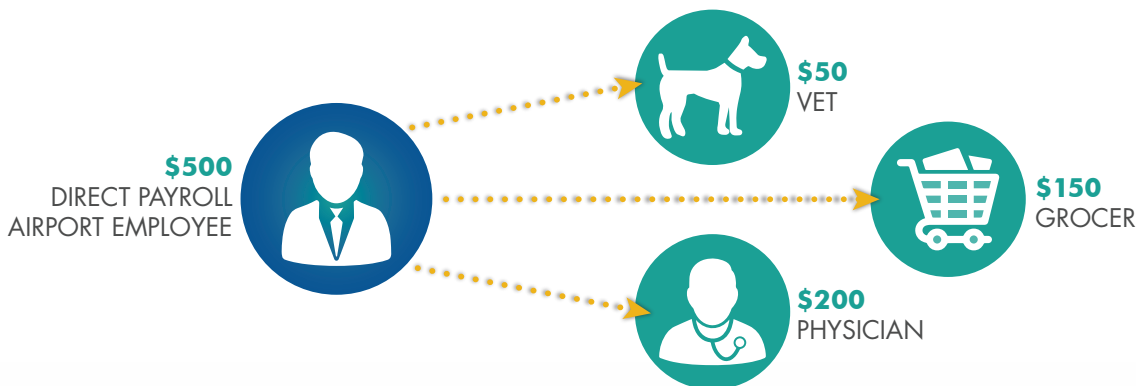
Economic Impact Categories and Measurements

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.



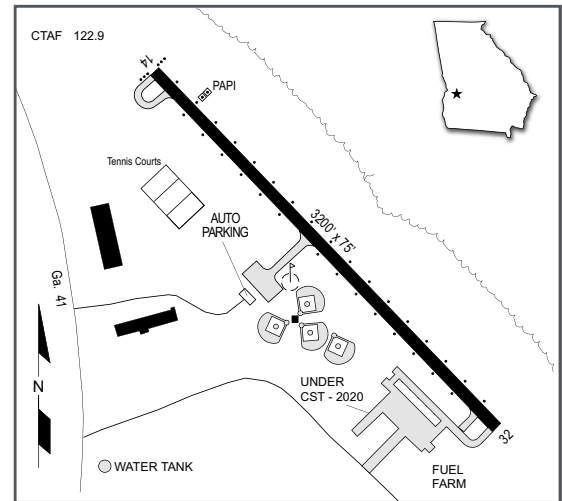
The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect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

Visitors Arriving on Commercial Flights

Marion County Airport

Marion County Airport is located in the midwestern part of Georgia, approximately 28 miles northwest of Americus and 33 miles southeast of Columbus. The population within a 30-minute drive of the airport is estimated at about 34,000. The primary highway access to the airport from the north and south is via Georgia Highway 41. Other highways in the vicinity of the airport are Georgia Highways 26 and 137.

The airport is owned and operated by Marion County. The airport is served by a 3,200-foot-long runway, Runway 14/32. The airport accommodates general aviation related activities including agricultural spraying, personal, and recreational flying.



Examples of How Marion 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.

Hunting/Tourism: Hunters and anglers who visit Georgia spend a significant amount of money on supplies and equipment. According to the Georgia Department of Natural Resources, Georgia hosts about 1.5 million hunters annually. Spending by hunters supports almost 24,000 jobs. One of Georgia's timber management companies estimates that approximately 60 percent of the hunting leases they provide are for visitors from other states. Dry Creek Plantation and High Pine Lodge are examples of local hunting areas that bring visitors to the area. Visitors fly to maximize the time they have to spend on recreational activities. Without quick access provided by the airport, some travelers could choose to hunt or fish elsewhere.

Military Use: Georgia and the Southeast have several military air bases. Even with these facilities, civilian airports in Georgia play a role in supporting military operations. Aircraft from Fort Benning use the airport. Aircraft may do touch-and-goes for training. Typically, these aircraft are not on the ground for extended periods of time since they require special security or ground support requirements. A military aircraft is a fixed-wing or rotary-wing aircraft that is operated by a legal or insurrectionary armed service of any type. Military aircraft can be either combat or non-combat. It is more common for non-combat military planes to operate at civilian airports in Georgia.

Medical/Emergency Services: The nation's hospital system is shrinking; and, smaller/local hospitals find it a challenge to retain a full complement of medical specialists. Advanced trauma care is not often available at small hospitals. Marion County Hospital serves local medical needs. Airports assists in backfilling the void for various types of locally-based physicians. Airports also are available to transport patients needing advanced medical or trauma care to larger hospitals in Georgia. 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.

Timber Resources: 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. Black Rock Timber has operations in the airport's environs. When forested areas are threatened with disease or pests, aerial applicators use the airport to spray these areas to protect timber resources.

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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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