

Airports and economic development

Airports, aviation and industries related to aviation in Wisconsin have a profound impact on the quality of life and economic prosperity of the state. Airports and aviation create thousands of jobs and provide millions of dollars in sales and income each year.

Wisconsin's eight commercial service airports link residents and businesses to the rest of the nation and the world. These airports are important centers of economic activity, generating a large share of aviation's \$2.8 billion annual contribution to the state's economy.

Convenient access to airline passenger service, air cargo facilities and corporate aviation allows businesses to safely and efficiently move key personnel and products, saving valuable time and increasing productivity.

A study by the Wisconsin Department of Transportation (WisDOT) shows that between 1997 and 2001, over 85 percent of new or expanded manufacturing businesses were located within 15 miles of an airport capable of handling jet aircraft. These manufacturers provided 34,064 jobs for Wisconsin residents.



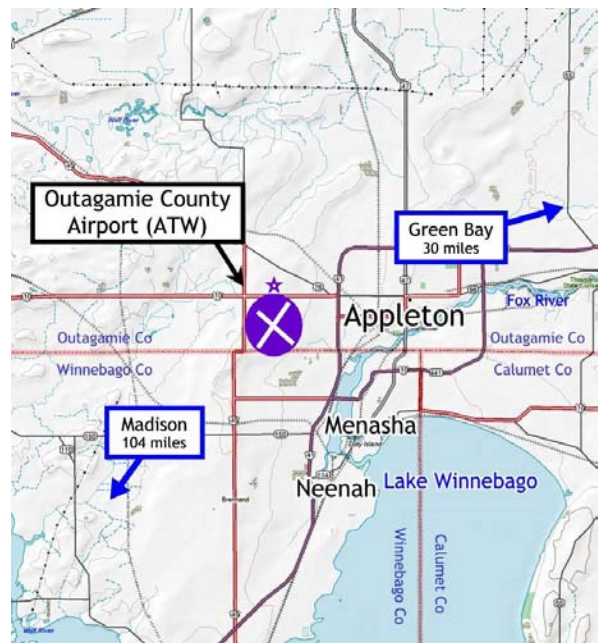
Outagamie County Regional Airport

Communities that are readily accessible by air transportation are at a competitive advantage and may realize economic and quality of life benefits that can affect every citizen.

As an integral part of our state transportation network, the Outagamie County Regional Airport plays a critical role in fostering business growth and economic development in the region.

Airport location

Outagamie County Regional Airport is conveniently located west of the Fox cities, in Appleton, 2 miles west of US Highway 41.



Map of Appleton area

Serving east central Wisconsin, Outagamie County Regional Airport is a key ingredient to the region's strong economy and quality of life. The airport provides a safe and convenient environment for commercial air passenger travel, business aviation, air cargo shipments and deliveries, and related business activities.

County economic profile

Outagamie County profile

Population (2007 estimate)

City of Appleton – 58,301
Outagamie County – 161,091

Employment

Outagamie County – 91,899

Prominent Public & Private Sector Employers

Thedacare, Inc.
Appleton Area School District
Thrivent Financial for Lutherans
Miller Electric Mfg. Co
Appleton Papers, Inc.
Fox Valley Technical College
JanSport
County of Outagamie
West Transaction Services, LLC
Faith Technologies
School Specialty

*Sources: U.S. Census Bureau, the WI Department of
Workforce Development, Outagamie County Regional
Airport*

Outagamie County's strong mix of industries and educational facilities has created a stable economy with lower than average unemployment rates.

The area's largest industry category is Trade, Transportation, and Utilities, followed by Manufacturing, and Education and Health.

Airport services and activity

Owned and operated by Outagamie County, the airport is classified as a Primary Commercial Service airport in the FAA's *National Plan of Integrated Airport Systems (NPIAS)* and an Air Carrier/ Cargo airport in the *Wisconsin State Airport System Plan: 2020 (SASP)*.

Four major airlines provide 20 daily departures, to any destination in the world.

In 2008, the airport served over 258,500 passengers and recorded 41,000 aircraft operations. Sixty-nine aircraft and 74 hangars are based at the airport. Outagamie County Regional Airport is also host to numerous support businesses such as a parking facility, car rental agencies, restaurant and lounge and gift shops.



Terminal area

Airport facilities

Outagamie County Regional Airport has an air traffic control tower, two paved runways, associated full parallel taxiways, public apron areas, passenger terminal area, and one Fixed Base Operator (FBO).

The primary air carrier runway (03/21) is 8,000 feet long by 150 feet wide. The secondary runway (11/29) is 6,500 feet long and 150 feet wide. Both runways have High Intensity Runway Lights (HIRLs). Runways 3 and 29 are served by an Instrument Landing System (ILS), a Medium Intensity Approach Light System with Runway Alignment Indicator Lights, and Precision Approach Path Indicator Lights. In addition to an ILS, other navigational aids include RNAV (GPS) approaches to both runways.

The economic impact of Outagamie County Regional Airport

The WisDOT-Bureau of Aeronautics and Bureau of Planning recently completed a study of the contribution of Outagamie County Regional Airport to the local and state economies.

The economic impact of Outagamie County Regional Airport is the *economic output (sales), employment and wage income* that can be attributed directly and indirectly to the airport.

Economic impacts measure the importance of an airport as a business in terms of the employment it supports and the goods and services it consumes.

The results of the study indicate that Outagamie County Regional Airport provided \$428 million in economic output, supported 2,829 jobs and contributed over \$123.5 million in wage income to the local and state economies in 2008.

WisDOT used data from the following three primary sources to estimate the economic impact of the airport to the local and state economies:

1. Airport activity and business survey data on jobs, income and sales at the airport.
2. Data from the *Wisconsin Department of Workforce Development* on the Outagamie County Workforce Profile.
3. Regional economic multipliers obtained from the industry transaction tables in the Impact Analysis for Planning Model (IMPLAN) computer model.

IMPLAN is a computer model produced for WisDOT by the Minnesota IMPLAN Group. The model estimates purchases and sales between various sectors of the Wisconsin economy.

The economic contribution of Outagamie County Regional Airport is comprised of three types of impacts: *Direct impact of the airport, Indirect impact: Visitor spending, and Supplier and income re-spending*. Each of these effects is expressed in terms of their effect on economic output (sales), employment (jobs) and wage income.

Direct impacts of the airport

The direct impact of Outagamie County Regional Airport on the local economy reflects the jobs, payroll and sales directly related to airport operations. This includes the management and operation of the airport, commercial airlines, air terminal vendors, FAA air traffic control tower, as well as businesses providing aircraft maintenance, fueling, storage, rental, charter sales and leasing activities.

The direct effect of the airport on Outagamie County's economy in 2008 totaled 1,417 employees, a payroll of \$79.5 million and \$293 million in economic output.

Indirect impact: Visitor spending

Visitor spending is the amount of money flowing into the local economy from air passengers who reside outside the county. These visitors spend money on lodging, meals, ground transportation and retail purchases within the county.

The \$14.8 million of output/sales in 2008 supported 242 additional jobs in Outagamie County with a payroll of \$5.1 million.

Supplier and income re-spending

The third impact is the effect of two kinds of activity. First, suppliers to the airport and to businesses at the airport hire workers and buy goods and services themselves. Second, employees at the airport and at the supplier businesses spend their wages in the

community. The money, which is income for the recipient businesses, is spent again in the local economy, creating a spinoff effect as successive waves of spending occur.

The \$99.7 million in supplier and income re-spending in 2008 supported 983 additional jobs and \$35.3 million in payroll.

Employment (FTE jobs)

Direct impact - airport	1,417
Indirect impact: visitor spending	242
Supplier and income re-spending	983

Total local employment impact 2,642 jobs

Wage income/payroll

Direct impact - airport	\$79.5 million
Indirect impact: visitor spending	\$ 5.1 million
Supplier and income re-spending	\$35.3 million

Total local payroll impact \$119.9 million

Economic output/sales

Direct impact - airport	\$293 million
In-direct impact: visitor spending	\$ 14.8 million
Supplier and income re-spending	\$ 99.7 million

Total local economic output \$407.5 million

Other benefits

The study also measured public revenue generated at the local and state level from airport and aviation related fees.

In 2008, Outagamie County Regional Airport generated \$1.2 million in revenue from aircraft storage, concession rents, landing fees and local fees, taxes, and revenues on privately owned property.

The airport also generated \$77,147 in state revenue from aircraft registration fees, for a total of \$1.3 million in direct local and state public revenue.

Public revenue – direct impact

Outagamie County	State	Total
\$1.2 million	\$77,147	\$1.3 million



Local economic impact

The results of the study indicate that Outagamie County Regional Airport provided \$407.5 million in economic output, supported 2,642 jobs and contributed \$119.9 million in wage income to the local economy in Outagamie County.

Contribution of Outagamie Regional Airport to the local economy

FTE jobs	Wage income/ payroll	Economic output/sales
2,642	\$119.9 million	\$407.5 million

Local and state economic impact

Some of the economic activity at the airport “spills out” of the county into the state economy as a whole. For example, some suppliers to the airport may buy goods and services from firms

in other parts of the state. Consequently, the economic impacts of the airport on the Wisconsin economy as a whole are marginally larger than the impact to economy of Outagamie County alone.

Contribution of Outagamie County Regional Airport to the local and state economies

FTE jobs	Wage income/ payroll	Economic output/sales
2,829	\$123.5 million	\$428 million

This report has identified and quantified the economic contribution of Outagamie County Regional Airport's 2008 activity levels to both Outagamie County and the State of Wisconsin.



Federal Express Ramp

Note: The results of this report are produced from a basic cost-benefit model and do not completely address all the economic nuances facing every airport.

