

Airports and economic development

The local general aviation airport is fast becoming the principal access route from a community to the nation and world.

As an important part of our statewide transportation network, local airports such as Middleton Municipal–Morey Field play a critical role in fostering business growth and economic development.

Convenient access to air transportation allows businesses to quickly move goods and key personnel from one site to another, saving valuable time and increasing productivity.

The local airport can also provide facilities for emergency medical flights, law enforcement, agricultural spraying, pilot training, and many other important community services.

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.

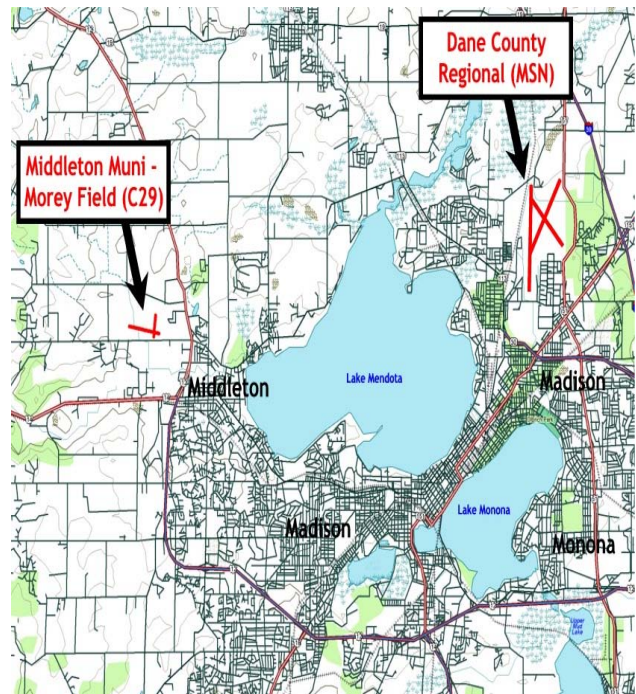


Middleton Municipal–Morey Field

As an integral part of our state transportation network, Middleton Municipal–Morey Field plays a critical role in fostering business growth and economic development in the region.

Airport location

Middleton Municipal–Morey Field is located in Dane County (South Central Wisconsin). Easily accessible from U.S. Highway 12, Middleton Municipal–Morey Field is conveniently located adjacent to the city of Middleton and is 15 minutes west of downtown Madison.



Middleton Municipal–Morey Field

The airport provides a safe and convenient environment for travel, business aviation, and related business activities.

Regional profile

Dane County has a diversified economic base and workforce. Some of the products and services of the area include educational services, food services & drinking places, insurance carriers, and professional, scientific and technical services.



Regional profile

Area population

City of Middleton – 17,000

Dane County – 458,000

Dane County employment – 277,900

County per capita income – \$38,450

Major employers in area

- TDS Telecom
- Springs Window Fashions
- State and local government
- Bruce Company of Wisconsin, Inc
- American Girl, Inc.
- PPD Development
- Epic Systems Corp.
- ETC
- PartsNow

Sources: U.S. Census Bureau, U.S. Bureau of Economic Analysis and the WI Departments of Administration and Workforce Development.

Airport activity and facilities

Owned and operated by the city of Middleton, the airport is classified as a General Utility airport in the *Wisconsin State Airport System Plan: 2020 (SASP)*. General Utility airports are designed to handle virtually all small general aviation single and twin-engine aircraft with a maximum takeoff weight of 12,400 pounds or less. Airports in this category normally have a primary runway length of 3,900 to 4,800 feet.

In 2006, the airport recorded 57,672 aircraft operations and was home for 62 based aircraft, including 3 jet, 52 single-engine, and 7 multi-engine propeller airplanes. There are 40 hangars, including two 10-unit buildings and the FBO maintenance hangar. In addition, there are 27 tie-downs at the airport.

The airport terminal provides a pilot lounge and conference room facilities, as well as rental cars.

The Fixed Base Operator (FBO) at the airport, *Morey Airplane Company*, provides aircraft rentals, flight training, aircraft maintenance, and charter services.

The airport provides many quality of life benefits to the community. EAA's Young Eagles nationally recognized youth program has provided free flights to aviation-interested children from the airport. EAA also hosts an annual Chapter Fly-In in July. "Angel Flights" has provided flights free of charge for health care-related trips. UW MedFlight uses the airport as a reliever airport and for training activities. Organ/tissue transplant flights by RTI Donor are flown from the airport. UW Health surgeons fly on a regular basis to Gunderson Lutheran in La Crosse. Additionally, the airport provides tours for area pre-school thru high school students.

Middleton Municipal-Morey Field has one paved runway and one turf runway. The primary runway (10/28) is 4,000 feet long by 100 feet wide. Lighting aids on this runway include Medium Intensity Runway Lights (MIRLs), Precision Approach Path Indicators (PAPI), and Runway End Identifier Lights (REILs). The secondary runway (01/19) is turf, 2,000 feet long and 120 feet wide.



Middleton Municipal-Morey Field



The economic impact of Middleton Municipal–Morey Field

This report documents a recently completed study by the WisDOT Bureau of Aeronautics and Bureau of Planning on the contribution of Middleton Municipal–Morey Field to the local and state economy.

The economic impact of Middleton Municipal–Morey Field comprises 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 Middleton Municipal–Morey Field provided \$8.9 million in sales, supported 95 jobs and contributed \$2.66 million in wage income to the local and state economy in 2006.

The Department of Transportation used data from the following three primary sources to estimate the economic impact of the airport on the local and state economy:

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 industry employment, wages and sales.
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.

Wisconsin Bureau of Aeronautics

The model produces statewide multipliers as well as multipliers for specific counties and groups of counties. IMPLAN multipliers for three sectors in the Dane County economy were used in the analysis.

The regional economic multipliers used in this study for the Air Transportation Sector are 1.54 (sales), 2.0 (employment) and 2.0 (wages).

Multipliers used for the Retail/Hotel/Restaurant Sector are 1.56 (sales), 1.22 (employment) and 1.48 (wages).

Multipliers used for the Specialized Design Sector are 1.09 (sales), 1.09 (employment) and 1.78 (wages).

The economic contribution of Middleton Municipal–Morey Field is comprised of three types of impacts: Direct Impact of the Airport, Direct Impact of Airport Users, and the Multiplier Impact. Each of these effects is expressed in terms of their effect on economic output (sales), employment (jobs) and wage income.



Middleton Municipal–Morey Field

Economic Impact

2008

Middleton Municipal–Morey Field (C29)

Middleton, WI

Direct impacts

The direct impact of Middleton Municipal-Morey Field on the local economy reflects the jobs, payroll and sales directly related to airport operations. This includes the management and operation of the airport, as well as businesses providing aircraft maintenance, fueling, storage and leasing activities.

The direct effect of the airport on the Dane County economy in 2006 totaled 21 employees, a payroll of \$745,500 and \$2.9 million in economic output.

Indirect impacts

The indirect impact of airport users, 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 \$3.5 million of visitor spending in 2006 supported 49 additional jobs in Dane County with a payroll of \$1.05 million.

Induced impacts

The multiplier or induced effect represents the downstream impact of airport operation and visitor spending throughout the local and state economy.

This includes the activity of suppliers to the businesses at the airport (including electricity, office supplies, aircraft parts, fuel for resale) and suppliers to the businesses serving visitors. It also includes the activity generated by the airport workers spending their income (clothes, groceries, entertainment, and other necessities.)

In 2006, the multiplier impact of the airport included 16 additional jobs, \$602,000 in wages, and \$1.7 million in economic output.

Employment (FTE Jobs)

Direct	21
Indirect (visitor spending)	49
Induced (multiplier effect)	16

Total employment impact 86 jobs

Wage income/payroll

Direct	\$745,500
Indirect (visitor spending)	\$1.05 million
Induced (multiplier effect)	\$602,000

Total payroll impact \$2.4 million

Economic output/sales

Direct	\$2.9 million
Indirect (visitor spending)	\$3.5 million
Induced (multiplier effect)	\$1.7 million

Total economic output \$8.1 million



Middleton Municipal-Morey Field

Local economic impact

The results of the study indicate that Middleton Municipal-Morey Field provided \$8.1 million in economic output, supported 86 jobs and contributed over \$2.4 million in wage income to the local economy in Dane County.



Economic Impact

2008

Middleton Municipal–Morey Field (C29)

Middleton, WI

Contribution of Middleton Municipal-Morey Field to the local economy

FTE jobs	Wage income/ payroll	Economic output/sales
86	\$2.4 million	\$8.1 million

Contribution of Middleton Municipal-Morey Field to the local and state economy

FTE jobs	Wage income/ payroll	Economic output/sales
95	\$2.66 million	\$8.9 million

Other benefits

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

In 2006, Middleton Municipal-Morey Field generated \$112,316 in revenue from aircraft storage and tie-down fees. Property taxes, leases, and fuel flowage fees generated \$83,025.

The airport also generated \$6,133 in state revenue from general aviation fuel taxes and \$13,370 from aircraft registration fees, for a total of \$214,844 in direct local and state public revenue.



Hangar area

Public revenue – direct impact

Dane County	State	Total
\$195,341	\$19,503	\$214,844

Local and state economic impact

The activity at Middleton Municipal-Morey Field in 2006 also generated an additional \$800,400 in sales, 9 jobs and \$266,600 in payroll to the state economy.

When combined with the local impact, the total contribution of Middleton Municipal-Morey Field to the local and state economy in 2006 is \$8.9 million in sales, 95 jobs and \$2.66 million in wage income.

