



Economic Impacts of Airports in Wisconsin

Webinar #1

August 31st, 2023



Agenda

- 1 Introductions
- 2 Study Background
- 3 Economic Impact Basics
- 4 Process and Methodology
- 5 Schedule and Deliverables
- 6 Preliminary Findings and Next Steps

Project Team



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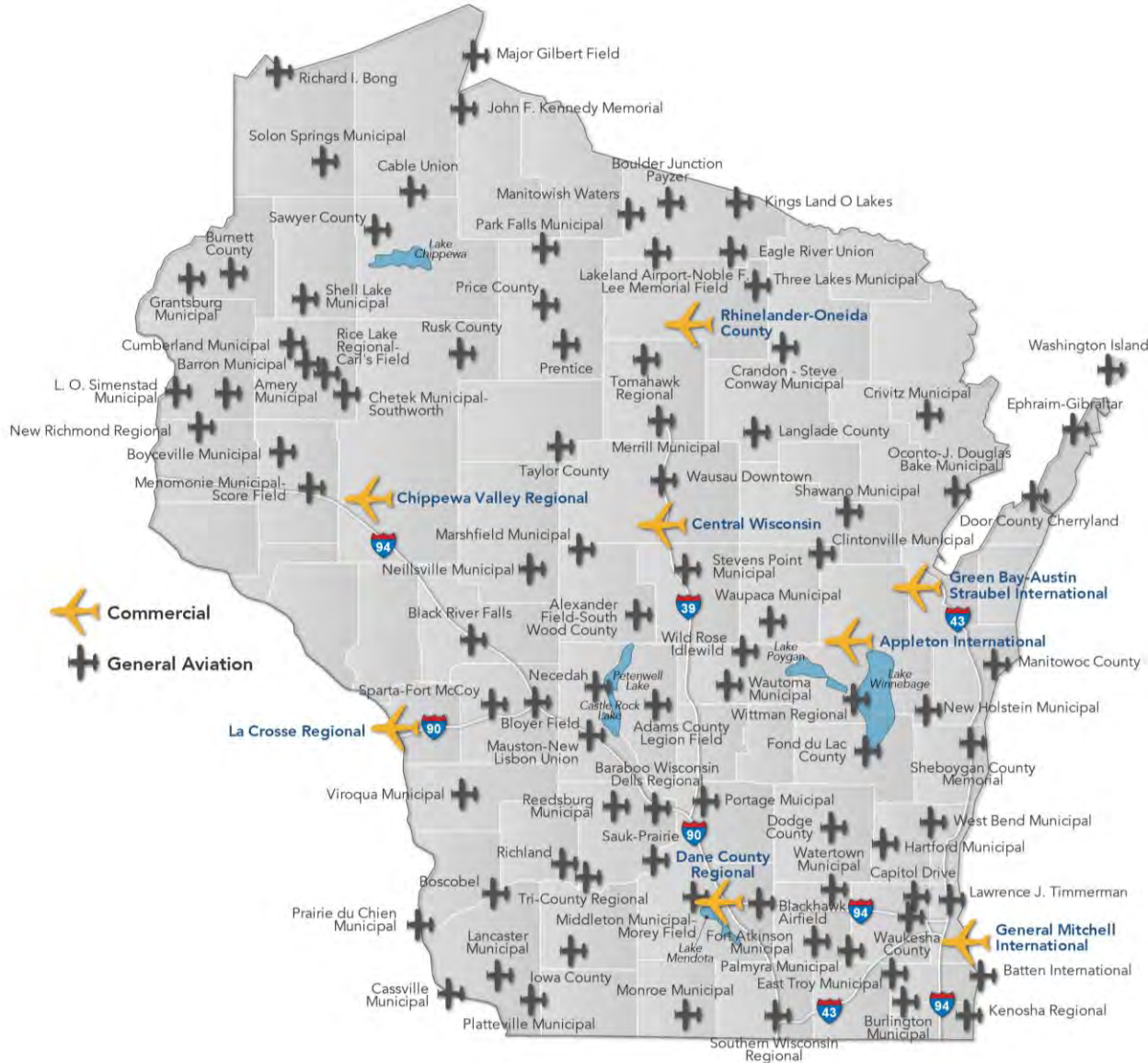


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Study Airports



- 97 Study Airports
 - 8 Commercial Service
 - 89 General Aviation

Sources of Economic Impact



- Airport Management
- Airport Business Tenants



- Average Annual Capital Investment



- Visitors Arriving on Commercial Airline Flights
- Visitors Arriving on General Aviation Aircraft

Measures of Economic Impact

1. Employment



Paid positions at organizations directly related to, or supported by, aviation activity.

2. Annual Payroll



ANNUAL PAYROLL

Wages paid to employees at organizations directly related to, or supported by, aviation activity.

3. Annual Spending



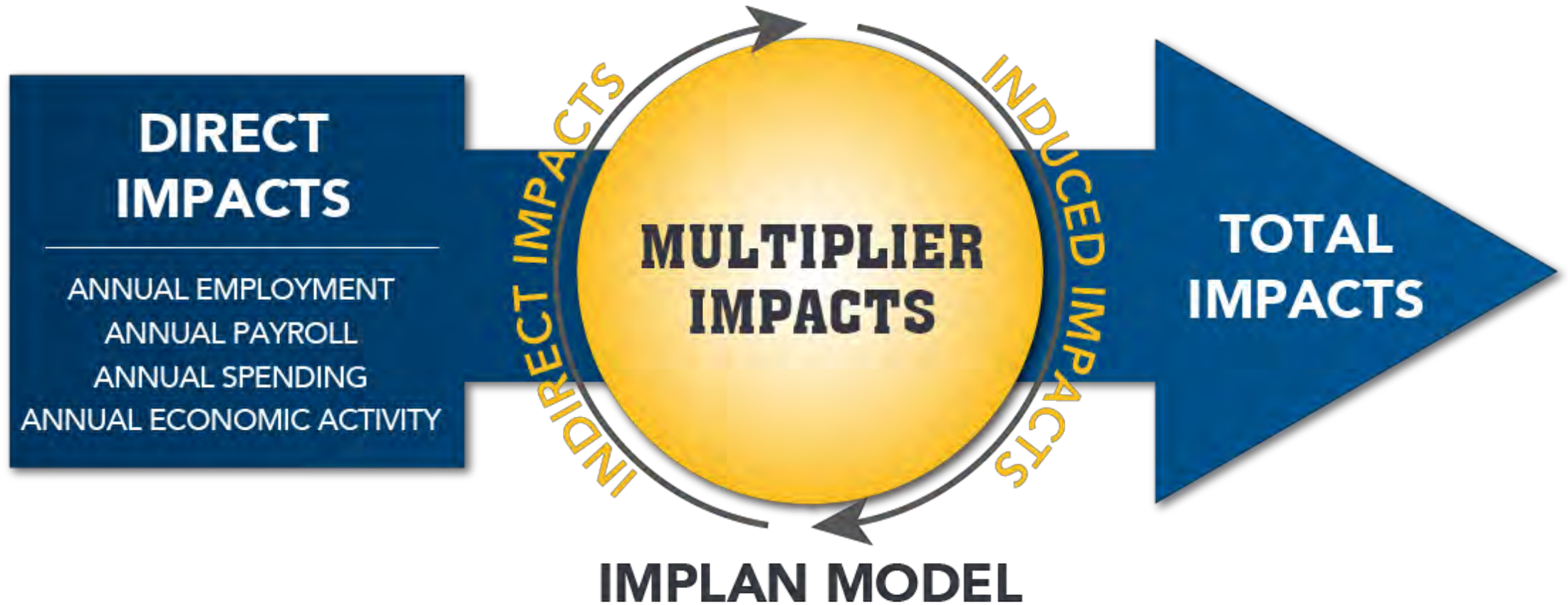
ANNUAL SPENDING

Operating expenses, material purchases, and visitor-related spending.

4. Annual Economic Activity



Study Process



Study Surveys

- Surveys form the foundation for economic impacts estimated in this study.
- Inputs received directly from airports, business tenants, and visitors drive the report findings.

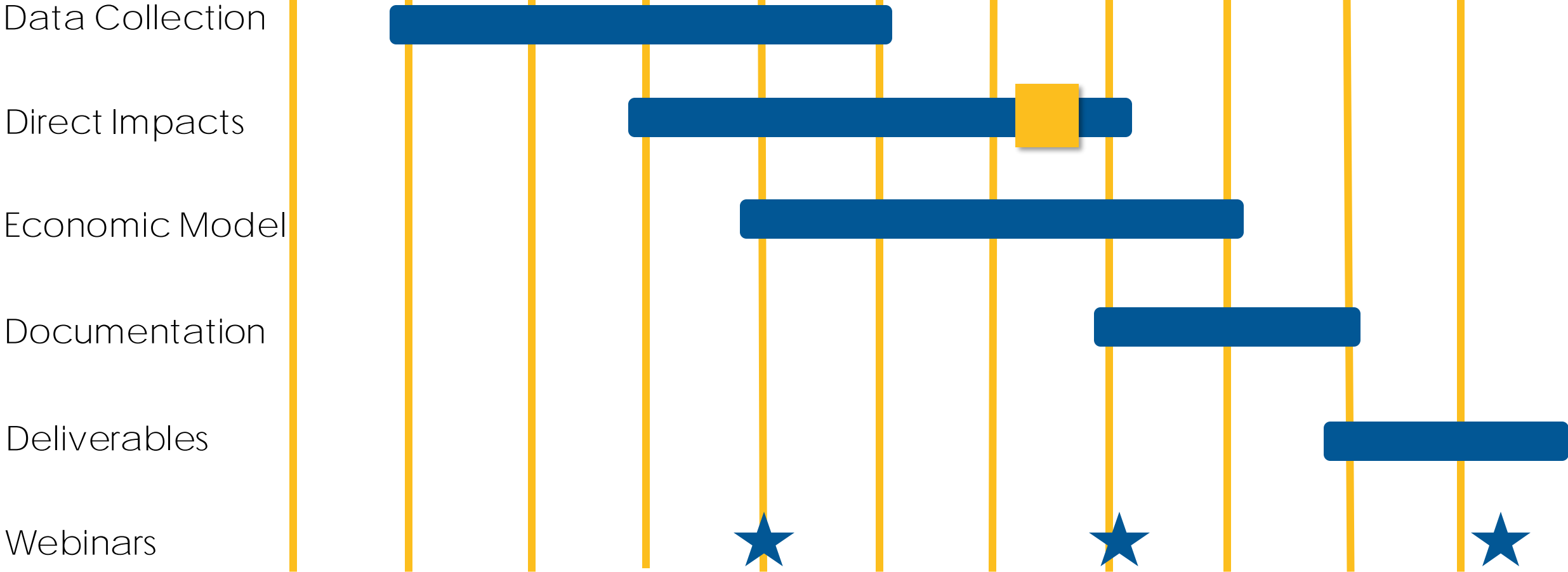


Survey Categories

- Airport Management
- Airport Business Tenants
- General Aviation Visitors
- Commercial Service Visitors

Schedule

May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar



Study Output

- Annual economic impacts for each study airport
- Statewide total annual economic impacts for management, tenants, capital investment, and visitor spending
- Estimates of state and local airport-supported tax revenue
- Other airport/aviation impacts: EAA, military aviation, benefits from users



Study Deliverables

- Executive Summary
- Individual Airport Reports
- Technical Report



Preliminary Findings

- 1.8 Million Visitors Arrive Annually on a Commercial Airline Flight
- More than 400,000 Visitors Arrive Annually on a General Aviation Aircraft
- Over \$400 Million in Capital Investment Has Taken Place Over the Past Five Years
- There are 300+ Business Tenants at Study Airports



*Preliminary findings, final report figures may differ.

Next Steps

- Visitor Surveys
 - Please display poster with the QR code for the general aviation visitor survey. Commercial airports, please provide WiFi access to link for commercial visitor survey,
- Management Surveys
 - If you have not completed an airport management survey, please do so. BOA can provide the survey link.
- Business Tenant Surveys
 - Surveys are being sent to airport business tenants with a link to an online survey. Please encourage all business tenants to complete this survey.
- Development of Economic Model
 - IMPLAN will be used to estimate indirect and induced impacts for all impact categories.

Thank You

Send us your photos! – brandon.benjamin@dot.wi.gov

