

### 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 nine 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 \$2.1 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 recent study by the Wisconsin Department of Transportation (WisDOT) shows that between 1997 and 2001, over 85% 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.

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, Austin Straubel International Airport in Green Bay plays a critical role in fostering business growth and economic development in the region.

### Airport location

Austin Straubel International Airport is located in Brown County, five miles southwest of downtown Green Bay.

Serving all of northeastern Wisconsin and portions of Michigan's upper peninsula, Austin Straubel International 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

Brown County's strong mix of industries has created an exceptionally stable economy with lower than average unemployment rates.

Having one of the fastest growing metropolitan area populations in the Midwest has also allowed employers to add a large number of jobs. Since 1990, the number of jobs in Brown County has grown faster than in any other metropolitan area of Wisconsin.

#### Green Bay/Brown County profile

##### Population (2002 estimate)

City of Green Bay – 103,018  
Brown County – 231,858

##### Employment (2001)

City of Green Bay – 58,626  
Brown County – 133,333

##### Top ten major employers

- Georgia Pacific
- Schneider National, Inc.
- Humana
- Oneida Tribe of Indians of WI
- Shopko, Inc.
- Bellin Health
- St. Vincent Hospital
- American Medical Security
- Paper Converting Machine Co.
- Procter and Gamble Products

Sources: U.S. Census Bureau, WI Department of Administration and WI Department of Workforce Development.

The area's largest employment category is health services, followed by tourism and hospitality, business services, paper

manufacturing computer services, and paper and allied products manufacturing.

The City of Green Bay contains two large paper mills as well as the country's largest cheese processing and shipping center. Future commercial and industrial growth in the area is anticipated in several locations including south of the Green Bay waters, near the airport and hospitals and at the intersection of I-43 and WIS 96 near Denmark.

### Airport services and activity

The third largest airport in Wisconsin, Austin Straubel International Airport is a 24-hour, 365-day a year operation. With an operating budget averaging \$8 million annually, the airport is a self-funded enterprise having no direct impact on the tax levy of Brown County.

Owned and operated by Brown 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)*.

Five major airlines (American Eagle, Comair/Delta, Northwest, Skyway/Midwest Express, and United Express) provide 31 daily departures, direct service to five cities, and connections to any destination in the world.

In 2001, the airport served nearly 700,000 passengers and enplaned 416,837 pounds of air cargo. The airport also recorded 63,405 aircraft operations and was home to 106 based aircraft including three jets, 78 single-engine, and 25 multi-engine aircraft.

# Economic Impact

## Austin Straubel International Airport (GRB) Green Bay, WI



Austin Straubel International Airport is also host to numerous support businesses such as a parking facility, car rental agencies, restaurant and lounge, gift shops, fixed based operators (FBO), airfreight companies and custom brokerage.

The airport is also a regional base of operations for the Federal Aviation Administration's (FAA) Automated Flight Service Station and Airway Facilities Green Bay System Support Center. The FAA also operates an Air Traffic Control Tower (ATCT) at the airport.

Additionally, Austin Straubel International Airport has a U.S. Customs office located in the main passenger terminal for those who wish to enter or exit the United States.

### Airport facilities

Austin Straubel International Airport has two paved runways, associated taxiways, public apron areas, passenger terminal area, and two fixed base operators (Executive Air and Titledown Jet Centre) that provide a full line of aviation services and hangar areas.



The primary air carrier runway (18/36) is 8,200 feet long by 150 feet wide and is constructed of concrete. It has a High Intensity Runway Lighting system (HIRLs) with Precision Approach Path Indicator (PAPI) and Medium Intensity Approach Lighting System with runway alignment indicator lights (MALSR).

The secondary runway (06/24) is 7,700 feet long, 150 feet wide and is also constructed of concrete. Lighting aids on this runway include HIRLs, MALSR, PAPI and Visual Approach Slope indicator (VASI).

Instrument approaches to the airport include an Instrument Landing System (ILS), Localizer Back Course, Non-Directional Beacon (NDB), VHF omni-directional radio range (VOR), VOR and Tactical air navigational aid (TACAN), collocated (VORTAC), Global Positioning System (GPS), and Airport Surveillance Radar (ASR).

### Airport land use zoning

Brown County is a state leader in compatible land use planning around airports. When Austin Straubel Field opened in 1947, most residents of the Green Bay area never realized that the agricultural land and woodlands surrounding the airport would some day be filled with businesses and residential development.

The continued growth of the Green Bay metropolitan area has brought dense urban



development in the three miles surrounding the airport.

In 1986, Brown County was the first local government to use the extraterritorial zoning powers in Wisconsin State Statute 114.136 to promote development of compatible land uses in the vicinity of the airport.

The state law was established to give local governments the authority to adopt ordinances to protect the critical aircraft approach zones to their airport. The law permits public airport owners to establish land use controls up to a distance of three-miles from the boundary of the airport.

The Brown County Airport Zoning Ordinance established a district plan that provided for three distinct district zones in the airport vicinity that impose building codes, height limitations and restrict new residential, commercial and industrial development.

Updated in 1991, the Brown County Airport Zoning Ordinance has proven to be an effective tool to promote compatible land use development around the airport.

### The economic impact of Austin Straubel International Airport

The WisDOT-Bureau of Aeronautics recently completed a study of the contribution of Austin Straubel International Airport to the local and state economy.

The economic impact of Austin Straubel International 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 that it supports and the goods and services that it consumes.

The results of the study indicate that Austin Straubel International Airport provided \$108.2 million in economic output, supported 2,008 jobs and contributed \$45.2 million in wage income to the local and state economy in 2001.

The methodology used to estimate the contribution of the airport to the local and state economy is the WisDOT Airport Benefit-Cost (ABC) System.

### ABC Airport Benefit-Cost System

The WisDOT ABC System is a Microsoft Access database application for evaluating the economic impact of airports and airport improvement projects.

The WisDOT ABC System was developed based on guidelines established by the FAA in the document "*Estimating the Regional Economic Significance of Airports*", U.S. DOT, September 1992.

The WisDOT ABC System used data from the following three primary sources to estimate the economic impact of the airport to the local and state economy:

1. Airport activity and business survey data on jobs, income and sales at the airport.
2. Data from the *U.S. Bureau of Economic Analysis* 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.

In January 2002 WisDOT conducted a survey of airport management, 25 businesses and three federal government offices located on the

airport or directly associated with activity at the airport.

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

The regional economic multipliers used in this study for the *Air Transportation Sector* are 1.37 (sales), 1.48 (employment) and 1.38 (wages.) Multipliers used for the *Retail/Hotel/Restaurant Sector* are 1.43 (sales), 1.20 (employment) and 1.39 (wages.)

The economic contribution of Austin Straubel International Airport 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.

## Direct impacts of the airport

The direct impact of Austin Straubel International 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 ATCT, as well as businesses providing aircraft maintenance, fueling, storage, rental, charter sales and leasing activities.

The direct effect of the airport on the Brown County economy in 2001 totaled 422 employees, a payroll of \$13.8 million and \$34.3 million in economic output.

## Direct impacts of airport users

Visitor spending, or the direct 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 \$30.8 million of air passenger spending in 2001 supported 917 additional jobs in Brown County with a payroll of \$12.9 million.

## Multiplier impact

The multiplier impact considers the effect of two additional airport impacts on the region's economy. The first impact is the economic activity of local suppliers of goods and services to the airport and Brown County businesses that host air travelers (hotels, restaurants, entertainment establishments).

The multiplier impact also includes the re-spending of airport generated payroll and the payroll of businesses serving air visitors to Green Bay. These workers spend a significant portion of their income throughout the local economy. The IMPLAN multipliers were used to identify the extent of these impacts.

### Employment (FTE jobs)

Direct impact – airport	422
Direct impact - airport users	917
Multiplier impact	395

**Local employment impact 1,734 Jobs**

### Wage income/payroll

Direct impact - airport	\$13.8 million
Direct impact - airport users	\$12.9 million
Multiplier impact	\$10.3 million

**Local payroll impact \$37.0 million**

### Economic output/sales

# Economic Impact

Austin Straubel International Airport (GRB)  
Green Bay, WI

<b>Direct impact – airport</b>	<b>\$ 34.3 million</b>
<b>Direct impact - airport users</b>	<b>\$ 30.8 million</b>
<b>Multiplier impact</b>	<b>\$ 25.8 million</b>
<b><i>Local economic output</i></b>	<b><i>\$90.9 million</i></b>



The results of the study indicate that Austin Straubel International Airport provided \$90.9 million in economic output, supported 1,734 jobs and contributed \$37 million in wage income to the local economy in Brown County.

## ***Contribution of Austin Straubel International Airport to the local economy***

<b>FTE jobs</b>	<b>Wage income/ payroll</b>	<b>Economic output/sales</b>
<b>1,734</b>	<b>\$37.0 million</b>	<b>\$90.9 million</b>

## **Local and state economic impact**

The activity at Austin Straubel International Airport in 2001 also generated an additional \$17.33 million in sales, 274 jobs and \$8.2 million in payroll to the state economy.

When combined with the local impact, the total contribution of Austin Straubel International Airport to the local and state economy in 2001 is \$108.2 million in sales, 2,008 jobs and \$45.2 million in wage income.

## ***Contribution of Austin Straubel International Airport to the local and state economy***

<b>FTE jobs</b>	<b>Wage income/ payroll</b>	<b>Economic output/sales</b>
<b>2,008</b>	<b>\$45.2 million</b>	<b>\$108.2 million</b>

## **Other benefits**

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

In 2001, Austin Straubel International Airport generated \$7,341,388 in revenue from aircraft storage, agricultural leases, concession rents, landing fees and local taxes on privately owned property.

The airport also generated \$75,875 in state revenue from general aviation fuel taxes and aircraft registration fees for a total of \$7,417,263 in direct local and state public revenue.

## ***Public revenue – direct impact***

<b>Brown County</b>	<b>State</b>	<b>Total</b>
<b>\$7,341,388</b>	<b>\$75,875</b>	<b>\$7,417,263</b>

## **Local economic impact**



# Economic Impact

Austin Straubel International Airport (GRB)  
Green Bay, WI



This report has identified and quantified the economic contribution of Austin Straubel International Airport 's 2001 activity levels to both Brown County and the state of Wisconsin.

