

Airports and economic development

As an important part of our statewide transportation network, regional airports such as Appleton International Airport play a critical role in fostering business growth and economic development.



Appleton International Airport

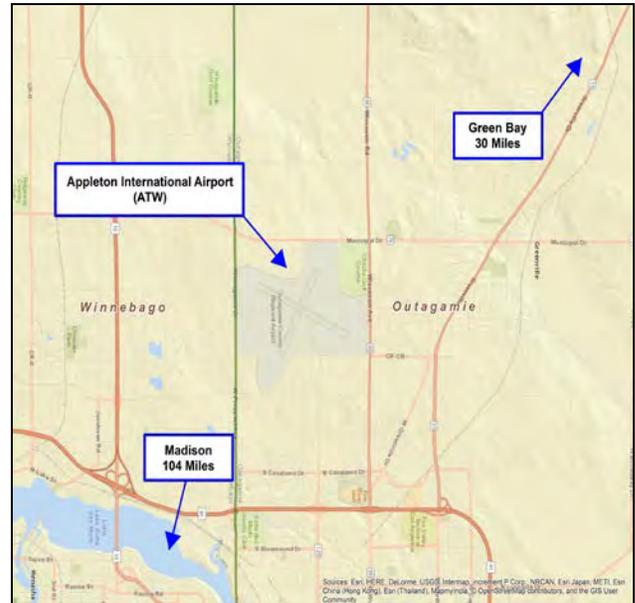
Convenient access to air transportation allows businesses to quickly move goods and key personnel from one site to another, saving valuable time and increasing productivity.

The regional airport also provides 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 realize economic and quality of life benefits that can affect every citizen.

Airport location

Appleton International Airport is conveniently located west of the Fox cities, in Appleton, two miles west of US Interstate 41.



Map of Appleton area

Serving east, central, and northeast Wisconsin, Appleton 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.

Regional profile

Outagamie County has a population of 181,310 and a labor workforce of 103,457. The area's prominent industry sectors are Trade, Transportation, Utilities; Manufacturing; and Education and Health.

Regional profile

City of Appleton population	60,838
Outagamie County population	181,310
Outagamie County employment	103,457
Average Annual Wage	\$42,628

Industry Employment

Natural Resources	607
Construction	6,257
Manufacturing	19,529
Trade, Transportation, Utilities	20,414
Financial Activities	6,223
Professional & Business Services	12,307
Education & Health	19,283
Leisure & Hospitality	10,158
Other services	3,911
Public Administration	3,174
Not assigned	1,594

Sources: Wisconsin Department of Workforce Development; Outagamie County Workforce Profile 2015

are served by an Instrument Landing System, a Medium Intensity Approach Light System with Runway Alignment Indicator Lights and Precision Approach Path Indicator Lights. Other navigational aids include RNAV (GPS) approaches to both runways.



Airport FBO

Airport activity and facilities

Owned and operated by Outagamie County, the airport is classified as a Commercial Service airport in the FAA's *National Plan of Integrated Airport Systems* and in the *Wisconsin State Airport System Plan: 2030*. Three major airlines provide 13 daily departures, to hubs connecting to destinations worldwide.

In 2015, the airport recorded 34,000 aircraft operations (take-offs and landings) and served 71 based aircraft. The airport recently added a new U.S. Customs & Border Protection Facility. The terminal has a restaurant and gift shop. The airport has one Fixed Base Operator (FBO), Platinum Flight Center.

The primary air carrier runway (03/21) is 8,000 feet long by 150 feet wide. The secondary runway (12/30) is 6,500 feet long and 150 feet wide. Both runways have High Intensity Runway Lights. Runways 03 and 30

The economic impact of Appleton International Airport

A study of the contribution of Appleton International Airport to the regional and state economy was done by the Wisconsin Department of Transportation (WisDOT), Bureau of Aeronautics.

The economic impact of Appleton International Airport is the *employment, personal income* and *economic output (sales)* 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, as well as the goods and services that it consumes.

The results of the study estimate that Appleton International Airport provided \$604.6 million in economic output, supported 2,879 jobs and contributed over \$129.1 million in personal income to the regional economy (Outagamie County) in 2015.

ABC: Airport Benefit-Cost System

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

The WisDOT ABC System is a Microsoft Access database application used for evaluating the economic impact of airports and airport improvement projects. The system was initiated by WisDOT and developed by Cambridge Systematics and Flight Transportation Associates. The application is 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 uses data from the following three primary sources:

- Airport activity and business survey data for calendar year 2015 was obtained from airport management.
- 2015 data obtained from the Wisconsin Department of Workforce Development.
- 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, Inc., that estimates purchases and sales between various sectors of the Wisconsin economy.

The model can produce statewide results or focus on specific counties and groups of counties. Multipliers for two sectors were used in the analysis.

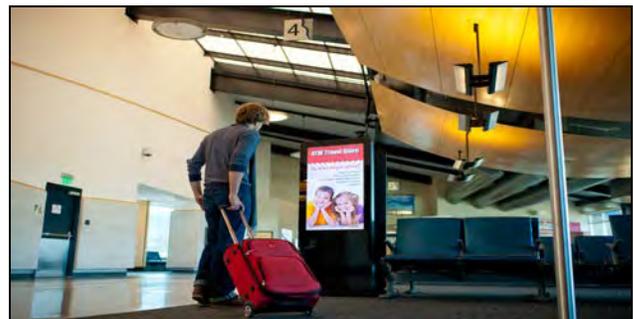
The regional economic multipliers used in this study for the Air Transportation sector are 1.32 (sales), 1.87 (employment) and 1.73 (wages). Multipliers used for the Retail/Hotel/Restaurant sector are 1.64 (sales), 1.34 (employment) and 1.57 (wages).

The economic role of Appleton International Airport is comprised of three types of impacts: *Direct Impacts of the Airport*, *Direct Impacts of Airport Users* and the *Multiplier Impacts*. Each of these impacts is expressed in terms of their effect on employment, wage income and economic output.

Direct impacts of the airport

The direct impact of an airport on the regional economy measures the jobs, payroll and sales directly related to airport operations and businesses at the airport. This includes the management and operation of the airport, as well as businesses providing aircraft maintenance, fueling, storage rental, charter sales and leasing activities.

In 2015, the direct impact of the airport on the regional economy totaled 1,314 employees, personal income of \$68.5 million and \$431.7 million in economic output.



Economic Impact

2015

Appleton International Airport (ATW)

Appleton, WI



Terminal area

Direct impacts of airport users

Visitor spending, or the direct impact of airport users, is the amount of money flowing into the regional 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 \$21.2 million of visitor spending (sales) generated by the airport in 2015 supported 315 jobs in Outagamie County with a payroll of \$6.7 million.

Multiplier impacts

The multiplier impact considers the effect of two additional airport impacts on the regional economy. The first impact is the economic activity of regional suppliers to the airport and Outagamie County businesses that host air travelers (hotels, restaurants and entertainment establishments).

The multiplier impact also includes the re-spending of the payroll of businesses serving visitors to the area. Employees of these businesses spend a significant portion of their income throughout the regional economy. The IMPLAN multipliers were used to identify the extent of these impacts.

In 2015 the multiplier impact of the airport supported 1,250 additional jobs, provided \$53.9 million in wages, and generated \$151.7 million in economic output.

Employment (FTE jobs)

Direct impact - airport	1,314
Direct impact - airport users	315
Multiplier impact	1,250

Total regional employment impact **2,879 Jobs**

Wage income/payroll

Direct impact - airport	\$68.5 million
Direct impact - airport users	\$6.7 million
Multiplier impact	\$53.9 million

Total regional payroll impact **\$129.1 million**

Economic output/sales

Direct impact - airport	\$431.7 million
Direct impact - airport users	\$21.2 million
Multiplier impact	\$151.7 million

Total regional economic output **\$604.6 million**

Other benefits

The study also measured the public revenue generated at both the regional and state level from airport related fees and taxes. In 2015, Appleton International Airport generated over \$8 million in public revenue, regional fees, and taxes. In addition, the airport also generated \$48,828 in state aviation fuel taxes and aircraft registration fees for a total of \$8.1 million in direct airport and state revenue.

Economic Impact

2015

Appleton International Airport (ATW)
Appleton, WI

Airport revenue – direct impact

Appleton International Airport	State	Total
\$8 million	\$48,828	\$8.1 million

Regional economic impact

The results of the study estimate that Appleton International Airport provided \$604.6 million in economic output, supported 2,879 jobs, and contributed \$129.1 million in wage income to the regional economy in 2015.

Contribution of Appleton International Airport to the regional economy

FTE jobs	Wage income	Economic output/sales
2,879	\$129.1 million	\$604.6 million

Regional and state economic impact

The activity at Appleton International Airport in 2015 also generated an additional \$71.4 million in sales, supported 388 jobs and provided \$2.1 million in wage income to the state economy.

When combined with the regional impact, the total contribution of Appleton International Airport to the regional and state economy in 2015 is \$676 million in sales, 3,267 jobs and \$149.7 million in wage income.

Contribution of Appleton International Airport to the regional and state economy

FTE jobs	Wage income	Economic output/sales
3,267	\$149.7 million	\$676 million

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



Airport Terminal and Cafe