

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 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.

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.



Austin Straubel International Airport – aerial view

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, serving a true market of nearly 1.4 million people.



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 is the fourth largest populated county in Wisconsin with a strong mix of industries.

The area's largest employers include four major medical facilities, including two Level II trauma centers, several insurance company regional or corporate headquarters, gaming by the Oneida



Economic Impact

2010

Austin Straubel International Airport (GRB)
Green Bay, WI

Nation of Wisconsin, transportation logistics, major food processors and paper manufacturing.

Green Bay/Brown County profile

Population

City of Green Bay – 104,057

Brown County – 248,007

Employment

Brown County – 143,790

Top ten major employers

- Green Bay Public School District
- Humana Insurance Co.
- Georgia-Pacific Corp
- Bellin Memorial Hospital
- Oneida Tribe of Indians of Wisconsin
- Saint Vincent Hospital
- United Healthcare Services Inc
- Schneider Enterprise Resources LLC
- ShopKo Stores Operating Co LLC
- Green Bay Dressed Beef Inc.

Sources: U.S. Census Bureau, Bureau of Labor Statistics

Austin Straubel International Airport is currently served by four major passenger airlines. American Eagle, Delta, Frontier, and United/Continental Airlines provide 30 daily departures and connections to any destination in the world.

In 2010, the airport enplaned nearly 365,000 people and 185,000 pounds of air cargo. The airport also recorded over 85,000 aircraft operations and was home to 125 based aircraft including 12 jet, 83 single-engine, and 30 multi-engine aircraft.

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

The Federal Aviation Administration (FAA) and the Transportation Security Administration (TSA) have a regional base of operations at the airport, serving Northeast Wisconsin. The FAA also operates an air traffic control tower (ATCT) and terminal area radar system at the airport. Additionally, the U.S. Customs and Border Patrol is located at the airport to clear corporate aircraft entering the United States from Canada or Europe. The airport can also handle international garbage with a USDA approved sterilizer installed by the airport.

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 \$12 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 a Commercial Service airport in the *Wisconsin State Airport System Plan*.



Airport Terminal



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 Jet Air) that provide maintenance, airline and general aviation refueling, charter services and pilot training.

The primary air carrier runway (18/36) is 8,700 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 and PAPI.

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).

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 \$111.9 million in economic output, supported 738 jobs and contributed \$32.4 million in wage income to the local and state economy in 2010.

WisDOT 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.

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 1.43 (sales), 1.92 (employment) and 1.74(wages.) Multipliers used for the *Retail/Hotel/Restaurant Sector* are 1.62 (sales), 1.29 (employment) and 1.59 (wages.)



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The economic contribution of Austin Straubel International Airport is comprised of three types of impacts: *Direct effects of the Airport, Indirect effects of Airport Businesses and Suppliers to the airport, and Induced effects.* Each of these effects is expressed in terms of their effect on economic output (sales), employment (jobs) and wage income.

Direct effects of the airport

The direct effects of Austin Straubel International Airport on the local economy reflect 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 facilities, Department of Homeland Security, TSA, 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 2010 totaled 401 employees, a payroll of \$18.4 million and \$63.2 million in economic output.

Indirect effects of airport

Indirect effects are the effects of activity by businesses and suppliers to the airport. The indirect effect of the airport on the Brown County economy in 2010 totaled 140 employees, a payroll of \$6.1 million and \$17.2 million in economic output.

Induced effects

Induced effects are the effects of employees spending their wages in the community. The induced effect of the airport on the Brown County economy in 2010 totaled 137 employees, a payroll of \$4.9 million and \$15.1 million in economic output.

Employment (FTE jobs)

Direct effect - airport	401
Indirect effect	140
Induced effect	137
Local employment impact	678 Jobs

Wage income/payroll

Direct effect - airport	\$18.4 million
Indirect effect	\$6.1 million
Induced effect	\$4.9 million
Local payroll impact	\$29.4 million

Economic output/sales

Direct effect - airport	\$ 63.2 million
Indirect effect	\$ 17.2 million
Induced effect	\$ 15.1 million
Local economic output	\$95.5 million

Other benefits

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

In 2010, Austin Straubel International Airport generated \$6.62 million in revenue from aircraft storage, agricultural leases, concession rents, landing fees and local taxes on privately owned property.

The airport also generated \$36,700 in state revenue from general aviation fuel taxes and aircraft registration fees for a total of \$6.65 million in direct local and state public revenue.

Public revenue – direct impact

Brown County	State	Total
\$6.62 million	\$36,700	\$6.65 million



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Local economic impact

The results of the study indicate that Austin Straubel International Airport provided \$95.5 million in economic output, supported 678 jobs and contributed \$29.4 million in wage income to the local economy in Brown County.



Baggage Claim

Contribution of Austin Straubel International Airport to the local economy

FTE jobs	Wage income/ payroll	Economic output/sales
678	\$29.4 million	\$95.5 million

When combined with the local impact, the total contribution of Austin Straubel International Airport to the local and state economy in 2010 is \$111.9 million in sales, 738 jobs and \$32.4 million in wage income.

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

FTE jobs	Wage income/ payroll	Economic output/sales
738	\$32.4 million	\$111.9 million

This report has identified and quantified the economic contribution of Austin Straubel International Airport 's 2010 activity levels to both Brown County and the State of Wisconsin.

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, there can be economic impacts of the airport on the state economy.

The activity at Austin Straubel International Airport in 2010 also generated an additional \$16.4 million in sales, 60 jobs and \$3 million in payroll to the state economy.

