

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 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.

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.



Green Bay - Austin Straubel International Airport

Airport location

Green Bay - 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, Green Bay - 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.

Brown County is the fourth largest populated county in Wisconsin with a strong mix of industries. The area's prominent industry sectors include Trade, Transportation, Utilities; Education and Health, and Manufacturing.

Green Bay/Brown County profile

City of Green Bay population – 105,051
Brown County population – 255,376

Brown County Employment – 148,746
Per capita personal income – \$45,704

Top ten major industries

- Trade, Transportation, Utilities
- Education & Health
- Manufacturing
- Professional & Business Services
- Leisure & Hospitality
- Financial Activities
- Construction
- Public Administration
- Other Services
- Information

Sources: Wisconsin Department of Workforce Development

In 2016, the airport enplaned 303,000 people and 185,000 pounds of air cargo. The airport also recorded nearly 50,000 aircraft operations. 110 based aircraft including 25 jet, 67 single-engine, 16 multi-engine aircraft, one helicopter, and one ultralight are also located on the airport property.

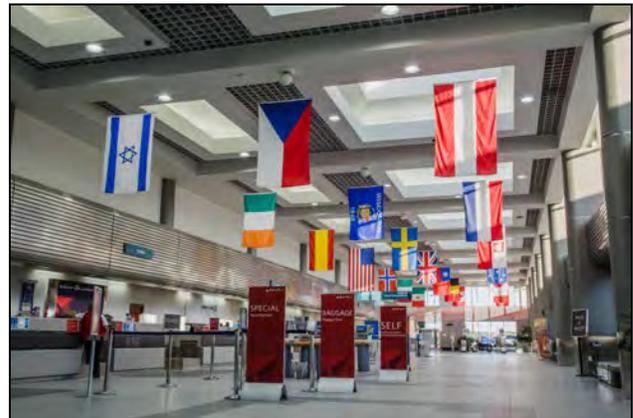
Green Bay - Austin Straubel International Airport is also host to numerous support businesses such as a parking facility, car rental agencies, restaurants and lounge, gift shops and two fixed based operators (FBO).

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 activity and facilities

The third largest airport in Wisconsin, Green Bay - Austin Straubel International Airport is a 24-hour, 365-day a year operation. With an operating budget averaging \$13 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 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-2030*. Three major passenger airlines (American Airlines, Delta Air Lines, and United Airlines) provide 29 daily departures and connections to any destination in the world.



Airport Terminal

Green Bay - 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 Green Bay - Austin Straubel International Airport

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

The economic impact of Green Bay - 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 Green Bay - Austin Straubel International Airport provided \$265.3 million in economic output, supported 1,719 jobs and contributed \$77.2 million in labor income to the local and state economy in 2016.

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

- Airport activity and business survey data on jobs, income and sales at the airport.
- Data from the *State of Wisconsin Department of Workforce Development* on industry employment, wages and sales.
- 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.

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

Direct impact of the airport

The direct impact of Green Bay - 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 impact of the airport on the Brown County economy in 2016 totaled 647 jobs, a labor income of \$31.2 million and \$132.3 million in economic output.

Indirect impact of the airport

Visitor spending 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 and meals within the county. These impacts also include activity by businesses and suppliers to the airport.

The indirect impact of the airport on the Brown County economy in 2016 totaled 689 additional jobs, a labor income of \$24.9 million and \$71.7 million in economic output.

Induced impact of the airport

The induced impact estimates the effects of labor income on the local economy. These effects are dependent upon the spending pattern of households, which could be highly variable over time and location. In 2016, the induced impact of the airport supported 297 additional jobs, provided more than \$12.7 million in labor income, and \$38.9 million in economic output.

Employment	
Direct impact – airport	647
Direct impact – airport users	689
Induced impact	297
Total employment impact	1,633
Labor income	
<i>(Employee compensation & Proprietor income)</i>	
Direct impact – airport	\$31.2 million
Direct impact – airport users	\$24.9 million
Induced impact	\$12.7 million
Total labor income impact	\$68.8 million
Economic output/sales	
Direct impact – airport	\$132.3 million
Direct impact – airport users	\$ 71.7 million
Induced impact	\$ 38.9 million
Total economic output	\$242.9 million

Other benefits

The study also measured public revenue generated at the local and state level from airport and aviation-related fees. In 2016, Green Bay - Austin Straubel International Airport generated \$8.89 million in revenue from public landing and storage fees, local public concession rents and other local fees, taxes, and revenues. The airport also generated \$59,845 in state revenue from aircraft registration fees for a total of \$8.94 million in direct local and state public revenue.

**Other benefits
Airport revenue – direct impact**

Brown County	State	Total
\$8.89 million	\$59,845	\$8.94 million

Local economic impact

The results of the study indicate that Green Bay - Austin Straubel International Airport provided \$242.9 million in economic output, supported 1,633 jobs and contributed \$68.8 million in labor income to the local economy in Brown County.

Contribution of Green Bay - Austin Straubel International Airport to the local economy

Jobs	Labor income	Economic output/sales
1,633	\$68.8 million	\$242.9 million

Local and state economic impact

The activity at Green Bay - Austin Straubel International Airport in 2016 also generated an additional \$22.3 million in sales, 86 jobs and \$8.4 million in payroll to the state economy.

When combined with the local impact, the total contribution of Green Bay - Austin Straubel International Airport to the local and state economy in 2016 is \$265.3 million in sales, 1,719 jobs and \$77.2 million in labor income.

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

Jobs	Labor income	Economic output/sales
1,719	\$77.2 million	\$265.3 million

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



Baggage Claim