



2019

# ECONOMIC IMPACT

## Analysis of Wisconsin's Local Airports

*This report documents a recently completed study by the WisDOT Bureau of Aeronautics and the WisDOT Bureau of Planning and Economic Development on the economic impacts of Middleton Municipal-Morey Field Airport to the local economy. Economic Impact Reports are generated upon request of the sponsoring airport.*

### Middleton Municipal-Morey Field Airport



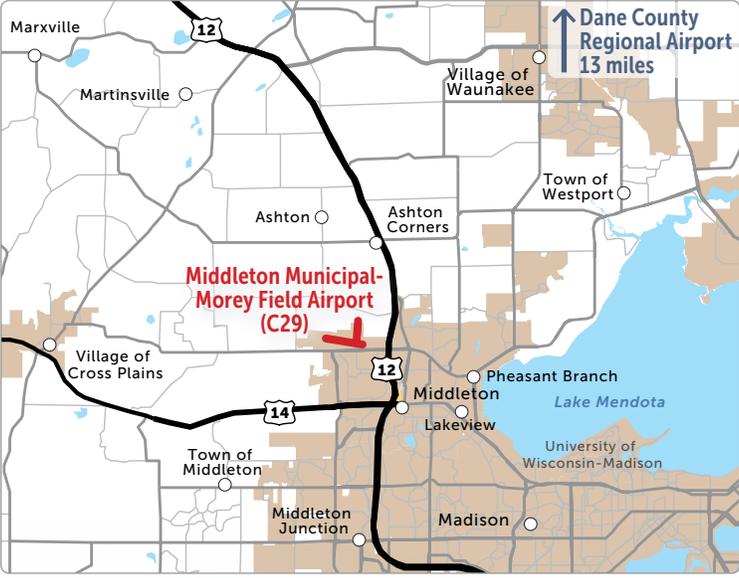
Owned and operated by the city of Middleton, Wisconsin, the airport is classified as a Regional General Aviation Airport in the FAA's *National Plan of Integrated Airport Systems (NPIAS)* and a Large General Aviation Airport in the *Wisconsin State Airport System Plan: 2030 (SASP)*.



### Airport Features, Services and Activity

40,945	Aircraft Operations
94	Based Aircraft
1	Fixed Base Operator
1	Specialized Aviation Service Operation
1	Paved Runway
1	Turf Runway

- Primary runway**
- 4,000 feet long by 100 feet wide
- Lighting aids**
- Runway end identifier lights
  - Precision approach path indicator
  - Medium intensity runway lights



## About This Report

An ECONOMIC IMPACT ANALYSIS estimates the impact airport activities have on the economy in a specified area in terms of changes in sales, labor income, value added and jobs.

Economic multipliers were calculated using Impact Analysis for Planning (IMPLAN), which is an economic assessment tool that uses an input-output model framework for estimating the economic impact that an event, project or industry has on a region's economy.

**Local Economic Impact:** Estimates are made by identifying the direct effects and applying region-industry specific multipliers to estimate indirect and induced effects. Each of these is expressed in terms of their effect on employment,<sup>1</sup> labor income,<sup>2</sup> value added to the county<sup>3</sup> and economic output.<sup>4</sup>

**Visitor Spending Impact:** The impact of visitor spending generated as a result of the airport's operations is also estimated. Visitor spending is calculated separately from airport operations to avoid double counting of spending in the same sector. Middleton Municipal-Morey Field Airport is a transportation option for visitors outside the county providing additional direct and indirect impacts for the community.

**Public Revenue Benefit:** The study also measures public revenue generated at the local level from airport and aviation related fees.

### Types of Impacts

The DIRECT EFFECT on the local economy reflects the jobs, labor income, and output directly related to airport operations.

The INDIRECT EFFECTS reflect jobs, payroll, and sales generated by industries that support airport operations. These effects capture spending by the supplier industries to airport operations.

The INDUCED EFFECTS are results of increased household spending due to direct and indirect effects. These effects are dependent upon the spending pattern of households, which could be highly variable.

<sup>1</sup>Employment is equivalent to full-time employment.

<sup>2</sup>Labor income is the sum of employee compensation (wages and benefits) and proprietor income.

<sup>3</sup>Value added is the difference between an establishment's total output and the cost of its intermediate inputs (i.e., employee compensation, proprietor income, other property income, taxes on production and imports net of subsidy).

<sup>4</sup>Output is the total value of production, i.e. the combination of value added (including labor income) and expenditures on intermediate inputs.

## Middleton Municipal-Morey Field Airport Local Economic Impact

	EMPLOYMENT <sup>1</sup> (FTE)	LABOR <sup>2</sup> INCOME (\$M)	VALUE <sup>3</sup> ADDED (\$M)	OUTPUT <sup>4</sup> (\$M)
DIRECT EFFECT	30.8	\$2.0	\$2.2	\$8.3
INDIRECT EFFECT	18	\$976,568	\$1.8	\$3.0
<b>TOTAL</b>	<b>48.8</b>	<b>\$3.0</b>	<b>\$4.0</b>	<b>\$11.3</b>
INDUCED EFFECT	13.1	\$645,174	\$1.2	\$2.1

Note: 2019 Dollar values

## Middleton Municipal-Morey Field Airport Visitor Spending Impact

	EMPLOYMENT <sup>1</sup> (FTE)	LABOR <sup>2</sup> INCOME (\$)	VALUE <sup>3</sup> ADDED (\$)	OUTPUT <sup>4</sup> (\$)
DIRECT EFFECT	8.4	255,242	395,264	613,828
INDIRECT EFFECT	1.4	76,621	140,035	235,716
<b>TOTAL</b>	<b>9.8</b>	<b>331,863</b>	<b>535,299</b>	<b>849,544</b>
INDUCED EFFECT	1.4	\$71,495	\$137,543	\$227,739

Note: 2019 Dollar values

## Middleton Municipal-Morey Field Airport 2018 Public Revenue Benefit



REVENUE FROM LEASES	\$120,174
LOCAL FEES, TAXES AND REVENUES	\$88,464



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