

Economic Impact

2016

Airports and economic development

The local general aviation airport is fast becoming the principal access route from a community to the nation and world.

As an important part of our statewide transportation network, local airports such as Baraboo-Wisconsin Dells Regional Airport play a critical role in fostering business growth and economic development.



Baraboo-Wisconsin Dells Regional 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 local airport also provides facilities for emergency medical flights, law enforcement, agricultural spraying, pilot training, and many other important community services.

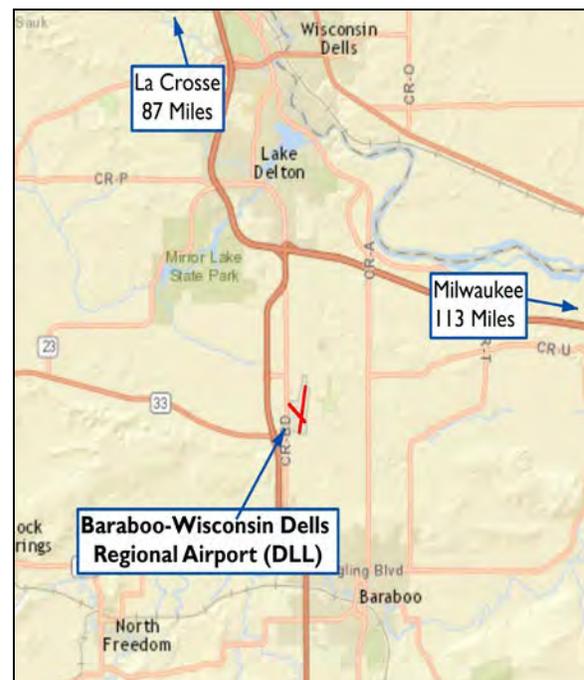
Communities that are readily accessible by air transportation are at a competitive advantage and may realize economic and quality of life benefits that can affect every citizen. As an integral part of our state transportation network,

Baraboo-Wisconsin Dells Regional Airport plays a critical role in fostering business growth and economic development in the region.

Airport location

Baraboo-Wisconsin Dells Regional Airport is located in Sauk County (Central Wisconsin). Easily accessible from U.S. Interstate 90, and the newly constructed four lane Highway 12, Baraboo-Wisconsin Dells Regional Airport is about 50 miles north of Madison and conveniently located near Lake Delton, the Wisconsin Dells resort area, and the Ho-Chunk Casino.

The airport provides a safe and convenient environment for travel, business aviation, and related business activities.



Regional profile

Sauk County has a diversified economic base and workforce. The area's prominent industry sectors are Leisure & Hospitality; Trade, Transportation, Utilities; and Manufacturing.

Regional profile	
City of Baraboo population	12,023
Sauk County population	62,207
Per capita personal income	40,745
Industry employment	
Leisure & Hospitality	8,051
Trade, Transportation, Utilities	7,290
Manufacturing	5,743
Education & Health	5,634
Public Administration	3,111
Professional & Business Services	2,064
Construction	1,443
Financial Activities	1,207
Other Services	655
Natural Resources	640
Information	144
<i>Sources: WI Departments of Workforce Development</i>	

Baraboo-Wisconsin Dells Regional Airport has one paved runway, one turf runway and parallel taxiways. The primary runway (01/19) is 5,010 feet long by 75 feet wide. Lighting aids on this runway include medium intensity runway lights, precision approach path indicator lights, and runway end identifier lights. Localizer/distance measuring equipment, VOR-A, and global positioning system with wide area augmentation system approaches are also in place.

The turf runway (14/32) is 2,746 feet long and 100 feet wide.

The airport has a terminal, 41 hangars, 17 apron tie downs, snow removal equipment and an Automated Weather Observing System. In addition to on-call maintenance, a 24-hour credit card fueling and transient hangar space is available. Airport perimeter fencing and a security plan are in place. The entire paved runway will be reconstructed and widened to 100 feet in 2018.

Airport activity and facilities

Baraboo-Wisconsin Dells Regional Airport is owned by the city of Baraboo and the village of Lake Delton. The airport is managed by the City of Baraboo under an Intergovernmental Agreement between the owner communities. It is classified as a Medium General Aviation airport in the *Wisconsin State Airport System Plan 2030*. Medium general aviation airports support most single and multi-engine aircraft, including those aircraft commonly used by businesses. These airports support regional and in-state air transportation needs.

In 2016, the airport estimated 29,930 aircraft operations and was home for 44 based aircraft, including 35 single-engine and 7 multi-engine airplanes, two jets and one helicopter. The airport has two fixed base operators, Baraboo-Dells Flight Center, Inc. and TC's Aircare. Two aeronautical service providers are also located at the airport.

The economic impact of Baraboo-Wisconsin Dells Regional Airport

A study of the contribution of Baraboo-Wisconsin Dells Regional Airport to the local and state economy was done by the Wisconsin Department of Transportation, Bureau of Aeronautics.

The economic impact of Baraboo-Wisconsin Dells Regional Airport is the *economic output (sales), employment and personal 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 it supports and the goods and services it consumes.

The results of the study indicate that in 2016 Baraboo-Wisconsin Dells Regional Airport provided 13.3 million in sales, supported 98 jobs and contributed \$3.6 million in wage income to the local economy (Sauk County).

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:

- Airport activity and business survey data on jobs, income and sales at the airport.
- Data from the U.S. Bureau of Economic Analysis 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. IMPLAN multipliers for two sectors in the Sauk County economy were used in the analysis.

The regional economic multipliers used in this study for the *Air Transportation Sector* are 2.20 (sales), 1.38 (employment) and 1.57 (wages.)

Multipliers used for the *Retail/Hotel/Restaurant Sector* are 1.27 (sales), 1.51 (employment) and 1.38 (wages.)

The economic contribution of Baraboo-Wisconsin Dells Regional Airport is comprised of three types of impacts: *Direct Impact of the Airport*, *Direct Impact of Airport Users*, and the *Multiplier Impacts*.

Each of these effects is expressed in terms of their effect on economic output (sales), employment (jobs) and wage income.

Direct impacts

The direct impact of Baraboo-Wisconsin Dells Regional Airport on the local 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 on-call aircraft maintenance, fueling, storage, and leasing activities.

In 2016, the direct impact of the airport on the local economy totaled 13 employees, a payroll of \$1 million and \$4.8 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.

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The \$4.4 million of visitor spending in 2016 supported 54 additional jobs in Sauk County, with a payroll of \$1.5 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 local suppliers to the airport and Sauk 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 local economy. The IMPLAN multipliers were used to identify the extent of these impacts.

In 2016, the multiplier impact of the airport supported 31 additional jobs, provided over \$1.1 million in wages and generated \$4 million in economic output.



Employment (FTE Jobs)

Direct impact – airport	13
Direct impact – airport users	54
Multiplier impact	31

Total employment impact 98 Jobs

Wage income/payroll

Direct impact – airport	\$1,007,656
Direct impact – airport users	\$1,470,852
Multiplier impact	\$1,133,288

Total payroll impact \$3,611,796

Economic output/sales

Direct impact – airport	\$4,831,671
Direct impact – airport users	\$4,374,300
Multiplier impact	\$4,047,552

Total economic output \$13,253,523

Other benefits

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

In 2016, Baraboo-Wisconsin Dells Regional Airport generated \$244,016 in revenue from aircraft storage, landing fees, and leases. Other local fees, and tax revenues generated \$22,621.

The airport also generated \$3,919 in state revenue from general aviation fuel taxes and aircraft registration fees of \$9,075, for a total of \$12,994 in direct local and state public revenue.

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Airport revenue – direct impact

Local	State	Total
\$266,637	\$12,994	\$279,631

Contribution of Baraboo-Wisconsin Dells Regional Airport to the local and state economy

FTE Jobs	Wage Income	Economic output/sales
104	4,465,394	14,777,404

Local economic impact

The results of the study indicate that Baraboo-Wisconsin Dells Regional Airport provided \$13,253,523 million in economic output, supported 98 jobs and contributed over \$3,611,796 in wage income to the local economy in Sauk County.

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

Contribution of Baraboo-Wisconsin Dells Regional Airport to the local economy

FTE jobs	Wage income/ payroll	Economic output/sales
98	\$3,611,796	\$13,253,523

Local and state economic impact

The activity at the airport in 2016 also generated an additional \$1.52 million in sales, six jobs and \$853,598 in payroll to the state economy.

When combined with the local impact, the total contribution of Baraboo-Wisconsin Dells Regional Airport to the local and state economy in 2016 is \$14.7 million in sales, 104 jobs and \$4.5 million in wage income.