

Economic Impact

2018

Southern Wisconsin Regional Airport (JVL) Janesville, WI

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 Southern Wisconsin Regional Airport play a critical role in fostering business growth and economic development.

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

The local airport can also provide 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, Southern Wisconsin Regional Airport in Janesville is a critical link for businesses and visitors in this region.



Southern Wisconsin Regional Airport

Airport location

Southern Wisconsin Regional Airport is located in the city of Janesville, Rock County (southern Wisconsin).

Easily accessible from Interstate 39/90 and State Highway 11, Southern Wisconsin Regional Airport is 90 miles northwest of Chicago and 60 miles southwest of Milwaukee.



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

Airport services and activity

Owned and operated by Rock County, 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)*.

In 2017, the airport recorded 32,606 aircraft operations and was home for 67 based aircraft, including 24 jets. The airport has one Fixed Base Operator – Janesville Jet Center, 40 T-hangars and 20 tenant hangars.



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Amenities in the airport terminal include conference rooms for rent, wi-fi, a diner, as well as a pilot's lounge.



Airport Terminal

Airport facilities

Southern Wisconsin Regional Airport is an air traffic controlled airport that has three paved runways.

The primary runway (14/32) is 7,300 feet long by 150 feet wide. Lighting aids on this runway include a medium approach lighting system, high intensity runway lights, precision approach path indicator and runway end identifier lights.

The second primary runway (04/22) is 6,700 feet long and 150 feet wide. Lighting aids on this runway include a medium approach lighting system, precision approach path indicator and high intensity runway lights.

The third runway (18/36) is 5,000 feet long and 75 feet wide. Lighting aids on this runway include medium intensity runway lights.

The economic impact of Southern Wisconsin Regional Airport

This report documents a recently completed study by the WisDOT-Bureau of Aeronautics and Bureau of Planning and Economic Development on the

¹ Employment is a count of full-time, part-time and seasonal jobs. IMPLAN Employment Conversion Table was used to convert the employment to Full Time Equivalent (FTE) for the report.

economic impacts of Southern Wisconsin Regional Airport to the local economy.

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.

In order to estimate the economic impact of Southern Wisconsin Regional Airport, economic multipliers were calculated using IMPLAN. IMPLAN, or Impact Analysis for Planning, is an economic impact 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. Estimates are made by identifying the direct effects of the event, project or industry and applying region-industry specific multipliers to estimate indirect and induced effects.

The economic impact of Southern Wisconsin Regional Airport is comprised of three types of effects: *direct, indirect and induced effects*. Each of these is expressed in terms of their effect on economic output, employment¹, labor income and value added to the county². In addition, the impact of visitor spending generated as a result of the airport's operations were also estimated.



Airport Air Traffic Control Tower

² 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.)



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Types of Impacts

The direct effect of Southern Wisconsin Regional Airport 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 the airport operations.

The induced effects are the 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 over time.



Airport Fire and Rescue Vehicle

Other benefits

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

In 2017, Southern Wisconsin Regional Airport generated \$137,073 in revenue from leases. Other fees, concession rents and revenues generated \$274,117.

Local economic impact

The results of the study indicate that Southern Wisconsin Regional Airport provided \$65.2 million in economic output, \$18.6 million in labor income

and \$32.5 million in value added to the local economy in Rock County and supported 237 jobs.

The induced economic effect of airport provided an additional 87 jobs, \$12.1 million in economic output, \$3.8 million in labor income, as well as \$7 million of value added to the county.

Airport Related Activities (Janesville)

	Employment (FTE)	Labor Income (\$M)	Value Added (\$M)	Output (\$M)
Direct Effect	147	\$14.6	\$26.7	\$53.5
Indirect Effect	90	\$4.0	\$5.8	\$11.7
Total	237	\$18.6	\$32.5	\$65.2

Induced Effect	87	\$3.8	\$7.0	\$12.1
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Note: Dollar values are in 2018

Visitor spending of Southern Wisconsin Regional Airport in the county

Visitor spending is calculated separately from airport operations to avoid double counting of spending in the same sector. Southern Wisconsin Regional Airport is a transportation option for visitors outside the county providing additional direct and indirect impacts for the community.

Visitor Spending Impact (Janesville)

	Employment (FTE)	Labor Income (\$)	Value Added (\$)	Output (\$)
Direct Effect	10	\$228,002	\$386,017	\$829,934
Indirect Effect	2	\$72,916	\$129,396	\$237,450
Total	12	\$300,918	\$515,413	\$1,067,384

Induced Effect	1	\$61,783	\$113,778	\$195,928
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Note: Dollar values are in 2018

