

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 Platteville Municipal Airport play a critical role in fostering business growth and economic development.



Platteville Municipal Airport

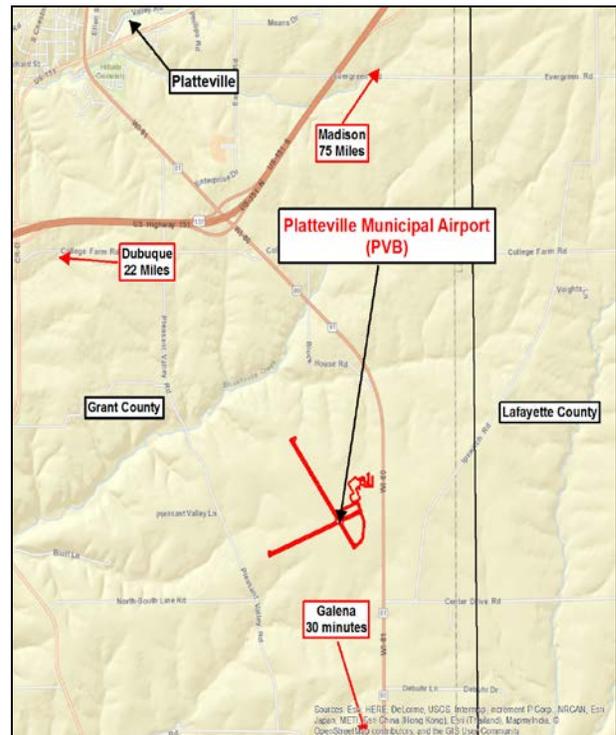
Convenient access to air transportation allows businesses to quickly move goods and key personnel from one site to another, saving valuable time and increasing productivity.

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.

Airport location

The city of Platteville is located in Grant County (southwest Wisconsin). It is four miles south of Platteville and easily accessible from US 151 and WIS 80 and 81. Platteville Municipal Airport is approximately 75 miles southwest of Madison, 22 miles from Dubuque, and just 30 minutes from Galena, Illinois.



Regional profile

Grant County's total population is 51,723, with a labor force of 11,655 and has a diversified economic base and workforce.

The largest industries in the county are Education and Health; Trade, Transportation, Utilities; and Manufacturing.

Economic Impact

2015

Platteville Municipal Airport (PVB)

Platteville, WI

Regional profile

City of Platteville population	12,788
Grant County population	53,099
Grant County employment	17,534
Per capita personal income	\$38,237

Top 10 major industries

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

Sources: Wisconsin Department of Workforce Development; Grant County Workforce Profile 2015

Platteville Municipal Airport has many services for the public and aviators that include fueling, and flight lessons, aircraft rental, aircraft maintenance and hangars for rent.



Hangar area

The airport has two paved runways. Runway 15/33 is 3,999 feet long and 75 feet wide with medium intensity runway lights, runway end identifier lights, and precision approach path indicators. The cross-wind runway (07/25) is 3,599 feet long and 75 feet wide.

Airport activity and facilities

Platteville Municipal Airport is administered by an airport commission representing the city of Platteville. The airport is open to the public and classified as a Medium General Aviation airport in the *Wisconsin State Airport System Plan*.

In 2015, the airport recorded 12,860 aircraft operations (take-offs and landings) and served 33 based aircraft, including 28 single-engine, two multi-engine aircraft, and three jet/turboprop aircraft. Frequent business users of the airport include Kaiser Aviation, TriCore Insurance, Jet Services of Iowa, Clayton County Recycling, Momchilovich Drywall, A&A Aviation, and Hi-Pro. The airport also accommodates seasonal crop dusting operations.

One fixed base operator (FBO) is located at the airport. A&A Aviation conducts aircraft maintenance and flight training, as well as airport management.



Pilot lounge

The terminal building has a pilot lounge and flight planning area. The airport currently has 28 hangars and 14 tie downs.

The economic impact of Platteville Municipal Airport

A study of the contribution of Platteville Municipal Airport to the local and state economy was done by the Wisconsin Department of Transportation's, Bureau of Aeronautics.

The economic impact of Platteville Municipal 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 that it supports and the goods and services that it consumes.

The results of the study estimate that Platteville Municipal Airport provided \$2.1 million in economic output, supported 31 jobs and contributed over \$1.3 million in personal income to the local economy (Grant County) in 2015.

The methodology used to estimate the contribution of the airport to the local and state economy is the Wisconsin Department of Transportation (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 Federal Aviation Administration (FAA) in the document "*Estimating the Regional Economic Significance of Airports*," U.S. DOT, September 1992.

The WisDOT ABC System uses data from the following three primary sources:

- Airport activity and business survey data for calendar year 2015 was obtained from airport management.
- 2015 data from the Wisconsin Department of Workforce Development.
- 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, Inc., that estimates purchases and sales between various sectors of the Wisconsin economy. The model can produce statewide results or focus on specific counties and groups of counties. Multipliers for two sectors were used in the analysis.

The regional economic multipliers used in this study for the Air Transportation sector are 1.53 (sales), 1.97 (employment) and 1.49 (wages).

Multipliers used for the Retail/Hotel/Restaurant sector are 1.50 (sales), 1.25 (employment) and 1.49 (wages).



Economic Impact

2015

Platteville Municipal Airport (PVB)

Platteville, WI

The economic role of Platteville Municipal Airport is comprised of three types of impacts: *Direct Impacts of the Airport*, *Direct Impacts of Airport Users* and *the Multiplier Impacts*.

Each of these impacts is expressed in terms of their effect on economic output, employment and wage income.

Direct impact of the airport

The direct impact of an 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 aircraft maintenance, fueling, storage rental, charter sales and leasing activities.

In 2015, the direct impact of the airport on the local economy totaled 31 workers, personal income of \$1.3 million and \$2.1 million in economic output.

Indirect impact of the airport

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.

The \$396,600 of visitor spending (sales) generated by the airport in 2015 supported 12 jobs in Grant County with a payroll of \$217,788.

Induced impact of the airport

The induced impact estimates 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 Grant County businesses that host air travelers (hotels, restaurants and entertainment establishments).

The induced 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 2015, the multiplier impact of the airport supported 11 additional jobs, provided \$426,635 in wages, and generated \$710,540 in economic output.

Employment (jobs)

Direct impact - airport	8
Direct impact – airport users	12
Multiplier impact	<u>11</u>

Total employment impact 31

Wage income/payroll

Direct impact - airport	\$ 652,456
Direct impact – airport users	\$217,788
Multiplier impact	<u>\$426,635</u>

Total payroll impact \$1.3 million

Economic output/sales

Direct Impact – airport	\$949,712
Direct impact – airport users	\$396,600
Multiplier impact	<u>\$710,540</u>

Total economic output \$2.1 million

Other benefits

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

Economic Impact

2015

Platteville Municipal Airport (PVB)
Platteville, WI

In 2015, Platteville Municipal Airport generated \$41,250 in public revenue from aircraft storage.

The airport also generated \$209,000 in revenue from local fees, and \$12,393 in state aviation fuel taxes and aircraft registration fees for a total of \$262,643 in direct airport and state revenue.

When combined with the local impact, the total contribution of Platteville Municipal Airport to the local and state economy in 2015 is \$2.3 million in sales, 33 jobs and \$1.7 million in wage income.

Contribution of Platteville Municipal Airport to the local and state economy

<i>Other benefits</i>		
<i>Airport revenue – direct impact</i>		
Local	State	Total
<i>\$ 250,250</i>	<i>\$12,393</i>	<i>\$262,643</i>

Jobs	Wage income	Economic output/sales
<i>33</i>	<i>\$1.7 million</i>	<i>\$2.3 million</i>

Local economic impact

The results of the study estimate that Platteville Municipal Airport provided \$2.1 million in economic output, supported 31 jobs, and contributed over \$1.3 million in wage income to the local economy in 2015.

<i>Contribution of Platteville Municipal Airport to the local economy</i>		
Jobs	Wage income	Economic output/sales
<i>31</i>	<i>\$1.3 million</i>	<i>\$2.1 million</i>

Local and state economic impact

The activity at Platteville Municipal Airport in 2015 also generated an additional \$237,273 in sales, supported two jobs and provided \$387,180 in wage income to the state economy.



Platteville AWOS

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