



**ECONOMIC IMPACT OF**  
**Pickens County Airport**





## Georgia Airports Mean Business

Georgia's airport system of 104 publicly-owned, public-use airports – nine commercial service airports and 95 general aviation airports – are essential to the state's transportation and economic infrastructure, supporting its diversified industries including technology, manufacturing, distribution, tourism, and agriculture. These businesses utilize Georgia's airports to transport employees, customers, vendors and goods, which spur economic development. Airport businesses support on-site and local jobs by providing aviation-related goods and services to aircraft and passengers. Additionally, on-airport capital improvements promote economic activity in the

community through increased construction jobs and the purchase of goods and services. Georgia's business and leisure visitors, who regularly arrive on commercial airlines and general aviation aircraft, stimulate local economies by spending money for lodging, food, other transportation, shopping, recreation, and entertainment.

Georgia's airports, by means of on and off-site businesses, visitors, and aviation-related organizations, contribute significantly to the state's economy, supporting 471,175 jobs, \$17.7 billion in payroll, and \$62.6 billion in statewide economic impact.

## Statewide Economic Impact Study

The Georgia Department of Transportation commissioned this Federal Aviation Administration (FAA)-funded study to quantify the economic contribution of the state's airport system using an FAA-approved methodology of survey data and modeling estimates. The economic impacts are categorized by on-airport, visitor, and multiplier impacts to measure the total jobs, payroll, and total economic output of each of the 104 airports in this study.

visitors. The multiplier effect of these direct impacts was calculated using Georgia-specific regional multipliers. For example, if an airport employee purchases groceries, those dollars may support a grocer's payroll, the grocer may spend money on child care, and so on, until those payroll dollars originating from airport activity leave the community and state. The spending and re-spending generates additional economic activity in the region.

The economic benefits calculated for each of the airports was based on comprehensive survey data provided by airport managers, airport tenants, non-aviation businesses who utilize the airport, and airport

The total economic impact of \$62.6 billion is the sum of all direct airport and visitor impacts combining with the multiplier effects and presented in terms of jobs, payroll, and total economic output.



### Statewide Economic Impact

	Hartsfield-Jackson Atlanta International	Other Commercial Service Airports	General Aviation Airports	Statewide Totals
Jobs	<b>434,434</b>	<b>26,451</b>	<b>10,290</b>	<b>471,175</b>
Payroll	<b>\$16.3 billion</b>	<b>\$1.1 billion</b>	<b>\$354.4 million</b>	<b>\$17.8 billion</b>
Economic Output	<b>\$58.2 billion</b>	<b>\$3.2 billion</b>	<b>\$1.2 billion</b>	<b>\$62.6 billion</b>

*Note: Hartsfield-Jackson Atlanta International Airport data is from 2009 Economic Impact Study. All other data is based on CY2010.*

# Benefits of Pickens County Airport

Pickens County Airport is located in Jasper along U.S. Highway 76 in the foothills of the Appalachian Mountains in north Georgia. Nicknamed the “The First Mountain City,” Jasper has a population of 3,000 and is the county seat of Pickens County. Pickens County’s economy is focused on the agricultural, marble, and tourism industries.

Pickens County Airport is located two miles southwest of Jasper’s central business district, comprises 137 acres, and is owned and operated by Pickens County. The airport has a 5,000-foot asphalt runway, Runway 16/34. The County serves as the fixed based operator providing 24-hour fueling, flight planning, aircraft tie-downs, and hangar storage. Joe Aircraft provides minor aircraft maintenance. Air Life Georgia is based at the airport and provides medical evacuation services to North Georgia.

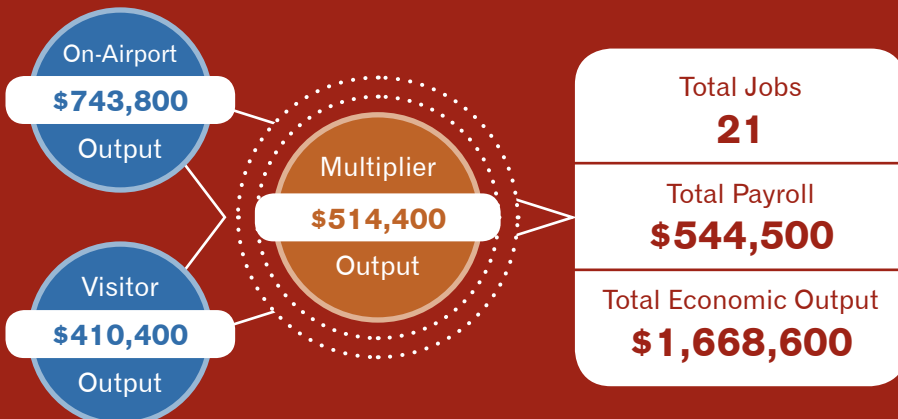
Pickens County Airport supports a wide spectrum of activities including flight training, law enforcement patrols, military training, Civil Air Patrol operations, aerial photography and surveys, and corporate activity. Many companies in Jasper and surrounding areas rely on the airport to conduct business operations, including Atlanta Gear Works, a machinery transmission service company,

and Southeast Nuclear Electronics, a nuclear medicine equipment sales and service provider.

The airport serves as a gateway to the region and its many attractions for residents and visitors. The Georgia Marble Festival, held in Pickens County each October to celebrate the area’s marble heritage, is the largest draw of visiting aircraft at the airport. The Georgia Apple Festival in Ellijay is another significant event. Many recreational airport users fly in to play golf or visit the famed “Bubba-Q” barbecue restaurant in Jasper. Pickens County Airport also serves as a gateway for outdoor enthusiasts bound for the nearby Springer Mountain, the southern terminus of the Appalachian Trail located just 20 miles from Jasper. The local EAA chapter holds several Young Eagles educational outreach events for local youth.

Airports connect Georgia’s citizens and businesses to the rest of the state, our nation, and the global economy. The Pickens County Airport plays a vital role in supporting the region with 21 jobs with an annual payroll of \$544,500, and \$1,668,600 in economic output for the local and regional economies.

## Economic Impact of Pickens County Airport



**Jobs** measures the number of full-time equivalent jobs where a part-time employee counts as half a full-time employee.

**Payroll** measures the total annual wages and benefits paid to all workers whose salaries are directly attributable to airport activity.

**Economic Output** measures the value of goods and services related to the airport.

## Georgia Airports

- Georgia is served by 104 publicly-owned, public-use airports:
  - Nine commercial service airports, including Hartsfield-Jackson Atlanta International, and
  - 95 general aviation airports.
- Airports in Georgia (excluding Hartsfield-Jackson Atlanta International) support:
  - 1.2 million annual boarded passengers.
  - 720,000 commercial service visitors.
  - 1.1 million general aviation visitors.
  - More than 500 on-airport businesses.
- Hartsfield-Jackson Atlanta International Airport:
  - Supports more than 46 million annual boarded passengers; that's nearly 12,700 daily boarded passengers.
  - Provides nonstop service to 156 U.S. cities and more than 80 international destinations in 52 countries.
  - Supports nearly 60 passenger and cargo airlines.
  - Is the busiest passenger and operations airport in the world.

*Note: Calendar Year 2010 data.*

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