



BEYOND ECONOMIC BENEFITS.....

The Airport is home to a wide array of activities that support safety and quality of life for the region. These include:

- ✓ Emergency air medical transport.
- ✓ Agricultural production support that keeps Watsonville at the forefront of the global berry market.
- ✓ Watsonville Emergency Airlift Command Team to improve response to natural disasters.

For More Information, Please Contact:

Watsonville Municipal Airport
Rayvon Williams, Airport Director
831-768-3575
rayvon.williams@cityofwatsonville.org



Prepared by:

Dr. Lee McPheters
Seidman Research Institute
W.P. Carey School of Business
Arizona State University

In Association With:
Coffman Associates, Inc.



ECONOMIC BENEFIT ANALYSIS



WATSONVILLE MUNICIPAL AIRPORT

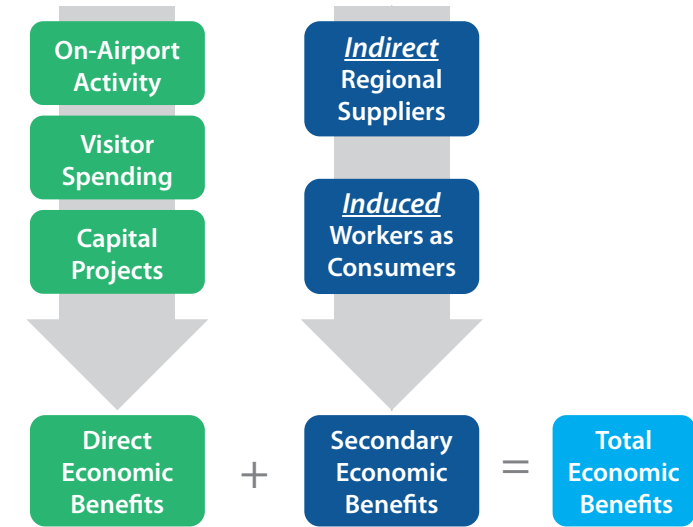
Economic Benefit Analysis

Watsonville Municipal Airport (Airport) is a vital contributor to the local and regional economy, and contributes to the growth of jobs and economic output of the City of Watsonville and surrounding area. The Airport not only provides transportation services for people and businesses, but it serves as a center of employment for hundreds of workers and encourages economic growth, further strengthening ties between communities and regions. Perhaps a more significant benefit is the value of the Airport to the sales and production capabilities of local businesses and industry, in addition to the role it plays in attracting new businesses and industry to the community.

Watsonville Municipal Airport is a general aviation gateway that welcomes commerce into the region and provides access to the air transportation system for citizens and businesses. The Airport is utilized by aircraft ranging from single engine pistons up to large corporate/business jets. The Airport is home to 234 based aircraft, including multiple jets. It is estimated that the Airport experiences approximately 60,000 aircraft operations annually.

MEASURING ECONOMIC BENEFITS

Analysis of economic benefits is the measurement of the economic contribution of an industry, an activity, or a particular component of the economy. The methodology used in this study was standardized in the publication by the Federal Aviation Administration (FAA), Estimating the Regional Economic Significance of Airports, Washington, D.C., 1992. The total economic benefit of the Airport is quantified as revenue (output, spending, and sales), employment (jobs created), and payroll (income). This information is collected from airport records, surveys of businesses/passengers, and state/federal government records. The secondary (indirect and induced) coefficients are from the Impact Analysis for Planning (IMPLAN) input-output model. The adjacent graphic illustrates how the total economic benefits of the Airport are calculated.



ECONOMIC BENEFIT ANALYSIS SUMMARY – 2019

Economic Benefits of Aviation-Related Activity

- 14 On-Airport aviation employers reported revenues of \$13.7 million.
- 80 On-Airport aviation jobs with payrolls of \$6.1 million.
- On-Airport aviation employers purchased \$4.6 million in goods and services from local suppliers.



Economic Benefits of Non-Aviation-Related Activity

- 15 On-Airport non-aviation employers reported revenues of \$22.6 million.
- 162 On-Airport non-aviation jobs with payrolls of \$9.4 million.
- On-Airport non-aviation employers purchased \$5.1 million in goods and services from local suppliers.

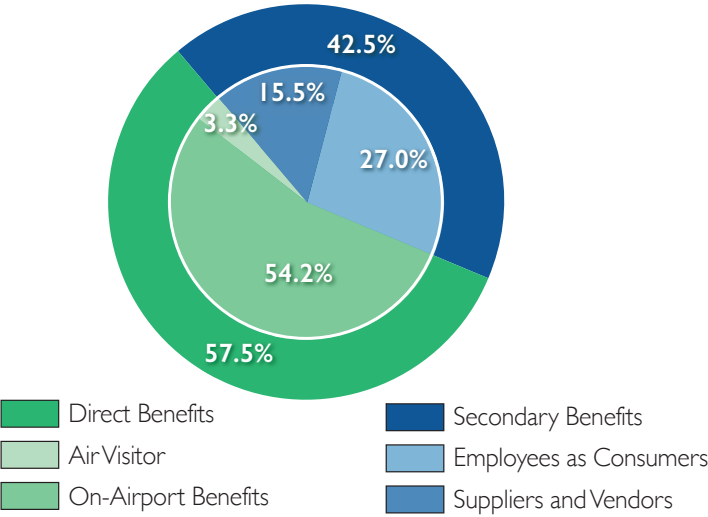


Air Visitors to the Airport

- Visitors arriving at the Airport spent \$2.2 million in the region.
- Visitor spending supported 36 total jobs in the area economy.
- Overnight travel parties spent an average of \$1,602 during their stay.



Airport Economic Benefit Sources



TOTAL ECONOMIC BENEFITS OF THE AIRPORT

Source	Benefits
Revenue	\$67.0 Million
Employment	452 Jobs
Payroll Income	\$27.2 Million
Tax Revenue	\$9.1 Million

Activity at Watsonville Municipal Airport created \$67 million in total economic benefits for the region.



"Analysis of economic benefits is the measurement of the economic contribution..."