

# Making the Most of Economic Impact Study Results

April 9th, 2026





# Agenda

**1** Project Purpose and Overview

**2** Economic Impact Results

**3** Communicating Economic Impact Results

# Project Purpose and Overview



# Study Value to Airports

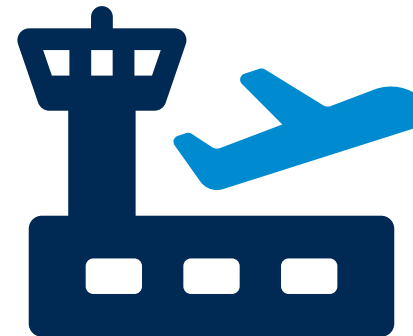


STATE legislators

LOCAL communities, airport  
sponsors, and other stakeholders



Planning  
Tool



Airports of  
all sizes



Accurate Data  
Using Best  
Practices



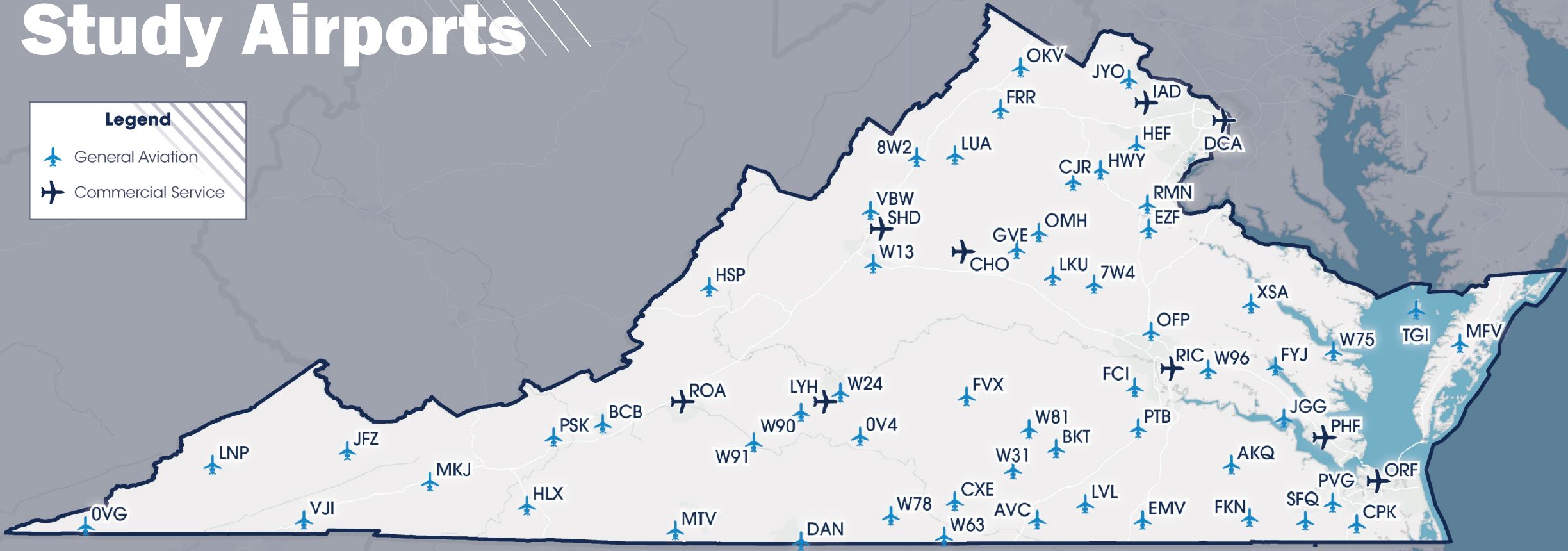
Communications  
Tool



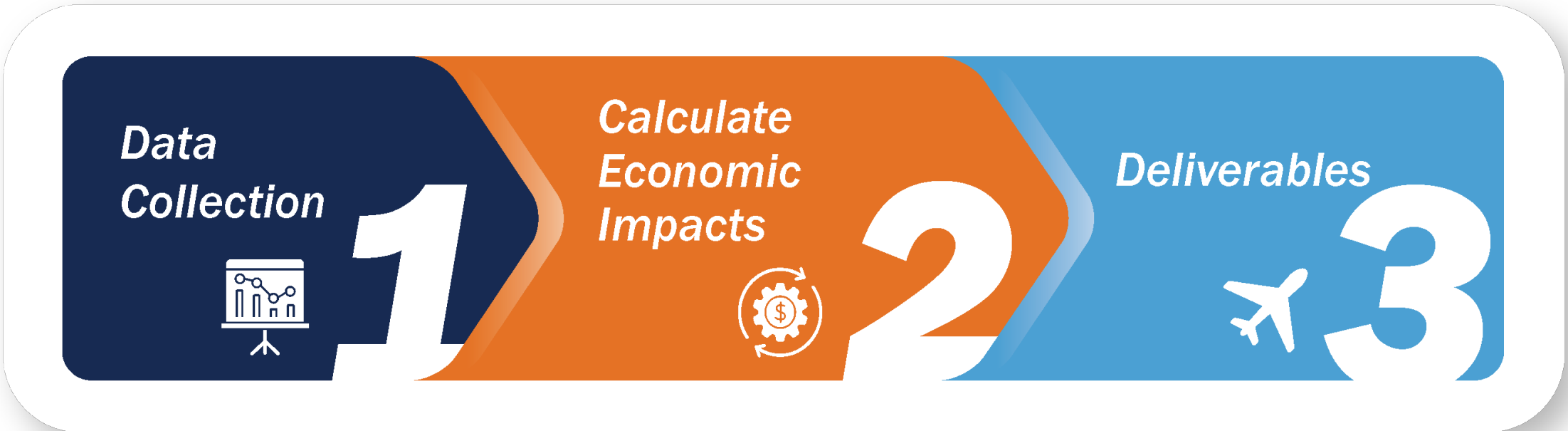
# Study Airports

**Legend**

- General Aviation
- Commercial Service



# Project Process



# Data Collection – Who Participated?



Airport  
Administration



Airport  
Tenants



Commercial  
Service Visitors



General Aviation  
Visitors



Off-Airport  
Businesses



# Economic Impact Measures



## **JOBS**

The total number of people working because of the airport or company, including both full-time and part-time positions



## **WAGES**

All the money and benefits employees receive for their work, including salaries, health benefits, and taxes paid on their behalf



## **GROSS STATE PRODUCT (GSP)**

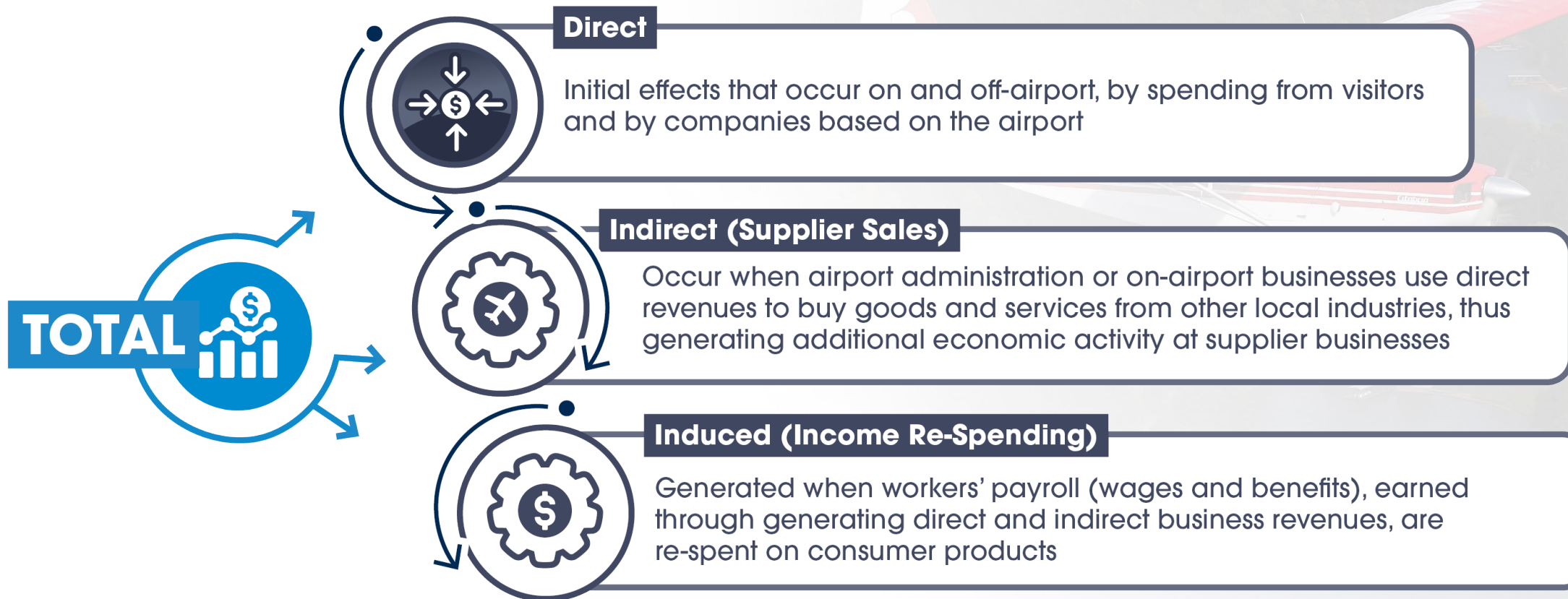
The value an airport adds to Virginia's economy. It's calculated by taking what the industry produces and subtracting the cost of its necessary materials such as fuel, maintenance, or utilities



## **TOTAL ECONOMIC IMPACT (OUTPUT)**

The overall value of the airport's activity, including all spending ripples. It is equivalent to GSP plus the cost of everything it buys—like fuel, maintenance, and utilities—from other businesses

# Economic Impact Terms



# Economic Impact Results





# Statewide Economic Impact

**JOBS**



**219,405**

**WAGES**



**\$15.2**

**Billion**

**GSP**



**\$25.8**

**Billion**

**OUTPUT**



**\$42.0**

**Billion**



# Statewide Economic Impact



	JOBS	WAGES	GSP	OUTPUT
DIRECT	129,491	\$9,136,589,000	\$15,271,619,000	\$24,749,449,000
INDIRECT	44,237	\$3,367,675,000	\$5,224,508,000	\$8,929,236,000
INDUCED	45,677	\$2,686,975,000	\$5,346,981,000	\$8,332,893,000
TOTAL	<b>219,405</b>	<b>\$15,191,240,000</b>	<b>\$25,843,109,000</b>	<b>\$42,011,577,000</b>



# Technical Report



**Chapter 1. Study Introduction**

Airports serve as dynamic centers of business activity, supporting a wide range of industries beyond air transportation. These airports contribute to local, regional, and statewide economies by generating jobs, attracting investment, and enabling efficient movement of people and goods. Their presence enhances connectivity and strengthens the economic vitality of the communities they serve.

To display the role Aviation (DOAV) has the economic value residents, business, airport stakeholders with the information

**1.1. Study Airports**  
According to the FAA facilities. However, the VAS includes 610 are privately owned a range of function (GA).

Virginia's nine Commonwealth including private international destinations while Table 1.1.c

**Figure 1.1 Virginia Airport System (Map)**

**Table 1.1 Virginia Airport System (List)**

Associated City	Airport	FAA ID	Ownership
<b>Commercial Service</b>			
Arlington	Ronald Reagan Washington National	DCA	Public
Charlottesville	Charlottesville-Albemarle	CHO	Public
Dulles	Dulles International	IAD	Public
Lynchburg	Lynchburg Regional	L7H	Public
Newport News	Newport News-Williamsburg International	PHF	Public
Norfolk	Norfolk International	ORF	Public
Richmond	Richmond International	RIC	Public
Roanoke	Roanoke-Blacksburg	ROA	Public
Staunton	Shenandoah Valley Regional	SFD	Public
<b>General Aviation</b>			
Abingdon	Virginia Highlands	V7I	Public
Backsburg	Virginia Tech-Montgomery Executive	BOB	Public
Backstone	Allen C. Perkins Municipal	BKT	Army
Bridgewater	Bridgewater Air Park	VBW	Private
Brookneal	Brookneal-Campbell County	0V4	Public
Bumpass	Lake Anna	7W4	Private
Chase City	Chase City Municipal	0XE	Public
Clarksville	Lake County Regional	W63	Public
Croze	Croze Municipal	W61	Public
Quipeper	Quipeper Regional	CIR	Public
Danville	Danville Regional	DAN	Public
Dublin	New River Valley	PSK	Public
Emporia	Emporia-Greenville Regional	EMV	Public
Farmville	Farmville Regional	FVX	Public
Forest	New London	W90	Private
Franklin	Franklin Regional	FKN	Public
Fredericksburg	Shannon	EZJ	Private
Front Royal	Front Royal-Warren County	FRR	Public
Galax Hillsville	Twin County	HGX	Public
Gordonsville	Gordonsville Municipal	0VE	Public
Hot Springs	Ingalls Field	HSP	Public
Jonesville	Lee County	0VG	Public
Kenbridge	Lunenburg County	W61	Public
Lawrenceville	Brunswick Municipal	LVL	Public

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# Executive Summary

**VIRGINIA AIRPORT SYSTEM**  
Economic Impact Study

**EXECUTIVE SUMMARY**

**VIRGINIA**  
AIRPORT SYSTEM  
ECONOMIC IMPACT STUDY

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**VIRGINIA AIRPORT SYSTEM** ECONOMIC IMPACT STUDY

## FROM RUNWAYS TO REVENUE: AVIATION'S IMPACT ACROSS VIRGINIA

The Virginia airport system is a vital engine of connectivity, commerce, and community. Across the Commonwealth, **65 public-use airports**—including nine commercial service airports and 56 general aviation (GA) airports—play a critical role in supporting local, regional, and statewide economies. Each airport contributes unique value, collectively strengthening Virginia's position as a hub for business and travel.

To measure this impact, the Virginia Department of Aviation (DOAV) commissioned the Virginia Airport System Economic Impact Study.

Virginia's airports airport boundaries in total, the airport to Gross State Product activity exceeds the Commonwealth. Was on Florida's economy.

### WHAT IS ECONOMIC IMPACT?

Economic impact refers to the ripple effect that aviation activities have on the broader economy. It measures how airports and related businesses generate employment and spending, which in turn stimulates additional jobs, income, and business activity throughout the Commonwealth. By quantifying these contributions, such as Jobs, Wages, GSP, and Total Economic Impact (Output) the economic impact analysis demonstrates the role airports play within the State's economy. The economic measures used throughout this report are defined below.

#### JOBS

The total number of people working because of the airport or company, including both full-time and part-time positions.

#### WAGES

All the money and benefits employees receive for their work, including salaries, health benefits, and taxes paid on their behalf.

#### GROSS STATE PRODUCT (GSP)

The value an airport adds to the economy. It's calculated by taking what the industry produces and subtracting the cost of its necessary materials such as fuel, maintenance, or utilities.

#### TOTAL ECONOMIC IMPACT (OUTPUT)

The value an airport adds to Virginia's economy. It is equivalent to GSP plus the cost of everything it buys—like fuel, maintenance, and utilities—from other businesses.

### HOW IS ECONOMIC IMPACT CALCULATED?

#### Understanding Impacts

Virginia's aviation system contributes to the Commonwealth's economy through three components: direct, indirect, and induced impacts. Each is measured individually and then combined to show the full scope of aviation's economic influence.

#### Direct, Indirect, and Induced Impacts

Direct impacts reflect the immediate activity at airports—operations, on-airport businesses, and visitor spending in local communities.

Indirect impacts capture the ripple effect of supplier purchases made to support aviation activity.

Induced impacts measure household spending by employees whose wages are tied to aviation.

To develop these estimates, surveys of airport management, tenants, and visitors were conducted. Where data gaps existed, analysts used IMPLAN, an industry-standard economic modeling tool, to fill in missing information and apply multipliers.

#### The Big Picture

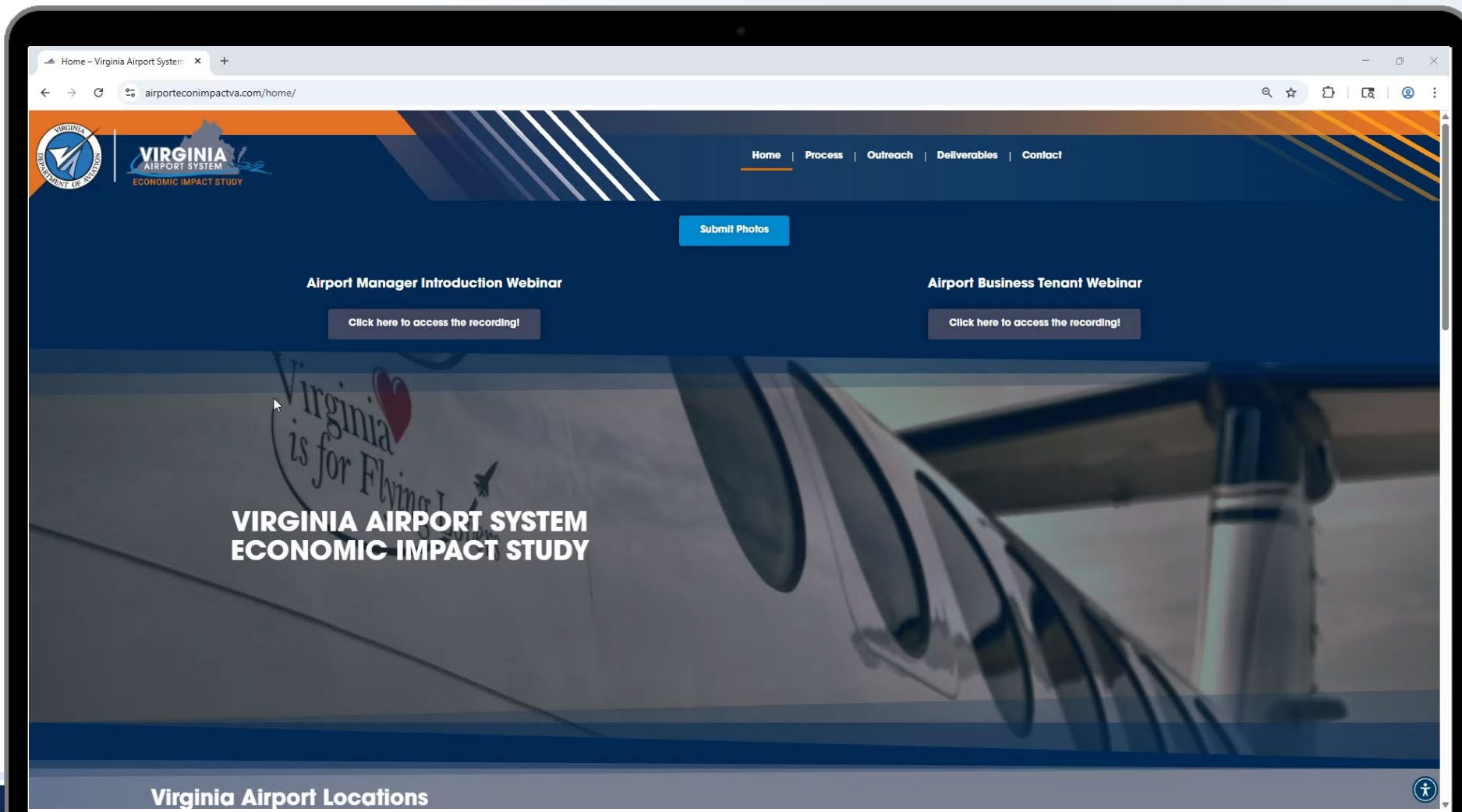
Together, these impacts reveal how Virginia's aviation system drives jobs, income, and growth across the state—extending far beyond airport boundaries and into every corner of the economy.

**SURVEY DATA** + **IMPLAN (ESTIMATING UNAVAILABLE DATA)** = **DIRECT IMPACTS** + **INDIRECT EFFECTS (IMPLAN)** + **INDUCED EFFECTS (IMPLAN)** = **TOTAL IMPACTS**

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# Project Website



# Communicating Economic Impact Results





# Importance of Communicating Economic Impact



## AIRPORTS DRIVE ECONOMIC GROWTH

Airports drive jobs, businesses, and visitor spending in their communities.



## SUPPORTS LOCAL INVESTMENT

Builds support for capital funding, local match, and policy decisions.



## CREATES DEVELOPMENT OPPORTUNITIES

Strengthens the case for commercial and revenue-generating uses.

*Economic impact results are a tool to advocate, communicate, and grow your airport.*



# STEP 1: CREATE AIRPORT-SPECIFIC MATERIALS

## Suggested Outputs:

- 1-2 page airport economic impact summary (print or PDF)
- Social media posts highlighting key numbers
- Short video clips or testimonials (airport sponsor, tenant, local official)



### 2026 Watsonville Municipal Airport Economic Impact Study

Watsonville Municipal Airport (WV) is a general aviation (GA) airport that serves Watsonville, the Pajaro Valley, and the greater Santa Cruz County region. WV supports a wide variety of aviation and business activities, making it an economic hub for the community. On a typical day, the Airport serves recreational fliers, developing operations, corporate activities, and flight training aircraft from the four nearby flight schools and transient arrivals from the San Francisco Bay Area. WV has 30 on-site businesses providing a range of products and services, collectively employing more than 220 people. Notable businesses at WV include Specialized Aviation and United Flight Services, which both offer flight training and aircraft maintenance, and Joby Aviation, which is working to establish a training program for pilots of electric vertical takeoff and landing (eVTOL) aircraft at the advanced air mobility (AAM) center.

To quantify the many benefits of the Airport, WV initiated an Airport Economic Impact Study (AEIS) in conjunction with the Watsonville, Marina, and Salinas Municipal airports. Data was gathered from Airport staff, stakeholders, and visitors to calculate the impacts of WV in calendar year 2024. The 2026 AEIS serves as an update to the 2020 Airport Economic Impact Study (2019 data year), documenting the growth occurring in the five years between studies.

#### How are Economic Impacts Measured?

- Employment:** Total number of people employed, both full-time and part-time.
- Payroll:** Total employment compensation, including wages, benefits, and taxes paid on behalf of employees.
- Value Added:** Total contribution to the Gross Regional Product (GRP), including all payroll, profits, and business taxes paid.<sup>1</sup>
- Output:** Total expenditures for airport administration, capital projects and benefit sales of goods and services, as well as retail spending in Santa Cruz County's hospitality-related sectors.

#### Total Economic Impacts of Watsonville Municipal Airport

WV generates substantial economic activity through its daily operations, including its on-site businesses, capital improvements projects, and spending by visitors arriving in Santa Cruz County via the Airport. In 2024, WV supported 482 total jobs with \$29.7 million in associated payroll, generating nearly \$15 million in total output, and contributing \$46.2 million in value added to Santa Cruz County's GRP compared to the previous 2020 results. WV supported 30 more jobs and generated nearly \$1.5 million more in total economic output, representing a 17.1% growth from the prior study.

Category	Employment	Payroll	Value Added	Output
On-Airport Activities	239 jobs	\$23.1 million	\$32.7 million	\$36.4 million
Off-Airport Visitor Spending	143 jobs	\$7.6 million	\$13.5 million	\$28.8 million
<b>Total WV Impacts*</b>	<b>482 jobs</b>	<b>\$29.7 Million</b>	<b>\$46.2 Million</b>	<b>\$78.5 Million</b>

\*Data may not sum due to rounding

### 2026 Watsonville Municipal Airport Economic Impact Study

#### What are Economic Impacts?

Economic impacts are generated from several sources and can be categorized into two different types: direct impacts and secondary impacts. Direct impacts come from the activities of the airport administration, on-airport tenants, capital improvement expenditures, and spending by visitors arriving on the airport. Secondary impacts are comprised of indirect and induced impacts, which are generated when portions of direct revenues are used to purchase goods and services from local businesses (indirect), and when income earned by workers in airport-related jobs is spent at local businesses (induced). Total impacts represent the summation of the direct and secondary impacts for the Airport. Direct and secondary impacts come from two main sources, shown below:

#### Economic Impact Sources

- On-Airport Sources:** Airport Administration, Business Tenants, Capital Improvements
- Off-Airport Sources:** GA Visitor Spending

**Total Airport Economic Impacts**

#### Community Impacts of WV

Beyond its economic impacts, WV supports a number of unique activities that benefit the surrounding community. The Airport hosts several public events each year, the largest of which is the "Fire in the Sky" Watsonville Airport Open House, an event held each year on the weekend. The open house draws more than 7,000 attendees from around the region, creating business activities for local companies. The event includes static aircraft displays, aerial demonstrations, and a large fireworks show that gives the show its name. Additionally, the Airport and organizations such as the Watsonville Flyer Association and the Monterey Bay Ready Base (an international women pilots organization) host events including a blood drive, car show, and monthly fly-ins. The local Experimental Aircraft Association (EAA) Chapter 119 partners with the Pajaro Valley Unified School District to host educational programs and perform introductory flights for local youth, introducing them to aviation.

#### Additional Economic Benefits of WV

Beyond traditional economic impacts, WV is a community asset that creates additional economic benefits, including:

- Tax Revenue:** WV's direct on- and off-airport activities contribute \$11.7 million in tax revenues for the local, county, state, and federal governments.
- Value of Based Aircraft:** WV hosts 261 based aircraft, collectively worth \$2.9 billion.
- Off-Airport Retail Businesses:** WV supports many businesses in Santa Cruz County that use the Airport to transport goods and products, allow employees to access other markets, and attract customers to the region. This business reliance supports an additional 154 jobs and an estimated \$43.3 million in output.

#### SRF Aviation, Inc.

SRF Aviation provides a wide range of services including major airframe and powerplant (APU) repair/overhaul, avionics installation, full-scale aircraft rentals, flight instruction and cargo handling. SRF facilities are part of the state-of-the-art Certified Repair Station in southern Illinois which makes it a valuable resource for many cross-country logistics and sub-contractor operators. SRF Aviation also hosts an APU Approval Training program which has produced five mechanics, four of which have already begun working with the airport.

#### Mount Vernon to Bonnie Cafe

With its home to Bonnie Cafe, one of Mount Vernon's most popular restaurants and downtown's oldest only airport restaurant, Bonnie Cafe, which is open for breakfast, lunch and dinner, offers a daily lunch and dinner buffet, lunch and dinner à la carte, and a full bar. Bonnie Cafe is a local favorite and a great place to grab a bite and enjoy the view of the airport. Bonnie Cafe is a local favorite and a great place to grab a bite and enjoy the view of the airport.

#### ARDL

Applied Research and Development Laboratory (ARDL) offers environmental and industrial laboratory services, on-site engineering and consulting, and research and development. As the Airport's largest employer, ARDL's employees are supported by the Airport's maintenance and technical specialists that serve private aircraft clients as well as local, state, and federal government entities.

#### KASH HELICOPTER SERVICES

Since its inception in 2011, KASH Helicopter Services, (KASH) has provided aerial and agricultural applications, forestry spraying, specialized utility work, and other services to its clients. KASH is a local business and a great place to grab a bite and enjoy the view of the airport.

#### AIRGO INC.

AIRGO Inc. specializes in the flight training of airline pilots. AIRGO offers a flight training program for students to earn their Commercial Pilot License (CPL) in 18 months and provides its graduates with direct employment with United Airlines. In addition to operational flight training, AIRGO has significantly contributed to domestic air carriers over the last several years as well. Through the AIRGO program, nearly 20 Certified Flight Instructors (CFI) are in the company of domestic airlines.

#### COMMUNITY FOCUSED

Each year Mount Vernon hosts the Mt. Vernon's annual Salute to the Air Force event. This event is a celebration of the Air Force's 75th anniversary. The event is held at the airport and features a variety of activities, including a parade, a fireworks display, and a car show. The event is a great way to celebrate the Air Force and the community.

### MVN MOUNT VERNON OUTLAND

#### ABOUT THE AIRPORT

Mount Vernon Outland Airport (MVN) is a general aviation airport named after Earl Outland, a WWII veteran who served as director for the Air Transport Command. The airport serves the businesses and residents of Jefferson and all surrounding counties. It is the home of Air Trac (Boeing #1), an air ambulance company that conducts over 500 missions per year, and Mt. Vernon Fire Department Station #1, a joint City/Airport complex. Both entities provide highly trained personnel that are on call 24/7 to assist in emergency situations. The airport's major tenants are detailed on the back page. Other entities located at the airport include Safe Aviation Education, First Responders, Gallery Foundation of Southern Illinois, N-Sight Security Solutions, Flights for Christ, Summerville Studios, Wheeler Construction Concepts, Jefferson County Hall of Honor, the Colonel B.S. White Veterans Museum, and EAA Chapter 1152, National Aviation Events. Mount Vernon USA Expo and the EAA AirVenture Cup Race bring revenue and prestige to the state!

#### MVN Route Map

Understand the geographic reach of MVN, the map below illustrates the domestic regional destination flight network for the Airport from 2019 to 2021.

Category	Value
On-Airport	\$34.1 MILLION
Off-Airport	\$11.6 MILLION
<b>Total</b>	<b>\$45.7 MILLION</b>
Employment	225 JOBS
Payroll	\$11.6 MILLION
Value Added	\$17.7 MILLION

#### STATEWIDE

Illinois boasts a robust aviation system of over 60 airports, including some of the busiest facilities on the globe. To support this robust system, the Illinois Department of Transportation (IDOT) initiated the development of the Illinois Aviation Economic Impact Analysis (IAEA) to quantify each airport's annual monetary contribution to the local, regional, and statewide economies. The IAEA determined that Illinois airports generated 492,768 jobs and contributed \$95.5 billion to the state's economy in 2019.

Category	Value
On-Airport	\$38.4 BILLION
Off-Airport	\$21.2 BILLION
<b>Total</b>	<b>\$59.6 BILLION</b>
Employment	452,768 JOBS
Payroll	\$21.2 BILLION
Value Added	\$38.4 BILLION



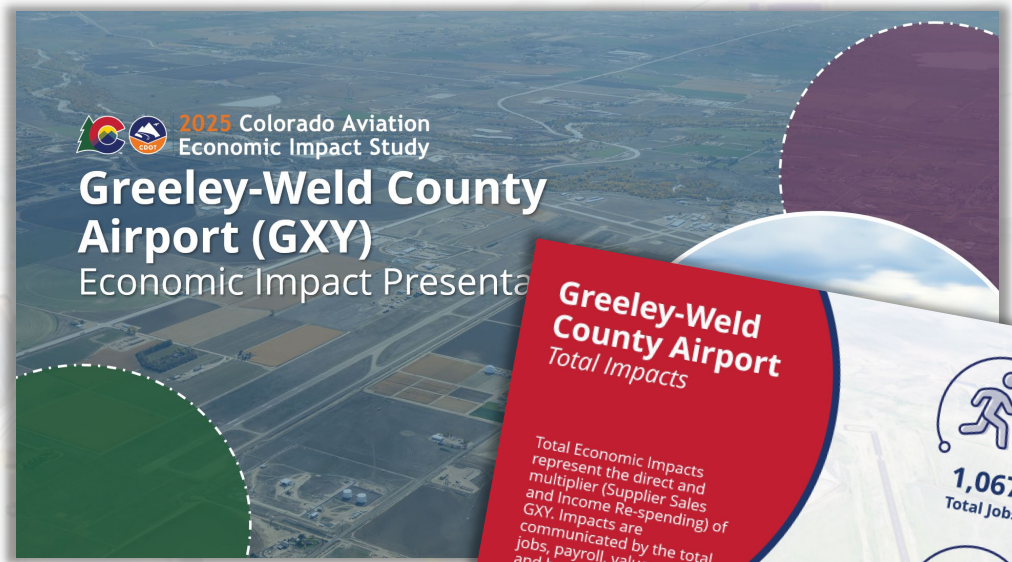


## STEP 2: PRESENT YOUR AIRPORT'S IMPACTS TO LOCAL OFFICIALS



### Who to engage:

- Local government officials
- Airport sponsors and boards
- Planning commissions
- Economic development staff





## STEP 3: STRENGTHEN PARTNERSHIPS

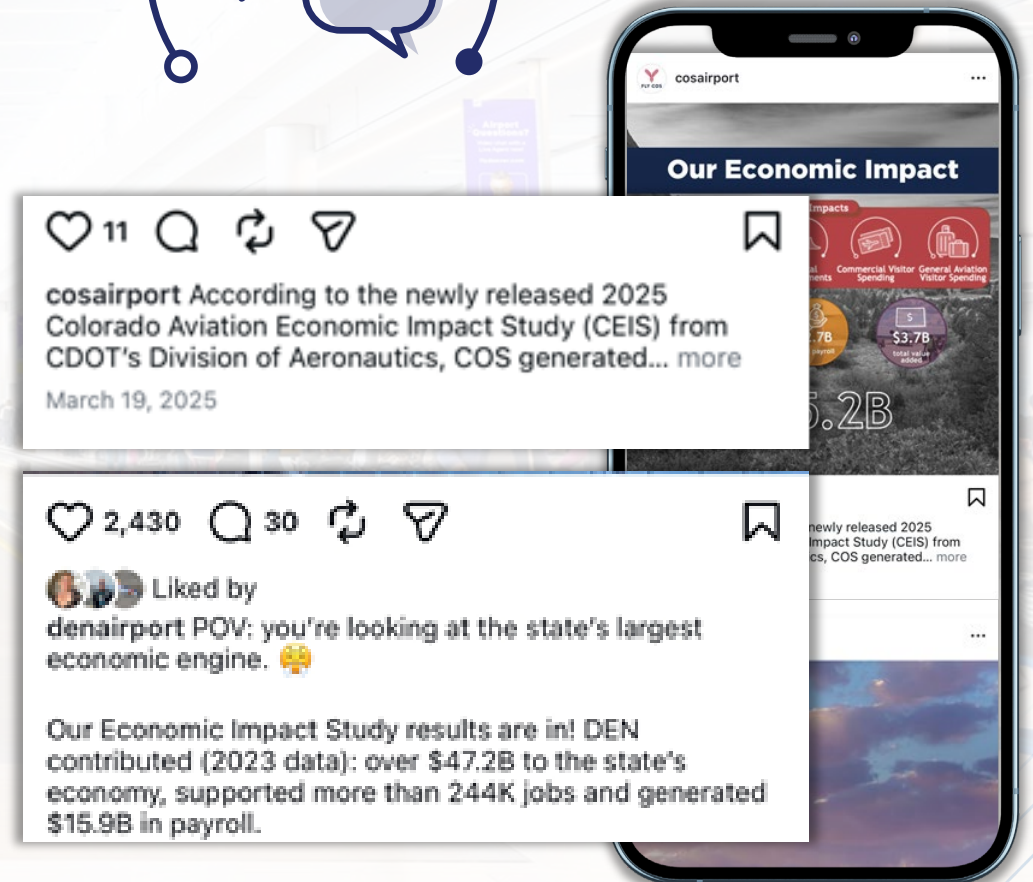
### Use results to:

- ▽ Show how airport activity supports local businesses
- ▽ Reinforce the value of tenant retention
- ▽ Support discussions with:
  - ▽ Chambers of commerce
  - ▽ Regional Economic Development Organizations
  - ▽ Business associations



### Tip:

Use formats your local audience already trusts—websites, social media, boards, and community meetings.





## STEP 4: SET GOALS TO GROW FUTURE IMPACT

### Use your results as a baseline to:

- ▽ Retain and grow on-airport business tenants
- ▽ Target capital investments that support multiple users
- ▽ Strengthen airport administration and operations capacity
- ▽ Market airport use strategically

- **Use the study results as a baseline to set goals for future economic impact and airport-related development.**
- **Use findings to support funding requests, capital improvements, and policy discussions.**



**AIRPORT  
BUSINESS  
TENANTS**



**CAPITAL  
IMPROVEMENTS**



**AIRPORT  
ADMINISTRATION**

**AIRPORTS HAVE THE GREATEST ABILITY TO INFLUENCE ECONOMIC IMPACT THROUGH TENANT ACTIVITY, CAPITAL INVESTMENT, AND AIRPORT OPERATIONS.**

# Thank You ALL!



Scan here for access  
to the project website



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