



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •  
**SWINTON SMITH FIELD AT REIDSVILLE  
MUNICIPAL AIRPORT**



September 2020

According to Site Selection Magazine, Georgia is **ranked as the #1 state** for doing business.

### Georgia Airports Mean Business.

Airports in Georgia generate positive economic impacts as well as support many other sectors of local and state economies. In the summer of 2019, the Georgia Department of Transportation undertook a statewide study to estimate the annual economic impact of 102 study airports. The study estimated economic impacts for seven commercial airports and 95 general aviation airports. This report includes impacts related to **Swinton Smith Field at Reidsville Municipal Airport** and summarizes all Statewide Airport Economic Impacts.

### Annual Economic Impacts for Swinton Smith Field at Reidsville Municipal Airport

Residents, businesses, and visitors benefit from the state's well-developed airport system. While supporting transportation, healthcare, tourism, and commerce, airports contribute to the economy. The Economic Impact Study identified specific economic impacts associated with the **Swinton Smith Field at Reidsville Municipal Airport** and other airport benefits. Key impacts for the **Swinton Smith Field at Reidsville Municipal Airport** follow.

- Annual Visitors **1,113**
- Employment Supported **12**
- Annual Payroll **\$396,700**
- Annual Spending **\$1,151,000**
- Annual Economic Impact **\$1,547,700**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$65,700**

### Economic Impacts for Swinton Smith Field at Reidsville Municipal Airport

The table below provides information on the sources of annual economic impact estimated for the **Swinton Smith Field at Reidsville Municipal Airport**. For more information on the impacts reported here, consult the study's Technical Report available at [dot.ga.gov/IS/AirportAid](http://dot.ga.gov/IS/AirportAid).

#### Annual Economic Impacts for Swinton Smith Field at Reidsville Municipal Airport

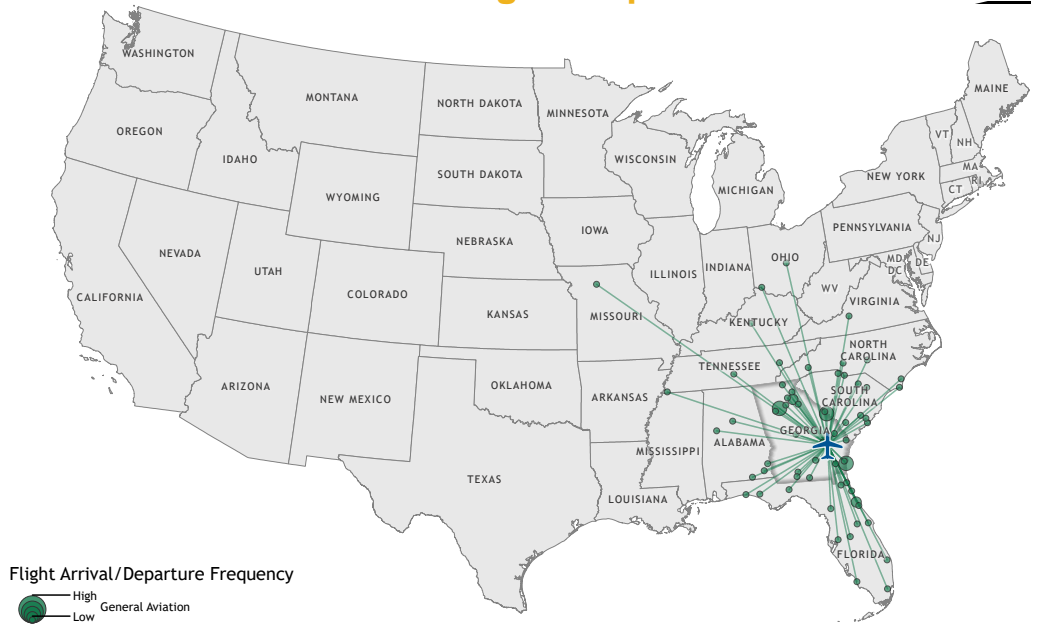
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	8	\$281,700	\$790,900	\$1,072,600
Capital Investment	2	\$71,500	\$292,700	\$364,200
General Aviation Visitor Expenditures	2	\$43,500	\$67,400	\$110,900
<b>Total</b>	<b>12</b>	<b>\$396,700</b>	<b>\$1,151,000</b>	<b>\$1,547,700</b>

### Georgia Airports Support Connectivity

A flight from a Georgia airport is a gateway to over 40,000 worldwide airports including over 19,000 airports in the US alone. When employers seek to relocate or expand, proximity to an airport is among the top 10 factors they consider in their decision making. Georgia's tourist industry also depends on the efficiency of air travel.

This map depicts destinations for flights departing from and arriving at **Swinton Smith Field at Reidsville Municipal Airport** on any given day. This information is generated from the FAA's National Offload Program (NOP). Flights represent only a fraction of all destinations that can be reached directly from the airport. The map helps to show how the airport supports the travel needs of businesses, visitors, and residents of the airport's service area.

### Swinton Smith Field at Reidsville Municipal Airport Flight Map



### Top Five Destinations for Swinton Smith Field at Reidsville Municipal Airport

- 1** Atlanta, Georgia
- 2** Brunswick, Georgia
- 3** Palm Coast, Florida
- 4** Jefferson, Georgia
- 5** Thomasville, Georgia

## Statewide Economic Impacts

Shown below are total annual statewide economic impacts. All economic impacts shown in this report for Hartsfield-Jackson Atlanta International Airport were obtained from a separate study for that airport conducted by the City of Atlanta. As shown, when all Georgia airports are considered, total annual statewide economic impacts are estimated at 450,502 jobs, \$9.2 billion in annual payroll, and \$73.7 billion in annual economic activity.

### Statewide Economic Impacts All System Airports

	Hartsfield-Jackson Atlanta International Airport*	Commercial Study Airports	General Aviation Study Airports	State Total
Employment	383,242	52,376	14,893	450,502
Payroll	\$16.7 billion	\$1.3 billion	\$271 million	\$9.2 billion
Economic Activity	\$66.8 billion	\$2.2 billion	\$828 million	\$73.7 billion

\*2016-2017 Technical Report, City of Atlanta Economic Impact Study

## Economic Impact Categories and Measurements

The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures from visitors arriving on general aviation aircraft, and expenditures by visitors arriving on scheduled commercial airline flights. For each of these five categories, impacts were measured for **employment, payroll, spending, and annual economic activity**. Annual economic activity is the sum of payroll and spending. In addition, the study estimated state and local tax revenues that are generated by airport-supported activities.



Airport Management



Aviation-Related Business Tenants



Average Annual Capital Investment



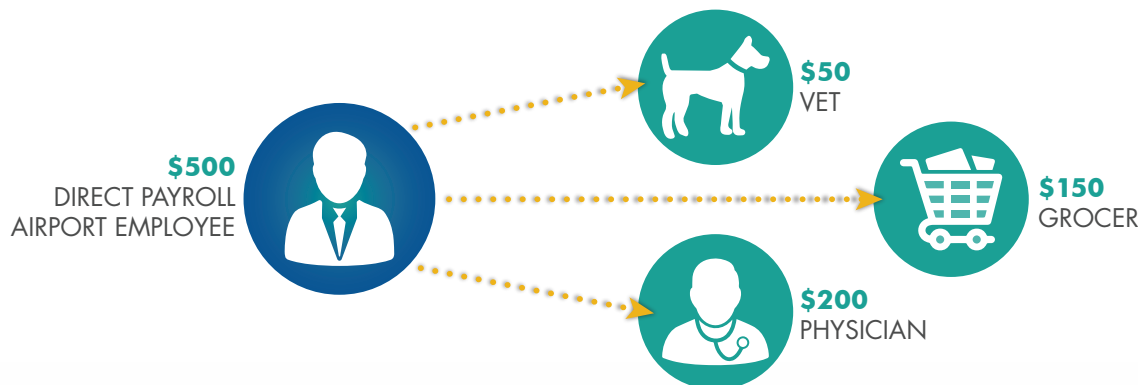
Visitors Arriving on General Aviation Aircrafts



Visitors Arriving on Commercial Flights

## Study Methodology

Data collection and survey efforts identified **direct** economic impacts in each of the five impact categories using an approved FAA methodology. A state input/output model (**IMPLAN**) was used to estimate additional **indirect and induced** impacts, sometimes referred to as multiplier impacts. Combined, direct plus indirect/induced impacts equal total state or airport specific economic impacts.



The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect impacts.

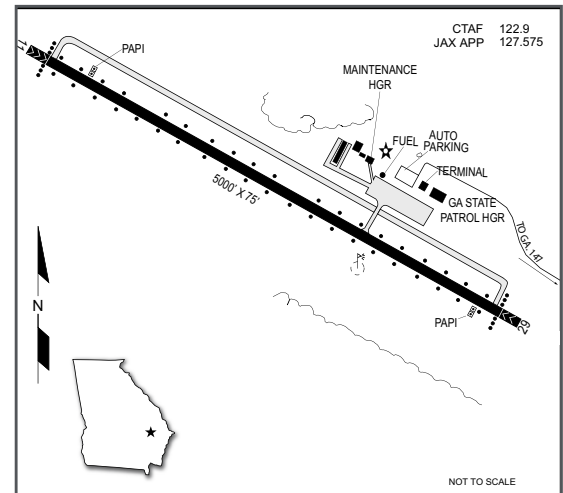


## Swinton Smith Field at Reidsville Municipal Airport

Swinton Smith Field at Reidsville Municipal Airport is located in Tattnall County in the southeastern part of Georgia. The airport is approximately 36 miles southwest of Statesboro and 21 miles southeast of Vidalia. The primary highway access to the airport from the west and northeast is via Georgia Highway 147. Other highways in the vicinity of the airport include U.S. Highway 280 and Georgia Highways 23 and 56. There are over 55,000 residents within a 30-minute drive of the airport.

The airport is owned and operated by the City of Reidsville. The airport is served by a single runway, Runway 11/29, that is 5,000 feet long. Based and visiting aircraft have access to fuel services. Volo Aviation provides fixed based operator (FBO) services at the airport.

The airport accommodates general aviation related activities including recreational flying and police/law enforcement.



## Examples of How Swinton Smith Field at Reidsville Municipal Airport Supports its Community

There is a good chance you benefit from different activities that the airport supports. Airports support healthcare and emergency services. Airports support the state's agricultural and forestry industries, and power companies rely on airports to keep electricity flowing. State and federal agencies use airports to protect the environment, and law enforcement benefits from airports. Businesses throughout Georgia rely on airports to improve their efficiency. Examples of how the airport benefits the community follow.



**Business Use:** Airports are tools used by a wide variety of employers to increase their efficiency. When businesses consider where they locate or expand, proximity to an airport is often a top consideration. Airports are also a contributor to an area's economic diversification and growth. Both local and visiting businesses rely on air travel to increase their efficiency. Airports can be used to help companies expand their market areas, reduce employee travel time, provide access for customers and suppliers, and tie together offices in multiple locations. Businesses that rely on and benefit from the airport include Rotary Corporation (filer manufacturing) and Shuman Farms. By supporting local users, the airport assists many sectors of the local economy.

**Medical/Healthcare:** The nation's hospital system is shrinking; and, smaller/local hospitals find it a challenge to retain a full complement of medical specialists. Aviation assists in backfilling the void for various types of locally-based physicians. The Optim Medical Center provides neurosurgery. Doctors who perform spine and neck surgeries sometimes arrive in the area via the airport. Rather than the patient going to the doctor, the doctor comes to the patient. The ability to rapidly and safely move patients, medical personnel, and equipment, when conditions are urgent, is beneficial to the well-being and quality of life of residents.

**Emergency Services:** AirCARE1 uses the airport to fly Georgia residents in need of advanced medical care to other parts of Georgia, other areas in the U.S., and in some instances, even to other parts of the world. Founded by a critical care nurse, AirCARE1 enables area residents to seek out the finest medical care available. While in the air, AirCARE1 provides patients with the same level of medical care that the patient receives at the most prestigious ground-based medical facilities. Serving the airport, AirCARE1 is recognized as a leader in the field of medical transport. AirCare1 is one of the few air ambulance and medevac providers who have earned dual accreditation, both in U.S. and European medical transport. The flight crew who transports area residents includes two highly experienced and knowledgeable air ambulance pilots; the medical staff on each flight includes a critical care nurse and either a respiratory therapist or a paramedic. AirCARE1's fleet is comprised of Lear 35A jets, and their fleet is outfitted with the most advanced medical technology available to support neonate, pediatric, geriatric, and bariatric patients. Medical support services that the airport facilitates often are unobserved but are critical for urgent medical conditions.

**Agency Use:** There are several agencies in Georgia that rely on aerial support including the Georgia State Patrol and the Georgia Department of Natural Resources. These agencies use the airport for a wide variety of activities. Examples include various types of law enforcement and monitoring Georgia's wildlife management areas and waterways. By supporting the operations of these and other agencies, the airport adds value.

### THIS DOCUMENT WAS PREPARED BY

Jviation  
900 S Broadway, Suite 350  
Denver, Colorado 80209  
303.524.3030  
www.jviation.com

*Data collection and analysis for this study took place before the onset of the COVID-19 pandemic in March 2020. Results reflect conditions at Georgia airports prior to that time.*

### FOR MORE INFORMATION PLEASE CONTACT

Georgia Department of Transportation Aviation Programs  
600 West Peachtree Street NW  
Atlanta, Georgia 30308  
404.631.1990 | dot.ga.gov/IS/AirportAid  
Email: aviationprograms@dot.ga.gov