

# The Airport and The Community

Dr. Kyle Wagner

# The Community views airport

- Playground for the rich
- Disturbing noise at all hours, day and night

# The Airport view

- Vital economic tool
- Global business view the airport as their overpass to the global economy
- Allows business access to any market, in any city of the world

# Surprising Facts

- Most aircraft are not used by rich guys flying and playing on the weekends
- Airports are not built as playgrounds of the rich
- Business use tools to generate revenue and these tools can include sales cars, delivery trucks, airplanes, and airports.

# Small Business

- Don Slone, President, Innovative Data Systems, Inc. – Warrensburg, MO
- Company in operation since 1994
- Recent business growth prompted use of corporate aviation to optimize management efficiency and corporate revenues
- Software development for government and commercial software applications
- Primary customer is state divisions of Health and Senior/Human Services
- Currently have Missouri, Illinois, South Carolina and Oregon as customers



# Future of Innovative Data Systems

- Currently servicing 400 customers with projected expansion to over 1000 in 2007
- Currently marketing to Indiana, Ohio and Michigan which are all within easy access using general aviation.
- A corporate aircraft has enabled his small business to grow without hiring additional people to cover the time he is out of the office traveling

# The Economic Benefit of Community Airport System

- Direct benefits are economic activity associated with on airport business tenants and government entities that support aviation.
- Indirect benefits typically occur off airport and are attributable to visitor expenditures.
- Secondary benefits consist of the induced impact of the recirculation of direct and indirect benefits within the economy.
- Recirculation known as "multiplier effect".



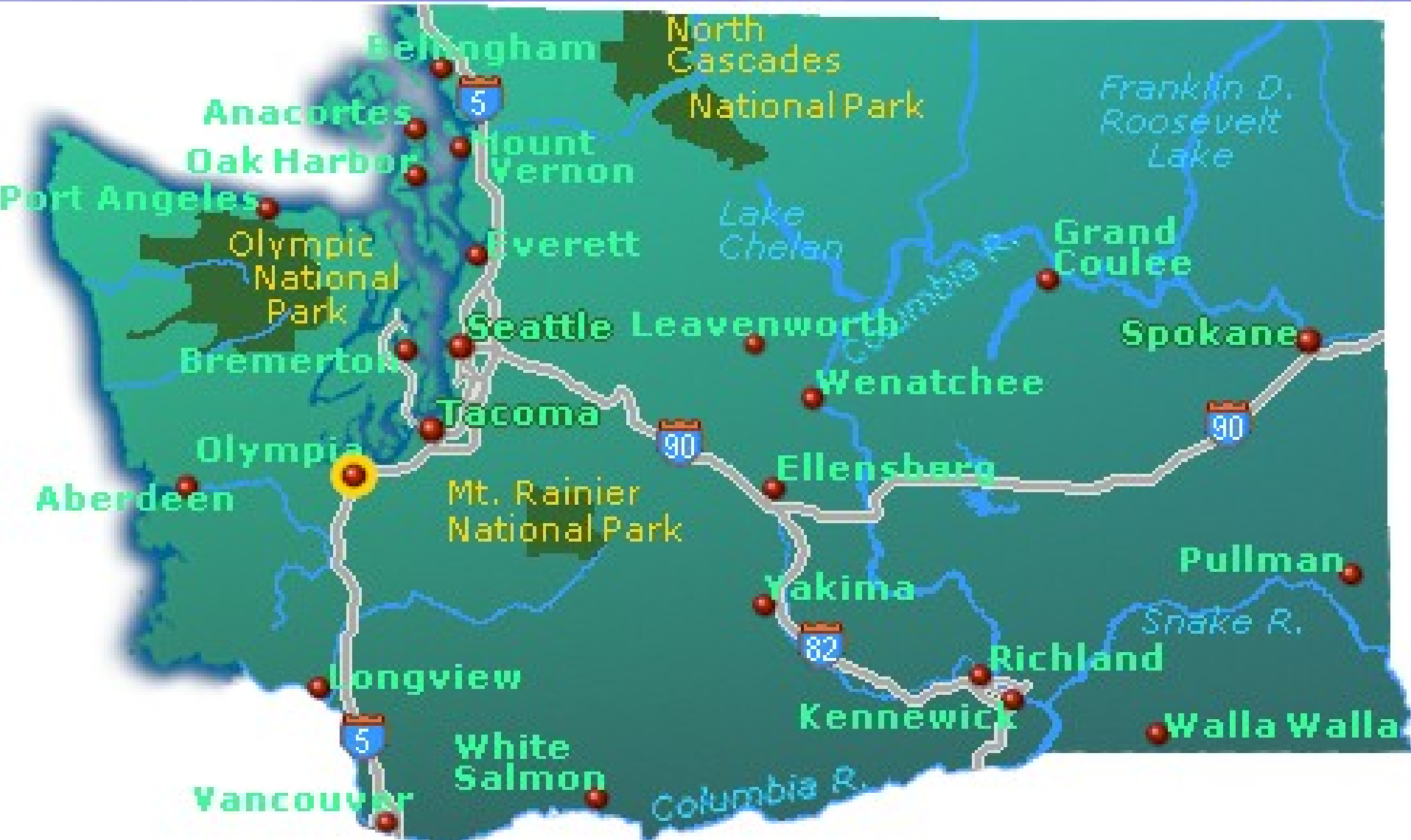
# Multiplier Effect

- RIMS-II economic model
- For every dollar generated on an airport, another \$2.53 is generated in the community it serves

# City of Walla Walla

- <http://www.wallawallaairport.>

# City of Walla Walla



# City of Walla Walla

Departing	Arriving	Frequency	Airline/Flight Number
6:00 am ALW	9:00 am BOI	Daily	<i>Big Sky Airlines</i> 6021
6:50 am ALW	7:50 am SEA	Daily	<i>Horizon Air</i> 2237
9:55 am SEA	10:55 am ALW	Daily	<i>Horizon Air</i> 2244
11:15 am ALW	12:15 pm SEA	Daily	<i>Horizon Air</i> 2239
3:35 pm SEA	4:35 pm ALW	Daily	<i>Horizon Air</i> 2236
4:55 pm ALW	5:55 pm SEA	Sunday-Friday	<i>Big Sky Airlines</i> 2245
7:50 pm BOI	7:50 pm ALW	Daily	<i>Horizon Air</i> 6020
7:50 pm SEA	8:50 pm ALW	Sunday-Friday	<i>Horizon Air</i> 2210

# WALLA WALLA COUNTY QUICK FACTS

<b>POPULATION (2006)</b>		<b># of People</b>	<b>ASSESSED VALUATION (2006)</b>		<b>Dollar Valuation</b>	<b>% of Total</b>	
City of College Place		8,770	County of Walla Walla (unincorporated)		\$ 1,765,556,482	51.1%	
City of Prescott		315	City of College Place		\$ 362,620,218	10.5%	
City of Waitsburg		1,230	City of Prescott		\$ 10,243,899	0.3%	
City of Walla Walla		30,660	City of Waitsburg		\$ 46,673,685	1.4%	
County of Walla Walla (unincorporated)		16,925	City of Walla Walla		\$ 1,266,687,907	36.7%	
<b>County of Walla Walla (Total)</b>		<b>57,900</b>	<b>Total</b>		<b>\$3,451,782,191</b>	<b>100.0%</b>	
<b>Per Capita Personal Income (2004)</b>	<b>\$</b>	<b>24,860</b>	<b>Median Home Price (2005)</b>			<b>\$157,000</b>	
<b>Median Household Income (2005)</b>	<b>\$</b>	<b>40,199</b>	<b>Taxable Retail Sales (2005)</b>			<b>\$ 648,203,181</b>	
<b>ETHNICITY (2000)</b>		<b># of People</b>	<b>EMPLOYMENT BY INDUSTRY (2005)</b>		<b>05 Average Employment</b>	<b>% of 05 Total</b>	<b>05 Average Wages</b>
White		47,141	Government		4,967	20.0%	\$ 39,608
Black		909	Manufacturing		3,390	13.6%	\$ 37,993
Indian, Eskimo & Aleut		594	Health Care & Social Assistance		3,231	13.0%	\$ 31,852
Asian & Pacific Islander		817	Agriculture		2,896	11.6%	\$ 18,539
Other Race		4,474	Retail Trade		2,503	10.1%	\$ 21,308
Two or More Races		1,245	Accommodation & Food Services		1,518	6.1%	\$ 11,457
Hispanic		8,719	Other Services		1,053	4.2%	\$ 13,537
<b>LABOR FORCE (2005 average monthly)</b>		<b># of People</b>	<b>Walla Walla County 2005 Average Wage</b>		<b>\$ 29,864</b>		
Civilian Labor Force		29,300	<b>Employment Growth 1995-2005</b>		<b>\$ 3,800 jobs</b>		
Total Employment		27,640	<b>WW Regional Airport Enplanements 2006</b>		<b>28,260</b>		
Total Unemployment		1,660					
% of Labor Force Unemployed		5.6%					
<b>TOP 10 EMPLOYERS (2006)</b>		<b># of Employees</b>	<b>TOP 10 TAXPAYERS (2006)</b>		<b>2006 Taxes</b>	<b>% of 06 Total Taxes</b>	
Broetje Orchards		2,798	Boise White Paper		\$ 2,522,689	5.00%	
Tyson Fresh Meats, Inc.		1,750	Northwest Grain Growers		\$ 1,373,363	2.72%	
Walla Walla Community College		1,179	FPL Energy		\$ 956,329	1.90%	
Washington State Penitentiary		879	Broetje, Ralph & Cheryl		\$ 418,600	0.83%	
St. Mary Medical Center		861	IBP Inc. (Tyson Fresh Meats)		\$ 370,468	0.73%	
Walla Walla Public Schools #140		763	Gas Transmission Northwest		\$ 260,209	0.52%	
Boise Paper Solutions		629	Boise Packaging & Newsprint		\$ 223,477	0.44%	
Whitman College		479	Taggares Farms, Inc. (Snake River Vineyards)		\$ 214,761	0.43%	
VA Medical Center		362	Pacific Corp		\$ 206,466	0.41%	
U.S. Army Corps of Engineers		360	Simplot Feeders LTD		\$ 179,589	0.36%	

Source: Various Economic Data Sources, Prepared by: Port of Walla Walla (509) 525-3100

## *Airport Economic Impact*



**The Washington State Department of Transportation Aviation Division recently completed an economic impact analysis on the Walla Walla Regional Airport. The results are impressive.**

### **409 Jobs**

The number of employees who are employed in the aviation industry, plus the aviation-oriented share of those that are employed in sectors that support air passengers (hotels, restaurants, etc.)

### **\$8,307,455 Payroll**

The sum of the wages and salaries to all employed persons that the aviation industry pays, directly or indirectly.

### **\$30,646,570 Economic**

#### **Activity**

The value of aviation (aviation and airport services) plus the “multiplier” effect.

# Walla Walla Tenants

**Acufab, Inc.** Dwight Steffanson 455 A St 525-3833 [Email](#) [Website](#) *Metal Fabrication*

**Adamant Cellars** [Website](#) *Winery*

**Advantagecom Networks, Inc.** Andrew Kinney 255 A St 529-6983 [Email](#) [Website](#) *Webhosting and Internet Access*

**Alta Divorce** Garry Hendricks 675 E St *Document Preparation*

**A & N Heating & Refrigeration** Mark Brown and Justin Haifter 205 E. Curtiss Ave. 520-0432 *Heating and Refrigeration*

**Army Corps of Engineers, Logistics Office** Tammy Vance 725 E St 527-7046 [Website](#)

**Artport Gallery** Roy & Joyce Anderson 555 A St 529-8095 *Art Studio*

**Bakery Shoppe** Cindy Mettler - Sublessee of Airport 124 W. Boeing Ave. #3A 525-2053 *Bakery*  
[\(Menu\)](#)

**Basement Water Sealers** Irvin Denman 42 Convair Ave 529-1706 *Basement Sealing*

**Big Sky Transportation Co.** Craig Denney 45 Terminal Loop Rd 160 W Lear 406-247-3912 [Email](#)  
[Website](#) *Commercial Air Carrier and Aircraft Maintenance*

**Blaze King Industries, Inc.** Chris Neufeld 155 E Aeronca St 522-2730 [Email](#) [Website](#) *Premier Hearth Products Manufacturer*

**Blue Mountain Aviation** Dave Parker 191 W Curtis Ave 525-4150 *Agriculture Spraying*

**Blue Ridge Aircraft Services, Inc.** Stan Holm 199 W Fairchild Ave 529-4243 [Email](#) *Aircraft Maintenance and Fueling*

**Blue Valley Kustom** Peter Folsom 350 C St 526-4904 *Hobby Shop* **Bonanza Raceway** Rocky Jennings [Email](#) [Website](#) *Drag Race Strip*

**Bradenvine Vineyards** Ron and Lyla Reibel 305 E Boeing Ave 529-7264 [Email](#) [Website](#) *Winery*

**Budget Rent-a-Car** 45 Terminal Loop Rd Ste 5 525-8811 [Website](#) *Car Rental*

**Buty Winery** Caleb and Nina Foster 535 E Cessna Ave 527-0901 [Email](#) [Website](#) *Office Space And Winery Operation*

# Walla Walla Tenants

Caravaggio's Carissa Meliah Airport Terminal Building 45 Terminal Loop Road, Suite 7 526-5625 [Email](#) Website *Restaurant & Lounge*

Castaldo Stone and Tile Carmen and Cori Castaldo 102 W Aeronca Ave 527-0400 [Email](#)  
*Manufacturing of Stone Slabs,*

*Ceramic Tiles, Rock Civil Air Patrol Ken Butler 255 A St 529-4382 [Website](#) Office Space For Operations Of Members*

Color Press, Inc. Larry Johnson, President 165 E Aeronca Ave 525-6030 [Email](#) [Website](#)  
*Distribution Fulfillment Center*

Colvin Vineyards Mark & Joanne Colvin 720 C St 527-9463 [Email](#) [Website](#) *Winery*

Cougar Crest Winery Dave and Debbie Hansen 202 A St 541-938-3172 [Email](#) [Website](#) *Winery*

Dixie Press Gene Steffanson 45 Terminal Loop Rd Ste 1 526-9321 [Email](#) [Website](#)  
*Support Services in Book Publishing*

Dunham Cellars, LLC Mike Dunham 150 E Boeing 529-4685 [Email](#) [Website](#) *Winery*

El Mirador Winery Joe Donnow 425 B St 527-1119 [Email](#) [Website](#) *Winery*

Ensemble Cellars Craig Nelson 145 E Curtiss Ave 525-0231 [Email](#) [Website](#) *Winery*

Enterprise Rent-a-car Airport Terminal Building [Website](#) *Off-site Car Rental*

Farmco, Inc. Paul Cox 390 E Boeing Ave 525-7635 *Farm Machinery Sales And Storage*

Five Star Cellars, Inc. David Huse 840 C St 527-8400 [Email](#) [Website](#) *Winery*

Frito-Lay, Inc. Gary Hodgson 275 E Aeronca Ave 527-8983 [Email](#) [Website](#) *Distribution Center*

Grab On Grips, LLC Mike Tillay 350 E Beech Ave 529-9800 [Email](#) [Website](#) *Grip Manufacturer*

Graphics Well Frank Magnaghi 585 E Cessna Ave 525-0099 *Martial Arts Gym, Graphic Arts and Screen Printing*

Hertz Car Rental Perry Roper 45 Terminal Loop Rd Ste 9 522-3321 [Email](#) [Website](#) *Car Rental*

Horizon Airlines Greg Sullivan 45 Terminal Loop Rd Ste 2 522-5211 [Website](#) *Commercial Air Carrier*



# Walla Walla Tenants

Inland Cellular Greg Maras Cessna and F Streets 649-2211 *Cell Tower*  
Keiko Hara Studios Keiko Hara 350 & 385 B St 527-5255 [Email](#) *Art Studio*  
Key Technology, Inc. Gordon Wicher 199 W Lear Ave 529-2161 [Website](#) *Storage and Testing Of Manufacturing Equipment And Parts*  
Kwik-Kill Pest Control Ray Reynard 1320 F St 525-6462 *Pest Control Services*  
Les Schwab Tires 255 E Cessna Ave 529-2423 *Tire Warehouse Litz,*  
LLC Allen Litzenberger 124 W Boeing 529-7717 [Email](#) [Website](#) *Land for Development*  
Lodmell Cellars, LLC 598 Piper Ave. Winery - Coming Soon!  
Macduff/Bunt Associates Floyd Bunt 925 E St 529-0244 [Website](#) *Desktop Publishing, Consulting and Stained Glass*  
Macon Brothers Auctioneers Doug Macon 301 E Aeronca Ave 529-7770 [Email](#) *Auctioneers*  
Materials Testing and Inspection Charles Walker 800 A St 526-2573 [Email](#) [Website](#) *Laboratory Testing*  
McGregor Company, The Gary Burt 1410 G St 529-6787 *Farming and Fertilizer*  
MJB Laminates and Woodwork Scott and Cathy Notturmo 205 C St 527-0593 *Woodworking Shop*  
Monsanto Co. Sean Currans 34.4 Acres [Website](#) *Agricultural Research Farm*  
Needle and Thread Construction Co. Sara Kingman 255 A St 520-5790 *Sewing Business*  
Nelson Irrigation Corporation Reid Nelson 45 Terminal Loop Rd FI 2 525-7660 [Email](#) [Website](#) *Water Application Solutions*  
Northwest Int'l Industries, Inc. Carol Gray 350 D St 529-1420 [Email](#) [Website](#) *Sales Of Aircraft Parts*  
Northwest Microwave, Inc. Jym Schuler 581 E Boeing 575-4780 [Email](#) *Cell Tower*  
Pacific Power Bill Clemens 650 E Douglas Ave 527-7041 *Electric Company*  
Patrick M. Paul Sublessee of Airport 124 W. Boeing Ave. 509-526-0676 *Winery*

# Walla Walla Tenants

Pocketinet Communications, Inc. Dave Dressler 45 Terminal Loop Rd Ste 210 526-5026 [Email](#)  
[Website](#) *Internet Access Business*

Proscenium Events Jeff Townsend and Sarah Koenigsberg 270 E. Cessna Ave. 301-9005 [Email](#)  
*Film-making seminars and events*

RCC Holdings, Inc. Brian Sweet East of F St Cell Tower

Reiff Manufacturing, Inc. Steve Reiff 675 B St 525-1081 [Website](#) *Fiberglass Manufacturing*

Reininger Winery Charles Reininger 1480 F St 522-1994 [Email](#) [Website](#) *Wine Storage*

Reynolds Custom Woodcraft Joel Reynolds 551 Lockheed Ave 301-9318 *Construction Company*

Rocky Jennings Enterprises Rocky Jennings 205 E Beech Ave 525-7721 *Auto Customizing, Restoration And Repair*

Russell Creek, LLC Larry Krivoshein 275 E Aeronca Ave 386-4401 [Email](#) [Website](#) *Winery*

Schwehr's Ag Repair Larry Schwehr 860 C St 525-7596 *Ag Equipment and Repair*

Skyrunner's Corporation Steve Reed 250 A St 525-5746 *Air Charter Service*

Stephenson Cellars LLC David Stephenson 755 B St 301-9004 [Email](#) [Website](#) *Winery*

Szygy Wines Zach Brettler 405 E Boeing 522-0484 [Email](#) [Website](#) *Winery*

Tamarack Cellars Ron and Jamie Coleman 700 C St 526-3533 [Email](#) [Website](#) *Winery*

Tate Transportation, Inc. Tom Tate 990 E St 522-0406 [Email](#) *Motor Freight Trucking*

Transportation Security Admin. Sandy Hopson and Chris Kau 45 Terminal Loop Rd Ste 201 525-6868 *Federal Security Screeners*

Trio Winery 596 Piper Ave. *Winery*

Tuctronics Jeff Tucker 154 E Grumman Ave 525-2073 [Email](#) [Website](#) *Electronic Engineering*

United Parcel Service David Taylor, Real Estate 855 A St 913-266-4655 [Email](#) [Website](#) *Parcel Delivery*

Unity Church of Peace Jeanna Quistberg, Treasurer 810 C St 527-3040x4762 [Email](#) [Website](#)  
*Church*

Valley Wine Storage Kelly and Mary Fleming 175 and 225 E Aeronca Ave 526-4664 [Email](#)  
*Bonded Wine Warehouse*

# Walla Walla Tenants

James & Joel Waite 360 B St. Winery - Coming Soon!

Walla Walla College Flight Center Shawn Dietrich & Loury Duffy  
192 W Boeing Ave 527-2323 [Email](#) [Website](#) *Flight School*

Walla Walla County Public Works 990 Navion Lane 527-3241  
[Website](#) *Public Works and Roads*

Walla Walla Gun Club Mark Jungman 1212 Middle Waitsburg Rd  
525-2579 *Non-Profit Trap Shooting Facility*

Walla Walla Public Schools Dan Johnson 895 B St 527-3017  
[Website](#) *Storage*

Walla Walla Roastery, LLC Thomas Reese 290 A St 526-3211 [Email](#)  
[Website](#) *Coffee Shop and Roastery*

Western Materials Jeff Buttice 1096 E St 529-6500 [Email](#) [Website](#)  
*Building Materials*

Wilbur-Ellis Company Doug Floch 325 E Curtis Ave 800-288-7679  
[Website](#) *Distributor of Agricultural and Industrial Products*

Woiblet's Produce Sales and Marketing Steven Woiblet 550 E  
Cessna Ave 526-0135 *Storage*

WWCC Enology & Viticulture Institute Myles Anderson Corner of F  
St and Douglas 522-2500 [Website](#) *Teaching Vineyard*

# Airport and Aircraft

- Airports are tools much like the roads and overpass that connect your community to the next community
- Aircraft are tools much like cars and trucks that move products down the roads to the next community.
- Both roads and airports have a positive influence on the community

# The Master Plan for Airports

- Most all airport have an Master Plan
  - A basic description of the desired future configuration of the airport, a description of the desired steps needed to achieve it, and a financial plan to development the airport
  - Has four Parts
    - Airport requirements
    - site selection
    - airport lay-out
    - financial planning

# Need a Business Plan

- Most airports do not have a Business Plan
  - A basic plan answering the question “How the airport resources will be used by the community”
  - Parts of the Airport Business Plan
    - Communicate to the community the importance of a strong airport
    - Show how the airport can increase the community wealth
    - Show an action plan to expand current business and attract new business to the community
    - Identify strengths, skills, abilities, and interest of the community in relation to the airport proactive role
    - Lay-out a plan for community and airport engagement with business
    - Set priorities for the airport and the community

# What is economic development?

- American Economic Development Council's definition of Economic Development
- “process of creating **wealth** through the **mobilization** of human, financial, capital, **physical** and natural **resources** to generate marketable goods and services. The economic developer's role is to influence the process for the **benefit** of the **community** through expanding job **opportunities** in the tax base.”
  - (Malizia & Feser, 2000, p. 12)

# What tools communities have?

- Financial incentives
  - Loans
  - Tax exempt bonds
- Tax incentives
  - Tax exemptions
  - Tax abatements
- Non-financial assistance
  - Site development
  - Customized education

■ Koven & Lyons, 2000, p.12



# Airports benefit to the community

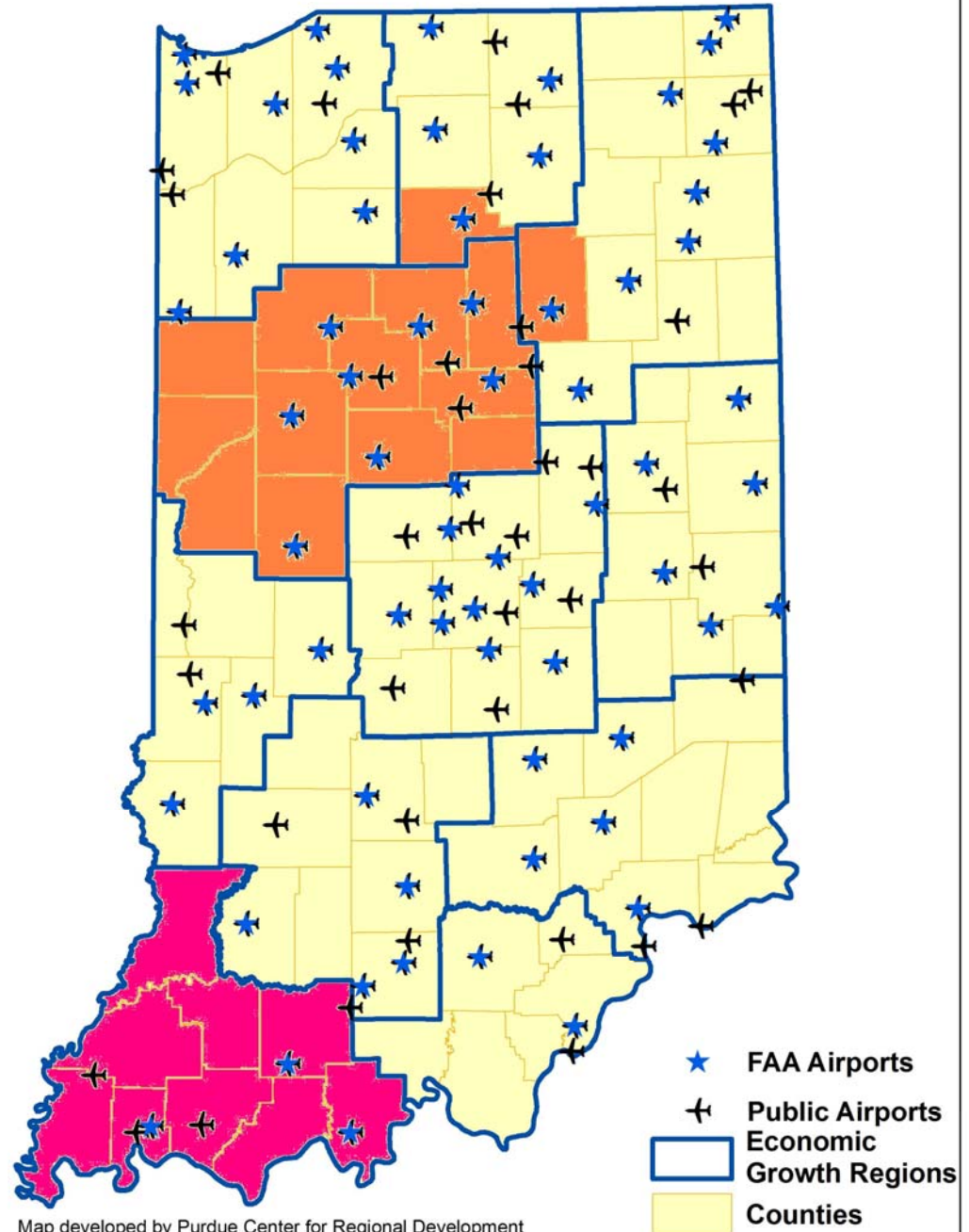
- Transform underutilized property into a center of productivity.
- Become a creation of opportunity for public-private partnerships.
- Diversification of the local economy base.
- Revitalization of the immediate surrounding area.
- Increased employment opportunities.
- An asset that economic region have in their community

# Indiana

Airports  
Economic Regions  
Wired areas  
Counties

Purdue University  
Crawfordsville  
Frankfort  
Delphi  
White  
Logansport  
Peru  
Fulton  
Wabash  
Kokomo  
Border Airports  
Sheridan  
Kentland

Public and FAA Airports in Indiana



# Making Airports Work

- Make it part of the Economic development plan
- Proactive
- Have a Business plan incorporating the airport
- Use all available resources and assets
- Identify markets that fit the communities characteristics and culture
- Offer incentives such as:
  - Industrial development parks—opportunity to stay in the community
  - Transportation alternatives—airport, aircraft, roads, etc.

Thank You

Questions?