

# Economic Impact

## 2008

## Baraboo-Wisconsin Dells Airport (KDLL) Baraboo, WI

### Airports and economic development

The local general aviation airport is fast becoming the principal access route from a community to the nation and world.

As an important part of our statewide transportation network, local airports such as Baraboo-Wisconsin Dells Airport play a critical role in fostering business growth and economic development.



Baraboo-Wisconsin Dells Airport

Convenient access to air transportation allows businesses to quickly move goods and key personnel from one site to another, saving valuable time and increasing productivity.

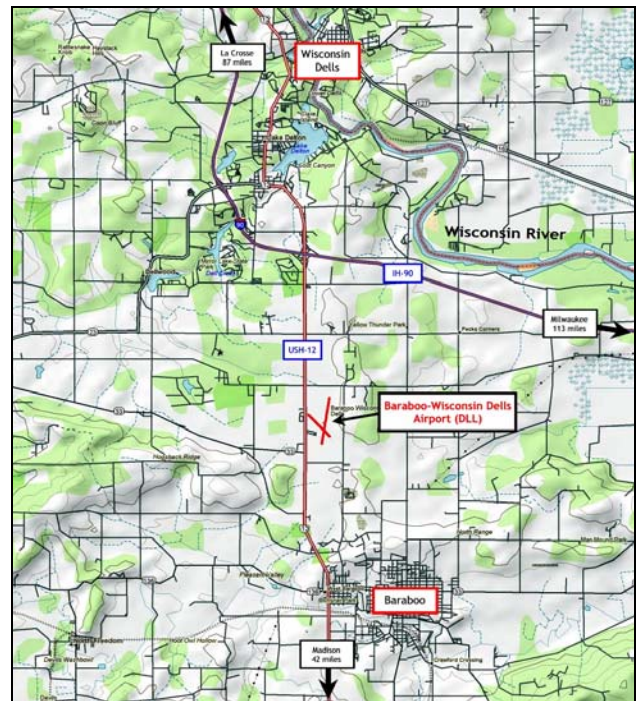
A study by the Wisconsin Department of Transportation (WisDOT) shows that between 1997 and 2001, over 85 percent of new or expanded manufacturing businesses were located within 15 miles of an airport capable of handling jet aircraft. These manufacturers provided 34,064 jobs for Wisconsin residents.

The local airport can also provide facilities for emergency medical flights, law enforcement, agricultural spraying, pilot training, and many other important community services.

Communities that are readily accessible by air transportation are at a competitive advantage and may realize economic and quality of life benefits that can affect every citizen. As an integral part of our state transportation network, Baraboo-Wisconsin Dells Airport plays a critical role in fostering business growth and economic development in the region.

### Airport location

Baraboo-Wisconsin Dells Airport is located in Sauk County (Central Wisconsin). Easily accessible from U.S. Interstate 90, Baraboo-Wisconsin Dells Airport is about 50 miles north of Madison and conveniently located near Lake Delton, the Wisconsin Dells resort area, and the Ho-Chunk Casino.



Note: The results of this report are produced from a basic cost-benefit model and do not completely address all the economic nuances facing every airport.

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The airport provides a safe and convenient environment for travel, business aviation, and related business activities.

## Regional profile

Sauk County has a diversified economic base and workforce. Some of the major industries in the county include leisure and hospitality; trade, transportation and utilities; and manufacturing.

### Sauk County profile

#### County population

**Sauk County – 60,673**

**Sauk County employment – 36,993**  
**County per capita income – \$31,884**

#### Major employers in area

- Lands' End, Inc.
- Ho Chunk Nation
- Cardinal Glass Industries, Inc.
- Grede Foundries, Inc.
- Kahalari Development
- County of Sauk
- Wal-Mart Associates, Inc
- SSM Health Care of WI
- Perry Judd's, Inc.
- Sysco Food Services of Baraboo

*Sources: U.S. Census Bureau, U.S. Bureau of Economic Analysis and the WI Departments of Administration and Workforce Development.*

## Airport activity and facilities

Baraboo-Wisconsin Dells Airport is owned by the cities of Baraboo and Wisconsin Dells, town of Delton and the village of Lake Delton. The airport is managed by the city of Baraboo. It is classified as a Transport Corporate airport in

the *Wisconsin State Airport System Plan: 2020*. Baraboo-Wisconsin Dells Airport is designed to handle recreational, corporate, charter, and cargo users needing a runway length of 4,800 to 6,800 feet.

In 2007, the airport estimated 34,000 aircraft operations and was home for 44 based aircraft, including 38 single-engine and 5 multi-engine airplanes and 1 jet. The airport has one fixed base operator, Baraboo-Dells Flight Center, Inc.

## Airport facilities

Baraboo-Wisconsin Dells Airport has one paved runway, one turf runway, and parallel taxiways. The primary runway (01/19) is 4,800 feet long by 75 feet wide. Lighting aids on this runway include high intensity runway lights, precision approach path indicator lights, and runway end identifier lights. Localizer/distance measuring equipment and global positioning system with wide area augmentation system approaches are also in place.

The turf runway (14/32) is 2,708 feet long and 75 feet wide.

The airport has a terminal, 38 hangars, 11 apron tie downs, snow removal equipment and an Automated Weather Observing System. In addition to on-call maintenance, there is 24-hour credit card fueling and transient hangar space available. Airport parameter fencing and a security plan are in place.

## The economic impact of Baraboo-Wisconsin Dells Airport

This report documents a recently completed study by the WisDOT Bureau of Aeronautics on the contribution of Baraboo-Wisconsin Dells Airport to the local and state economy.

Note: The results of this report are produced from a basic cost-benefit model and do not completely address all the economic nuances facing every airport.

Bureau of Aeronautics



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The economic impact of Baraboo-Wisconsin Dells Airport is the *economic output (sales), employment* and *wage income* that can be attributed directly and indirectly to the airport. Economic impacts measure the importance of an airport as a business in terms of the employment it supports and the goods and services it consumes.



The results of the study indicate that in 2007 Baraboo-Wisconsin Dells Airport provided \$11.16 million in sales, supported 152 jobs and contributed \$3.57 million in wage income to the local and state economy.

The methodology used to estimate the contribution of the airport to the local and state economy is the WisDOT Airport Benefit-Cost (ABC) System.

### ABC Airport Benefit-Cost System

The WisDOT ABC System is a Microsoft Access database application for evaluating the economic impact of airports and airport improvement projects.

The WisDOT ABC System was developed based on guidelines established by the FAA in the document “*Estimating the Regional Economic Significance of Airports*”, U.S. DOT, September 1992.

The WisDOT ABC System used data from the following three primary sources to estimate the economic impact of the airport to the local and state economy:

1. Airport activity and business survey data on jobs, income and sales at the airport.
2. Data from the U.S. Bureau of Economic Analysis on industry employment, wages and sales.
3. Regional economic multipliers obtained from the industry transaction tables in the Impact Analysis for Planning Model (IMPLAN) computer model.

IMPLAN is a computer model produced for WisDOT by the Minnesota IMPLAN Group. The model estimates purchases and sales between various sectors of the Wisconsin economy.

The model produces statewide multipliers as well as multipliers for specific counties and groups of counties. IMPLAN multipliers for two sectors in the Sauk County economy were used in the analysis.

The regional economic multipliers used in this study for the *Air Transportation Sector* are 1.35 (sales), 1.6 (employment) and 1.85 (wages.) Multipliers used for the *Retail/Hotel/Restaurant Sector* are 1.46 (sales), 1.24 (employment) and 1.39 (wages.)

The economic contribution of Baraboo-Wisconsin Dells Airport is comprised of three types of impacts: *Direct Impact of the Airport*, *Direct Impact of Airport Users*, and the

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*Multiplier Impact.* Each of these effects is expressed in terms of their effect on economic output (sales), employment (jobs) and wage income.

### Direct impacts

The direct impact of Baraboo-Wisconsin Dells Airport on the local economy reflects the jobs, payroll and sales directly related to airport operations. This includes the management and operation of the airport, as well as businesses providing on-call aircraft maintenance, fueling, storage, and leasing activities.

The direct effect of the airport on the Sauk County economy in 2007 totaled 5 employees, a payroll of \$100,750 and \$738,085 in economic output.

### Indirect impacts

Visitor spending, or the indirect impact of airport users, is the amount of money flowing into the local economy from air passengers who reside outside the county. These visitors spend money on lodging, meals, ground transportation and retail purchases within the county.

The \$5.81 million of visitor spending in 2007 supported 111 additional jobs in Sauk County, with a payroll of \$2.11 million.

### Induced impacts

The multiplier or induced effect represents the downstream effect of airport operation and visitor spending throughout the local and state economy.

This impact includes the activity of suppliers to the businesses at the airport (including electricity, office supplies, aircraft parts, fuel for resale) and suppliers to the businesses serving visitors. It also includes the activity generated by the airport

workers re-spending their income (clothes, groceries, entertainment, and other necessities.)

In 2007, the multiplier impact of the airport supported 30 additional jobs, provided over \$909,447 in wages and generated \$2.91 million in economic output.

### Employment (FTE Jobs)

Direct	5
Indirect (visitor spending)	111
Induced (multiplier effect)	30

**Total employment impact 146**

### Wage income/payroll

Direct	\$100,756
Indirect (visitor spending)	\$2,112,330
Induced (multiplier effect)	\$909,447

**Total payroll impact \$3,122,527**

### Economic output/sales

Direct	\$738,085
Indirect (visitor spending)	\$5,805,000
Induced (multiplier effect)	\$2,929,534

**Total economic output \$9,472,619**

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Bureau of Aeronautics





Terminal and hangar area

## Local economic impact

The results of the study indicate that Baraboo-Wisconsin Dells Airport provided \$9,472,619 million in economic output, supported 146 jobs and contributed over \$3,122,536 in wage income to the local economy in Sauk County.

### *Contribution of Baraboo-Wisconsin Dells Airport to the local economy*

FTE jobs	Wage income/ payroll	Economic output/sales
146	\$3,122,526	\$9,472,619

## Other benefits

The study also measured public revenue generated at the local and state level from airport and aviation related fees.

In 2007, Baraboo-Wisconsin Dells Airport generated \$28,856 in revenue from aircraft storage, landing fees, and leases. Other local fees, and tax revenues generated \$24,698.

The airport also generated \$3,974 in state revenue from general aviation fuel taxes and aircraft registration fees of \$7,380, for a total of \$64,908 in direct local and state public revenue.

### *Public revenue – direct impact*

Sauk County	State	Total
\$53,554	\$11,354	\$64,908

## Local and state economic impact

The activity at the airport in 2007 also generated an additional \$1.69 million in sales, 6 jobs and \$450,000 in payroll to the state economy.

When combined with the local impact, the total contribution of Baraboo-Wisconsin Dells Airport to the local and state economy in 2007 is \$11,160,547 in sales, 152 jobs and \$3.57 million in wage income.

### *Contribution of Baraboo-Wisconsin Dells Airport to the local and state economy*

FTE jobs	Wage income/ payroll	Economic output/sales
152	\$3,572,570	\$11,160,547

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