

## A DAY AT SALINAS MUNICIPAL AIRPORT

**\$168,600**  
in economic benefits  
generated on a daily basis

**\$73,400** paid  
to area workers

**185** workers  
on the Airport



**\$39,600** paid  
to Airport workers



**401** total  
area jobs  
supported

**69** air visitors  
in the area daily  
(includes overnight visitors)

**\$13,700** in  
daily visitor spending  
injected into the  
local economy



**207** daily aircraft operations



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ECONOMIC  
BENEFIT  
ANALYSIS





Salinas Municipal Airport (Airport) is a general aviation facility that is utilized by a wide range of aircraft, including single engine pistons up to large corporate/business jets. Furthermore, the Airport is classified as a "Regional" airport by the Federal Aviation Administration (FAA), meaning it serves a large population center and connects multiple communities to regional and national markets. Equipped with a primary runway that is over 6,000 feet long, the Airport is home to 165 based aircraft, including 4 jets and 5 helicopters. The Airport has averaged over 65,000 aircraft operations annually during the past five years, including over 75,000 operations in 2019.

### SOCIAL IMPACT AND UNIQUE BENEFITS OF THE AIRPORT

Salinas Municipal Airport creates broader social benefits that impact the quality of life of residents within Salinas and the regional area.

- ◆ Public safety and national security objectives are supported by aviation operations of law enforcement and government agencies that utilize the Airport.
- ◆ The Airport is the site of an alternative education program (Bob Hoover Academy) aimed at high school age youth.
- ◆ Aircraft owners and pilots stand ready to assist in disaster relief.
- ◆ Medical air services (CALSTAR Air Medical Services) for the Central Coast region are based at the Airport.
- ◆ Over the past 40 years, the Airport has hosted the California International Airshow featuring an array of military and civilian performers.



### MEASURING ECONOMIC BENEFITS

The 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 Salinas 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.

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

## ECONOMIC BENEFIT ANALYSIS SUMMARY – 2020

### Economic Benefits Of Aviation Related Activity

- ◆ 24 on-Airport aviation employers reported revenues of \$26.6 million.
- ◆ 142 on-Airport aviation jobs with payrolls of \$12.4 million.
- ◆ On-Airport aviation employers purchased \$7.4 million in goods and services from local suppliers.

### Economic Benefits Of Non-aviation Related Activity

- ◆ 5 on-Airport non-aviation employers reported revenues of \$4.3 million.
- ◆ 43 on-Airport non-aviation jobs with payrolls of \$2.0 million.
- ◆ On-Airport non-aviation employers purchased \$1.1 million in goods and services from local suppliers.

### Air Visitors To The Airport

- ◆ Visitors arriving at the Airport spent \$5.0 million in the region.
- ◆ Visitor spending supported 74 total jobs in the area economy.
- ◆ Overnight travel parties spent an average of \$1,997 during their stay.



TOTAL ECONOMIC BENEFITS OF THE AIRPORT	
Revenue	\$61.6 Million
Employment	401 Jobs
Payroll Income	\$26.8 Million
Tax Revenue	\$9.8 Million
<b>TOTAL</b>	<b>\$61.6 Million</b>

Activity at Salinas Municipal Airport created \$61.6 million in total economic benefits for the region.

the publication by the Federal Aviation Administration (FAA), Estimating the Regional Economic Significance of Airports, Washington DC, 1992. The total economic benefit of the Airport is quantified as revenue (purchases, 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 benefit of the Airport is calculated.

