

1. ***DCRA Administration, Federal Aviation Administration, Military***

All of these entities are governmental (non-marketplace) units and, thus, must be characterized by their input structure. The 1998 operating budget was characterized for each of these entities. In addition, the airport administration capital budget was characterized for the period 1996-1998. Appendix A illustrates the IMPLAN sectors used to characterize the operating budget for airport administration. Other activities were characterized in similar fashion. The analysis assumes all of these activities would be eliminated under the *without* scenario.

2. ***Fixed Base Operator, Airport Support Services***

These activities are conducted by private firms and, thus, only 1998 sales were required. The IMPLAN sectors used for the characterization of these activities were: 437 Air Transportation and 455 Miscellaneous Retail. The analysis assumes all of these activities would be eliminated under the *without* scenario.

3. ***Commercial Airlines, Car Rental Agencies***

Revenues for these entities for the most part leave the Dane County region through payments to national headquarters that are located outside of Dane County. Accordingly, these entities were characterized by the 1998 purchases that were made of locally produced goods and services (including labor and rents) for services originating out of DCRA facilities. The IMPLAN sectors used for the characterization of these activities were: 437 Air Transportation and 477 Automobile Rental and Leasing. The analysis assumes that all activities of commercial airlines and car rental agencies operating out of DCRA would be eliminated under the *without* scenario.³

³To the extent that car rental agencies located in the DCRA terminal rent to non-air passenger customers, this assumption slightly over estimates the economic impacts due to DCRA operations.

4. *Truax Air Park Tenants*

As a general rule the activities of the Truax Air Park tenants are not directly tied to the aviation activities of DCRA. The analysis assumes that only the portion of 1998 sales that is directly attributable to activities of DCRA would be eliminated under the *without* scenario. As described below, this portion was determined through a survey of non-aviation airpark tenants.

5. *Travel Agencies*

Travel agents in Dane County serve a wide variety of travel needs for county business and residents. Only a portion of this activity is tied to air travel originating out of DCRA. The analysis assumes that only the portion of 1998 sales that is directly attributable to activities of DCRA would be eliminated under the *without* scenario. As described below, this portion was determined through a survey of Dane County travel agencies. The IMPLAN sector used for characterization of these activities was 439 Arrangement of Passenger Transportation.

6. *Hotels, Restaurants, Retail, Entertainment*

The output of Dane County hotels, restaurants, stores (retail) and entertainment facilities (often referred to as the "hospitality industry") are affected as air-visitors to Dane County make expenditures during their stay. As described below, spending on each of these categories per day per out-of-county visitor was determined through a survey of departing commercial airline passengers from DCRA. Spending on hotels, restaurants, retail and entertainment by Dane County residents was assumed to be zero for purposes of this analysis. That is, spending on these activities by Dane County residents would occur *with* or *without* DCRA operations. The ratio of Dane County to Non-Dane County traveler was also determined by the survey. These two factors were applied to the 649,600 commercial airline passengers leaving DCRA in 1998 to arrive at estimates of air passenger-related spending on hotels, restaurants, retail and entertainment in 1998. The average daily spending and average length of stay estimates were also applied to the 127,382 general aviation passengers that were estimated to have visited Dane

County in 1998 to arrive at estimates of general aviation passenger impacts. The IMPLAN sectors used for the characterization of these activities were: 454 Eating and Drinking, 455 Miscellaneous Retail, 463 Hotels and Lodging Places, 477 Automobile Rental and Leasing and 488 Amusement and Recreation Services. The analysis assumes all of these activities would be eliminated under the *without* scenario.⁴

7. *Rest of Dane County*

Industry, government and residents of Dane County benefit through the presence of DCRA facilities in that travel to outside destinations is made more convenient and time efficient in comparison to air travel originating from other cities. It is possible, for example, that the cost of business travel could increase for area firms without the presence and operation of DCRA. For some firms that are heavily air travel dependent, it is possible in the extreme case that Dane County operations would be moved to other locations with better air travel access. The analysis assumes that only the portion of 1998 sales or input costs (for public agencies) that is directly attributable to the availability of DCRA would be eliminated under the *without* scenario. As described below, this portion was estimated through a survey of major Dane County private and public employers. Dane County residents that use DCRA services were surveyed as part of the air passenger survey described below.

⁴To the extent that outside visitors would continue to visit Dane County by means other than DCRA, this assumption over estimates the economic impacts due to DCRA operations.

D. Data

The data used in this economic impact assessment was comprised mainly of the IMPLAN input-output model discussed above, operating and capital budgets for DCRA administration, and a series of mail and in-person surveys and interviews. Each of these is described briefly below. In all cases the base year for analysis is calendar year 1998 (or equivalent fiscal year).

1. *IMPLAN Input-Output Model*

The IMPLAN input-output model is a 528 sector model that is a trade-marked product of MIG, Inc. The model is constructed specifically for Dane County, Wisconsin using commonly used federal government economic information. The model describes basic economic relationships in Dane County in 1996. Monetary values in the model are adjusted to 1998 dollars using a series of implicit price deflators.

2. *DCRA Administration*

The detailed 1998 operating budget for Dane County's DCRA administration was examined and characterized for purposes of this study. The capital improvements budget for the period 1996-1998 was also examined and characterized. The major capital improvement occurring during this period was planning, design and construction of the new 3/21 runway. Federal and state matching funds were also considered as part of capital improvements.

3. *Aviation Tenant Survey*

A structured written survey was administered to all economic entities directly related to the various operations of DCRA. These entities included all activities discussed in Section II. A. 1-3 above, with the exception of DCRA administration (discussed above). Appendix B contains the aviation tenant survey instrument used in this study.

4. *Non-Aviation Tenant Survey*

A structured written survey was administered to all economic entities that lease land or office space within the Truax Air Park. Appendix B contains the non-aviation tenant survey instrument used in this study. Unfortunately, the response rate to this survey was too low to permit statistical analysis and generalization.⁵ Independent analysis using a commonly accepted development impact assessment computer model estimates that approximately 4,000 jobs and \$80,000,000 in wages would be associated with Truax Air Park tenants.⁶ More importantly, of those responding to the non-aviation tenant survey, 70 percent believed that their activities were unaffected by the operation of DCRA. This, coupled with the generally low response rate, leads to the conclusion that Truax Air Park economic activities would generally be unchanged between the *with* and *without* scenarios.

5. *Passenger Survey*

A structured written survey was administered to 350 randomly selected departing commercial air passengers. The surveys were administered at different times of the day and different days of the week over the period July 21 to August 1, 1999. Appendix B contains the passenger survey instrument used in this study.

Several important parameters were estimated from the passenger survey. First, 71.7 percent of passengers leaving DCRA during the above period were "visitors" to Dane County. For this group the average length of stay in Dane County was 5.57 days. Table 4 reports the average daily spending by the visitor group on lodging, food, entertainment, transportation and retail

⁵Only 17 percent of the 77 surveys mailed were returned with useful information and the variation within returned surveys was too extreme to permit generalization to the broader population of entities within the Truax Air Park.

⁶These estimates (3,987 jobs and \$80,226,000 in personal income) are generated using the gross square footage of commercial space in the Truax Air Park (1,329,123 square feet) and the Development Impact Assessment Model, Rober Burchell and David Listokin, et. al., *Development Impact Assessment Handbook*, Washington, D.C.: The Urban Land Institute, 1994.

during their stay in Dane County. The table also presents similar estimates from a recent (1995) statewide study for Wisconsin and a recent economic impact study of the Palm Beach, Florida airport (1998).⁷

TABLE 4. Average Daily Spending by Visitors: DCRA, Wisconsin and Palm Beach, Florida

	<u>Lodging</u>	<u>Food</u>	<u>Entertainment</u>	<u>Transportation</u>	<u>Retail</u>
DCRA Passenger Survey	\$ 34.32	\$ 18.04	\$ 6.11	\$ 12.59	\$ 12.84
Wisconsin DOT Study	48.00	56.70	50.20	15.30	48.00
Palm Beach, Florida	47.35	20.78	8.05	14.76	7.52

In general, the average daily spending estimates generated by the DCRA passenger survey are low in comparison to the Wisconsin DOT statewide study and are slightly lower, but comparable to recent estimates made for Palm Beach, Florida (an individual airport). It is possible that the relatively low DCRA visitor spending estimates are due to the size of the sample (350) used in this study and the time of year (summer) the survey was taken.

⁷"The Economic Impact of the Aviation Industry in Wisconsin: Summary," Wisconsin Department of Transportation, Madison, Wisconsin, undated and "1998 Airport Economic Impact Study for Palm Beach, Florida International Airport: Executive Summary," Palm Beach, Florida, 1998.

6. *Travel Agent Survey*

A structured written survey was administered to every Dane County travel agency listed in the January 1999 Ameritech Yellow Pages. Appendix B contains the travel agent survey instrument used in this study.

In addition to annual sales by Dane County travel agencies, the travel agent survey allowed estimation of the relative importance of DCRA-related air travel to the overall business of Dane County travel agencies. Based on this survey, it appears that on average 29 percent of Dane County travel agency business is related to travel into/out of DCRA.

7. *Major Employer Survey*

A structured written survey was administered to the 50 largest private and public employers in Dane County. Appendix B contains the major employer survey instrument used in this study. In general, results from this survey were inadequate for making inference about the relative importance of access to DCRA to the broader Dane County economy.⁸ Therefore, the economic impact estimates presented here assume that the operation and use of DCRA will have negligible impacts on the non-aviation-related operations of Dane County firms. To the extent that some firms in the survey responded that the absence of DCRA facilities and services would negatively affect their operations, the above assumption tends to underestimate the economic impacts of DCRA.

⁸Only 15 of the 50 surveys mailed were returned with useful information and the "confidence interval" around estimates generated by this group were too large to permit meaningful generalization to the broader Dane County economy.

IV. ECONOMIC IMPACTS OF THE DANE COUNTY REGIONAL AIRPORT

This section presents the economic impacts that are associated with the operation and use of the Dane County Regional Airport. These impacts have been estimated by comparing input-output model estimates of the Dane County economy for *with* and *without* DCRA scenarios for calendar year 1998.

Three measures are commonly used for the assessment of economic impacts of facilities such as the DCRA. These are: *output*, *employment* and *personal income*. Dane County *output* represents the total value of all goods and services produced and sold in Dane County in 1998. Output is a general indicator of the overall level of economic activity in a region such as Dane County. *Employment* is, as the name implies, a measure of the total number of jobs associated with various economic activities in Dane County in 1998. Part-time employment is converted into "full time equivalents" for purposes of this study. *Personal income* represents the money income that accrues to Dane County residents in 1998 in the form of wages and salaries, and payments for dividends, interest and rents.

The three economic impact indicators can be decomposed into three elements that correspond to the three "linkages" that were described in Section III.B. These are: *direct impacts*, *indirect impacts* and *induced impacts*. *Direct impacts* refer to the direct purchases or labor payments that are made by any of the various DCRA or related activities in 1998. *Indirect impacts* refer to the impacts that are created as Dane County suppliers respond to the direct purchases that are made in Dane County. *Induced impacts* refer to the spending impacts of employees living in Dane County in 1998 as the direct purchases and labor payments and indirect responses "trickle" through the Dane County economy.

Table 5 presents the estimated economic impacts of the Dane County Regional Airport using the indicators and categories described above.

TABLE 5. Estimated Economic Impacts of the Dane County Regional Airport: 1998

	OUTPUT (\$1000s)*			EMPLOYMENT*			PERSONAL INCOME (\$1000s)*		
	Direct	Indirect	Total	Direct	Indirect	Total	Direct	Indirect	Total
Aviation Impacts									
Commercial and General Aviation	52,160	10,852	80,082	662	163	261	19,992	4,474	30,654
Military	30,376	5,508	46,529	1,508	79	163	19,544	2,254	25,657
<i>Total Aviation Impacts</i>	82,536	16,360	126,611	2,170	241	425	39,537	6,728	56,312
Aviation-Related Impacts									
Travel Agents	4,111	894	6,677	87	11	26	2,048	386	3,040
Passenger Spending									
Commercial aviation	217,686	68,269	357,252	3,296	931	1,092	77,695	25,174	128,714
General aviation	59,512	18,664	97,668	901	255	298	21,240	6,882	35,188
<i>Total Aviation-Related Impacts</i>	281,308	87,827	461,597	4,284	1,198	1,415	100,983	32,442	166,942
TOTAL ECONOMIC IMPACTS DANE COUNTY REGIONAL AIRPORT									

*Totals may not sum due to rounding.

A. Output Impacts

Direct expenditures on commercial aviation, general aviation and military aviation associated with DCRA was approximately \$82,500,000 in 1998. This amount included the activities of commercial airlines, air freight operations, DCRA car rental agencies, military operations and the various support services associated with operation of the DCRA (including air terminal facilities and services). An additional \$281,300,000 was spent on area travel agency services (related directly to DCRA) and by visitors to Dane County (arriving by air). This \$363,800,000 in *direct expenditures* produced an additional \$224,400,000 in *indirect* and *induced* spending throughout the economy. Thus, the impact of the Dane County Regional Airport on the overall output of the Dane County economy was \$588,200,000 in 1998. This translates into impacts on the overall Dane County economy of approximately \$1,612,000 per day. Approximately 22 percent of the total output impact was due to operations of commercial, general and military aviation. The remaining 78 percent was primarily caused by the economic impact of visitors to Dane County that arrived via DCRA facilities as they spent money on hotels, restaurants, transportation, entertainment and retail during their stay in Dane County.

The *output multiplier* for direct activities of commercial, general and military aviation in Dane County in 1998 is 1.53. This means that every one dollar spent on commercial, general or military aviation in Dane County produced a \$1.53 impact throughout the entire economy after the effects of spending and re-spending are taken into account. When the impacts of aviation-related activities (travel agents and the hospitality industry) are included the output multiplier increases to 1.61. This means that every dollar spent on activities associated with the operation or use of DCRA produces a \$1.61 impact throughout the Dane County economy.

B. Employment Impacts

Approximately 660 workers are directly employed in the operations of DCRA facilities and in commercial and general aviation services in 1998. This amount included employment of commercial airlines stationed in Dane County, air freight operations, car rental agencies associated with DCRA, airport operations and maintenance, air traffic control and various services provided at the air terminal. Approximately 1,500 employees were associated with the two major military aviation operations associated with DCRA. An additional 4,300 workers were employed throughout Dane County in support of either DCRA travel agency activity or in the hospitality industry in support of visitors (arriving by air). If DCRA and its related activities were treated as a single "industrial complex," DCRA would be the third largest permanent employer in Dane County, behind only the University of Wisconsin-Madison and Wisconsin state government.⁹ These approximately 6,500 *direct* jobs produced approximately 3,300 in *indirect* and *induced* jobs throughout the Dane County economy. The total employment impact of DCRA on Dane County was, thus, approximately 9,700 jobs in 1998.

The *employment multiplier* for direct activities of commercial, general and military aviation in Dane County is 1.3. This means that every job directly associated with DCRA is supported by 0.3 additional jobs elsewhere in Dane County. The employment multiplier increases to 1.5 when travel agent and hospitality industry direct employment is included.

⁹Based on employment data reported in *In Business Magazine*, Magna Publications, Madison, January 1999 issue and the Wisconsin Department of Commerce website <http://badger.state.wi.us/agencies/commerce> (January 1999).

C. Personal Income Impacts

As discussed above, personal income represents the money income that accrues to Dane County residents in the form of wages and salaries, and payments for dividends, interest and rents. Approximately \$39,500,000 was paid to workers directly employed by commercial, general and military aviation and directly related activities in Dane County in 1998. An additional \$101,000,000 was paid to travel agents and hospitality workers due to activities directly associated with DCRA. Total *direct* payroll expenditures of \$140,500,000 led to an additional \$82,700,000 in *indirect* and *induced* personal income throughout the Dane County economy. The total impact of DCRA on Dane County personal income was, thus, \$223,300,000 in 1998. It is this income that is taxed by the State of Wisconsin (as an income tax) and which generates local sales that are taxed by the State and Dane County (as a sales tax).

The *personal income multiplier* for direct activities of commercial, general and military aviation in Dane County in 1998 is 1.42. This means that every dollar paid in wages and salaries to employees directly related to aviation activities at DCRA leads to an additional \$0.42 in personal income throughout the county. The multiplier increases to 1.59 when the effects of travel agent and hospitality industry wages are included.

D. Fiscal Impacts

Based on the above estimated impacts, it is possible to estimate the amount of tax revenues that would have been received by both state and local (county) government due to operations and use of DCRA. Table 6 summarizes these estimates for 1998.

State and local sales taxes would be generated as Dane County workers spend their disposable income on "taxable" items. It is assumed in this analysis that 69 percent of gross DCRA-related payrolls (personal income) becomes "disposable" income and is, thus, available for spending in the Dane County economy. It is further assumed that 21 percent of disposable income is spent on taxable items. In addition, virtually all of the spending by visitors to Dane County would be subject to state and local sales tax. As shown in Table 6, this means that DCRA-related activities in 1998 would have led to approximately \$15,500,000 in sales taxes for the State of Wisconsin and approximately \$1,500,000 in sales taxes for Dane County.

The State of Wisconsin would also realize income taxes on the wages paid to DCRA-related workers. Assuming that 76 percent of gross payrolls become "taxable" income (after deductions) and a marginal tax rate of 0.039, DCRA-related activities would have generated approximately \$6,600,000 in state income taxes in 1998.¹⁰

The State of Wisconsin also collected over \$75,000 in aviation fuel taxes due to DCRA-related activities in 1998.

¹⁰All of the above assumptions are consistent with standard fiscal impact parameters used in Wisconsin. See for example, *Environmental Impact Report, Crandon, Wisconsin Project*, Foth & Van Dyke, May 1995, Vol. II, p. 4-235.

TABLE 6. Estimated Fiscal Impacts of DCRA-Related Activities: 1998

<u>Sales Tax Impacts</u>					
	<u>Gross Payroll/ Spending</u>	<u>Disposable Income @ 69 %</u>	<u>Purchases Subject to Sales Tax @ 21 %</u>	<u>County Sales Tax @ 0.5 %</u>	<u>State Sales Tax @ 5.0 %</u>
<i>employee spending</i>	223,254,000	154,045,260	32,349,505	161,748	1,617,475
<i>passenger spending</i>	277,198,000			1,385,990	13,859,900
				<i>Total annual sales tax receipts:</i>	15,477,375
				1,547,738	
<u>Income Tax Impacts</u>					
	<u>Gross Payroll</u>	<u>Taxable Income @ 76 %</u>			<u>State Income Tax @ 3.9 %</u>
<i>employee spending</i>	223,254,000	169,673,040			6,617,249

V. SUMMARY, ISSUES FOR FURTHER CONSIDERATION AND LIMITATIONS

This section summarizes the economic impacts estimated in this study, provides discussion of several issues that deserve further consideration, and makes a final "limiting" statement.

A. Summary

Based on the analysis reported in this study it is clear that the Dane County Regional Airport plays a major role in the overall vibrancy of Dane County. In 1998, over 1,300,000 passengers used commercial airline service into or out of DCRA, approximately 127,000 visitors arrived via general aviation services, over 13,000 tons of mail and freight moved through DCRA facilities, and nearly 145,000 commercial, general and military aircraft takeoffs or landings occurred.

Dane County Regional Airport served as a primary means for connecting the people and industry of Dane County with the rest of the world.

The operation and use of DCRA facilities has a significant impact on the overall Dane County economy. In 1998, DCRA aviation and aviation-related activities accounted for over \$490,000,000 in Dane County output, nearly 8,300 jobs, and over \$188,000,000 in personal income. It appears that the economic impacts generated by DCRA in 1998 are "typical" in light of recent trends and will only grow as use of DCRA facilities continues to expand.

Not all economic impacts associated with the operation and use of DCRA facilities were accounted for in this study. In particular, the impacts of DCRA on Truax Air Park business activities, the impacts on operating expenditures of Dane County industry in general, and the value of proximate air service, versus distant air service (Milwaukee or Chicago) for Dane County residents could not be estimated as part of this study.

B. Issues for Further Consideration

While the estimated economic impacts of DCRA are significant, five additional issues are addressed briefly below.

1. *Economic Impacts of Capital Spending*

All of the economic impacts reported above pertain to the *operating* expenditures or sales of aviation or aviation-related activities in 1998. It is also common for the various organizations involved with aviation to spend resources on *capital improvements*. For example, the Dane County Regional Airport recently completed construction of the new 3/21 runway, costing over \$21,000,000 (excluding land acquisition costs). This capital improvement led to output impacts in Dane County of over \$33,411,000, employment impacts of nearly 360 (construction, engineering and other) jobs, and increased personal income of over \$12,000,000. Several organizations reported capital improvements expenditures in 1998 as part of the aviation tenant survey. While these expenditures do not occur on a regular basis, they do represent significant economic impacts in the years they occur.

2. *Passenger Spending*

It is clear from the impacts reported in Table 5 that the majority of Dane County economic impacts associated with DCRA are generated by commercial and general aviation passengers that spent an estimated \$277,200,000 during their stay in Dane County. As discussed in Section III.D.5 above and as reported in Table 4, the average daily spending estimates used in this study are low in comparison to estimates used by the Wisconsin Department of Transportation and to estimates used in a recent comparable study. To the extent estimates used in this study are low, the economic impacts reported in this study would be understated.

3. *Implicit Multipliers*

The output, employment and personal income implicit multipliers generated by the Dane County IMPLAN model are slightly low in comparison to the implicit multipliers used in the Wisconsin Department of Transportation study of the statewide aviation industry. It is, thus, possible that the impacts estimated in the Dane County study may underestimate the economic impacts of DCRA. Caution should be exercised, however, in considering the relative size of the various multipliers. Multipliers are generally larger for larger regions (such as states) than they are for smaller regions (such as counties). This results from the fact that larger regions are able to capture more of the indirect and induced impacts of any given economic activity than are smaller regions. The implicit multipliers estimated as part of this study are, thus, in the appropriate relative order of magnitude in comparison to estimated statewide multipliers.

4. *Impacts on Dane County "Cost of Borrowing"*

Administratively, the Dane County Regional Airport is a unit within Dane County government. In 1998, the airport had cash reserves of over \$13,000,000. It is likely that the existence of this relatively secure cash reserve would benefit Dane County government when issuing General Obligation debt on behalf of the County. The benefit would be manifested in lower interest charges on the debt that is issued. Interviews with two area bond underwriters led to the conclusion that a reliable estimate of the monetary value of this benefit could not be established. Rough estimates of the impact of the DCRA cash reserve on the 1999 Dane County General Obligation Series issue (\$4,750,000) ranged from \$60,000 to \$120,000 in interest savings over the life of the notes (10 years).

5. *Importance of DCRA to Dane County Business Climate*

The major employer and non-aviation tenant surveys attempted to measure the relative importance of DCRA availability and operations on Dane County businesses. While the response rate to the respective surveys was too low to permit reliable statistical analysis, it was clear that a number of private sector firms would be adversely affected if DCRA were not present in Dane County. Eleven firms indicated they would either "relocate," "experience reduced sales," or "experience increased costs" if they did not have access to DCRA facilities and services. While, again, the results of the various industry surveys cannot be generalized reliably to the County as a whole, it is clear that access to DCRA facilities and services is important to at least a segment of the Dane County economy.

C. **Limitation**

The economic impacts of the Dane County Regional Airport reported in this study have been estimated using commonly accepted regional economic impact assessment techniques. The estimates presented here are based on an independently articulated IMPLAN input-output model for Dane County and upon information provided by surveyed or interviewed organizations and individuals. The results presented here represent "fair and unbiased" estimates of the economic impacts of the Dane County Regional Airport on Dane County in 1998 based on the structure of the Dane County economy as characterized by the IMPLAN input-output model and on the information provided by organizations and individuals other than the primary investigators. While the analysis used and conclusions reached in this study are consistent with commonly accepted economic impact assessment practices, it is possible that estimation errors may have resulted due to model characterization or inaccurate survey information that served as input to the input-output model.

APPENDIX A

Characterization of DCRA Administration Expenditures

**DETAILED CHARACTERIZATION OF DCRA OPERATING
EXPENDITURES: 1998**

IMPLAN code	IMPLAN description	Expenditures by Sector
5001	payroll	2,096,868
5001	payroll: non-DCRA (leo)	245,933
5001	non-payroll employee expenses	689,750
27	landscape and horticultural services	32,449
50	new utility structures	360,274
51	new highways and streets	475,286
54	new government facilities	3,800,000
434	local interurban passenger transit	110,770
435	motor freight transport and warehousing	8,295
439	arrangement of passenger transportation	5,282
441	communications, exc. radio & tv	36,757
443	electric services	387,781
447	wholesale trade	803,342
448	building materials	38,815
449	general merchandise stores	57,925
451	automobile dealers & service stations	123,003
453	furniture & home furnishings	59,668
455	misc. retail	65,524
457	credit agencies	1,400,206
459	insurance carriers	104,700
464	laundry, cleaning & shoe repair	16,482
469	advertising	40,227
470	other business services	10,313
472	services to buildings	29,728
473	equipment rental & leasing	240
475	computer & data processing services	515
479	automobile repair and services	1,067
480	electrical repair services	19,813
482	misc. repair services	11,852
493	other medical & health services	918
494	legal services	6,089
502	other nonprofit organizations	33,631
503	business associations	1,523
506	engineering, architectural services	92,435
507	accounting, auditing & bookkeeping	5,000
508	management & consulting services	74,534
523	state & local government: non-education not classified (excluded)	496,473
7219	cmb fed prjt (321-DCRA 5% share)	2,758,955
7017	air park land acquisition	140,000
	TOTAL	14,642,423

APPENDIX B

Surveys Used in Economic Impact Study

Aviation Tenant Survey

Non-Aviation Tenant Survey

Dane County Travel Agents Survey

Passenger Survey

Major Employer Survey



DANE COUNTY REGIONAL AIRPORT (DCRA) ECONOMIC IMPACT STUDY

Aviation Tenant Survey

Please provide the requested information using data for calendar year 1998 or most recent 12-month period for which data is conveniently available. If the information requested does not apply to your organization, or is not available, please indicate N/A in the response blank provided. If you are providing data for a 12-month period other than calendar year 1998, please indicate the time frame to which the data applies: _____ to _____.

I. TYPE OF BUSINESS

1. Approximately what percent of your organizations' DCRA business activities are in each of the following categories?

Activity	Percentage of Total DCRA Business
a. <input type="checkbox"/> Airline	_____ %
b. <input type="checkbox"/> Rental Car Agency	_____ %
c. <input type="checkbox"/> Fixed Base Operator*	_____ %
d. <input type="checkbox"/> Aircraft sales	_____ %
e. <input type="checkbox"/> Air Taxi Operator	_____ %
f. <input type="checkbox"/> Corporate Aviation	_____ %
g. <input type="checkbox"/> Air Freight	_____ %
h. <input type="checkbox"/> Concession (e.g. Restaurant, Gift shop, etc.)	_____ %
i. <input type="checkbox"/> Other (please specify)	_____ %

*May include mechanics, aircraft rental, instructions, refueling, air ambulance and/or avionics.

II. SPENDING AND REVENUES

2. What was the maximum number of full-time and part-time workers your organization employed at DCRA in 1998?

Part-time _____

Full-time _____

3. What was the total 1998 payroll for your organization's employees located on-site at DCRA (excluding fringe benefits)?

\$ _____

4. How many employees did your organization employ in Dane county who were not located on-site at DCRA but provided support services to your business (e.g., truck drivers for cargo operations, etc.)?

5. What was the total annual payroll of employees not located on site at DCRA who provided support services for your business (excluding fringe benefits)?

\$ _____

6. How much did your organization spend in 1998 on operating expenditures (excluding payroll) for its DCRA operations?

\$ _____

7. How much did your organization spend in 1998 on capital improvements at DCRA (e.g. major purchase of equipment or major development projects)?

\$ _____

8. How much did your organization pay in taxes for its DCRA activities in 1998?

Property/Leasehold Tax	\$ _____
Sales & Excise Tax	\$ _____
State Aviation Fuel Tax	\$ _____
Corporate Income Tax	\$ _____
Other Local Taxes	\$ _____

9. What was the gross revenue earned by your organization from business at DCRA during 1998?

\$ _____

III. MAILING INSTRUCTIONS

Please forward the completed survey (and any additional information) in the attached envelope to:

Dane County Regional Airport Economic Impact Study
Department of Urban and Regional Planning
University of Wisconsin-Madison
214 Old Music Hall, 925 Bascom Mall,
Madison 53706
Phone: (608) -262-1004

You may also FAX the completed survey to:
(608) - 262-9307



DANE COUNTY REGIONAL AIRPORT (DCRA) ECONOMIC IMPACT STUDY

Non-Aviation Tenant Survey

Please provide the requested information using data for calendar year 1998 or most recent 12-month period for which data is conveniently available. If the information requested does not apply to your organization, or is not available, please indicate N/A in the response blank provided. If you are providing data for a 12-month period other than calendar year 1998, please indicate the time frame to which the data applies: _____ to _____

I. TYPE OF BUSINESS

1. Please check the general category which most appropriately describes the nature of your business. Also describe the type of products or services produced.

General Category	Type of Products/ Services Produced (e. g., financial services and engineering)
a. <input type="checkbox"/> Agriculture	_____
b. <input type="checkbox"/> Mining	_____
c. <input type="checkbox"/> Construction	_____
d. <input type="checkbox"/> Manufacturing	_____
e. <input type="checkbox"/> Transportation and public utilities	_____
f. <input type="checkbox"/> Wholesale trade	_____
g. <input type="checkbox"/> Retail Trade	_____
h. <input type="checkbox"/> Finance, Insurance and Real Estate	_____
i. <input type="checkbox"/> Services	_____
j. <input type="checkbox"/> Public Administration	_____
k. <input type="checkbox"/> Communications	_____
l. <input type="checkbox"/> Other (please specify)	_____

II. SPENDING AND REVENUES

2. What was the maximum number of full-time and part-time workers your organization employed at DCRA in 1998?

Part-time _____
Full-time _____

3. What was the total annual payroll for your organization's employees located on-site at DCRA (excluding fringe benefits)?

\$ _____

4. How much did your organization spend in 1998 on operating expenditures (excluding payroll) at its DCRA facilities?

\$ _____

5. How much did your organization spend in 1998 on capital improvements at its DCRA facilities (e.g. major purchase of equipment or major development projects)?

\$ _____

6. How much did your organization pay in taxes for its DCRA-based activities in 1998?

- | | |
|---------------------------|----------|
| a. Property/Leasehold Tax | \$ _____ |
| b. Sales & Excise Tax | \$ _____ |
| c. Corporate Income Tax | \$ _____ |
| d. Other local taxes | \$ _____ |

7. What was the gross revenue earned by your organization from its DCRA facilities during 1998?

\$ _____

III. RELIANCE ON DANE COUNTY REGIONAL AIRPORT

8. How important was the proximity to the airport in your choice to locate at DCRA?

- | | |
|---------------|--------------------------|
| Essential | <input type="checkbox"/> |
| Important | <input type="checkbox"/> |
| Not important | <input type="checkbox"/> |

9. If the DCRA ceased to exist, how would your business in Dane County be affected?

- | | |
|-----------------------------------|--------------------------|
| No effect | <input type="checkbox"/> |
| Closure of Dane County operations | <input type="checkbox"/> |
| Move operations from Dane County | <input type="checkbox"/> |

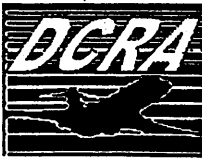
Reduction in Dane County sales _____ %
Increase in Dane County expenditures _____ %

III. MAILING INSTRUCTIONS

Please forward the completed survey (and any additional information) in the attached envelope to:

Dane County Regional Airport Economic Impact Study
Department of Urban and Regional Planning
University of Wisconsin-Madison
214 Old Music Hall, 925 Bascom Mall,
Madison 53706
Phone: (608) -262-1004

You may also FAX the completed survey to: (608) -262-9307



DANE COUNTY REGIONAL AIRPORT (DCRA) ECONOMIC IMPACT STUDY

Dane County Travel Agents Survey

Please provide the requested information using data for calendar year 1998 or most recent 12-month period for which data is conveniently available. If the information requested does not apply to your organization, or is not available, please indicate N/A in the response blank provided. If you are providing data for a 12-month period other than calendar year 1998, please indicate the time frame to which the data applies: _____ to _____.

I. SPENDING AND REVENUES

1. What was the maximum number of full-time and part-time workers your travel agency employed within Dane County?

Part-time _____
Full-time _____
3. What was the total payroll (excluding fringe benefits) for your organization's workers employed within Dane County?

\$ _____
4. What was the gross revenue earned by your organization's Dane County operations in 1998?

\$ _____
5. Approximately, what percent of your 1998 revenue came from travelers using DCRA?

_____ %
6. How much did your organization pay in taxes in 1998?

Property/Leasehold Tax \$ _____
Sales & Excise Tax \$ _____
Corporate Income Tax \$ _____
Other Local Taxes \$ _____

II. RELIANCE ON DANE COUNTY REGIONAL AIRPORT

7. If the DCRA ceased to exist, how would your business in Dane County be affected?

No effect
Closure of Dane County operations
Move operations from Dane County

Reduction in Dane County sales
_____ %

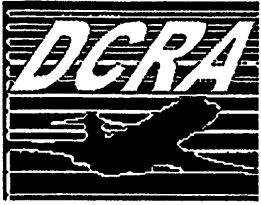
Increase in Dane County expenditures
_____ %

III. MAILING INSTRUCTIONS

Please forward the completed survey (and any additional information) in the attached envelope to:

Dane County Regional Airport Economic Impact Study
214 Old Music Hall
Department of Urban and Regional Planning,
University of Wisconsin - Madison
925 Bascom Mall, Madison 53706
Phone: 262-1004

You may also FAX the completed survey to:
608-262-9307.



DANE COUNTY REGIONAL AIRPORT (DCRA) ECONOMIC IMPACT STUDY

Passenger Survey

This survey is being conducted by the University of Wisconsin-Madison to assess the impact of the Dane County Regional Airport on the economy of Dane County. Please take a few minutes to fill out this survey. Completed surveys may be left with airline personnel at your departing gate. Your responses are important to understanding the economic impact of the Dane County Regional Airport and your assistance is appreciated.

1. Are you a Dane County resident?
- Yes
- No

If your answer is "yes", please answer the question in section I. If your answer is "no", please answer the questions in section II.

Section I

2. What is the primary purpose of your current trip?

- a. Business
- b. Personal
- c. Recreation
- d. Other

Section II

The following questions pertain to NON - Dane County residents.

3. When you fly into Dane County and remain overnight, where do you usually stay?

- a. Local hotel
- b. Resort
- c. With friends & family
- d. Other

4. What is the primary purpose of your current trip to Dane County?

- a. Business
- b. Personal
- c. Recreation
- d. Other

5. On this trip, how many days and nights did you stay in Dane County?

Days _____

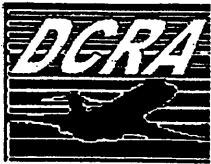
Nights _____

6. Please estimate your spending in Dane County in each of the following categories during this trip.

Categories	Approximate Spending During Current Trip
a. Lodging	\$ _____
b. Food	\$ _____
c. Entertainment	\$ _____
d. Transportation*	\$ _____
e. Retail	\$ _____
f. Others	\$ _____
g.	\$ _____
h.	\$ _____
i.	\$ _____

* Excluding airfare and including car rental

Please give the completed survey to airline personnel at your departing gate. Thank you.



DANE COUNTY REGIONAL AIRPORT (DCRA) ECONOMIC IMPACT STUDY

Major Employer Survey

Please provide the requested information using data for calendar year 1998 or most recent 12-month period for which data is conveniently available. If the information requested does not apply to your organization, or is not available, please indicate N/A in the response blank provided. If you are providing data for a 12-month period other than calendar year 1998, please indicate the time frame to which the data applies: _____ to _____.

I. TYPE OF BUSINESS

1. Please check the general category which most appropriately describes the nature of your business. Also describe the type of products or service produced.

- | General Category | Type of product/service produced (e. g., financial services, and engineering) |
|---|---|
| a. <input type="checkbox"/> Agriculture | _____ |
| b. <input type="checkbox"/> Mining | _____ |
| c. <input type="checkbox"/> Construction | _____ |
| d. <input type="checkbox"/> Manufacturing | _____ |
| e. <input type="checkbox"/> Transportation and public utilities | _____ |
| f. <input type="checkbox"/> Wholesale trade | _____ |
| g. <input type="checkbox"/> Retail Trade | _____ |
| h. <input type="checkbox"/> Finance, Insurance and Real Estate | _____ |
| i. <input type="checkbox"/> Services | _____ |
| j. <input type="checkbox"/> Public Administration | _____ |
| k. <input type="checkbox"/> Communications | _____ |
| l. <input type="checkbox"/> Other (please specify) | _____ |

II. EMPLOYMENT & SALES

2. What was the maximum number of full-time and part-time workers in your organization employed in Dane County in 1998?

Part-time _____

Full-time _____

3. What was the total payroll for your organization's Dane County employees (excluding fringe benefits)?

\$ _____

4. What was the gross revenue earned by your organization from its Dane County facilities during 1998?

\$ _____

III. RELIANCE ON DANE COUNTY REGIONAL AIRPORT

5. What is the relative importance of DCRA to the operations of your organization?

- Essential
- Important
- Not important

6. If the DCRA ceased to exist, how would your business in Dane County be affected?

- No effect
- Closure of Dane County operations
- Would relocate business from Dane County

Reduction in Dane County sales _____%

Increase in Dane County expenditures _____%

IV. MAILING INSTRUCTIONS

Please forward the completed survey (and any additional information) in the attached envelope to:

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 Department of Urban and Regional Planning
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 214 Old Music Hall, 925 Bascom Mall,
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