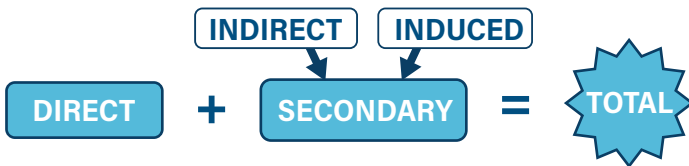


# 2019 Economic Benefit Analysis FAQ



## What are the Total (Direct & Secondary) Economic Benefits of the Airport?

- Airport activity created **\$67.0 million** total economic benefits
- Airport activity supported **452 total jobs** with payrolls of \$27.2 million
- Airport activity added **\$3.7 million** to local and state tax revenues
- The airport creates daily **economic benefits of \$183,600**, with **\$74,600** paid daily to area workers
- Airport employers purchased **\$9.7 million** of goods and services in the region, supporting 59 jobs
- Based aircraft were valued at \$24.1 million and **paid property taxes of \$280,000**



## What are the Aviation Economic Benefits?

- There are 14 aviation employers that had 80 workers and payrolls of \$6.1 million
- Aviation employers produced direct output valued at \$13.7 million
- Aviation employers purchased \$4.6 million of goods and services as inputs
- Input purchases by aviation employers supported 28 jobs with payrolls of \$1.7 million

## What are the Non-Aviation Economic Benefits?



- There are 15 non-aviation employers that had 162 workers and payrolls of \$9.4 million
- Non-aviation employers produced direct output valued at \$22.6 million
- Non-aviation employers purchased \$5.1 million of goods and services as inputs
- Input purchases by non-aviation employers supported 31 jobs with payrolls of \$2.0 million

## What are the Sources of Public Revenues Generated by Watsonville Municipal Airport?

- \$9.1 million total combined federal, state and local tax revenues
- \$5.4 million total federal tax revenues
- \$3.7 million total state and local tax revenues
- \$4.8 million federal, state and local tax revenues from direct on airport activity
- \$280,000 aircraft property tax revenues to Santa Cruz County
- \$241,000 general tax revenues at .01% tax rate
- \$39,000 Watsonville City Tax revenues at voter approved tax rate



## What are the Economic Benefits of Air Visitors Arriving at the Airport?

- Visitors arriving at the airport spent \$2.2 million in the region
- Visitor spending supported 24 hospitality industry jobs, with a \$909,000 payroll
- On an average day, visitors inject \$6,000 into the local economy
- Overnight travel parties spend an average of \$1,602 during their stay
- 52% of overnight spend was lodging, followed by food and drink 27% of total