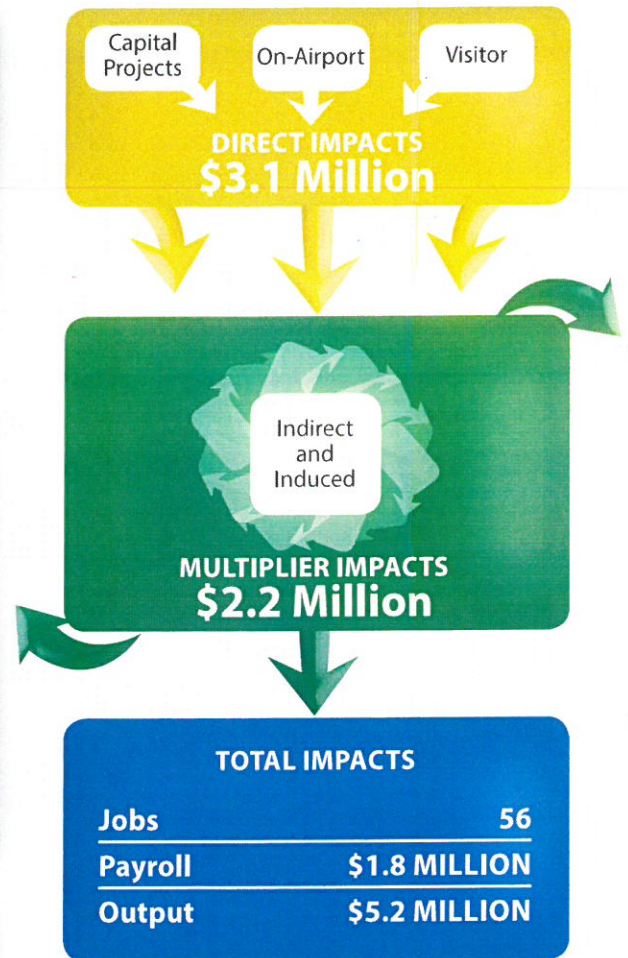# The Economic Impact of
WALTER J. KOLADZA AIRPORT (GBR)

Airport Overview

Located approximately two miles west of the City of Great Barrington in Berkshire County, Walter J. Koladza Airport serves the general aviation needs of the region. With its one paved runway, measuring 2,579 feet in length, the airport can accommodate small single-engine general aviation aircraft. The facilities and services are ideal for accommodating the aviation needs of both local and transient users.

Walter J. Koladza Airport is truly a community airport that supports and partners with various non-profit organizations in hosting fundraising events at the airport. This includes partnerships with Great Barrington Rotary Club, Berkshire South Community Center, and other local groups. GBR also works closely with the Berkshire School, establishing a STEM-based program that introduces students to aviation. Flight instructors from Berkshire Aviation teach weekly ground school classes at the Berkshire School, and students can complete 10 to 12 hours of flight time at the airport.

The direct economic impacts of Walter J. Koladza Airport take into account several categories of impacts. These include the operations of aviation-related on-airport businesses and government agencies, their average capital expenditures over the past three years, and the off-airport spending of visitors that arrive by general aviation aircraft. An economic model that is tailored to the conditions in Massachusetts takes these direct impacts to estimate the multiplier impacts and combines both to derive the total impacts.

Capital Projects | On-Airport | Visitor

DIRECT IMPACTS
$3.1 Million

Indirect and Induced

MULTIPLIER IMPACTS
$2.2 Million

TOTAL IMPACTS

Jobs	56
Payroll	$1.8 MILLION
Output	$5.2 MILLION

Types of Economic Impact

DIRECT IMPACTS account for the initial point where the money from aviation-related activity enters the economy. On-airport direct impacts can be found at the airport while visitor-related direct impacts take place off the airport.

MULTIPLIER IMPACTS result from the re-circulation and re-spending of direct impacts within the economy. This re-spending of money can occur multiple times. For example, as airport employees spend their salary on clothing at a local retailer, those expenditures circulate through the economy resulting in increased spending, payroll, and employment throughout Massachusetts.

TOTAL ECONOMIC IMPACTS are the sum of all direct and multiplier economic impacts attributable to an airport or the system of airports.

Statewide Impacts

EMPLOYMENT

199,237 Jobs

Employment is the measure of full-time equivalent jobs, where two part-time positions are the equivalent of a single full-time position. Seasonal jobs are treated proportionally as appropriate.

PAYROLL

$7.2 Billion

Payroll represents the costs associated with the annual salary, wages, and benefits earned by all the full-time equivalents measured under employment.

OUTPUT

$24.7 Billion

Output is the quantity of goods and services generated annually by an airport, and its associated activities and businesses, expressed in dollars. Output is estimated using an organization's annual sales, or its annual operating costs, which assumes that its output is approximately equivalent to what it expends.

A Catalyst for Business Growth and Development

In a world where communications are instantaneous, and time means money, businesses rely on aviation for the rapid delivery of goods and services to distant locations, often inaccessible or difficult to reach. Massachusetts' system of 39 airports provides the Commonwealth with a vital link to the regional, national, and international markets that drive our emerging economy. Airports in Massachusetts connect us to worldwide markets and destinations, sustaining the Bay State's rapidly expanding business community and its world-renowned tourist destinations.

One of the most important factors in today's global economy is having access to a transportation system that promotes the safe, efficient, and rapid movement of people and goods. Massachusetts' system of public-use airports is a key component of the overall transportation system and plays important roles both as a catalyst for local and regional economies, which generate billions of dollars in economic development, and as a vital transportation link for Massachusetts businesses, residents, and visitors, supporting thousands of jobs.

Study Process

The Massachusetts Department of Transportation Aeronautics Division completed this study to show how aviation propels the economic growth of the Commonwealth, as well as documenting some of the many other benefits that air transportation brings to its host communities. The analysis numerically characterizes the employment, payroll, and output found at each of Massachusetts' 39 public-use airports using a proven methodology of data gathering and assessment that followed FAA guidelines and has been successfully employed numerous times for individual and statewide airport system economic impact studies.

The study collected information from airport sponsors, on-airport businesses and government agencies, visiting pilots and passengers, and other sources. This data served as an input for a linear economic impact model that estimated each airport's impact due to on-airport operations, capital expenditures, air travel visitor spending, and the multiplier impacts resulting from all of this activity. For example, when an airport employee purchases goods and services from local stores, that spending and re-spending generates additional economic activity in the region, called multiplier impacts. Surveys of general aviation users helped to estimate their spending patterns, while those of commercial airline passengers were based on data from the Massachusetts Office of Travel and Tourism.

Using parameters specific to Massachusetts, this model determined the total economic impact of the direct and multiplier impacts from each airport.
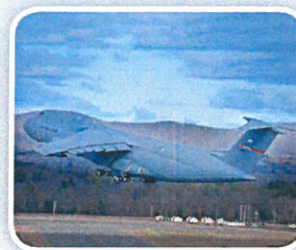
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