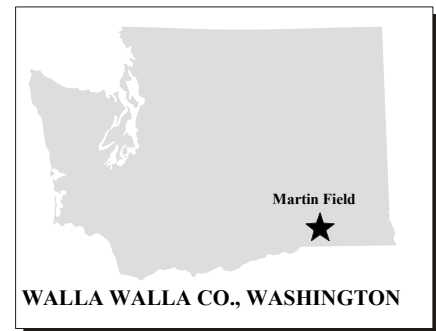




**AIRPORT: Martin Field (S95)**  
**ASSOCIATED CITY: College Place**  
**ARC: A-I**  
**REGION: South Central**

**AIRPORT DATA AND FACILITIES**

Martin Field is located in Walla Walla County, one mile west of College Place. There are 32 single-engine aircraft based at the Airport. The latest available data indicate that Martin Field experienced 2,500 annual operations. Runway 5-23 is the Airport's only runway. This runway is 3,840 feet long, 60 feet wide, has an asphalt surface, and is equipped with low intensity runway lights. Both runway ends have visual approaches and are equipped with visual approach slope indicators for vertical guidance.

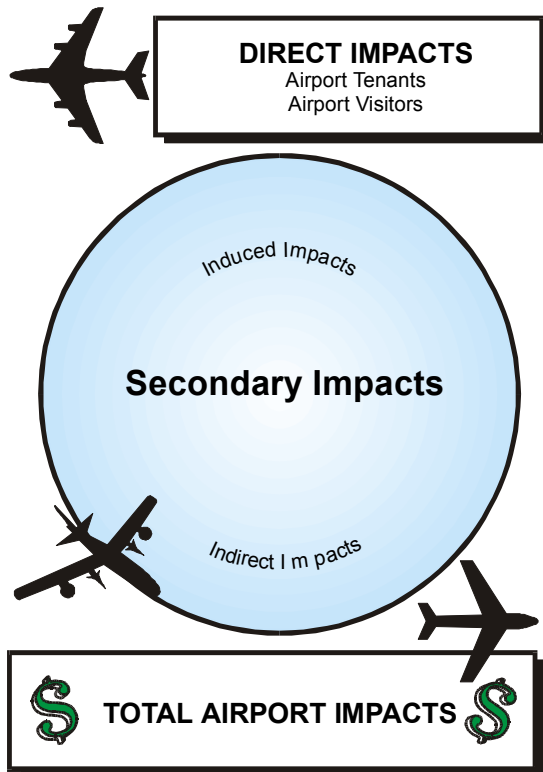


**ECONOMIC IMPACTS**

The economic impacts of Washington's airports were calculated using a methodology, which has evolved over the past decade and is nationally recognized as the standard for conducting economic impact studies of airports. The methodology is consistent with analytical models used by the Federal Aviation Administration (FAA), and employs the use of direct survey information and an input/output model (IMPLAN) as developed by the U.S. Department of Commerce to determine multipliers specific to the state of Washington for "secondary" economic impacts.

Types of Economic Impact - This study identified and examined those aviation activities at the public use airports in Washington that created economic impacts. These impacts are generated in three ways: **1) Direct**, **2) Indirect**, and **3) Induced Effects**. Combined, the three impact types yield the total economic impacts of an airport, as described below:





**DIRECT ECONOMIC IMPACTS**

These economic impacts occur as a consequence of providing aviation services. These impacts usually occur at the airports, and comprise the financial expenditures by firms which carry passengers (air carrier, air charter or air taxi) or cargo; firms which serve the air carrier and general aviation functions (airport tenants); governmental agencies which support aviation; ground transport firms; and others. In every instance, the impacts include only expenditures where the recipient is located within each airport's service area.

Aviation-related tenants on the Airport in 2000 included Cheney Aviation and Walla Walla Valley Maintenance. There were approximately 600 visitors arriving at the Airport as a result of general aviation operations. The total combined direct output of on-airport tenants and general aviation

visitors was \$772,986. These first-round expenditures at the airport accounted for 11 jobs with combined wages of \$161,473.

**INDIRECT ECONOMIC IMPACTS (Secondary Impact)**

These economic impacts occur as a result of the use of aviation service. They include the regional expenditures made by air passengers who visit the region (at hotels, restaurants, ski facilities, etc.); expenditures by the region's residents associated with their use of aviation; and expenditures by firms having economic activity which is dependent on the airport. These indirect outputs accounted for output of \$145,978 and two (2) jobs with combined wages of approximately \$50,221.

**INDUCED ECONOMIC IMPACTS (Secondary Impacts)**

The "indirect" and "direct" impacts represent increases in regional final demand. Such increases do not represent total economic impact; there is also a "multiplier" effect. This multiplier effect comprises the local value of money as it circulates through the local economy and as individuals or firms associated with airport business buy goods and services in the local economy. Induced impacts accounted for output of \$111,482 and two (2) jobs with combined wages of \$36,789. The total economic impact of each airport is the sum of the three types of impacts.





## TOTAL ECONOMIC IMPACTS

The total economic impacts across the state were quantified by adding together the direct, indirect and induced impacts for each airport, and interpreting, comparing, and presenting the results.




The output of the IMPLAN model enabled the presentation of total economic impacts by airport in terms of three economic impact measures: 1) jobs (employment); 2) earnings (payroll), and; 3) economic activity (output). Each of these was determined based on individual multipliers per industry categories. In each case, total impacts include the aviation sector itself, as well as the "multiplier effect" of the aviation sector. The impacts were estimated using Year 1998 data.

All three indicators of economic impact are useful; however, the monetary measures should not be added together, as discussed below:

- **Jobs (Employment)** - The number of employees who are employed in the aviation industry, plus the aviation-oriented share of those that are employed in sectors that support the air passenger (hotels, restaurants, etc.) plus those employed in the industries included in the multiplier effect impacts. The number of jobs attributable to an industry is always greater than simply those in the industry itself, due to the "re-spending" of money. Total employment impact was approximately 15 jobs.
- **Labor Earnings (Payroll)** - The sum of the wages and salaries to all employed persons that the aviation industry pays, directly or indirectly, to deliver the output of final aviation demand. Earnings Impacts are always included in the Economic Activity totals, so they should not be summed with the Economic Activity impact. Earnings are a very conservative proxy for "value added." Earnings may be greater or less than the Direct and Use values depending on the industry type. Total earnings impact generated by Martin Field was \$248,482.
- **Economic Activity (Sales Output)** - The value of the aviation final demand (aviation or airport service), plus the "multiplier" effect (the sum of all of the intermediate goods and services needed to produce the aviation final demand, plus the induced impacts of increased household consumption). Total economic activity equals the sum of intermediate demands, consumption demand, government demand, investment demand, and net export demand. Economic Activity is always larger than both the Direct and Use values because it includes the multiplier effect. Total economic activity impact generated by Martin Field was \$1,030,448.





	<b>Direct Impacts</b>	<b>+</b>	<b>Indirect Impacts</b>	<b>+</b>	<b>Induced Impacts</b>	<b>=</b>	<b>Total Impacts</b>
<b>Jobs (Employment)</b> 	<b>Number of Jobs Supported</b>		<b>Number of Jobs Supported</b>		<b>Number of Jobs Supported</b>		<b>Total Number of Jobs Supported</b>
	10.9		2.4		1.7		15.1
<b>Labor Earnings (Payroll)</b> 	<b>Annual Salary Supported</b>		<b>Annual Salary Supported</b>		<b>Annual Salary Supported</b>		<b>Total Annual Salary Supported</b>
	\$161,473		\$50,221		\$36,789		\$248,482
<b>Economics (Sales Output)</b> 	<b>Contribution to Economy (Dollars)</b>		<b>Contribution to Economy (Dollars)</b>		<b>Contribution to Economy (Dollars)</b>		<b>Total Contribution to Economy (Dollars)</b>
	\$772,986		\$145,978		\$111,482		\$1,030,448

**SUMMARY**

On an annual basis, Martin Field’s tenants and its visitors in Walla Walla County, Washington contribute the following total annual economic benefit:

**Jobs  
(Employment)**



**Total 15.1**

**Labor Earnings  
(Payroll)**



**Total \$248,482**

**Economic Activity  
(Sales Output)**



**Total \$1,030,448**

