

2020 Airport Economic Impact Report

Holyoke (HEQ)

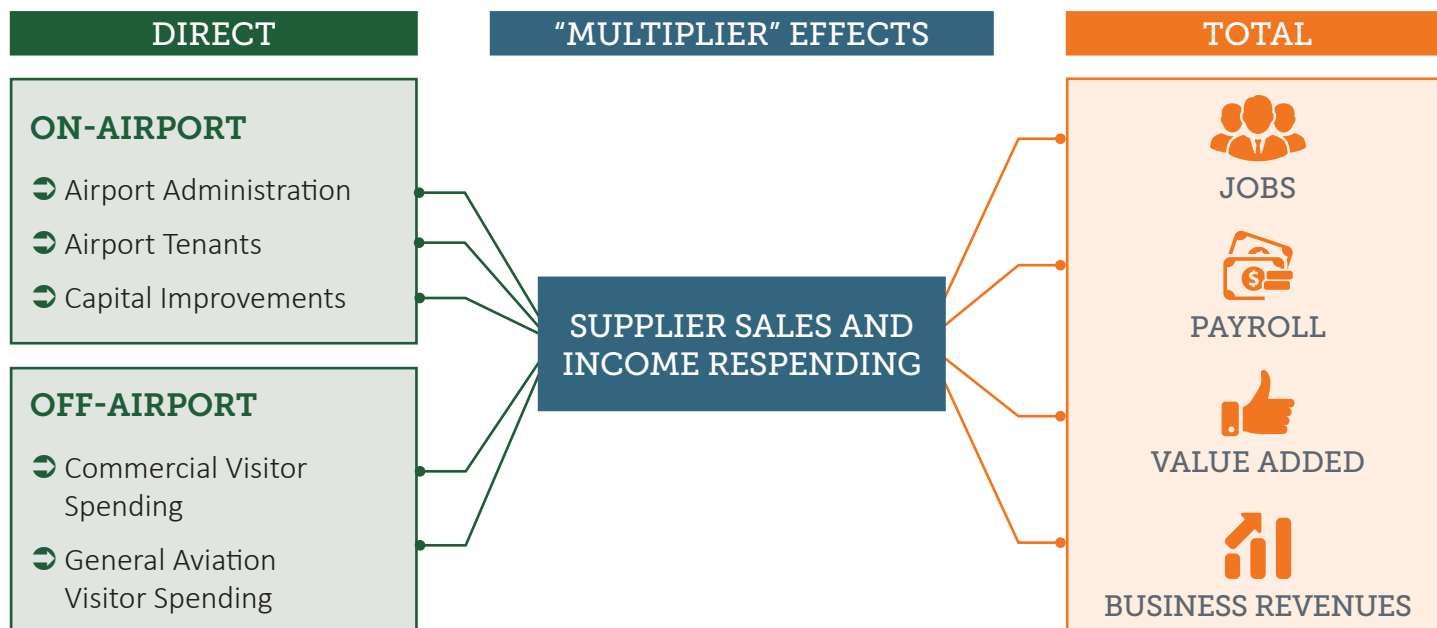


CEIS

January 2020

Colorado has a robust public-use airport system that supports and contributes to Colorado's state and regional economies. All airports in the system provide important job centers and gateways for out-of-state visitors to reach all parts of Colorado. The 2020 Colorado Aviation Economic Impact Study (CEIS) measured the economic impacts of Holyoke and all airports in the state using the following methodology:

Calculation of Total Impacts by Measure



Economic Impact Measures

The economic impacts of each airport are defined using the following economic measures:

Jobs: Jobs are the total number of persons employed, regardless of whether they are full time or part time.

Payroll: Payroll is defined as total employment compensation, including wages and other benefits (e.g. health care insurance payments, retirement contributions, etc.). This is also known as “labor income” or “total compensation”.

Value Added: Value added measures the economic productivity of each aviation-related business establishment, calculated as business revenues earned minus the costs of purchasing goods and services from other businesses. Value added reflects a company's or industry's contribution to Colorado's Gross Regional (or State) Product (a local concept synonymous with Gross Domestic Product). It includes all labor compensation, profits, and business taxes paid.

Business Revenues: Business revenues incorporate expenditures needed to administer airports, sales of goods and services by airport tenants, budget expenditures by public sector agencies located on airports, the cost of capital expenditures, and visitor spending in Colorado's hospitality-related sectors. This is also commonly referred to as business “output” or sales.

For more information on the Colorado Aviation Economic Impact Study (CEIS), visit our webpage at:

<https://www.coloradoaviationsystem.com/ceis/>



COLORADO
Department of Transportation
Division of Aeronautics

Individual Airport Impacts

Holyoke is one of 56 Colorado general aviation airports contributing to the state's aviation economic impacts. The components that comprise the total economic impacts for HEQ are summarized below.

Visitors travel to Colorado's GA airports on private and chartered aircraft to do business and visit our state. Off-Airport Visitor Spending measures all GA visitor impacts.

Annual On-Airport Economic Impacts for HEQ

	Direct	Supplier Sales	Income Re-Spending
Jobs	16	4	7
Payroll	\$1,046,000	\$213,000	\$329,000
Value Added	\$1,155,000	\$301,000	\$602,000
Business Revenues	\$1,692,000	\$490,000	\$1,011,000

Annual Off-Airport Visitor Spending Economic Impacts for HEQ

	Direct	Supplier Sales	Income Re-Spending
Jobs	5	1	1
Payroll	\$119,000	\$55,000	\$56,000
Value Added	\$225,000	\$87,000	\$103,000
Business Revenues	\$387,000	\$147,000	\$174,000

Holyoke's Total Impacts

	Jobs	Payroll	Value Added	Business Revenues
On-Airport Activity	27	\$1,588,000	\$2,058,000	\$3,193,000
Visitor Spending	7	\$230,000	\$415,000	\$708,000
Total	34	\$1.82 Million	\$2.47 Million	\$3.9 Million

Columns may not add due to rounding.

Total Statewide Economic Impacts

Each individual airport contributes to the statewide economic impacts that result from on- and off-airport activities. In addition to the on-airport and visitor components, the state benefits from the activity that is generated as a result of air cargo. These statewide benefits represent aviation's economic contribution to Colorado's economy. Beyond these quantifiable impacts, there are many more health, safety, and mobility benefits that are experienced due to airport activity.

