



5. EXECUTIVE SUMMARY – PAGE FIELD

This section presents summary findings of Page Field General Aviation Airport (Page Field) for 1999, conducted for the Lee County Port Authority (Authority).

5.1 AIRPORT BACKGROUND

Page Field is located on 640 acres immediately adjoining U.S. 41, approximately three miles southeast of downtown Fort Myers. Until the opening of the Airport, Page Field was the only airport serving the local service area. It is now utilized as an executive and general aviation facility with some air cargo operations. It also functions to relieve non-commercial flight operations from the Southwest Florida International Airport. Page Field facilities include a 6,400-foot and a 5,700-foot runway capable of serving all existing executive aviation aircraft; a 63,700-square foot terminal complex; parking space for 600 vehicles; an airport rescue and fire fighting (ARFF) building; and an air traffic control tower. In CY 1999, the Airport was ranked 115th among airports nationwide in terms of total operations (takeoffs and landings) with 99,524 operations.

5.2 1999 ECONOMIC IMPACT

The importance of Page Field extends beyond its typically recognized function of moving people and cargo. In addition to the employees and activity directly associated with Page Field, many businesses and employees benefit economically from Page Field and its day-to-day operations. These groups include the employees whose firms base corporate aircraft at Page Field; the commercial and industrial employers whose shipments arrive or depart via Page Field; the area retail establishments; and the hotels, restaurants, and tourism-related activities whose patrons arrive via Page Field. Almost every employment category in Page Field's market area, even those that never directly use Page Field or its many services, receive some economic benefit from Page Field.

In general, economic impacts associated with Page Field are classified into two types of impacts:

Direct Impacts are consequences of economic activities carried out at Page Field by the various tenants having a direct involvement in aviation (e.g., passenger airlines, airport management, fixed base operators, etc.). Employing labor, purchasing locally produced goods and services, paying taxes, and contracting for capital improvements are examples of activities that generate these direct impacts. Strictly speaking, direct impacts represent economic activities that would not have occurred in the absence of Page Field.

- **Induced Impacts** are the multiplier effects of the direct impacts. These effects are the increases in employment and expenditures created by successive rounds of local spending and hiring.

Three separate components of economic impact for 1999 were estimated for Page Field:

Output for on-Airport tenant benefits is typically assumed to be the sum of annual gross sales, taxes, and average annual capital expenditures. While this definition works well for profit-oriented tenants, it must be modified for government tenants and air traveler visitor impacts. Government output is equated with the payroll and annual capital improvement costs that occur at Page Field. For air traveler visitor impacts, output is assumed to equal annual visitor expenditures.

Payroll is the annual gross salary paid to all workers.

- **Employment** is based on full-time equivalent positions. For example, two part-time workers are assumed to equal one full-time position.



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It should be noted that output and payroll impacts should not be summed because elements of economic benefit related to payroll are also contained to some extent in the output estimate. As a result, each of the three impact categories of output, payroll, and employment stands alone as a measure of Page Field's total economic impact.

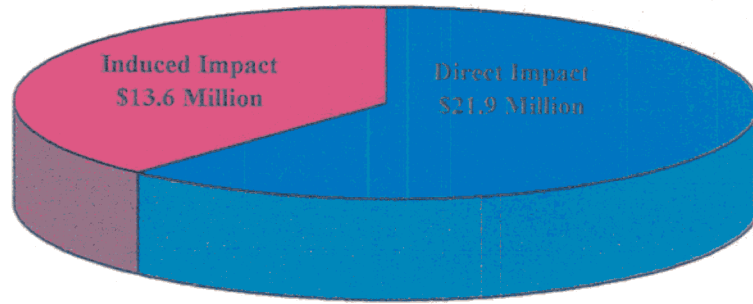
Table 14 and **Exhibit 3** summarizes the total 1999 economic impact for Page Field, which combines the individual impacts associated with tenants and air traveler visitors. As shown, total output for Page Field is estimated to be approximately \$35.4 million in 1999; total payroll is estimated to be approximately \$17.6 million; and total employment is estimated to be approximately 847 full-time positions. Similar to the discussion for Southwest Florida International Airport, these estimated impacts are just a perspective for 1999 and that, in reality, these impacts will continue to increase as Page Field grows and expands.

Table 14			
1999 IMPACT – PAGE FIELD			
Impact	Direct	Induced	Total
Output	\$21,859,207	\$13,582,050	\$35,441,257
Payroll	\$10,727,822	\$6,888,134	\$17,615,955
Employment	530	317	847

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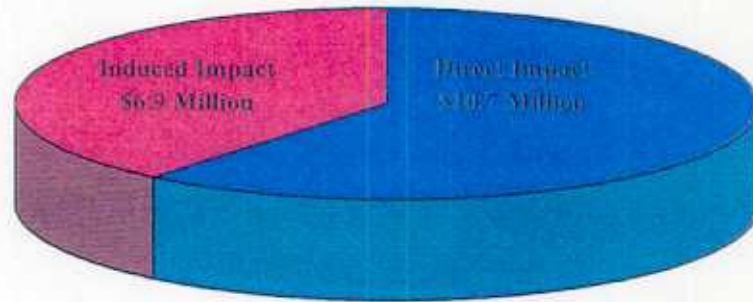
The sections that follow present a detailed description of the economic impact of Page Field in 1999, including the methodology and underlying assumptions used in generating these estimated impacts.

Page Field Economic Impact - Total Output



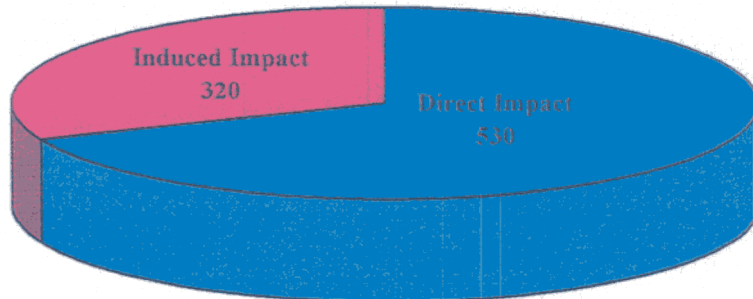
\$35.5 Million Impact

Page Field Economic Impact - Total Payroll



\$17.6 Million

Page Field Economic Impact - Total Employment



850 Impact



6. TECHNICAL APPROACH – PAGE FIELD

The purpose of this study is to quantify the economic impact of Page Field for 1999. In general, methodologies and definitions of economic impact as described in the FAA manual, *Estimating the Regional Economic Significance of Airports, September 1992*, were used in this study. The FAA states that economic impacts measure the importance of aviation as an industry in terms of the employment it provides and the goods and services it consumes. In addition, economic impacts are the beneficial results that help to generate and sustain public support for airports. In particular, the economic impacts estimated in these analyses are based on the results of Page Field tenant surveys and various rules of thumb typically utilized in economic impact studies.

6.1 POPULATION IDENTIFICATION AND DATA COLLECTION

One of the most important aspects of the economic impact analysis is to accurately identify the direct economic impacts associated with the operation of Page Field. In general, two primary aviation-related sectors provide the majority of the direct economic contribution related to Page Field, including:

- **On-Airport Tenants.** This category includes the following Page Field tenants that provide aviation-related benefits:
 - aircraft maintenance
 - fixed base operators (FBOs)
 - aircraft sales
 - flight school
 - government agencies
 - other

General Aviation Visitors. This category includes estimated air traveler visitors arriving at Page Field by private aircraft and air taxi service. For these analyses, these air traveler visitors were assumed to be the transient portion of itinerant general aviation activity at Page Field.

Each of Page Field tenants, identified from Authority records, were mailed a survey form, which was accompanied by a cover letter explaining the purpose and importance of the requested information. The following data were requested from Page Field tenants:

- Employment (full-time equivalent)
 - Payroll
 - Gross Sales
 - Taxes
 - Capital Improvements (last three years/average)
 - Other Operating Expenses (gross sales less payroll)

Appendix A contains sample cover letters and surveys administered to Page Field tenants. In addition, **Table 15** presents the survey response rates for each of the groups surveyed. As shown, the overall survey response rate was 79 percent after follow-up procedures were completed subsequent to the mailing of surveys. These follow-up procedures included telephone calls to individual tenants, as well as receipt of Authority data/information (e.g., employment data).

To estimate economic impacts associated with general aviation visitors, rules of thumb provided by the Aircraft Owners and Pilots Association (AOPA) and the General Aviation Manufacturers Association (GAMA) were used in conjunction with activity data for Page Field.

TABLE 15

**Lee County Port Authority
Page Field
Economic Impact Study**

SURVEY RESPONSE RATE

Category	Number Surveyed	Surveys Returned	Followup Procedures	Response Rate
Aircraft Maintenance/Sales/FBOs	4	2	2	100%
Flight School	7	2	3	71%
Government	4	3	0	75%
Other	4	3	0	75%
Total	19	10	5	79%

Source: Ricondo & Associates, Inc.