

Introduction



WYOMING AVIATION
2013 Economic Impact Study

Goals for Updating Wyoming Economic Impact Study

- Provide more transparency on impact calculations
- Insure accuracy of data inputs to support the study credibility
- Distinguish “local” and “state” economic impacts using Wyoming specific state and county data
- Identify specific economic impacts/benefits from commercial airline service/activities
- Take a conservative approach to estimating “multiplier” impacts
- Collect and document “stories” on activities/users each airport supports



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Timeline for Collecting Data

- **Surveys of commercial airlines and general aviation travelers** **Oct. 2012–Jul. 2013**

- **Visits to airports** **Jan. 2013–Apr. 2013**

- **Outreach to Wyoming businesses** **Oct. 2012–Jul. 2013**

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Timeline for Analysis

- ***Airport verification of data*** ***Jun. 2013–Jul. 2013***
- **Final initial impacts for airports, tenants, capital investment and visitors** ***May 2013–Jul. 2013***
- **Modeling for local & state impacts** ***Jun. 2013–Aug. 2013***
- **Total economic impact estimates** ***Aug. 2013–Oct. 2013***
- **Research & documentation for stories** ***Oct. 2103–Nov. 2013***
- ***Distribution of stories for review*** ***Nov. 2013–Dec. 2013***
- **Draft reports** ***Nov. 2013–Feb. 2014***

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Study Output

- **Statewide economic impacts for all 35 study airports**
- **Individual airport economic impacts showing impact on state and local economy**
- **Specific economic impacts of airline service and commercial airline airport functions**
- **Airport stories**





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Airport Stories

- Support individual airport reports
- Complete compendium of stories for all airports in Technical Report
- Stories provide a more complete picture of airport benefits
- Build on library of stories going forward and use to support video development
- Story sources: airports, Wyoming Business Council, passenger surveys, on-line business survey, chambers of commerce, businesses, economic development groups, hospitals, specialty physicians, and county, state, and federal agencies

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Education and Outreach

- Individual report for each member of Wyoming House and Senate
- Factsheet
- Methodology Guide
- Training/on-line training product on the WYDOT Aeronautics website

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Study Products and Roll Out

- **State Executive Summary Benefits of Commercial Airports and Airline Service** (completed)

- **State Executive Summary Economic Impact Study** (end of February)

- **Individual Airport Reports** (mid-March)

- **Technical Report** (end of February)

- **CD of products** – *Summary Report, Technical Report, Individual Airport Report, Factsheet, Methodology Guide* (mid-March)

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Opportunities for Using Study Output

- Use local news/media/television to publicize results
- Meet with business groups (Chamber/Rotary) to discuss study
- Use social media (Facebook/Twitter) to distribute results
- Identify opportunities to provide results to local educational institutions
- Meet with local elected officials or have the mayor distribute key study findings