

# 2020 Airport Economic Impact Report

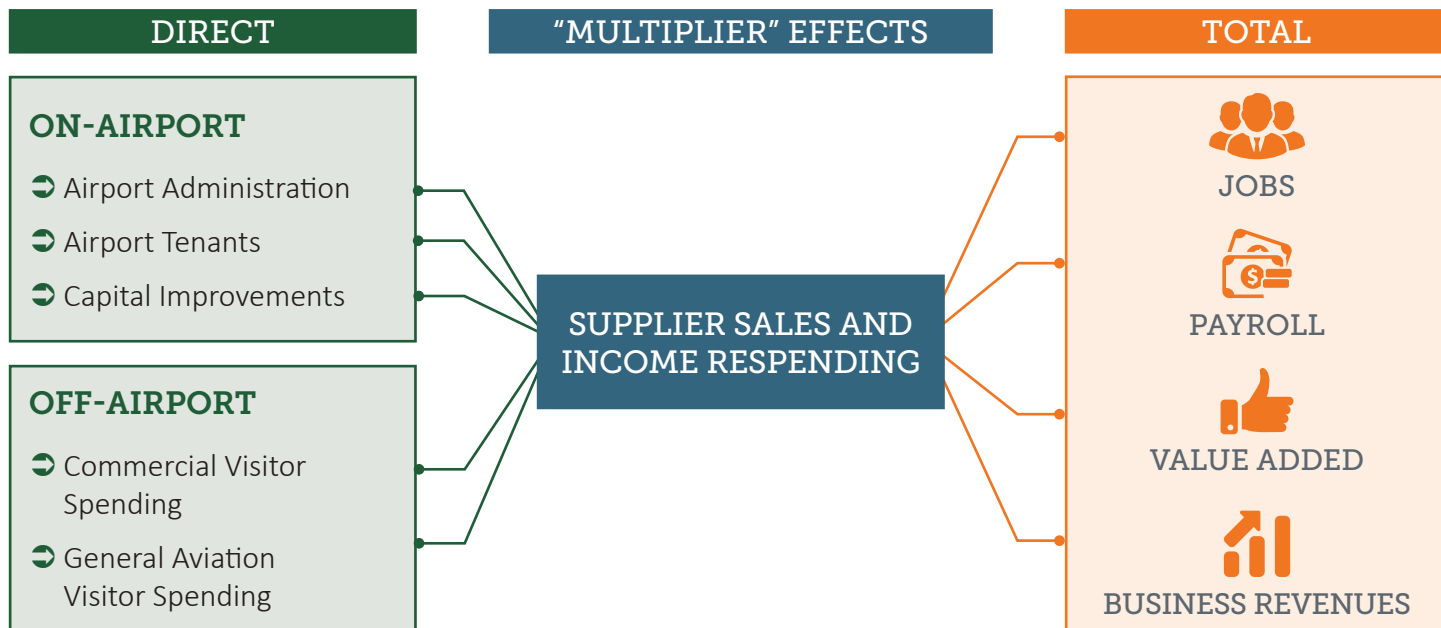


Pueblo Memorial (PUB)

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 Pueblo Memorial 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/>



## Individual Airport Impacts

Pueblo Memorial is one of 14 commercial service airports contributing to the state’s aviation economic impacts. The components that comprise the total economic impacts for PUB are summarized below.

Visitors travel to Colorado on commercial flights and general aviation (GA) aircraft to do business and visit our state. Visitor Spending measures the sum of commercial passenger and GA visitor impacts.

### Annual On-Airport Economic Impacts for PUB

	Direct	Supplier Sales	Income Re-Spending
Jobs	350	110	207
Payroll	\$19,322,000	\$6,384,000	\$9,828,000
Value Added	\$22,009,000	\$9,786,000	\$17,737,000
Business Revenues	\$47,368,000	\$16,359,000	\$29,747,000

### Annual Off-Airport Visitor Spending Economic Impacts for PUB

	Direct	Supplier Sales	Income Re-Spending
Jobs	77	14	17
Payroll	\$1,517,000	\$793,000	\$817,000
Value Added	\$2,928,000	\$1,274,000	\$1,475,000
Business Revenues	\$5,614,000	\$2,146,000	\$2,474,000

## Pueblo Memorial’s Total Impacts

	Jobs	Payroll	Value Added	Business Revenues
On-Airport Activity	667	\$35,534,000	\$49,532,000	\$93,474,000
Visitor Spending	108	\$3,127,000	\$5,677,000	\$10,234,000
<b>Total</b>	<b>775</b>	<b>\$38.66 Million</b>	<b>\$55.21 Million</b>	<b>\$103.71 Million</b>

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.

