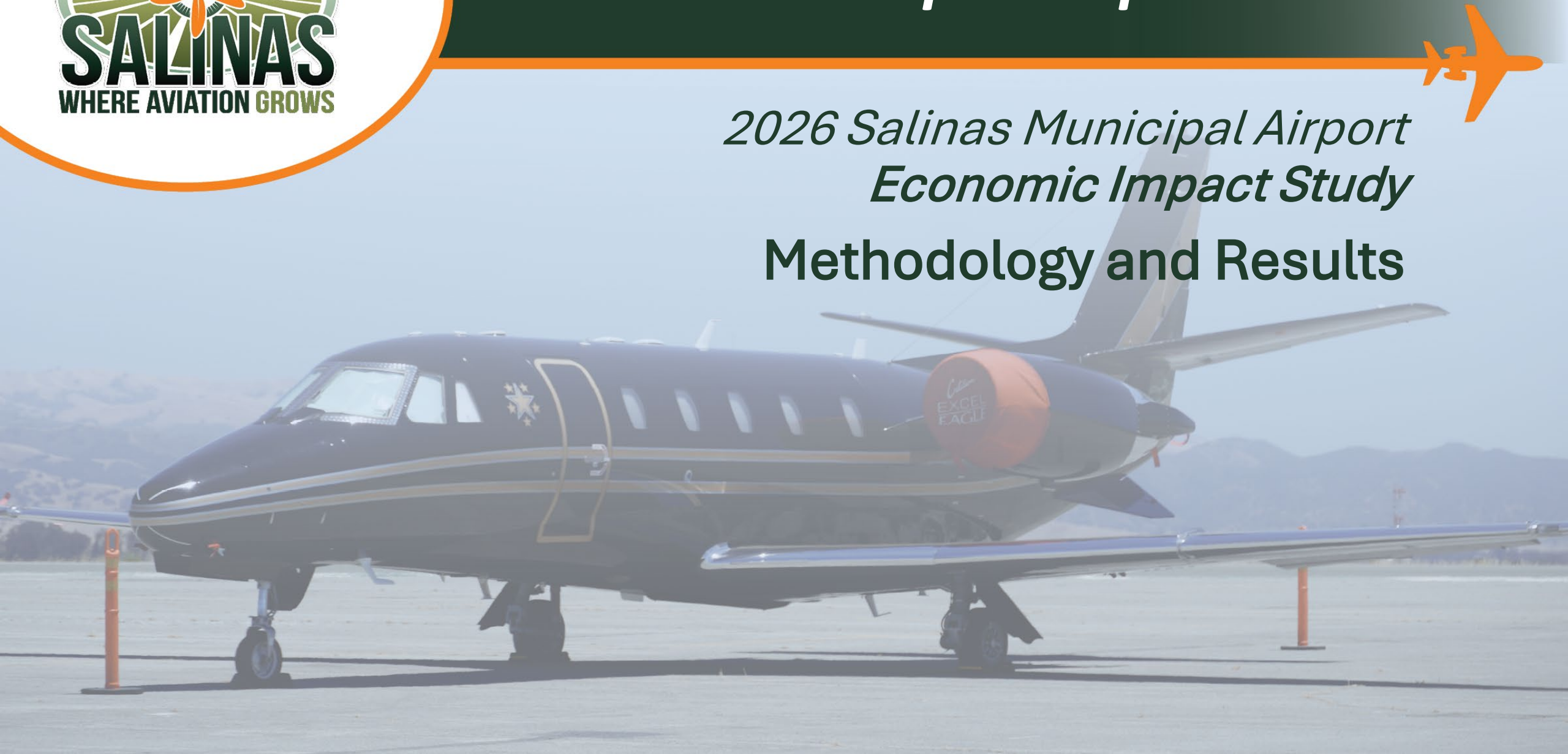




# *Salinas Municipal Airport*

## *2026 Salinas Municipal Airport Economic Impact Study Methodology and Results*





# *Contents*

1. What is an Economic Impact Study?
2. Economic Impact Terms, Measures, and Categories
3. Study Process and Methodology
4. 2024 Salinas Municipal Airport Economic Impacts
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# *What is an Economic Impact Study?*



# ***What is an Airport Economic Impact Study?***

An Airport Economic Impact Study (AEIS) quantifies the economic and social impacts associated with the Salinas Municipal Airport (SNS) in Monterey County



# ***What is the Purpose of an Airport Economic Impact Study?***



An AEIS does:

- Convey the importance of the Airport to Monterey County's residents, businesses, and visitors
- Examine quantitative and qualitative impacts to the community
- Serve as a communication and justification tool for future Airport improvements



An AEIS does not:

- Make recommendations for Airport business/operational decisions
- Act as a future planning tool for Airport development
- Serve as a return-on-investment analysis



# Why did the Airport Conduct the AEIS?

- Document the 2024 economic impacts of the airport administration and onsite businesses
- Trace the flow of money from general aviation (GA) visitors spending money in Monterey County
- Conducted in partnership with the Hollister, Marina, and Watsonville Municipal Airports to identify regional economic activity.



# *Economic Impact Terms, Measures, and Categories*



# ***Economic Impact Measures***



## **Employment**

Total number of people employed, both full-time and part-time



## **Payroll**

Total employment compensation, including wages, benefits, and taxes paid on behalf of employees



## **Value Added**

Total contribution to Monterey County's Gross Regional Product (GRP). It includes all payroll, profits, and business taxes paid



## **Output**

Total expenditures for airport administration, capital projects and tenant sales of goods and services, as well as visitor spending in Monterey County's hospitality-related sectors. Also referred to as "business revenues", "sales", or "economic activity"



# Sources of Economic Activity

## On-Airport



### Airport Administration

All direct airport employees and contract airport employees and the payroll associated with those employees.



### Airport Business Tenants

All businesses with employees located on airport property and the employment and payroll associated with these businesses.



### Capital Improvement Expenditures

Includes annual spending on construction by airport administration and tenants, including airport (local), state, federal, and other funds.

## Off-Airport

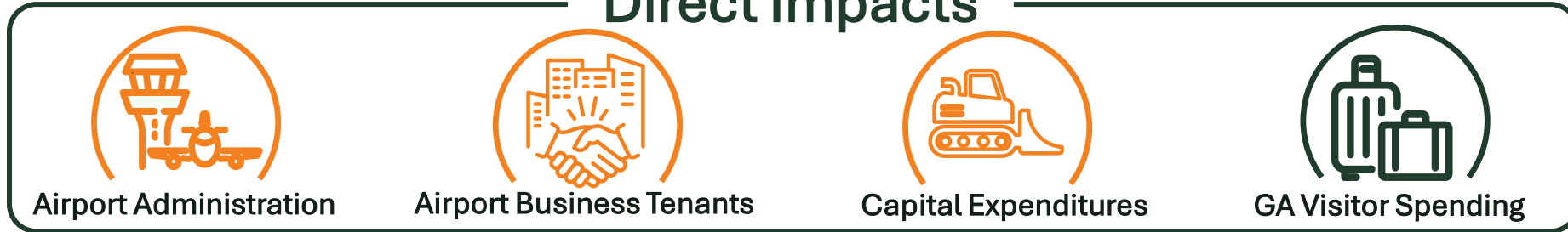


### General Aviation (GA) Visitor Spending

Represents the money spent in Monterey County by out-of-county visitors who arrive via SNS.

# Economic Impact Categories

## Direct Impacts



## Secondary Impacts



## Total Impacts

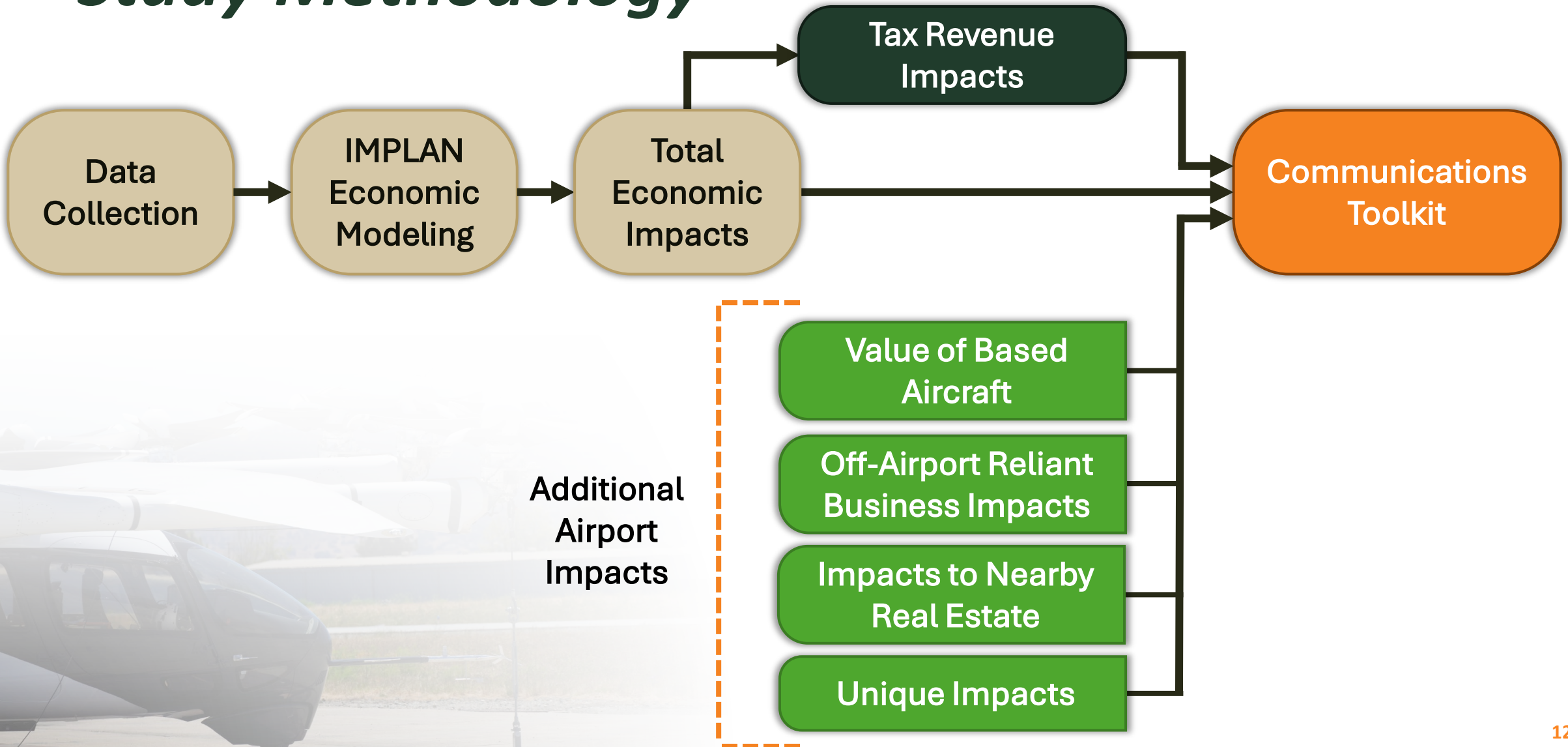


# *Study Methodology and Data Collection*





# Study Methodology



# Data Collection



## Airport Administration Request for Information Form

- Airport employment
- Airport payroll
- Airport operating expenses
- Capital improvement expenditures
- Tax revenue records
- Aircraft operations records



## Business Tenant Survey

- On-airport business employment
- Main product/service
- Capital improvement expenditures



## GA Visiting Pilot and Passenger Survey

- Size of party
- Duration of stay in Monterey County
- Expenditures in common spending categories



# *2024 Economic Impacts of Salinas Municipal Airport*



# 2024 Total Economic Impacts

	Employment	Payroll	Value Added	Output
<b>On-Airport Activities</b>	338 jobs	\$27.9 Million	\$39.1 Million	\$62.5 Million
<b>Off-Airport Visitor Spending</b>	63 jobs	\$4.2 Million	\$6.8 Million	\$10.0 Million
<b>Total SNS Impacts*</b>	<b>401 jobs</b>	<b>\$32.2 Million</b>	<b>\$45.9 Million</b>	<b>\$72.5 Million</b>

\*Totals may not sum due to rounding






# Comparison to 2020 Economic Benefit Analysis Results

Impact Type	Employment	Payroll	Value Added	Output
<b>2020 Airport Economic Benefit Study (2019 Data Year)</b>				
2019 On-Airport Impacts	327	\$23.2 million	N/A	\$53.1 Million
2019 Off-Airport Visitor Spending Impacts	74	\$3.6 million	N/A	\$8.5 million
<b>2019 Total Impacts</b>	<b>401</b>	<b>\$26.8 Million</b>	<b>N/A</b>	<b>\$61.6 million</b>
<b>2026 Airport Economic Impact Study (2024 Data Year)</b>				
2024 On-Airport Impacts	338	\$27.9 million	\$39.1 million	\$62.5 million
2024 Off-Airport Visitor Spending Impacts	63	\$4.2 million	\$6.8 million	\$10.0 million
<b>2024 Total Impacts</b>	<b>401</b>	<b>\$32.2 million</b>	<b>\$45.9 million</b>	<b>\$72.5 million</b>
2019-2024 Percent Change	0.0%	20.1%	NA	17.8%


# 2024 Tax Revenue Impacts

## Taxable Aviation Activities




**On-airport Activities**

- Fuel Sales
- Rental Cars
- Retail
- Restaurant
- Services
- Construction



**Visitor Spending**

- Retail Sales
- Lodging
- Food & Beverage
- Entertainment
- Local Transportation
- Recreation



**Employees**

- Airport Administration
- On-Airport Businesses
- Construction
- Visitor Supported Businesses

## 2024 Tax Revenue Impacts

Level of Government	Total Tax Revenues
Federal Taxes	\$7.35million
State Taxes	\$2.96 million
County Taxes	\$634,000
Local Taxes	\$860,000

**Total Tax Revenue Impacts: \$11.80 million**

# *Additional Airport Impacts*



# Value of Based Aircraft

Total Based Aircraft: 136 Aircraft

Total Combined Value: \$54.2 million

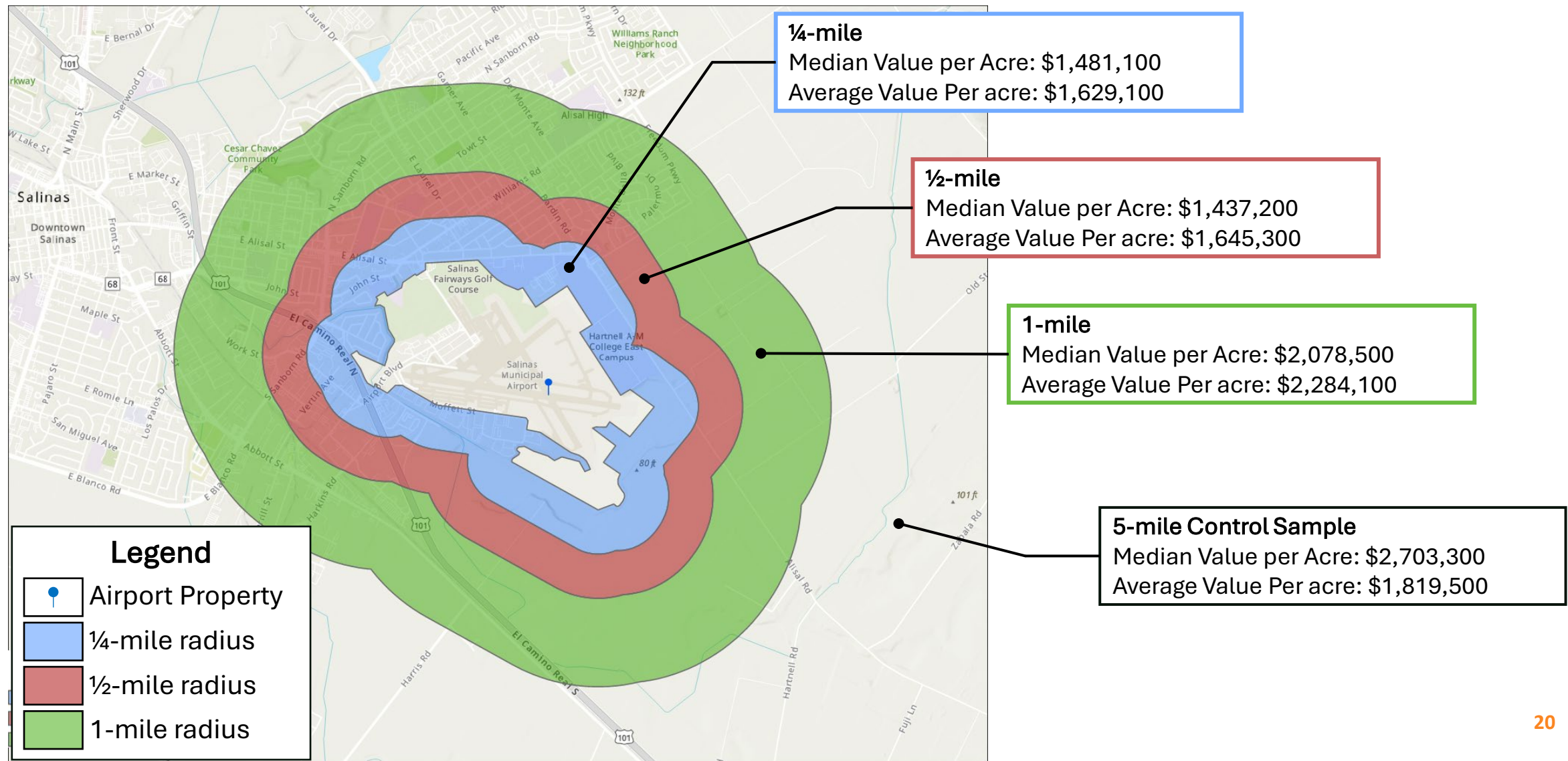
Average Aircraft Value: \$398,690

Median Aircraft Value: \$80,000

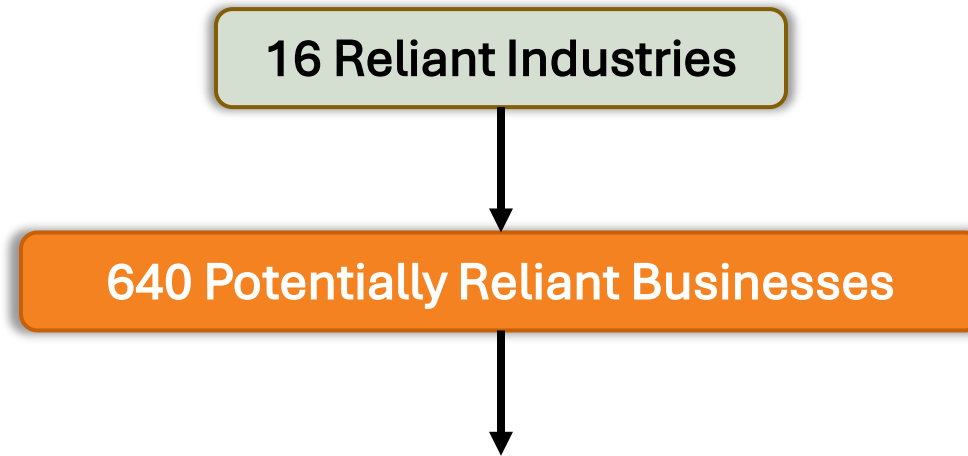




# Impacts to Nearby Real Estate



# Impacts of Off-Airport Reliant Businesses



## Total Economic Impacts of Off-airport Reliant Business

Impact Type	Employment	Payroll	Value Added	Output
Direct	101	\$8.3 million	\$11.2 million	\$18.1 million
Indirect	23	\$1.7 million	\$2.3 million	\$4.1 million
Induced	25	\$1.7 million	\$3.2 million	\$4.7 million
<b>Total</b>	<b>149</b>	<b>\$11.6 million</b>	<b>\$16.7 million</b>	<b>\$26.9 million</b>

*Totals may not sum due to rounding.*





# Innovation and Community Impacts of SNS



**Archer Aviation:** Through its role in serving as the primary research, development, and flight-testing base for Archer Aviation, SNS has emerged as a nationally recognized hub for advanced air mobility (AAM), supporting AAM innovation in the Monterey Bay area and beyond.

SNS hosts the **California International Airshow** each fall, drawing as many as 35,000 visitors and enthusiasts to the Airport. The event includes aerial demonstrations, static displays, and interactive activities



The **Bob Hoover Academy** and the Monterey County Office of Education at SNS empower local at-risk youth to complete their education through an aviation-focused curriculum and introduces them potential careers in the aviation industry.



# *Study Deliverables*





# Communications Toolkit

Technical Report & Executive Summary

Salinas Municipal Airport Primer Brochure

Monterey Bay Area Regional Overview Brochure



**Total Economic Impacts of Salinas Municipal Airport**

SMS generates considerable economic activity through its daily operations, including the operations of on-site businesses, capital improvement projects, and spending by visitors arriving in Monterey County via the Airport. In 2024, SMS supported 401 total jobs with \$32.2 million in associated payroll, generating more than \$72.5 million in total output and contributing \$45.9 million in total value added to Monterey County's GDP. Compared to the previous 2020 results, SMS generated nearly \$11 million more in economic output, representing a 17.8% growth from the prior study. Additional comparison between the studies is available in the Technical Report.

	Employment	Payroll	Value Added	Output
<b>On-Airport Activities</b>	239 jobs	\$27.8 Million	\$36.1 Million	\$62.5 Million
<b>Off-Airport Visitor Spending</b>	63 jobs	\$4.2 Million	\$8.9 Million	\$10.0 Million
<b>Total SMS Impacts*</b>	<b>401 Jobs</b>	<b>\$32.2 Million</b>	<b>\$45.9 Million</b>	<b>\$72.5 Million</b>

\*Jobs may not sum due to rounding

**Total Economic Impacts of Monterey Bay Area GA Airports**

2,258 Jobs, \$170.7 Million Payroll, \$249.7 Million Value Added, \$442.0 Million Output

Airport	FAA ID	Employment	Payroll	Value Added	Output
Hollister Municipal	CVH	268	\$16.5 Million	\$22.6 Million	\$40.9 Million
Marina Municipal	QAR	1,105	\$92.3 Million	\$135.0 Million	\$250.2 Million
Salinas Municipal	SMS	401	\$32.2 Million	\$45.9 Million	\$72.5 Million
Watsonville Municipal	WVI	482	\$29.7 Million	\$46.2 Million	\$78.5 Million

# Questions?

# Thank you!

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