2019 Economic Benefit Analysis
FAQ

What are the Total (Direct & Secondary) Economic Benefits of the Airport?

- Airport activity created $67.0 million total economic benefits
- Airport activity supported 452 total jobs with payrolls of $27.2 million
- Airport activity added $3.7 million to local and state tax revenues
- The airport creates daily economic benefits of $183,600, with $74,600 paid daily to area workers
- Airport employers purchased $9.7 million of goods and services in the region, supporting 59 jobs
- Based aircraft were valued at $24.1 million and paid property taxes of $280,000

What are the Aviation Economic Benefits?

- There are 14 aviation employers that had 80 workers and payrolls of $6.1 million
- Aviation employers produced direct output valued at $13.7 million
- Aviation employers purchased $4.6 million of goods and services as inputs
- Input purchases by aviation employers supported 28 jobs with payrolls of $1.7 million

What are the Non-Aviation Economic Benefits?

- There are 15 non-aviation employers that had 162 workers and payrolls of $9.4 million
- Non-aviation employers produced direct output valued at $22.6 million
- Non-aviation employers purchased $5.1 million of goods and services as inputs
- Input purchases by non-aviation employers supported 31 jobs with payrolls of $2.0 million

What are the Sources of Public Revenues Generated by Watsonville Municipal Airport?

- $9.1 million total combined federal, state and local tax revenues
- $5.4 million total federal tax revenues
- $3.7 million total state and local tax revenues
- $4.8 million federal, state and local tax revenues from direct on airport activity
- $280,000 aircraft property tax revenues to Santa Cruz County
- $241,000 general tax revenues at .01% tax rate
- $39,000 Watsonville City Tax revenues at voter approved tax rate

What are the Economic Benefits of Air Visitors Arriving at the Airport?

- Visitors arriving at the airport spent $2.2 million in the region
- Visitor spending supported 24 hospitality industry jobs, with a $909,000 payroll
- On an average day, visitors inject $6,000 into the local economy
- Overnight travel parties spend an average of $1,602 during their stay
- 52% of overnight spend was lodging, followed by food and drink 27% of total