



LOUISIANA PUBLIC USE AIRPORTS ECONOMIC IMPACT STUDY

Company profile

- Established in 1989, as Unison Consulting Group
- Became UNISON-MAXIMUS, a wholly owned subsidiary of Maximus 1999
- Acquired in 2008 by UCG Associates now doing business as Unison Consulting
- More than 100 airport clients have benefited from our firm's consultant expertise
- Experienced senior staff with more than 150 years of industry experience
- Firm's senior staff have held management positions with airports, airlines, the FAA, government consulting firms and other national aviation consulting firms
- Professional consultants are experts in economics, finance, retail concessions, airport planning, information technology, and airport management

Challenge

Louisiana's public use airports, led by Baton Rouge Metropolitan Airport, required grant funding from the State of Louisiana to implement certain development projects at their airports. To support their funding request, the airports needed to show an assessment of their economic contributions to the State. Time was of the essence, and the airports were faced with only 30 days to submit their request to the State. A typical economic impact study for one airport could take six to 12 months to complete, and Louisiana has 56 public-use airports in the National Plan of Integrated Airport Systems (NPIAS) that needed to be included in the statewide airport economic impact study.

Solution

Recognizing the airports' time constraint, Unison Consulting, formerly UCG Associates, designed a study implementation approach to allow completion within a short period, while making sure that the methodology conformed to FAA guidelines and the underlying theory and methodology of regional economic impact analysis. Key to the study implementation approach was an efficient data collection program that made optimal use of readily available information from various sources combined with the application of appropriate statistical techniques.



Results

In 30 days, Unison delivered a complete assessment of the economic impact of all 56 NPIAS airports in Louisiana. Together the 56 NPIAS airports are estimated to contribute to the Louisiana economy 56,581 jobs, \$1.47 billion in household earnings, and \$5.86 billion in total business revenues, based on 2006 levels of aviation activity. The estimated state tax revenue impact from personal current taxes and other major state taxes amounts to nearly \$75 million.

The timely completion of the study was instrumental in the State's favorable consideration of the airport's grant funding request.