



**City of Santa Barbara**  
Airport Department

Meeting: 04/19/17  
Agenda Item No. 12

**DATE:** April 19, 2017  
**TO:** Airport Commission  
**FROM:** Hazel Johns, Airport Director  
**SUBJECT:** Santa Barbara Airport Economic Impact Study

---

**RECOMMENDATION:**

That Airport Commission receive a presentation from Dr. Peter Rupert, Executive Director of the UCSB Economic Forecast, on the results of a recently completed economic impact study for Santa Barbara Airport.

**DISCUSSION:**

In late 2016, Santa Barbara Airport commissioned a study of the importance of the Airport for the regional economy. The presence of a commercial airport in a community is well-established as a driver of economic vitality. However, the challenge is often how to establish the value of an airport's contribution quantitatively and also in a narrative easily understood by the community.

Researchers at UCSB collected data from the Airport as well as broad array of Airport businesses and tenants. This data included information about direct impacts of the Airport such as paid wages and benefits, building and land rents, landing fees and goods purchased and sold. The study also assessed many of the extended or indirect economic benefits generated by the Airport.

Another key component of the research project was a terminal passenger 'intercept' survey. More than 600 passengers were approached upon departure at the Airport to answer a survey. Two different survey questionnaires were developed for resident travelers vs. visiting or tourism travelers. The latter survey asked specific questions about length of stay and money spent on accommodations, dining, shopping and attractions. The presentation will substantiate and explain the importance that Santa Barbara Airport has as a mechanism for economic development in the region.

**PREPARED BY:** Business Development/Marketing

**ATTACHMENT:** UCSB Economic Impact Study Executive Summary