

# Economic Impact of South Bend Regional Airport Estimated at More than \$410 Million Per Year

## BRINGING JOBS AND OPPORTUNITY TO MICHIANA

In all the exciting news regarding the expansion of the airport, it is easy to overlook just how important South Bend Regional Airport is to the overall economic health of our community. **Simply put, airports mean value and jobs to a community.** Periodically, the Aviation Association of Indiana (AAI) prepares studies examining the economic impact of Indiana's airports. Conservative economic impact estimates for 2005 based on AAI findings show that South Bend Regional Airport has a powerful economic impact on the St. Joseph County area and beyond in three distinct categories.

### Direct and Indirect Impacts — Estimated at \$317 Million

Direct impacts represent economic activities that would not occur if the airport did not exist. These include such operations as air carriers, freight haulers, weather stations, and maintenance operations. Indirect impacts are airport-related expenditures that occur away from the airport facility, such as expenditures at hotels, restaurants, travel agencies and ground transportation.

### Induced Impacts — Estimated at \$65 Million

Induced impacts, commonly referred to as the "multiplier effect," consist of the subsequent rounds of spending and re-spending by the airport and airport tenants. It also includes spending and re-spending made by passengers when visiting our community.

### Transportation Cost Savings — Estimated at \$28 Million

Transportation cost savings represent the savings of time and money associated with additional ground transportation that would be required if the airport was not located at its present site and an alternative comparable airport was used.

✈️ South Bend Regional Airport, which among Indiana airports is second only to Indianapolis International Airport in total passenger traffic, generates a tremendous economic impact on our surrounding community.

## COMPARE TRAVEL COSTS ✈️

Consider the additional expenses involved when you drive to a Chicago airport instead of starting your trip at South Bend Regional Airport. Recent studies show that fares from South Bend are competitive with flights originating in Chicago, particularly when you factor in travel costs.

**PARKING:** +\$6.00 per day at Midway Airport; +\$7.00 per day at O'Hare Airport

**GASOLINE:** +\$22 round-trip (\$2.75 gallon/25 mpg/200 miles)

**TOLLS:** +\$9.00 round-trip

**TOTAL:** Add \$55 or more for a typical 4-day trip

**PLUS TIME:** Roughly 2 hours each way (or longer if you're stalled in traffic!)



South Bend Regional Airport ranks in the top 20% of small airports for offering non-stop flights to the most cities. In fact, passengers can fly non-stop from South Bend to eight different destinations.



# Growing Your Way: A LOOK AHEAD

We value your opinion! Please join us as we chart the future of our airport. Visit [www.sbnair.com](http://www.sbnair.com) for the schedule of upcoming public meetings to discuss the SBRA expansion plans.



**"Build one mile of highway, go one mile. Build a mile of runway, go anywhere."**

*Bart Geisler, Executive Director, Aviation Association of Indiana*



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For more information, please visit [www.sbnair.com](http://www.sbnair.com)

Produced in cooperation with the St. Joseph County Airport Authority

Non-stop flights to Atlanta, Chicago O'Hare, Cleveland, Cincinnati, Detroit, Las Vegas, Minneapolis and Orlando-Sanford



# Onward and Upward

Spend just a few minutes with anyone connected to South Bend Regional Airport and one can immediately pick up a sense of expectancy and enthusiasm. **South Bend Regional Airport, as robust as ever, is poised to grow again**, leading to safer travel and more economic opportunities for hard working families in Michiana.

The main focus of the growth at South Bend Regional Airport, outlined in a \$29 million expansion plan announced in 2001, consists of the extension of the two main runways. The east-west runway was extended 1,300 feet to 8,400 feet in 2002. This year, the north-south, or crosswind, runway is to be extended by 1,100 feet to 7,100 feet. At the current time, Lincoln Way West is being rerouted to the south to accommodate this needed runway extension which promises growth opportunities for our regional airport.



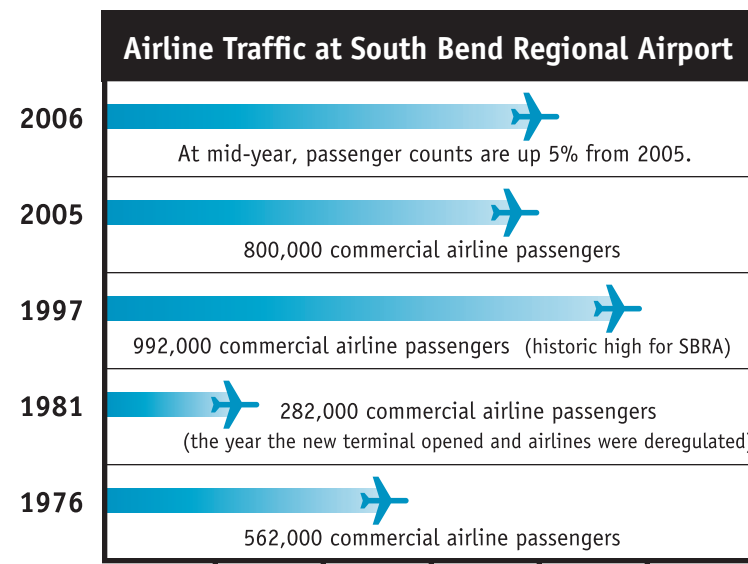
## PROMOTING SAFETY

According to Airport Executive Director, John Schalliol, the reasons for the extensions are simple and straightforward: **safety, air cargo and consumer airline opportunities.** In terms of the safety issue, the runways need to be extended to ensure that all aircraft, passenger and cargo, large and small, can take off and land in all weather conditions. Sometimes on hot, airless, summer days, heavy planes with maximum passenger, cargo and fuel loads need longer runways for takeoff. In addition, there are times when the visibility is poor due to fog and snow. In such conditions, planes can be forced to land at other airports, requiring other arrangements to be made so that passengers and/or freight can reach South Bend.

*“Longer runways promote safer landings and ensure that we can provide reliable service regardless of weather conditions,”* says Schalliol.

## A LOOK AHEAD:

The Federal Aviation Administration projects that domestic airline travel will increase by 5% annually in the coming years.



## EXPANDING ECONOMIC OPPORTUNITIES

By lengthening the runways, South Bend Regional Airport will also be able to participate in a much anticipated boom in cargo transportation. **Air cargo is the fastest growing segment of the aviation industry, and South Bend Regional Airport is poised to be a major player.** Already, Federal Express, DHL and United Parcel Service utilize SBRA as a sorting facility. With longer runways, SBRA will be able to accommodate their largest cargo planes which benefits not only the airport, but also the economic life and health of the community. This anticipated growth in major delivery service operations at the airport



means increased job opportunities for St. Joseph County residents.

## ATTRACTING AND RETAINING COMMERCIAL AIRLINES

*“An important reason for choosing to service South Bend Regional Airport was the length of the main runway.”*

This statement by an Allegiant Air spokesperson underscores the importance of foresight and planning ahead when it comes to competing for commercial air service. Had the airport not invested in lengthening the main runway back in 2002, this new carrier offering non-stop flights to Orlando and Las Vegas would not be operating at South Bend Regional Airport today.

“When it comes to commercial air service, we’re not in this for the next year or two,” explains Schalliol. **“When we extend the north-south runway through this expansion plan, we’re building the airport infrastructure for the next 40 years.”**

Because of the volatility of the airline industry, Schalliol stresses how important continual runway and facility improvements are to remaining an attractive destination for airline carriers and the traveling public.



## UPGRADING SERVICE AND CONVENIENCE

Republic Parking is just one of more than 40 businesses and organizations operating at the airport. To improve traveler satisfaction, South Bend Regional Airport has partnered with Republic Parking over the last two years to improve parking facilities. The upgrades include resurfacing of pavement, installation of “pay on foot” machines in the terminal and collection systems which accept credit cards. Despite the investment in improvements, parking rates at South Bend Regional Airport have remained at levels substantially below other airports in the region.

**Through partnerships with airport businesses, South Bend Regional Airport continues to upgrade terminal operations and provide valued amenities,** such as wireless internet service, a convenient travel agency and business center, and a newly remodeled restaurant and shops.



## INCREASING DEMAND FOR GENERAL AVIATION

*“Aircraft were parked everywhere last October when 290 planes arrived on the weekend of the Notre Dame–University of Southern California football game,”* recalls Sam Heiter, operations manager for Corporate Wings.

In addition to football fans, the airport’s fixed base operator provides around-the-clock general aviation service to a growing number of corporate travelers throughout the regional area. Its services include fueling, de-icing, ground power, cargo loading and unloading, catering through local restaurants, and sports team charter handling. Corporate Wings also provides short-term hangar storage as well as long-term hangar storage for approximately 55 aircraft based at the airport.

In all, Heiter reports that **Corporate Wings handled approximately 4,650 aircraft in 2005.**



## ON THE MOVE

Along with the lengthening of the runways and the relocation of Lincoln Way West, the South Bend Regional Airport Expansion Plan includes the relocation of the South Shore Railroad approach to the Airport terminal. The preferred route would bring the train into the terminal from the southwest rather than from the east, as at present. This would eliminate the railroad’s involvement with Bendix Drive and result in safer travel as the number of at-grade crossings would be reduced from 23 to as few as five in South Bend. It would also reduce travel time to and from Chicago by as much as ten minutes for the trains that depart the terminal five times each weekday.

### Rail Traffic Up 21%

During the first six months of 2006, **South Shore traffic rose a remarkable 21%** as local residents chose the convenience of rail service. John Parsons, Director of Operations for the South Shore, is optimistic about continued increases in ridership as well as service improvements resulting from the expansion project.



### Bus Lines Enhance Multi-Modal Service



Coach USA, Greyhound and local Transpo bus lines also operate from SBRA making it the **only airport in the country offering air, bus and interstate rail transportation.**



**Over 40 airport-related businesses employ an estimated 750 people. Based on a December, 2005 listing of the top 100 employers in St. Joseph County, the Airport would be tied for #20.**

## SOUTH BEND: FROM TRADE TO HEAVY INDUSTRY TO DISTRIBUTION

According to some business experts, the South Bend economic region is, once again, transforming itself. South Bend began as a trading post along the St. Joseph River in the nineteenth century and eventually grew into a center of heavy industry in the last century. As the steel belt faded to the rust belt, the South Bend region faced something of an identity crisis. *How could this community best fit into the country’s overall economic picture?*

Over the last few decades, it appears that **South Bend has redefined itself as a center of the distribution industry.** In fact, expanding efforts at distribution account for much of the recent job growth in the region says Mark Eagan, President and CEO of the Chamber of Commerce of St. Joseph County. And he adds, the future looks very bright.

“The community appears poised for a higher level of growth related to logistics and distribution,” says Eagan, “and a higher concentration of better-paying and more technical and professional jobs.”

**Clearly, South Bend Regional Airport gives our community an advantage when it comes to attracting and keeping new businesses.** Given Indiana’s location, local businesses using South Bend Regional can transport products and personnel anywhere in North America in a matter of hours. Moreover, South Bend Regional is a gateway to customers around the globe. “Area residents, businesses, institutions, and leisure travelers realize many direct and indirect benefits from the South Bend Regional Airport,” says Eagan.

*“Continued growth and development of the South Bend Regional Airport is key to strengthening our competitive advantage.”*  
Mark Eagan, Chamber of Commerce