

# GRBrief

## Here's What's Happening at Green Bay Austin Straubel International Airport

October 2017



We're Near, Getting  
You Home Sooner.

FLYGRB.COM

GREEN BAY **GRB**  
AUSTIN STRAUBEL  
INTERNATIONAL AIRPORT

The Gateway To  
Lambeau Field



### GRB has economic impact of over \$265 million annually

GRB is making an impact on the local economy, and a new study from the [Wisconsin Department of Transportation - Bureau of Aeronautics](#) shows just how much of an impact.

Based on a comprehensive study of 2016 data, the study found **GRB had a \$265.3 million economic impact; supporting 1,719 jobs and contributing \$77.2 million in labor income to the local and state economy.** The economic impact is the *economic output (sales), employment, and wage income* that can attributed directly and indirectly to the airport.

“We’ve always said the airport plays a vital role in our local economy and this study shows the tremendous impact it has on our county and the state,” said [Brown County Executive Troy Streckenbach](#). [Greater Green Bay Chamber of Commerce](#) President and CEO, Laurie Radke, also commented on the study results. “Convenient access to airline passenger service, air cargo and corporate aviation allows the businesses in Brown County to safely and efficiently move key personnel and products; this saves time and increases productivity. It’s also a competitive advantage.”

# GRB

## Economic Impact Study Results:

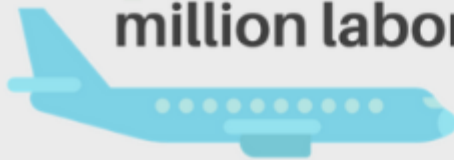
**\$265.3**

million economic impact

**1,719**   
jobs

**\$77.2**

million labor income



GREEN BAY **GRB**  
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### 30,000,000 passengers...1 airport

During the month of August, the 30 millionth passenger flew GRB. As the third largest airport in the state of Wisconsin, this is a significant milestone.

“Since it opened in the late 1940s, GRB has seen millions fly in and out of Green Bay and we hope to see millions more in coming years,” said Airport Director Tom Miller. “We want to thank area businesses and travelers for supporting GRB. The only way a local airport can stay strong is to have local support; we greatly appreciate everyone who travels through our airport.”

**30,000,000**  
passengers

**1**  
airport

**Thanks for flying GRB!**



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Airport - Green Bay, WI](#)

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## **Emergency disaster drill takes place at GRB**

In August, GRB ran a Full-Scale Emergency Airport Disaster Drill with over two dozen agencies and 160 volunteers participating. Mock disasters such as this are required by the Federal Aviation Administration (FAA) every 3 years.

“These live mock disaster drills are extremely important in making sure all agencies that are part of the county’s emergency response plan are prepared in the event of an emergency,” said Airport Director Tom Miller. “It gives all of us an opportunity to exercise our response protocols and procedures and ensure they integrate with one another. It is a tremendous learning opportunity.”

The end goal of the exercise was to demonstrate familiarity with current Standard Operating Procedures and to define areas that may need to be reviewed. Following the exercise, an evaluation was compiled from all participating agencies and a final review took place to discuss strong points and areas where improvements could be made.



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## Fancy a trip to Green Bay?

More than 30 members of the [UK and Irish Green Bay Packers Fans](#) group flew across the pond to GRB for the season opener on September 10. The fan group began in 2013 when co-founders Ryan Peacock and Stephen O'Brien created a Twitter account to connect fans in Europe. The group has since grown to over 1,000 die-hard members who often wake up in the middle of the night to watch the games due to the time difference. Despite some understandable jet lag, the group was thrilled to arrive in Green Bay.



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## It's new. It's big. And it lights up at night.

No – it's not a plane. It's the new entrance sign at GRB! The new sign incorporates GRB's new logo and is illuminated at night; visible to those entering and leaving the airport. It also includes an electronic message board which can be used to alert travelers about changing travel conditions or parking and traffic changes.



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## **“Pack” your bags for a trip to a Packers game!**

GRB is “The Gateway to Lambeau Field!” If you’re thinking of making a trip to Green Bay to catch a Packers game, or know someone who is coming to town for a game, there’s good news about flights in and out of GRB! Airlines typically add flight capacity around game days. That’s especially important the day after the game. With added capacity, it makes it easier to book a departing flight from GRB. Another reason why you should fly local, fly GRB!

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**Don't forget to say cheese in front of  
GRB's new selfie board on Concourse B!**





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