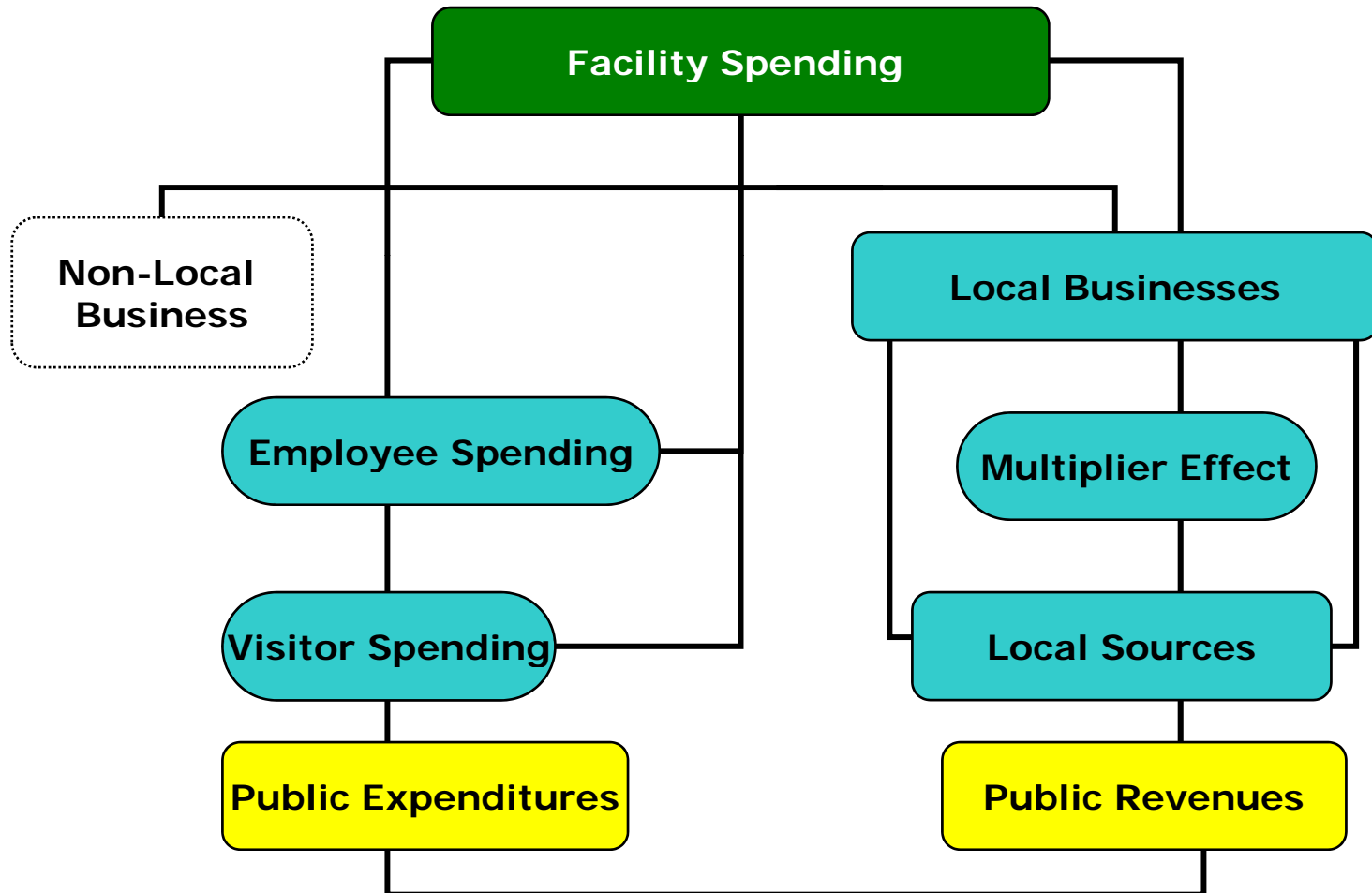


Economic Impact Studies for Public Sector Application

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Economic Impact Structure and Flow





Select Private Sector Facility Data

Local area facility expenditures

Total facility expenditures locally and outside

Net employee wages and salaries

Employees living and spending locally

Total employee count

Expenditures by non-local employees

Estimated visitor count to facility

Estimated expenditures by visitors

Count of employees living locally



Select Private Sector Analyst Data

Proportion of expenditures spent for renting
--

Proportion of non-housing expenditures
--

Business-to-business multiplier component

Consumer re-spending multiplier

Business payroll and profits per dollar of spending

Inventory-to-business-volume

Number of private residences

Full time jobs per dollar

Payrolls and profits per dollar



Select Local Government Data

- City/County operating budget
- Public school operating budget & enrollment
- Property tax revenues to authorities
- Sales tax revenues to authorities
- Public sector tax rates
- Property valuations
- State aid to public schools



Influencing for Public Sector Effect

○ Business & Civic Leaders

- Compelling argument
- \$benefits & \$costs
- Key partnerships
- Funding sources
- Short and long term effects
- Free rider issue
- *Conduit to public sector?*

○ Elected Officials

- Public law & policy constraints
- Overlapping jurisdictions
 - Federal, state
 - County, city
 - Hospital district
- Voter impact and timing
- Professional & academic support



Overcoming Private/Public Inertia

- Comprehensive strategic approach
- Storyline w/economic impact
- Perpetuating the theme—humanize the issue & add \$ impact
- Multiple media outlets
- Key speakers
- Repetition, repetition, repetition
- Timing and critical mass



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