Considering Results

*Transforming tables and terms into information that will move people.*

We are often asked how best to communicate the results to audiences for whom terms like Direct, Indirect and Induced, and Output and Value Added add more to the mystery than the clarity of an impact report. Economics is a story of people, of jobs and movements of money based on human decisions, so using the numbers to tell you story is our best recommendation.

So how might we tell our story for our analysis of the Sector 275 Air Purification and Ventilation Equipment Manufacturing?

In examining the potential impact of opening a new Air Purification and Ventilation Equipment Manufacturing facility in Brevard County, FL, we were told by the perspective company that they would hire for 103\* jobs at the facility. Based on this information, and relationships from the IMPLAN software and data system we estimated that these jobs would bring an additional $6.2 million labor dollars into the region each year of it’s operations and would contribute $8.7 million dollars annually to GDP.

**Impact of the Industry**

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| --- | --- | --- |
| 105manufacturing jobs | $6,226,808  To Labor Income | $8,729,453To GDP |

The operations of the new plant however, are just the beginning of the potential economic impacts of bringing this new industry into our region. New manufacturing creates additional demand for products and services and some of these demands will be supplied by local producers that are already working in Brevard. This new plant could support an additional 24 Brevard County manufacturing and service jobs.

Supported jobs mean additional income in Brevard County as well. The effect of the increased demand by the new Air Purification and Ventilation Equipment Manufacturing plant would include adding an additional $1.3 million labor dollars annually to the local economy, and the expected $4 million dollars of increased production would add $2.2 million dollars to local GDP.

**Results of increased demand for locally produced products and services**

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| --- | --- | --- |
| 24 Jobs in supporting local industries | $1,345,589  To Labor Income from supporting local industries | $2,179,826To GDP from supporting local industries |

In addition to the effects generated by the new manufacturing facility itself and their demand for locally produced products and services, there will be impacts stemming from local workers having more expendable funds. The combined increase in local labor dollars that could result from this new facility is $7,572,357. While some of this income will be saved or paid in taxes, much of it will be spent in our local economy buying the goods and services households need for their daily activities.

New labor spending by the workers in the plant and in the supporting industries would support an additional 42 Brevard County jobs and result in an increase of another $1.6 million labor dollars. The nearly $5 million dollars of additional annual sales would add $2.8 million dollars to local GDP.

**Results of Labor Spending by Workers in Brevard County**

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| --- | --- | --- |
| 42Jobs in business that support local households | $1,574,105  To Labor for local workers in these businesses | $2,795,193To GDP from resulting from household spending. |

In total the potential impact of a new Air Purification and Ventilation Equipment Manufacturing facility could include:

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| --- | --- | --- |
| 171Jobs will be created or supported in Brevard. | $9,146,503  New Labor Income dollars annually in Brevard. | $13,704,472Added annually to Brevard’s GDP |

**Quick Facts**

* For every 10 jobs in Air Purification and Ventilation Equipment Manufacturing, 6 additional jobs would be supported in Brevard County.
* For every dollar of Labor Income paid at by the new Air Purification and Ventilation Equipment Manufacturing firm, and an additional $0.47 of Labor Income is added to other Sectors in Brevard County,
* For every new dollar of GDP generated by Air Purification and Ventilation Equipment Manufacturing in Brevard County, an additional $0.57 of GDP is generated in the economy.

\*The value provided by the manufacturing firm is a FTE value. The value when converted to be consistent with the IMPLAN definition is ~105 jobs. For consistency all other job values are expressed in the IMPLAN jobs definition.