



STRATEGIC
DEVELOPMENT
GROUP

Optimal locations. Superior service.

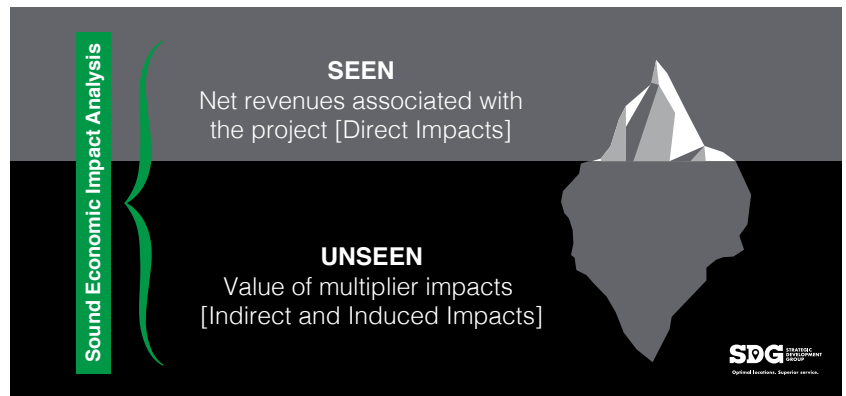
ECONOMIC IMPACT ANALYSIS

Economic development is a powerful creator of wealth that bolsters public budgets and improves quality of life. The benefits of new tax revenue and jobs from created through new capital investments consist of **direct**, **indirect**, and **induced** economic impacts that augment the economic activity of any community.

Unfortunately, the positive economic impacts of manufacturing, distribution and headquarter projects are often underestimated. The economic impacts of major capital investment projects must be evaluated to ensure a full understanding of the financial return on the community's incentive offer made to induce site that investment.

Strategic Development Group specializes in economic impact studies as a complement to our site location practice. Our private and public sector clients typically use our impact modeling to achieve the following goals:

- The private sector will use an economic impact analysis to justify incentives and gain public support for site location projects. In addition, will use analysis to illustrate the positive impacts of their existing facilities.
- The public sector will use an analysis of economic impacts to justify incentives offered to major location projects.



SUMMARY OF SERVICES

DATA INPUT DEVELOPMENT

SDG begins the process by working with your team to verify basic project parameters such as job creation and capital investment. Data specific to the region and industry being evaluated is procured as inputs to use in the economic impact model.



ECONOMIC IMPACT MODELLING

SDG utilizes the IMPLAN model to calculate direct, indirect and induced economic impacts including job and wage creation as well as overall economic output. IMPLAN is a nationally recognized economic model specifically designed to estimate impacts of new industrial locations, plant closures, and construction activity on local economies. The IMPLAN model incorporates the most recent data available¹. Modelling is conducted by seasoned PhD economists who specialize in economic impact analysis.

PRESENTATION OF ECONOMIC IMPACT FINDINGS

Finally, SDG will prepare a presentation and/or written report to summarize likely economic benefits of the project being analyzed. These materials are typically used for internal briefings and public presentations and are highly customized to convey key findings to specific audiences.