



# ESTIMATED ECONOMIC IMPACT of U.S. HIGHWAY 30

## *STORY & MARSHALL COUNTIES*

Below is a detailed analysis of the project’s impact in the local economy:

Project’s Overall Impact in Story & Marshall County’s Economy	
New Jobs Created	1,818
Economic Activity generated	\$66,000,000
Total Payroll Generated	\$ 59,789,704
Annual Sales Tax Revenue Generated	\$ 421,329.19

### I. JOB CREATION ANALYSIS

Direct Impact	
Projected New Direct Jobs to be Created:	1,136
Average Wage Rate of Construction Industry in Marshall County:	\$17.74 (hourly)
New Direct Payroll Generated:	\$41,933,635

Indirect Impact (Multiplier Effect)	
Projected Indirect Jobs:	682
New Payroll generated from Indirect Jobs:	\$17,856,070

Total Jobs Impact	
Projected Total Jobs to be Created:	1,818
Projected Total Payroll:	\$59,789,704
Personal Income:	\$41,852,195
Net Personal Consumption Expenditures:	\$31,003,642

The above calculations were computed based on the following inputs:

- Creation of 1,136 jobs.
- The Employment multiplier applied is 1.6 (Construction multiplier for the region of Story & Marshall Counties IA).
- The average wage rate used is \$45,535 (annual)
- Estimated leakage, disposable income and net personal consumption rates used are national averages.



## II. EXPENDITURES IMPACT ON LOCAL INDUSTRIES

A portion of total earnings generated by the new jobs will be used for personal consumption expenditures. That portion is addressed below as an expenditure detail in which the personal consumption expenditures are dispersed following a consumption pattern consistent with the Story & Marshall County, IA region.

The expenditure detail determines an estimated annual impact to regional industries due to the new road construction project.

### Projected Average ANNUAL Personal Expenditures: \$31,003,642

CATEGORIES (Major/Minor)	TOTAL	Major Category
FOOD	\$4,278,502.54	13.8% of Expenditures
HOUSING	\$9,642,132.53	31.1% of Expenditures
Shelter	\$5,409,236.35	56.1% of Housing
Utilities, Fuels and Public Services	\$2,044,132.10	21.2% of Housing
Household Operations	\$433,895.96	4.5% of Housing
Housekeeping Supplies	\$549,601.55	5.7% of Housing
Household Furnishings and equipment	\$1,205,266.57	12.5% of Housing
APPAREL	\$1,333,156.59	4.3% of Expenditures
TRANSPORTATION	\$6,200,728.31	20.0% of Expenditures
Vehicle purchases	\$3,075,561.24	49.6% of Transportation
Gasoline and motor oil	\$967,313.62	15.6% of Transportation
Other vehicle expenses	\$1,897,422.86	30.6% of Transportation
Public Transportation	\$260,430.59	4.2% of Transportation
HEALTH CARE	\$1,829,214.85	5.9% of Expenditures
ENTERTAINMENT	\$1,643,193.00	5.3% of Expenditures
PERSONAL CARE PRODUCTS	\$403,047.34	1.3% of Expenditures
FINANCIAL	\$4,154,487.97	13.4% of Expenditures
READING	\$93,010.92	0.3% of Expenditures
EDUCATION	\$558,065.55	1.8% of Expenditures
TOBACCO PRODUCTS/SMOKING SUPPLIES	\$279,032.77	0.9% of Expenditures
MISCELLANEOUS	\$589,069.19	1.9% of Expenditures
<i>Note: Total may not equal Net Personal Consumption Expenditures from Job Impact due to rounding.</i>		

The Expenditure percentages are derived from the 2002 annual **Consumer Expenditure Survey**, which is conducted by the Bureau of Labor Statistics (BLS) and provides information on the buying habits of American consumers and data on their expenditures in four regions (Northeast, Midwest, South, West).



### III. PROJECTED SALES TAX REVENUE

The Tax Revenue Analysis estimates the county and state tax revenue generated from the new road construction project. The tax revenue calculations are based on projected annual average expenditures as result of the new jobs created in the region of Story & Marshall County, IA.

Projected Annual Taxable Expenditures		Marshall Co.	State of IA	TOTAL
Alcohol	\$312,330.26	\$3,123.30	\$15,616.51	\$18,739.82
Housekeeping Supplies	\$549,601.55	\$5,496.02	\$27,480.08	\$32,976.09
Household Furnishings and equipment	\$1,205,266.57	\$12,052.67	\$60,263.33	\$72,315.99
Apparel	\$1,333,156.59	\$13,331.57	\$66,657.83	\$79,989.40
Entertainment	\$1,643,193.00	\$16,431.93	\$82,159.65	\$98,591.58
Personal Care Products	\$403,047.34	\$4,030.47	\$20,152.37	\$24,182.84
Vehicle Purchases	\$419,394.78	\$4,193.95	\$20,969.74	\$25,163.69
Vehicle Maintenance and repairs	\$523,688.71	\$5,236.89	\$26,184.44	\$31,421.32
Public Transportation	\$260,430.59	\$2,604.31	\$13,021.53	\$15,625.84
Reading	\$93,010.92	\$930.11	\$4,650.55	\$5,580.66
Tobacco	\$279,032.77	\$2,790.33	\$13,951.64	\$16,741.97
<b>TOTAL</b>	<b>\$11,413,987.78</b>	<b>\$70,221.53</b>	<b>\$351,107.65</b>	<b>\$421,329.19</b>

Based on the above calculations, the new road construction project will generate a total of \$421,329.19 in ANNUAL sales tax revenue (once all jobs are in place) - \$351,107.65 for the state of Iowa and \$70,221.53 for Story & Marshall County (see the table above for detailed breakdown).

*Notes: The tax revenue calculations represent estimates based on annual average expenditures.*

*The food category was excluded from the calculations since Food is tax exempt in Story & Marshall Counties.*



## METHODOLOGY & LIMITATIONS

The economic impact analysis focuses on what investors in economic development programs demand: measurability, accountability, and return on their investment. Economic success that would naturally occur in a region does not find its way into this type of analysis. It also does not use macro economic measures to describe an area's economic health.

The results of the Economic Impact Analysis must be interpreted within the limitations of the study itself. These limitations include:

1. All benefits accrue to the local economy. The economic development practitioner realizes that the benefits of job creation rarely accrue solely to the immediate area. The methodology used in this study cannot precisely state the geographic parameters to which these benefits accrue; however it is assumed that the majority of benefits will accumulate within Story & Marshall County.
2. Multipliers. Multipliers are used to assess the impact of jobs, earnings, and output. These multipliers show the effect of the addition of one job or one dollar in any given industry to the employment or earnings for all industries.  
Direct Impacts are those numbers resulting directly from the jobs added in Story & Marshall County, IA. Total Impacts are those numbers resulting from the application of multipliers to the direct impacts. These figures include the direct impacts plus the additional jobs and earnings caused by the presence of the directly impacted jobs and earnings.
3. Assumptions. The number of jobs created is determined based on national averages published by the American Road & Transportation Builders Association in the Economic Analysis of the U.S. Transportation Construction Industry (a new report with updated numbers will be released soon). The impact was calculated based on the following ratios:
  - a. \$1Billion invested in transportation infrastructure generates 34,437 jobs.
  - b. \$1Billion invested in transportation infrastructure generates \$55,000,000 in aggregate sales.
  - c. \$1Billion invested in transportation infrastructure generates \$2 billion in economic activity