

BENEFITS OF THE PROJECT

- Every potential worker will have an opportunity to earn higher wages and contribute towards increased productivity while finding greater job satisfaction.
- The program will help existing businesses find and keep good employees.
- *Vision Brookings 2010* provides a financial return on investment for the business community along with increasing the economic impact of high paying knowledge-based jobs.
- This initiative provides an opportunity for the community to attract a broad cross section of new businesses such as quality restaurants and upscale shops that flourish in a knowledge based economy.
- As a result of *Vision Brookings 2010*, by program end sales tax dollars will stay in the community instead of leaving.
- An economically viable community offers more for visitors to do while they are here.
- Brookings will retain the charm of its Main Street and the attractiveness of “life in “Mayberry” as it promotes a simpler lifestyle to raise a family.

Perhaps the best benefit of all is the fact that *Vision Brookings 2010* provides jobs for graduates of local schools and SDSU, keeping the community vibrant and growing.

RETURN ON INVESTMENT

The Economic Strategy Center of Atlanta determined the potential economic impact of knowledge-based jobs based on salaries listed in the latest Department of Labor surveys for eastern South

	DIRECT IMPACT	INDIRECT IMPACT	INDUCED IMPACT	TOTAL IMPACT
Jobs	140	18	46	204
Earnings (payroll)	\$8,608,507	\$516,283	\$858,122	\$9,982,912
Output	\$14,612,842	\$1,706,352	\$3,341,976	\$19,661,171
Annual Disposable Personal Income				\$6,514,599
Annual Net Personal Consumption Expenditures				\$5,545,226
Deposit Potential for Area Financial Institutions				\$1,632,993

Dakota. The Center was asked to evaluate the impact of 140 knowledge-based jobs on the business community of Brookings based on consumer spending patterns of this region. The number of 140 jobs is based on the average size of company that may likely locate in or near a University Research Park. It is not a

benchmark to determine program success or failure. Actual job growth directly related to research facilities is dependent on several external factors and will occur gradually over the next twenty years.