

2020

# Jackson Generals 2020 Economic Impact Report

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## General Project Description

The following impact analysis considers the economic benefits related to the Jackson Generals baseball club, located in Jackson, TN. The study measures the Club's annual operations, its past, recent and projected capital improvement expenditures and additionally, the indirect local economic impacts of an average 120,243 fans and visiting Teams.



**Benefit:** Every 5 years, the Jackson Generals operational expenditures, capital improvement investments and visitor benefits produce \$60.6 million in economic impact, supporting 181 local jobs, and generating over \$5.0 million in indirect business taxes.

Circle Analytics, Inc. Jul 2020

## Report Categories

The economic analysis is divided into six reports as described below. As an overview the Gross Economic Output report reflects the project's total economic benefit including all direct and indirect benefits. The Gross Economic Output reflects benefits that occur within and without of the project area.



The Gross County Product represents the economic benefit that is retained in the local area. Total Labor Income, Capital Income and Indirect Business Taxes are subsets of the Gross County Product. When added together, labor income, capital income and indirect taxes roughly equal the Gross County Product. The Total Employment report restates the benefits of Total Labor Income as the number of jobs and is not included as a subset of the Gross County Product.

1. **Gross Economic Output:** The aggregated market value of goods and services produced by businesses and government enterprises in the economy. It is essentially equal to the revenue collected by businesses (including indirect taxes) within the County or impact area.
2. **Gross County Product:** The total of value added created by the production of goods and services in the economy. It represents the sum of labor compensation, capital type income and indirect business taxes. Gross County Product is best described as new money added to the County as a result of the project.
3. **Total Labor Income:** The compensation to employees and self-employed proprietors including both wages and indirect payments such as retirement benefits, health insurance and other similar fringe benefits.
4. **Total Employment:** The number of jobs generated within the impact area including full-time and part-time positions, salaried workers and sole proprietors.
5. **Capital Income:** The sum of income such as business profits, interest and rental income. Capital Income is best described as non-labor benefits.
6. **Indirect Business Tax:** Taxes and fees not based in the businesses' income. It may represent sales taxes (if any) levied by the County and also property taxes levied against businesses as well as federal, state and local fees.

## Inputs, Methodologies and Assumptions

### **Operating Budgets:**

Inputs related to operations were provided by management.



### **Capital Improvements:**

The capital improvements in this study were provided by Club management and include both recent and/or projected future investments.

### **Visitor Benefits:**


Management reported an average 120,243 visitors. This study is based on the following assumptions:

- The number of guests (sport fans) and visiting teams that travel from outside the area is 20% of attendance.
- Visitor expenditures equal \$180 per day and the average guest stay was 1 day. As shown in the attached report, expenditures were allocated to food, lodging, miscellaneous retail, gasoline, groceries, miscellaneous services and automotive expenses.



## Executive Summary

This report measures economic operational, capital improvements and visitor impacts related to the Jackson Generals baseball club.



**Benefit:** The total annual operations economic impact of the Jackson Generals is \$11.7 million and its capital improvement impact is \$1.9 million, together supporting 181 local jobs, and generating over \$1.0 million in indirect business taxes.



**Gross Economic Output:** The economic impact of one year of operations, visitor benefits and its multi-year capital improvement program totals \$13.6 million.

**Gross County Product:** The gross county product seeks to measure the economic benefit to the local area. The study shows that \$8.5 million of the \$13.6 million total benefit is retained in the local community.

**Labor & Total Employment:** The analysis measures labor income and job impacts. The total labor income is estimated at \$5.3 million with benefits to 181 jobs (full and part-time).

**Capital Income:** Capital Income is \$2.1 million. It includes profits, interest and rental income generated from the Club's activities including multiplier dollars that flow through the community.

**Indirect Business Taxes:** This analysis estimates the project will produce \$1.0 million in indirect business taxes. Most of the tax benefit is derived indirectly through local business transactions.

## Economic Impact Report

# Jackson Generals Baseball Club

Prepared by Circle Analytics, July 2020

## Gross Economic Output

The aggregated market value of goods and services produced by firms and government enterprises in the County's economy. It is essentially equal to the revenue collected by businesses (including indirect taxes) within the County.

Direct Industry	Frequency	Direct Impact	Indirect and Induced Impact	Total Impact
Jackson Generals - Operations	On Going	\$2,713,276	\$1,948,601	\$4,661,877
Capital Improvements, including current and past expenditures	One Time	\$1,052,500	\$862,911	\$1,915,411
<b>Visitor Benefits</b>				
Visitor - Food and beverage stores	On Going	\$259,725	\$161,070	\$420,795
Visitor - Restaurants	On Going	\$865,750	\$603,987	\$1,469,737
Visitor - Gasoline stations	On Going	\$779,175	\$496,711	\$1,275,886
Visitor - Hotels and motels, including casino hotels	On Going	\$822,462	\$375,607	\$1,198,069
Visitor - Miscellaneous store retailers	On Going	\$1,385,199	\$958,006	\$2,343,205
Visitor – Automotive related	On Going	\$216,437	\$168,965	\$385,402
<b>Totals:</b>		\$8,094,524	\$5,575,858	\$13,670,382

## Gross County Product

The total value added created by the production of goods and services in the local economy. It is analogous to the concept of Gross Domestic Product at the national level. It represents the sum of labor compensation, capital type income (profits, interests and rents), and indirect business taxes (which are mainly sales taxes, but also include property taxes and government mandated fees).

<b>Direct Industry</b>	<b>Frequency</b>	<b>Initial Purchase</b>	<b>Total Impact</b>
Jackson Generals - Operations	On Going	\$2,713,276	\$2,826,603
Capital Improvements, including current and past expenditures	One Time	\$1,052,500	\$1,067,814
<b>Visitor Benefits</b>			
Visitor - Food and beverage stores	On Going	\$259,725	\$292,040
Visitor - Restaurants	On Going	\$865,750	\$781,242
Visitor - Gasoline stations	On Going	\$779,175	\$863,278
Visitor - Hotels and motels, including casino hotels	On Going	\$822,462	\$913,105
Visitor - Miscellaneous store retailers	On Going	\$1,385,199	\$1,584,052
Visitor – Automotive related	On Going	\$216,437	\$189,943
<b>Totals:</b>		\$8,094,524	\$8,518,077



## Total Labor Income

The compensation to employees and self-employed proprietors including both wages and indirect payments such as retirement benefits, health insurance and other similar fringe benefits.

<b>Direct Industry</b>	<b>Frequency</b>	<b>Initial Purchase</b>	<b>Total Impact</b>
Jackson Generals - Operations	On Going	\$2,713,276	\$1,676,100
Capital Improvements, including current and past expenditures	One Time	\$1,052,500	\$810,629
<b>Visitor Benefits</b>			
Visitor - Food and beverage stores	On Going	\$259,725	\$177,144
Visitor - Restaurants	On Going	\$865,750	\$552,870
Visitor - Gasoline stations	On Going	\$779,175	\$512,609
Visitor - Hotels and motels, including casino hotels	On Going	\$822,462	\$454,087
Visitor - Miscellaneous store retailers	On Going	\$1,385,199	\$1,041,333
Visitor – Automotive related	On Going	\$216,437	\$118,986
<b>Totals:</b>		\$8,094,524	\$5,343,758

## Total Employment

The number of jobs generated within the County, and includes: \* full-time and part-time positions \* salary workers \*sole proprietors.

<b>Direct Industry</b>	<b>Frequency</b>	<b>Initial Purchase</b>	<b>Total Impact</b>
Jackson Generals - Operations	On Going	\$2,713,276	48
Capital Improvements, including current and past expenditures	One Time	\$1,052,500	21
<b>Visitor Benefits</b>			
Visitor - Food and beverage stores	On Going	\$259,725	7
Visitor - Restaurants	On Going	\$865,750	26
Visitor - Gasoline stations	On Going	\$779,175	19
Visitor - Hotels and motels, including casino hotels	On Going	\$822,462	15
Visitor - Miscellaneous store retailers	On Going	\$1,385,199	42
Visitor – Automotive related	On Going	\$216,437	3
<b>Totals:</b>		<b>\$8,094,524</b>	<b>181</b>

## Capital Income

The sum of all property type income (such as business profits, interest income and rental income) generated within the County.

<b>Direct Industry</b>	<b>Frequency</b>	<b>Initial Purchase</b>	<b>Total Impact</b>
Jackson Generals - Operations	On Going	\$2,713,276	\$847,310
Capital Improvements, including current and past expenditures	One Time	\$1,052,500	\$204,513
<b>Visitor Benefits</b>			
Visitor - Food and beverage stores	On Going	\$259,725	\$71,317
Visitor - Restaurants	On Going	\$865,750	\$163,119
Visitor - Gasoline stations	On Going	\$779,175	\$198,136
Visitor - Hotels and motels, including casino hotels	On Going	\$822,462	\$315,929
Visitor - Miscellaneous store retailers	On Going	\$1,385,199	\$308,302
Visitor – Automotive related	On Going	\$216,437	\$57,982
<b>Totals:</b>		\$8,094,524	\$2,166,608

## Indirect Business Tax

Are taxes and fees that are not based in the businesses' income. For the most part they represent sales taxes levied by the State and the county, but also include property taxes levied against businesses as well as fees imposed by federal, state and local governments.

Direct Industry	Frequency	Initial Purchase	Total Impact
Jackson Generals - Operations	On Going	\$2,713,276	\$303,168
Capital Improvements, including current and past expenditures	One Time	\$1,052,500	\$52,673
<b>Visitor Benefits</b>			
Visitor - Food and beverage stores	On Going	\$259,725	\$43,579
Visitor - Restaurants	On Going	\$865,750	\$65,252
Visitor - Gasoline stations	On Going	\$779,175	\$152,533
Visitor - Hotels and motels, including casino hotels	On Going	\$822,462	\$143,088
Visitor - Miscellaneous store retailers	On Going	\$1,385,199	\$234,417
Visitor – Automotive related	On Going	\$216,437	\$12,975
<b>Totals:</b>		\$8,094,524	\$1,007,685

## About Circle Analytics



The principals of Circle Analytics have prepared hundreds of economic impact reports for state agencies, cities, counties, economic development districts and private corporations. The company specializes in reports that forecast economic impacts or include social benefits that need to be monetized to best articulate their impacts.

Each report is based on datasets specific to the project's location and unique industry sectors. Robert Gilmore, the report's primary author, is the recipient of the Ford Foundation's Award for Innovations in American Government and the Council of State Government's Award for Innovation.