

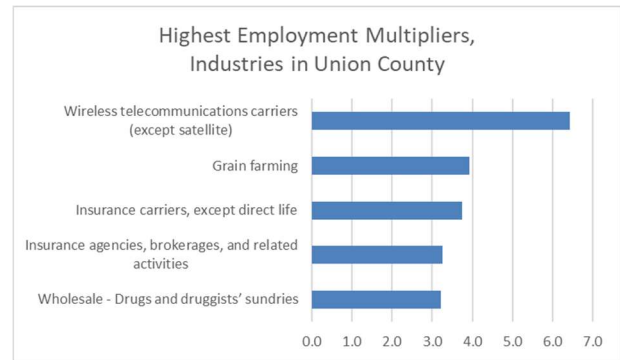


The most “bang for the buck” in economic expansion

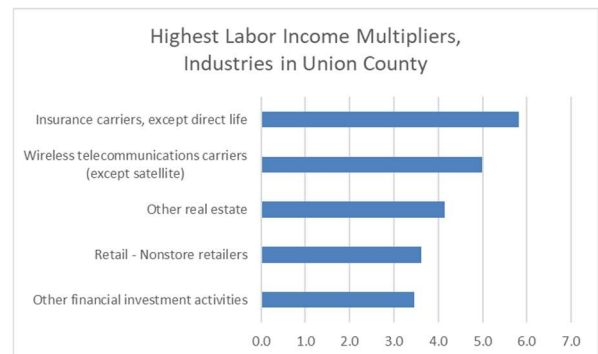
Since the construction of the Monroe Bypass, there has been community speculation on what will be built on the vacant land around it. While many acres are turning into residential neighborhoods, other properties may be used for business. One consideration is how a new business or industry would interact with the existing economic structure. IMPLAN software allows a glimpse into the matrix that is Union County’s economy. A new business can increase the County’s economic output through direct effects, indirect effects (like spending in business-to-business transactions) and induced effects (as employees spend additional income). IMPLAN reports several multipliers that capture the combined effects. A new business that connects well with existing industry will have higher multipliers, creating more jobs and income than one that does not.

Employment Multiplier: The employment multiplier gives the impact of a new job in the target industry. For example, a multiplier of 4 means that 1 new job created grain farming generates 3 additional jobs in the local economy through indirect and induced effects.

Note: All of these charts omit industries with no current employment in Union County. The data is based upon the pre-covid economic structure of 2019.



Labor Income Multiplier: The labor income multiplier gives the impact of new income in the target industry. For example, a multiplier of 5 means that \$1 of new income generated in the wireless communications industry supports \$4 additional labor income in the local economy through indirect and induced effects.



Output Multiplier: The output multiplier gives the impact of new output in the target industry. A multiplier of 3, for example, means that \$1 of new output (or sales) by insurance agencies supports \$2 additional output in the local economy through indirect and induced effects.

