Economic Impact of the Northern Beaufort County Proposed Convention Center

Prepared for: Beaufort Regional Chamber of Commerce

**Prepared by: Bureau of Business Research
and Economic Development
Georgia Southern University**

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Economic Impact of the Northern Beaufort County Proposed Convention Center

This study analyzes the economic impact, benefits, and costs associated with the proposed Convention Center in Northern Beaufort County, South Carolina.[1] It was prepared for the Beaufort Regional Chamber of Commerce, their board of directors, and all other affiliated parties in the decision process for establishing a convention center in Northern Beaufort County.

Furthermore, this study examines four tourism segments for the potential convention center: meetings (i.e. local and non-local business meetings, public meetings, and all other meetings that would utilize the facility in a classroom or boardroom format), conventions (i.e. all functions that would use the facility in a theater style format), reunions (i.e. military reunions, family reunion, and all other types of reunions that would use the facility in a banquet style format), and general uses (i.e. all other potential uses of the facility).

What this study does not look at is the feasibility of the operations for the center.[2] In other words, it does not examine the cost of construction or operation and it does not identify if there is a sufficient untapped market to support the facility. Rather, it looks only at the net new economic tourism-related activity. With the completion of this project, the local economy will not only benefit from the tourism-related aspects of the project (hotels, restaurants, and conference fees), but also from the value-added components of the business community (cost savings and productivity gains).

Economic Impact Summary

It should be noted that the location of the facility is extremely important for the success of the convention center. The facility should be easily accessible to both businesses and visitors, and should be strategically located to utilize the tourism resources (i.e. historic resources, water, hotels, restaurants, and shops) of the area. The following highlights the expected increase in employment, output, and taxes, as shown in the report.

Direct Economic Contribution by Type of Use

- Meetings were estimated to use the facility between 15% and 17% of the year. The direct economic contribution for a 25,000 square foot facility was estimated to be between $85,800 and $97,300. For a 50,000 square foot facility the direct economic contribution was estimated to be between $171,700 and $194,600.
- Conventions were estimated to use the facility between 8% and 17% of the year. The direct economic contribution for a 25,000 square foot facility was estimated to be between $2.4 million and $5 million. For a 50,000 square foot facility the

[1] This project includes the potential visitor impacts of a convention center locating within the Beaufort economy. This project does not include the economic impact of the construction of the facility or the operations of the center.

[2] This study does not include any additional government related expenditures that would be incurred to operate the facility. Such a cost would be considered a transfer of payment and would not have a net new impact within Northern Beaufort County.

direct economic contribution was estimated to be between $4.7 million and $10 million.

- Reunions were estimated to use the facility between 4% and 6% of the year. The direct economic contribution for a 25,000 square foot facility was estimated to be between $156,600 and $235,000. For a 50,000 square foot facility the direct economic contribution was estimated to be between $313,300 and $470,000.
- General were estimated to use the facility between 13% and 20% of the year. The direct economic contribution for a 25,000 square foot facility was estimated to be between $509,000 and $783,200. For a 50,000 square foot facility the direct economic contribution was estimated to be between $1 million and $1.6 million.

Total Economic Impact: 25,000 Square Foot Facility

- Employment is expected to increase between 70 and 138 jobs.
- The sectors that would increase the most in employment would be the Wholesale/Retail Trade and the Services sectors with employment gains between 40 to 79 and 26 to 51, respectively.
- Output is expected to increase between $4.4 million and $8.7 million.
- Local tax revenue is expected to increase between $96,600 and $115,600.

Total Economic Impact: 50,000 Square Foot Facility

- If the facility is 50,000 square feet, the expected increase in employment would be between 140 and 275 jobs.
- The sectors that would increase the most in employment would be the Wholesale/Retail Trade and the Services sectors with employment gains between 81 to 157 and 51 to 102, respectively.
- Output is expected to increase between $8.9 million and $17.5 million.
- Local tax revenue is expected to increase between $193,300 and $384,500.

Overall Impact

- The employment multipliers for both a 25,000 square foot facility and 50,000 square foot facility would be 1.26.
- The output multipliers for both a 25,000 square foot facility and 50,000 square foot facility would be 1.35.

This study shows that the proposed convention center will at a minimum increase total employment within the county by 70 jobs and output by $4.4 million, according to the Low, short-term, Scenario of a 25,000 square foot facility. If the facility was 50,000 square feet, the minimum increase in total employment would be 138 jobs and output by $8.7 million. In the longer run, when the center reaches full operational capacity, the total employment impact will be 140 jobs and output will be $8.9 million, based on the High Scenario of a 25,000 square foot facility. If the facility were 50,000 square feet, the maximum increase in total employment would be 275 jobs and output by $17.5 million. In addition to employment and output, a 25,000 square foot facility is expected to generate between $96,600 and $115,600 in local tax collections, while a 50,000 square foot facility is expected to generate between $193,300 and $384,500 in local tax collections.

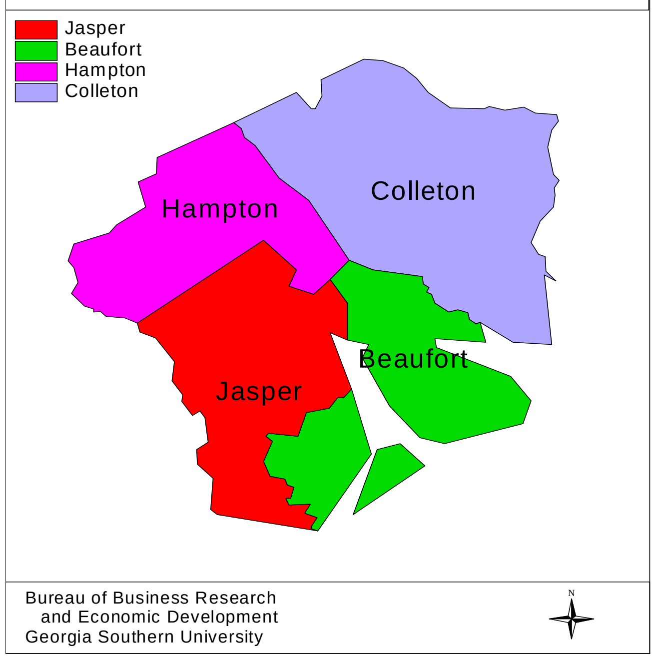
Data and Region

The data supplied for this economic impact analysis came from four different sources. The primary source used was the Travel Industry Association. In particular, this included the tourism data for each of the tourism markets analyzed in this study: meetings, conventions, reunions, and general uses. [3]

The other major source used for this study came from was a survey conducted by the Bureau of Business Research and Economic Development and Wilbur Smith Associates. This study was both a phone and personal interview survey with similar conference centers within the United States.[4] The information used from this survey consisted of both market information and operations.

Figure 1 represents the economic region used in this study, Northern Beaufort County. Even though this study used Northern Beaufort County as the primary economic region, it is expected that this facility will impact a much larger area, mostly within a 60-mile radius of the county. This means that both Northern Beaufort County and the surrounding area will be affected, positively or negatively, by this impact.

FIGURE 1
THE STUDY AREA



This study also shows the economic impact of the potential convention center at a sub-county level. The sub-regions include the following areas: Bluffton, Hilton Head, Northwest (which includes Yemassee, Sheldon, Seabrook and Laurel Bay, Dale, and Lobeco), Resort Islands (which includes Ladys, St. Helena and other resort islands), Northern Beaufort (which includes Port Royal), and Daufuskie, as shown in Figure 2. It should be noted the accuracy of the impact at a sub- region level will not be as precise as the county level. One major fault in

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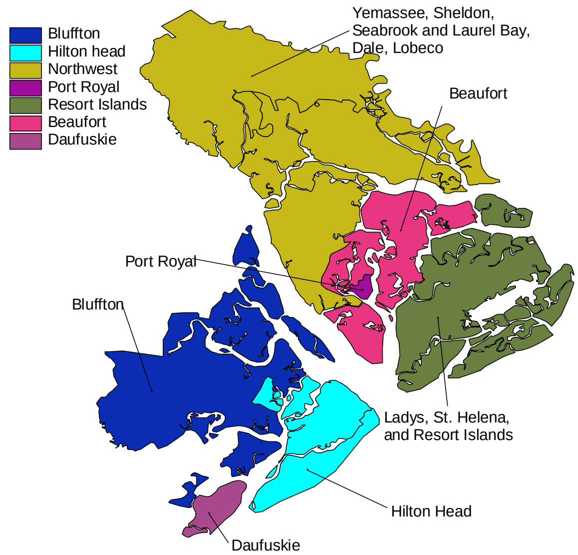
[3] *Profile Expenditure Patterns of Travelers in the U.S., 2002 Edition*. Travel Industry Association of America, 2002.
Economic Impact of Travel on Georgia, 2002 Profile. Travel Industry Association of America, 2003.
Business and Convention Travelers, 2004 Edition. Travel Industry Association of America, 2004.
Domestic Travel Market Report, 2004 Report. Travel Industry Association of America, 2004.

[4] This survey was conducted in January of 2005. There were 15 completed surveys from both business and agricultural related centers and 14 completed surveys from companies/organizations that market these centers.

this analysis is the final location of the convention center. At the time this study was conducted a location was not determined other than being located in the Northern Beaufort area. It should be noted, however, that the actual location of the facility is extremely important for the success of the convention center. The facility should be easily accessible to both businesses and visitors, and should be strategically located to utilize both the natural resources (i.e. water) and the historical resources (i.e. downtown) of the area. The method of breaking down the County impact was based on the presence of tourism businesses within each sub-region.[5] Refer to appendix B for direct and total employment and output impacts for each sub-region.

FIGURE 2
BEAUFORT COUNTY - REGIONS



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Since there were no comprehensive preexisting numbers on occupancy rates, visitors, or expenditure patterns, several assumptions were made to create a reasonable profile of the impact of the proposed convention center. To ensure that the assumptions were reasonable, two scenarios were created, low and high. For policy analysis, one could use the low scenario as a short term impact of the facility, one to five years, and the high scenario as a long term impact, more than five years.[6]

The two scenarios each consist of four basic markets. These markets include the four major uses of the facility: meetings, conventions, reunions, and general uses. The meetings market includes the facility being used for local and non-local business meetings, public meetings, and all other meetings that would utilize the facility in a classroom or

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[5] A weighted value was calculated based on direct tourism expenditures from Northern Beaufort County by sector from IMPLAN and divided by the total expenditure from the base data for that county and sector. Those weights were used within the sub regions and applied to a detailed business database called Reference USA. In addition, this study added an additional weight to the Northern Beaufort area by type of tourism activity to reflect the direct benefit of the conference center to that area. The weight forces the model to place a higher demand for entertainment, lodging retail, and food within the Northern Beaufort area. The weighted value effectively captures 78% of all conference-related activities from the county to the Northern Beaufort County area.

[6] The Low Scenario uses an assumption that the facility will only be used 40% of the year, or 146 days. The High Scenario uses an assumption that the facility will be used 60% of the year, or 219 days.

boardroom format. The conferences market includes the facility being used for all functions that would use the facility in a theater style format. The reunions market includes the facility being used for military reunions, family reunions, and all other types of use that would employ the facility in a banquet style format. The general use market would include all other potential uses of the facility.

Table 1 represents the Low Scenario of a 25,000 square foot convention center. This scenario assumes that the facility will only be used 40% of the year, 146 days. The allocation of those 146 days for each market is 15% or 55 days for meetings, 8% or 29 days for conventions, 4% or 15 days for reunions, and 13% or 47 days for general uses.[7] Therefore, it is estimated that there will be 55 meeting events, 29 convention events, 15 reunions, and 47 general events in a year.

The Low Scenario also assumes that the number of potential users is based on the available seating capacity for each type of event. The total seating capacity for meetings was estimated at a maximum of 794, depending on the arrangement of seats. Assuming that the average attendance will be about 10% of the full capacity, the total potential number of users will be approximately 2,175 per year (794 x .10 x 27 events).[8]

The total seating capacity for conventions was estimated at a maximum of 1,379 seats. For the Low Scenario it was assumed that the average attendance will be about 75% full. Therefore, the total potential number of users will be approximately 10,788 per year (1,379 x .75 x 10 events).

The total seating capacity for reunions was estimated at a maximum of 1,059. For the Low Scenario it was assumed that the average attendance will be about 15% of the full capacity. Therefore, the total potential number of users of the facility will be approximately 928 (1,059 x .15 x 6 events).

The total seating capacity for general uses was estimated at a maximum of 1,059. For the Low Scenario, it was assumed that the average attendance will be about 15% of the full capacity. Therefore, the total potential number of users will be approximately 7,540 (1,059 x .15 x 47 events). The total estimated number of potential users of the facility combined was 21,431 per year.

A third major assumption used in this study pertains to the percent of the users from within the local and non-local markets. Users of the facility from within the local market will spend less on such items as transportation, accommodations, and entertainment. As such it was estimated that the local markets for meetings, conventions, reunions, and general uses were 60%, 20%, 40% and 40%, respectively.

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[7] Each tourism market was estimated based on 365 days. Each day was considered as a potentially available unit and could not be broken into smaller units.

[8] Numbers for potential users do not add up due to rounding.

TABLE 1
Low Scenario- 25,000 Sq Ft
Estimated Use of the Convention Center

	Breakdown	Footage
Office	15%	3,750
Halls	15%	3,750
Kitchen	5%	1,250
Meeting Facilities	65%	16,250
Total	**100%**	**25,000**

Maximum Capacity by Type of Use

	Classroom Style	Theatre Style	Banquet Style
*Capacity per sqf	0.049	0.085	0.065
Meeting Facilities	16,250	16,250	16,250
Maximum Capacity	**794**	**1,379**	**1,059**

*This is based on maximum seeting capicity by size from several conference centers.

***Estimated Utilization of the Convention Center**

	Meeting	Convention	Reunion	General	Total
Number of Days	365	365	365	365	
Utilization by Day	15%	8%	4%	13%	**40%**
Total Utilization	**55**	**29**	**15**	**47**	**146**

*This is based on the facility being used 40% of the year, or 146 days.

Estimated Number of Events

	Meeting	Convention	Reunion	General	Total
Total Utilization	55	29	15	47	
Event Duration	2	2.8	2.5	1	
Total	**27**	**10**	**6**	**47**	**91**

Estimated Total Users

	Meeting	Convention	Reunion	General	Total
Seating Capacity	794	1,379	1,059	1,059	
Avg Attendees (10%)	79				
Avg Attendees (15%)			159	159	
Avg Attendees (75%)		1,034			
Estimated No. of Events	27	10	6	47	
Total User	**2,175**	**10,788**	**928**	**7,540**	**21,431**

Estimated User Equivalent

	Meeting	Convention	Reunion	General	Total
Total Utilization	55	29	15	47	
Avg Attendees	79	1,034	159	159	
User Equivalent	**4,350**	**30,207**	**2,320**	**7,540**	**44,416**

Assumptions for Local and Non-Local Users

	Meeting	Convention	Reunion	General
Local	60%	20%	40%	40%
Non-Local	40%	80%	60%	60%

	Meeting	Convention	Reunion	General	Total
Local	1,305	2,158	371	3,016	
Non-Local	870	8,630	557	4,524	
Total	**2,175**	**10,788**	**928**	**7,540**	**21,431**

Table 2 represents the High Scenario for a 25,000 square foot convention center, or the long-term full operations of the center.[9] There are two significant differences between this scenario and the Low Scenario: utilization over time and utilization by type. The High Scenario assumes that the conference center would be utilized 60% of the year, or 219 days, instead of 40% of the year. In addition, the High Scenario assumes a higher concentration in conventions.

TABLE 2
High Scenario- 25,000 Sq Ft
Estimated Use of the Convention Center

	Breakdown	Footage
Office	15%	3,750
Halls	15%	3,750
Kitchen	5%	1,250
Meeting Facilities	65%	16,250
Total	**100%**	**25,000**

Maximum Capacity by Type of Use

	Classroom Style	Theatre Style	Banquet Style
*Capacity per sqf	0.049	0.085	0.065
Meeting Facilities	16,250	16,250	16,250
Maximum Capacity	**794**	**1,379**	**1,059**

*This is based on maximum seeting capicity by size from several conference centers.

***Estimated Utilization of the Convention Center**

	Meeting	Convention	Reunion	General	Total
Number of Days	365	365	365	365	
Utilization by Day	17%	17%	6%	20%	**60%**
Total Utilization	**62**	**62**	**22**	**73**	**219**

*This is based on the facility being used 60% of the year, or 219 days.

Estimated Number of Events

	Meeting	Convention	Reunion	General	Total
Total Utilization	62	62	22	73	
Event Duration	2	2.8	2.5	1	
Total	**31**	**22**	**9**	**73**	**135**

Estimated Total Users

	Meeting	Convention	Reunion	General	Total
Seating Capacity	794	1,379	1,059	1,059	
Avg Attendees (10%)	79				
Avg Attendees (15%)			159	159	
Avg Attendees (75%)		1,034			
Estimated No. of Events	31	22	9	73	
Total Users	**2,465**	**22,925**	**1,392**	**11,599**	**38,381**

Estimated User Equivalent

	Meeting	Convention	Reunion	General	Total
Total Utilization	62	62	22	73	
Avg Attendees	79	1,034	159	159	
User Equivalent	**4,930**	**64,189**	**3,480**	**11,599**	**84,198**

Assumptions for Local and Non-Local Users

	Meeting	Convention	Reunion	General
Local	60%	20%	40%	40%
Non-Local	40%	80%	60%	60%

	Meeting	Convention	Reunion	General	Total
Local	1,479	4,585	557	4,640	
Non-Local	986	18,340	835	6,960	
Total	**2,465**	**22,925**	**1,392**	**11,599**	**38,381**

[9] It typically takes three to five years for a new center to establish itself. This is because large events usually book at least three years out.

Table 3 represents the Low Scenario for a 50,000 square foot convention center. The only significant difference between this scenario and the Low Scenario of a 25,000 square foot convention center is the facility size, therefore, the seating capacity increases. As such, meetings increase from a maximum of 794 to 1,589 seats, the conventions increase from 1,379 to 2,759 seats, the reunions increase from 1,059 to 2,119 seats, and general uses from 1,059 to 2,119 seats.

TABLE 3
Low Scenario- 50,000 Sq Ft
Estimated Useof the Convention Center

	Breakdown	Footage
Office	15%	7,500
Halls	15%	7,500
Kitchen	5%	2,500
Meeting Facilities	65%	32,500
Total	**100%**	**50,000**

Maximum Capacity by Type of Use

	Classroom Style	Theatre Style	Banquet Style
*Capacity per sqf	0.049	0.085	0.065
Meeting Facilities	32,500	32,500	32,500
Maximum Capacity	**1,589**	**2,759**	**2,119**

*This is based on maximum seeting capicity by size from several conference centers.

***Estimated Utilization of the Convention Center**

	Meeting	Convention	Reunion	General	Total
Number of Days	365	365	365	365	
Utilization by Day	15%	8%	4%	13%	**40%**
Total Utilization	**55**	**29**	**15**	**47**	**146**

*This is based on the facility being used 40% of the year, or 146 days.

Estimated Number of Events

	Meeting	Convention	Reunion	General	Total
Total Utilization	55	29	15	47	
Event Duration	2	2.8	2.5	1	
Total	**27**	**10**	**6**	**47**	**91**

Estimated Total Users

	Meeting	Convention	Reunion	General	Total
Seating Capacity	1,589	2,759	2,119	2,119	
Avg Attendees (10%)	159				
Avg Attendees (15%)			318	318	
Avg Attendees (75%)		2,069			
Estimated No. of Events	27	10	6	47	
Total Users	**4,350**	**21,576**	**1,856**	**15,079**	**42,861**

Estimated User Equivalent

	Meeting	Convention	Reunion	General	Total
Total Utilization	55	29	15	47	
Avg Attendees	159	2,069	318	318	
User Equivalent	**8,700**	**60,413**	**4,640**	**15,079**	**88,832**

Assumptions for Local and Non-Local Users

	Meeting	Convention	Reunion	General
Local	60%	20%	40%	40%
Non-Local	40%	80%	60%	60%

	Meeting	Convention	Reunion	General	Total
Local	2,610	4,315	742	6,032	
Non-Local	1,740	17,261	1,114	9,048	
Total	**4,350**	**21,576**	**1,856**	**15,079**	**42,861**

Table 4 represents the High Scenario for a 50,000 square foot convention center, or the long-term full operations of the center.[10] There are two significant differences between this scenario and the Low Scenario: utilization over time and utilization by type. The High Scenario assumes that the convention center would be utilized 60% of the year, or 219 days, instead of 40% of the year. In addition, the High Scenario assumes a higher concentration in conventions.

TABLE 4
High Scenario- 50,000 Sq Ft

Estimated Use of the Convention Center

	Breakdown	Footage
Office	15%	7,500
Halls	15%	7,500
Kitchen	5%	2,500
Meeting Facilities	65%	32,500
Total	**100%**	**50,000**

Maximum Capacity by Type of Use

	Classroom Style	Theatre Style	Banquet Style
*Capacity per sqf	0.049	0.085	0.065
Meeting Facilities	32,500	32,500	32,500
Maximum Capacity	**1,589**	**2,759**	**2,119**

*This is based on maximum seeting capicity by size from several conference centers.

***Estimated Utilization of the Convention Center**

	Meeting	Convention	Reunion	General	Total
Number of Days	365	365	365	365	
Utilization by Day	17%	17%	6%	20%	**60%**
Total Utilization	**62**	**62**	**22**	**73**	**219**

*This is based on the facility being used 60% of the year, or 219 days.

Estimated Number of Events

	Meeting	Convention	Reunion	General	Total
Total Utilization	62	62	22	73	
Event Duration	2	2.8	2.5	1	
Total	**31**	**22**	**9**	**73**	**135**

Estimated Total Users

	Meeting	Convention	Reunion	General	Total
Seating Capacity	1,589	2,759	2,119	2,119	
Avg Attendees (10%)	159				
Avg Attendees (15%)			318	318	
Avg Attendees (75%)		2,069			
Estimated No. of Events	31	22	9	73	
Total Users	**4,930**	**45,849**	**2,784**	**23,199**	**76,762**

Estimated Visitor Equivalent

	Meeting	Convention	Reunion	General	Total
Total Utilization	62	62	22	73	
Avg Attendees	159	2,069	318	318	
User Equivalent	**9,859**	**128,378**	**6,960**	**23,199**	**168,396**

Assumptions for Local and Non-Local Users

	Meeting	Convention	Reunion	General
Local	60%	20%	40%	40%
Non-Local	40%	80%	60%	60%

	Meeting	Convention	Reunion	General	Total
Local	2,958	9,170	1,114	9,279	
Non-Local	1,972	36,680	1,670	13,919	
Total	**4,930**	**45,849**	**2,784**	**23,199**	**76,762**

[10] It typically takes three to five years for a new center to establish itself. This is because large events usually book at least three years out.

Table 5 represents the estimated total average trip spending by category.[11] This takes into consideration each user during their entire visit. The average length of stay for each user market was 2 for meetings, 2.8 for conventions, 2.5 for reunions and 1 day for general uses. As such, the total average spending per person per trip for non-local users was $197.34 for meetings, $325.43 for conventions and $257.70 for reunions and general uses.[12]

TABLE 5
Total Average Trip Spending by Category*

Non-Local Users	**Meeting**	**Convention**	**Reunion**	**General**
Auto Transportation	$31.51	$47.28	$37.80	$37.80
Lodging	$57.04	$144.13	$68.40	$68.40
Foodservice	$42.09	$68.39	$94.20	$94.20
Entertainment & Recreation	$16.33	$12.85	$25.50	$25.50
General Retail Trade	$50.37	$52.79	$31.80	$31.80
Total	**$197.34**	**$325.43**	**$257.70**	**$257.70**

Local Users	**Meeting**	**Convention**	**Reunion**	**General**
Auto Transportation	$31.51	$47.28	$37.80	$37.80
Foodservice	$42.09	$68.39	$94.20	$94.20
Entertainment & Recreation	$16.33	$12.85	$25.50	$25.50
General Retail Trade	$50.37	$52.79	$31.80	$31.80
Total	**$140.30**	**$181.31**	**$189.30**	**$189.30**

* The total average trip spending for meetings, conventions, reunions and general uses were $230, $459, $300 and $300 respectively.

Source: Domestic Travel Market Report 2004 Edition, TIA

Direct Economic Impact – Input Data

Table 6 represents the direct output impact associated with each tourism market by both local and non-local users for the Low Scenario of a 25,000 square foot facility. As such, it is expected that this project will directly support (increase or retain) approximately $3.1 million of economic activity within Beaufort County. This is the direct value used to estimate the total economic impact of the center for the Low Scenario of a 25,000 square foot facility.

[11] Lodging estimates were derived from the national average rates for each type of tourism activity. However, a recent study from BBRED estimated the average trip expenditure for lodging in the Beaufort area to be $124.86.

[12] It should be noted that public transportation (i.e. taxes, buses, rail, and air) was completely removed from the direct spending estimate because the majority of the expenditures would not occur in the local market.

TABLE 6
Total Direct Impact (in 2004$)
Low Scenario- 25,000 Sq Ft

Non-Local Users	Meeting	Convention	Reunion	General	Total
Auto Transportation	$13,706	$342,877	$22,976	$74,672	$454,230
Lodging	$24,811	$1,045,275	$41,575	$135,120	$1,246,781
Foodservice	$18,308	$496,006	$57,257	$186,086	$757,658
Entertainment & Recreation	$7,103	$93,209	$15,500	$50,374	$166,186
General Retail Trade	$21,910	$382,823	$19,329	$62,819	$486,881
Total	**$85,838**	**$2,360,190**	**$156,637**	**$509,070**	**$3,111,736**

Local Users	Meeting	Convention	Reunion	General	Total
Auto Transportation	$20,559	$85,719	$15,317	$49,781	$171,377
Foodservice	$27,462	$124,002	$38,172	$124,058	$313,693
Entertainment & Recreation	$10,655	$23,302	$10,333	$33,582	$77,873
General Retail Trade	$32,865	$95,706	$12,886	$41,879	$183,336
Total	**$91,541**	**$328,729**	**$76,708**	**$249,300**	**$746,278**

Table 7 represents the direct output impact associated with each tourism market by both local and non-local users for the Low Scenario of a 50,000 square foot facility. As such, it is expected that this project will directly support (increase or retain) approximately $6.2 million of economic activity within Beaufort County. This is the direct value used to estimate the total economic impact of the center for the Low Scenario of a 50,000 square foot facility.

TABLE 7
Total Impact (in 2004$)
Low Scenario- 50,000 Sq Ft

Non-Local Users	Meeting	Convention	Reunion	General	Total
Auto Transportation	$27,412	$685,753	$45,952	$149,343	$908,460
Lodging	$49,622	$2,090,549	$83,151	$270,240	$2,493,562
Foodservice	$36,616	$992,012	$114,515	$372,173	$1,515,316
Entertainment & Recreation	$14,206	$186,418	$30,999	$100,747	$332,371
General Retail Trade	$43,820	$765,647	$38,658	$125,638	$973,762
Total	**$171,676**	**$4,720,380**	**$313,274**	**$1,018,141**	**$6,223,471**

Local Users	Meeting	Convention	Reunion	General	Total
Auto Transportation	$41,118	$171,438	$30,634	$99,562	$342,753
Foodservice	$54,924	$248,003	$76,343	$248,115	$627,386
Entertainment & Recreation	$21,309	$46,605	$20,666	$67,165	$155,745
General Retail Trade	$65,729	$191,412	$25,772	$83,759	$366,671
Total	**$183,081**	**$657,458**	**$153,416**	**$498,601**	**$1,492,555**

Table 8 represents the direct output impact associated with each tourism market by both local and non-local users for the High Scenario of a 25,000 square foot facility. As such, it is expected that this project will directly support (increase or retain) approximately $6.1 million of economic activity within Beaufort County. This is the direct value used to estimate the total economic impact of the center for the High Scenario of a 25,000 square foot facility.

TABLE 8
Total Direct Impact (in 2004$)
High Scenario- 25,000 Sq Ft

Non-Local Users	Meeting	Convention	Reunion	General	Total
Auto Transportation	$15,534	$728,613	$34,464	$114,879	$893,490
Lodging	$28,119	$2,221,208	$62,363	$207,877	$2,519,567
Foodservice	$20,749	$1,054,013	$85,886	$286,287	$1,446,935
Entertainment & Recreation	$8,050	$198,070	$23,249	$77,498	$306,867
General Retail Trade	$24,831	$813,500	$28,993	$96,645	$963,969
Total	**$97,283**	**$5,015,404**	**$234,956**	**$783,185**	**$6,130,828**

Local Users	Meeting	Convention	Reunion	General	Total
Auto Transportation	$23,300	$182,153	$22,976	$76,586	$305,016
Foodservice	$31,124	$263,503	$57,257	$190,858	$542,742
Entertainment & Recreation	$12,075	$49,517	$15,500	$51,665	$128,758
General Retail Trade	$37,247	$203,375	$19,329	$64,430	$324,380
Total	**$103,746**	**$698,549**	**$115,062**	**$383,539**	**$1,300,896**

Table 9 represents the direct output impact associated with each tourism market by both local and non-local users for the High Scenario of a 50,000 square foot facility. As such, it is expected that this project will directly support (increase or retain) approximately $12.3 million of economic activity within Beaufort County. This is the direct value used to estimate the total economic impact of the center for the High Scenario of a 50,000 square foot facility.

TABLE 9
Total Impact (in 2004$)
High Scenario- 50,000 Sq Ft

Non-Local Visitors	Meeting	Convention	Reunion	General	Total
Auto Transportation	$31,067	$1,457,226	$68,928	$229,759	$1,786,979
Lodging	$56,238	$4,442,417	$124,726	$415,754	$5,039,135
Foodservice	$41,498	$2,108,026	$171,772	$572,573	$2,893,869
Entertainment & Recreation	$16,101	$396,139	$46,499	$154,996	$613,734
General Retail Trade	$49,662	$1,627,000	$57,987	$193,289	$1,927,938
Total	**$194,567**	**$10,030,807**	**$469,911**	**$1,566,370**	**$12,261,655**

Local Visitors	Meeting	Convention	Reunion	General	Total
Auto Transportation	$46,601	$364,306	$45,952	$153,172	$610,031
Foodservice	$62,248	$527,006	$114,515	$381,715	$1,085,484
Entertainment & Recreation	$24,151	$99,035	$30,999	$103,331	$257,515
General Retail Trade	$74,493	$406,750	$38,658	$128,859	$648,760
Total	**$207,492**	**$1,397,098**	**$230,123**	**$767,078**	**$2,601,791**

The Model- Economic Impacts

The model used to show the economic impact of the proposed Northern Beaufort County Convention Center was IMPLAN.[13] This model is a static economic impact model that can analyze impacts geographically at only one specified point in time. Additionally, this model shows the interaction of the impact through the various sectors of the economy. The results of the impact are shown as employment, output, and tax increases or decreases.

The concept of how IMPLAN isolates the economic impact is shown in Figure 3. In this figure there is a base economy (the preexisting economy absent of the proposed impact), an alternative economy (the new economy with the proposed project), and the economic effect (an isolation of the economic impact or the difference between the base economy and the alternative economy). For the purpose of this study, the following tables and numbers only refer to the economic effect.

FIGURE 3
Estimating the Economic Effect

	Base Economy
Manufacturing	$ 30,000,000
Transportation	$ 10,000,000
Services	$ 30,000,000
Finance	$ 10,000,000
Government	$ 20,000,000
Total	**$ 100,000,000**

	Alternative
Manufacturing	**$ 50,000,000**
Transportation	$ 10,000,000
Services	$ 30,000,000
Finance	$ 10,000,000
Government	$ 20,000,000
Total	**$ 120,000,000**

	Economic Effect
Manufacturing	$ 20,000,000
Transportation	$ -
Services	$ -
Finance	$ -
Government	$ -
Total	**$ 20,000,000**

Economic Impact

The economic impact of the proposed Northern Beaufort County Convention Center is shown in two ways, Low Scenario and High Scenario. The Low Scenario should be considered the most conservative and short-term estimate of the economic impact. The High Scenario should be considered as a more representative estimate of the economic impact after some longer period of time.

[13] For more information about IMPAN and documentation supporting it, please visit www.implan.com.

Low Scenario - Employment

Table 10 shows the direct, indirect, and induced effects of the economy for each industry based on number of jobs.[14] The employment multiplier for the Low Scenario of a 25,000 square foot facility is 1.25.[15] Therefore, for every 100 employees in one of these user sectors, 25 employees are generated somewhere else in the economy.

Table 10 also shows that 56 people will be directly employed, and as a result, a total of 14 new jobs will be produced from the indirect and induced effects. Therefore, the total number of jobs in the economy will increase by 70. The largest growth in jobs will be within the Wholesale/Retail Trade sector with 40 new employees. The second largest growth in employment will be the within Service sector with 26 jobs.[16]

TABLE 10
Non-Local Low Scenario- 25,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	0	0	0
Non-Manufacturing				
Agriculture and Fish Products	0	0	0	0
Mining	0	0	0	0
Construction	0	1	0	1
Transportation	0	0	0	1
Wholesale/Retail Trade	36	1	4	40
Finance, Insurance, Real Estate	0	1	1	2
Services	20	3	3	26
Government	0	0	0	1
Farm	0	0	0	0
Total*	**56**	**6**	**8**	**70**

*Numbers may not add up due to rounding.

Table 11 shows the direct, indirect, and induced effects of the economy for each industry based on number of jobs. The employment multiplier for the Low Scenario of a 50,000 square foot facility is 1.25. Therefore, for every 100 employees in one of these user sectors, 25 employees are generated somewhere else in the economy.

Table 11 also shows that 112 people will be directly employed, and as a result, a total of 28 new jobs will be produced from the indirect and induced effects. Therefore, the total

[14] Indirect effects include the inter-industry purchases necessary to produce the product or service. Induced effects include the changes associated with the household income generated by the direct and indirect effects. The total impact is the summation of direct, indirect, and induced effects.
[15] A multiplier is a concept of how goods and services move through an economy and is calculated by dividing the total economic impact by the direct impact.
[16] The economic impact of local users of the facility is shown in appendix A.

number of jobs in the economy will increase by 140. The largest growth in jobs will be within the Wholesale/Retail Trade sector with 81 new employees. The second largest growth in employment will be the within Service sector with 51 jobs.

TABLE 11
Non-Local Low Scenario- 50,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	0	0	0
Non-Manufacturing				
Agriculture and Fish Products	0	0	0	0
Mining	0	0	0	0
Construction	0	1	0	2
Transportation	0	1	1	1
Wholesale/Retail Trade	72	1	7	81
Finance, Insurance, Real Estate	0	2	1	3
Services	40	6	6	51
Government	0	0	1	1
Farm	0	0	0	0
Total*	**112**	**12**	**16**	**140**

*Numbers may not add up due to rounding.

Low Scenario - Output

In addition to the total number of employees that will increase in the area, IMPLAN calculates an estimated value. Table 12 shows the direct, indirect, and induced effects of the economy for each industry. One can see that the total direct increase in dollars for the Low Scenario of a 25,000 square foot convention center will be about $3.3 million and the total increase in output in the area would be $4.4 million. This total includes the indirect and induced amount of $1.1 million. Thus, the output multiplier for the Low Scenario is 1.35. Therefore, for every $100 spent in one of these user sectors, $35 are generated somewhere else in the economy.

TABLE 12
Non-Local Low Scenario- 25,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	3,660	1,629	5,289
Non-Durables	0	20,816	6,796	27,612
Non-Manufacturing				
Agriculture and Fish Products	0	6,016	2,415	8,430
Mining	0	0	1	2
Construction	0	44,498	11,754	56,252
Transportation	0	65,384	39,038	104,422
Wholesale/Retail Trade	1,764,803	42,997	184,399	1,992,199
Finance, Insurance, Real Estate	0	149,107	175,836	324,943
Services	1,503,737	169,539	182,224	1,855,501
Government	0	26,604	28,562	55,166
Farm	0	1,297	1,159	2,457
Total*	**$ 3,268,541**	**$ 529,918**	**$ 633,814**	**$ 4,432,273**

*Numbers may not add up due to rounding.

Table 13 shows the direct, indirect, and induced effects of the economy for each industry. One can see that the total direct increase in dollars for the Low Scenario of a 50,000 square foot facility due to the Convention Center will be about $6.5 million and the total increase in output in the area would be $8.8 million. This total includes the indirect and induced amount of $2.3 million. Thus, the output multiplier for the Low Scenario is 1.35. Therefore, for every $100 spent in one of these user sectors, $35 are generated somewhere else in the economy.

TABLE 13
Non-Local Low Scenario- 50,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	7,320	3,258	10,579
Non-Durables	0	41,631	13,592	55,223
Non-Manufacturing				
Agriculture and Fish Products	0	12,031	4,829	16,861
Mining	0	1	2	3
Construction	0	88,997	23,508	112,504
Transportation	0	130,768	78,076	208,844
Wholesale/Retail Trade	3,529,607	85,994	368,798	3,984,398
Finance, Insurance, Real Estate	0	298,214	351,672	649,886
Services	3,007,474	339,077	364,449	3,711,000
Government	0	53,208	57,125	110,333
Farm	0	2,594	2,319	4,913
Total*	**$ 6,537,080**	**$ 1,059,836**	**$ 1,267,627**	**$ 8,864,544**

*Numbers may not add up due to rounding.

High Scenario - Employment

Table 14 shows the direct, indirect, and induced effects of the economy for each industry based on number of jobs. The employment multiplier for the High Scenario of a 25,000 square foot facility is 1.25. Therefore, for every 100 employees in one of these user sectors, 25 employees are generated somewhere else in the economy.

Table 14 also shows that 110 people will be directly employed, and as a result, a total of 28 new jobs will be produced from the indirect and induced effects. Therefore, the total number of jobs in the economy will increase by 138 employees. The largest growth in jobs will be in within the Wholesale/Retail Trade sector with 79 new employees. The second largest growth in employment will be within the Service sector with 51 jobs.

TABLE 14
Non-Local High Scenario- 25,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	0	0	0
Non-Manufacturing				
Agriculture and Fish Products	0	0	0	0
Mining	0	0	0	0
Construction	0	1	0	2
Transportation	0	1	0	1
Wholesale/Retail Trade	70	1	7	79
Finance, Insurance, Real Estate	0	2	1	3
Services	39	6	6	51
Government	0	0	1	1
Farm	0	0	0	0
Total*	**110**	**12**	**16**	**138**

*Numbers may not add up due to rounding.

Table 15 shows the direct, indirect, and induced effects of the economy for each industry based on number of jobs. The employment multiplier for the High Scenario of a 50,000 square foot facility is 1.26. Therefore, for every 100 employees in one of these user sectors, 26 employees are generated somewhere else in the economy.

Table 15 also shows that 219 people will be directly employed, and as a result, a total of 55 new jobs will be produced from the indirect and induced effects. Therefore, the total number of jobs in the economy will increase by 275 employees. The largest growth in jobs will be in within the Wholesale/Retail Trade sector with 157 new employees. The second largest growth in employment will be within the Service sector with 102 jobs.

TABLE 15
Non-Local High Scenario- 50,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	1	0	1
Non-Manufacturing				
Agriculture and Fish Products	0	1	0	1
Mining	0	0	0	0
Construction	0	3	1	3
Transportation	0	2	1	3
Wholesale/Retail Trade	141	2	15	157
Finance, Insurance, Real Estate	0	4	2	7
Services	79	12	11	102
Government	0	1	1	2
Farm	0	0	0	0
Total*	**219**	**24**	**31**	**275**

*Numbers may not add up due to rounding.

High Scenario - Output

In addition to the total number of employees that will increase in the area, IMPLAN calculates an estimated value. Table 16 shows the direct, indirect, and induced effects of the economy for each industry. One can see that the total direct increase in dollars for the High Scenario of a 25,000 square foot convention center will be about $6.4 million and the total increase in output in the area would be $8.7 million. This total includes the indirect and induced amount of $2.3 million. Thus, the output multiplier for the High Scenario is 1.36. Therefore, for every $100 spent in one of these user sectors, $36 are generated somewhere else in the economy.

TABLE 16
Non-Local High Scenario- 25,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	7,202	3,208	10,409
Non-Durables	0	40,907	13,380	54,287
Non-Manufacturing				
Agriculture and Fish Products	0	11,942	4,754	16,697
Mining	0	1	2	3
Construction	0	88,327	23,141	111,468
Transportation	0	129,321	76,860	206,181
Wholesale/Retail Trade	3,432,662	83,391	363,055	3,879,108
Finance, Insurance, Real Estate	0	294,958	346,196	641,155
Services	3,008,484	331,333	358,774	3,698,592
Government	0	52,620	56,236	108,856
Farm	0	2,486	2,282	4,768
Total*	**$ 6,441,146**	**$ 1,042,488**	**$ 1,247,890**	**$ 8,731,524**

*Numbers may not add up due to rounding.

Table 17 shows the direct, indirect, and induced effects of the economy for each industry. One can see that the total direct increase in dollars for the High Scenario of a 50,000 square foot convention center will be about $12.9 million and the total increase in output in the area would be $17.5 million. This total includes the indirect and induced amount of $4.6 million. Thus, the output multiplier for the High Scenario is 1.35. Therefore, for every $100 spent in one of these user sectors, $36 are generated somewhere else in the economy.

TABLE 17
Non-Local High Scenario- 50,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	14,403	6,415	20,818
Non-Durables	0	81,814	26,760	108,574
Non-Manufacturing				
Agriculture and Fish Products	0	23,885	9,508	33,393
Mining	0	2	5	7
Construction	0	176,653	46,283	222,936
Transportation	0	258,641	153,721	412,362
Wholesale/Retail Trade	6,865,321	166,783	726,111	7,758,214
Finance, Insurance, Real Estate	0	589,917	692,392	1,282,309
Services	6,016,969	662,667	717,548	7,397,184
Government	0	105,241	112,471	217,712
Farm	0	4,971	4,565	9,536
Total*	**$ 12,882,290**	**$ 2,084,977**	**$ 2,495,779**	**$ 17,463,045**

*Numbers may not add up due to rounding.

Tax Impact

In addition to the total number of employees and an estimated increase in output in the area, this study also shows the impact in terms of local taxes collected, as shown in tables 18 through 21.

It should be noted that this study estimated the local tax revenue based on only the following four sectors: General Retail Trade, Food, Lodging, and Entertainment & Recreation. [17] The tax impact generated by these four sectors is limited in scope because all other sales taxes, licenses, and other forms of revenue are excluded from these estimates. For example, these estimates exclude taxes/revenues from property, alcoholic beverages, tobacco, business licenses, motor vehicle licenses, and franchise fees. In addition, the following estimates exclude revenues generated at the state and national level.

Low Scenario – Tax

Table 18 shows that the total tax collections impact for the Low Scenario of a 25,000 square foot facility is approximately $94,600. The largest portion corresponds to the Lodging sector with more than $67,500, followed by the Food and General Retail Trade sectors with nearly $16,600 and $11,000, respectively.

TABLE 18
Tax Impact by Sector for Beaufort County
Non-Local Low Scenario- 25,000 Sq Ft

Industry	Total
General Retail Trade	11,008
Food	16,595
Lodging	64,542
Entertainment	4,483
Total	**96,627**

As shown in Table 19, total tax collections for the Low Scenario of a 50,000 square foot facility are approximately $193,300. The largest portion corresponds to the Lodging sector with more than $129,000, followed by the Food and General Retail Trade sectors with nearly $33,200 and $22,000, respectively.

[17] It should be noted that the Beaufort Regional Chamber of Commerce estimated the local tax collection to be the following: 5% for lodging, 2% for eating and drinking, 2% for entertainment & recreation, and 2% for general retail.

TABLE 19
Tax Impact by Sector for Beaufort County
Non-Local Low Scenario- 50,000 Sq Ft

Industry	Total
General Retail Trade	22,015
Food	33,190
Lodging	129,083
Entertainment	8,965
Total	**193,253**

High Scenario- Tax

Table 20 shows that the total tax collections impact for the High Scenario of a 25,000 square foot facility is approximately $115,600. The largest portion corresponds to the Lodging sector with almost $53,700 followed by the Food and General Retail Trade sectors with nearly $31,800 and $21,800, respectively.

TABLE 20
Tax Impact by Sector for Beaufort County
Non-Local High Scenario- 25,000 Sq Ft

Industry	Total
General Retail Trade	21,781
Food	31,754
Lodging	53,680
Entertainment	8,348
Total	**115,563**

As shown in Table 21, total tax collections for the High Scenario of a 50,000 square foot facility are approximately $384, 500. The largest portion corresponds to the Lodging sector with more than $260,700, followed by the Food and General Retail Trade sectors with nearly $63,500 and $16,700, respectively.

TABLE 21
Tax Impact by Sector for Beaufort County
Non-Local High Scenario- 50,000 Sq Ft

Industry	Total
General Retail Trade	43,563
Food	63,507
Lodging	260,731
Entertainment	16,695
Total	**384,496**

Conclusion

The proposed Convention Center is expected to increase employment and output in both Beaufort County and in the surrounding area. This study has focused on the meetings, conventions, reunions, and general uses- tourism markets served by Northern Beaufort County, SC and has identified not only the direct and total economic impact of tourism in terms of jobs created, but also in terms of output in dollars.

The linkage from a user economy to the entire economy is shown by what is called a multiplier. The employment multiplier for Beaufort County was 1.26. That is, for every 100 jobs in this industry, there would be an additional 26 jobs supported in the region. On the other hand, the output multiplier was 1.35; hence for every 100 jobs in this industry, 35 other jobs would be generated in the area.

Overall, the proposed Convention Center would have a significant economic impact on the economy within the region regardless of the facility size. However, the total direct user expenditure by non-local users of the facility would be between $3.3 million and $6.4 million if a 25,000 square foot facility were built, and $6.5 million and $12.9 million if a 50,000 square foot facility were built.

Appendix A

Local Low Scenario- 25,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	0	0	0
Non-Manufacturing				
Agriculture and Fish Products	0	0	0	0
Mining	0	0	0	0
Construction	0	0	0	0
Transportation	0	0	0	0
Wholesale/Retail Trade	14	0	1	15
Finance, Insurance, Real Estate	0	0	0	0
Services	2	1	1	3
Government	0	0	0	0
Farm	0	0	0	0
Total*	**16**	**1**	**2**	**19**

*Numbers may not add up due to rounding.

Local Low Scenario- 50,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	0	0	0
Non-Manufacturing				
Agriculture and Fish Products	0	0	0	0
Mining	0	0	0	0
Construction	0	0	0	0
Transportation	0	0	0	0
Wholesale/Retail Trade	29	0	2	31
Finance, Insurance, Real Estate	0	0	0	1
Services	3	2	1	6
Government	0	0	0	0
Farm	0	0	0	0
Total*	**32**	**3**	**4**	**39**

*Numbers may not add up due to rounding.

Local Low Scenario- 25,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	987	402	1,389
Non-Durables	0	5,622	1,676	7,298
Non-Manufacturing				
Agriculture and Fish Products	0	905	596	1,500
Mining	0	0	0	0
Construction	0	7,402	2,899	10,300
Transportation	0	13,322	9,628	22,950
Wholesale/Retail Trade	694,493	13,947	45,479	753,919
Finance, Insurance, Real Estate	0	30,606	43,367	73,973
Services	81,593	44,319	44,943	170,855
Government	0	5,389	7,045	12,434
Farm	0	507	286	792
Total*	**$ 776,086**	**$ 123,005**	**$ 156,321**	**$ 1,055,412**

*Numbers may not add up due to rounding.

Local Low Scenario- 50,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	1,974	804	2,778
Non-Durables	0	11,243	3,352	14,595
Non-Manufacturing				
Agriculture and Fish Products	0	1,810	1,191	3,001
Mining	0	0	1	1
Construction	0	14,803	5,798	20,601
Transportation	0	26,643	19,256	45,899
Wholesale/Retail Trade	1,388,984	27,894	90,959	1,507,837
Finance, Insurance, Real Estate	0	61,212	86,735	147,947
Services	163,186	88,639	89,885	341,710
Government	0	10,779	14,089	24,868
Farm	0	1,013	572	1,585
Total*	**$ 1,552,170**	**$ 246,010**	**$ 312,642**	**$ 2,110,821**

*Numbers may not add up due to rounding.

Local High Scenario- 25,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	0	0	0
Non-Manufacturing				
Agriculture and Fish Products	0	0	0	0
Mining	0	0	0	0
Construction	0	0	0	0
Transportation	0	0	0	0
Wholesale/Retail Trade	25	0	2	27
Finance, Insurance, Real Estate	0	0	0	1
Services	3	1	1	5
Government	0	0	0	0
Farm	0	0	0	0
Total*	**28**	**2**	**3**	**34**

*Numbers may not add up due to rounding.

Local High Scenario- 50,000 Sq Ft
Employment Impact for Beaufort County

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	0	0	0
Non-Durables	0	0	0	0
Non-Manufacturing				
Agriculture and Fish Products	0	0	0	0
Mining	0	0	0	0
Construction	0	0	0	1
Transportation	0	0	0	0
Wholesale/Retail Trade	50	1	3	54
Finance, Insurance, Real Estate	0	1	1	1
Services	6	3	3	11
Government	0	0	0	0
Farm	0	0	0	0
Total*	**56**	**5**	**7**	**67**

*Numbers may not add up due to rounding.

Local High Scenario- 25,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	1,726	700	2,426
Non-Durables	0	9,810	2,921	12,731
Non-Manufacturing				
Agriculture and Fish Products	0	1,568	1,038	2,605
Mining	0	0	1	1
Construction	0	12,893	5,051	17,944
Transportation	0	23,231	16,777	40,009
Wholesale/Retail Trade	1,217,835	24,176	79,248	1,321,259
Finance, Insurance, Real Estate	0	53,399	75,568	128,966
Services	134,909	76,262	78,313	289,484
Government	0	9,396	12,275	21,671
Farm	0	876	498	1,374
Total*	**$ 1,352,744**	**$ 213,336**	**$ 272,389**	**$ 1,838,469**

*Numbers may not add up due to rounding.

Local High Scenario- 50,000 Sq Ft
Output Impact for Beaufort County (2006$)

Industry	Direct	Indirect	Induced	Total
Manufacturing				
Durables	0	3,451	1,400	4,851
Non-Durables	0	19,621	5,841	25,462
Non-Manufacturing				
Agriculture and Fish Products	0	3,135	2,075	5,211
Mining	0	0	1	1
Construction	0	25,786	10,103	35,888
Transportation	0	46,463	33,554	80,017
Wholesale/Retail Trade	2,435,670	48,351	158,496	2,642,517
Finance, Insurance, Real Estate	0	106,797	151,135	257,932
Services	269,817	152,524	156,625	578,966
Government	0	18,791	24,550	43,341
Farm	0	1,752	996	2,748
Total*	**$ 2,705,486**	**$ 426,671**	**$ 544,778**	**$ 3,676,935**

*Numbers may not add up due to rounding.

Appendix B

The tables below show the estimated proportions of the Beaufort County area impact by sub-region. The largest percent of the impact, 78%, was allocated to Northern Beaufort, the City of Beaufort, and the surrounding area.[18] The second and third largest regions within the Beaufort County area were Hilton Head Island with 13% of the impact and the City of Bluffton with 4%. The smallest two regions were Daufuskie and Yemasee with 1% and 2%, respectively. The following tables are shown by direct economic impact (direct spending from users of the facility) and the total economic impact (direct, indirect, and induced combined).[19]

Direct Employment Impact by Defined Areas Within Beaufort County (number of jobs)

Name	Percent	Low Scenario 25,000 sq ft	Low Scenario 50,000 sq ft	High Scenario 25,000 sq ft	High Scenario 50,000 sq ft
Yemassee, Sheldon, Seabrook and Laurel Bay, Dale, Lobeco	2%	1	2	1	2
Hilton Head	13%	7	13	10	20
Ladys, St. Helena and Resort slands (Fripp, Harbor, Hunting)	3%	2	3	2	5
Bluffton	4%	2	4	3	6
Northern Beaufort, Port Royal	78%	42	84	63	126
Daufuskie	1%	0	1	1	1
Total*	**100%**	**53**	**106**	**80**	**160**

Total Employment Impact by Defined Areas Within Beaufort County (number of jobs)

Name	Percent	Low Scenario 25,000 sq ft	Low Scenario 50,000 sq ft	High Scenario 25,000 sq ft	High Scenario 50,000 sq ft
Yemassee, Sheldon, Seabrook and Laurel Bay, Dale, Lobeco	2%	1	2	2	3
Hilton Head	13%	8	17	13	25
Ladys, St. Helena and Resort slands (Fripp, Harbor, Hunting)	3%	2	4	3	6
Bluffton	4%	2	5	4	7
Northern Beaufort	78%	52	106	80	159
Daufuskie	1%	1	1	1	2
Total*	**100%**	67	134	101	201

[18] For more information on the allocation method to the sub-region, refer to the "Data and Region" section of this study.
[19] For more information on the concepts of economic impacts, refer to the "Model-Economic Impacts" section of this study.

Direct Output Impact by Defined Areas Within Beaufort County (2006$)

Name	Percent	Low Scenario 25,000 sq ft	Low Scenario 50,000 sq ft	High Scenario 25,000 sq ft	High Scenario 50,000 sq ft
Yemassee, Sheldon, Seabrook and Laurel Bay, Dale, Lobeco	2%	50,770	101,540	76,427	152,854
Hilton Head	13%	410,373	820,746	617,756	1,235,513
Ladys, St. Helena and Resort slands (Fripp, Harbor, Hunting)	3%	98,910	197,820	148,895	297,790
Bluffton	4%	116,606	233,213	175,534	351,067
Northern Beaufort, Port Royal	78%	2,559,684	5,119,367	3,853,230	7,706,459
Daufuskie	1%	27,104	54,208	40,801	81,603
Total*	**100%**	**$ 3,263,447**	**$ 6,526,894**	**$ 4,912,643**	**$ 9,825,285**

Total Output Impact by Defined Areas Within Beaufort County (2006$)

Name	Percent	Low Scenario 25,000 sq ft	Low Scenario 50,000 sq ft	High Scenario 25,000 sq ft	High Scenario 50,000 sq ft
Yemassee, Sheldon, Seabrook and Laurel Bay, Dale, Lobeco	2%	68,472	136,944	103,075	206,150
Hilton Head	13%	553,457	1,106,913	833,155	1,666,309
Ladys, St. Helena and Resort slands (Fripp, Harbor, Hunting)	3%	133,397	266,794	200,811	401,623
Bluffton	4%	157,263	314,526	236,739	473,477
Northern Beaufort	78%	3,452,163	6,904,326	5,196,768	10,393,537
Daufuskie	1%	36,554	73,109	55,028	110,056
Total*	**100%**	**$ 4,401,306**	**$ 8,802,612**	**$ 6,625,576**	**$ 13,251,152**

Appendix C

Table 1, shows six convention centers in the Southeast United States by a relative size range for room capacity. Please note the difference between room capacity and building size. The three size ranges are small, medium, and large: which includes facilities that are between: small is between 4,000 and 6,000 square feet, medium is between 6,001 and 20,000 square feet, and large is between 20,001 and 50,000 square feet.

Convention Centers by Size

	Size
Georgia Mountains Center	Small
Coastal Georgia Center	Small
Continuing Education Department	Small
WNCA Agricultural Center	Large
Senator Bob Martin Eastern Ag Center	Medium
Claremore ExpoCenter	Large

Tables 2 and 3, represent the total population, median household income, and per capita income by both city and county. One should use these tables as a reference point in determining comparable convention centers with similar communities. What is not included below is whether there are other convention centers in close proximity.

Total Population, Median Household Income and Per Capita Income by City

		Total population 2000	Median household income in 1999	Per capita income in 1999
Georgia Mountains Center	Gainesville City, GA	25,454	$ 36,605	$ 19,128
Coastal Georgia Center	Savannah City, GA	131,603	$ 29,038	$ 16,921
Continuing Education Department	Statesboro City, GA	22,630	$ 19,016	$ 12,585
WNCA Agricultural Center	Fletcher Town, NC	4,220	$ 45,426	$ 20,607
Senator Bob Martin Eastern Ag Center	Williamston Town, NC	5,911	$ 22,925	$ 14,125
Claremore ExpoCenter	Claremore City, OK	15,857	$ 34,547	$ 17,853
	Beaufort City, SC	**12,789**	**$ 36,532**	**$ 20,501**

Total Population, Median Household Income and Per Capita Income by County

		Total population 2003	Median household income in 1999	Per capita income in 1999
Georgia Mountains Center	Hall County, GA	156,101	$ 44,908	$ 19,690
Coastal Georgia Center	Chatham County, GA	235,270	$ 37,752	$ 21,152
Continuing Education Department	Bulloch County, GA	58,360	$ 29,499	$ 16,080
WNCA Agricultural Center	Henderson County, NC	93,817	$ 38,109	$ 21,110
Senator Bob Martin Eastern Ag Center	Martin County, NC	25,070	$ 28,793	$ 15,102
Claremore ExpoCenter	Rogers County, OK	77,193	$ 44,471	$ 19,073
	Beaufort County, SC	**132,889**	**$ 46,992**	**$ 25,377**