

**Economic Impact Worksheet for Your Program:
Based on Case Study from University of Alabama in Birmingham**

I. Local business volume

A. Non-personnel expenditures for the fiscal year

1. Numbers you need: your non-personnel budget total_____
2. 85% of your non-personnel budget (the percentage of those dollars spent in your local area)_____

B. Personnel expenditures for the fiscal year

3. Your total budget for staff wages and benefits (excluding instructors)_____
4. Your total wage and benefit budget less withholding = Disposable income_____

C. Expenditures by Visitors from outside the area (Seminars & Conferences, Special Events, etc.)

5. Average amount spent per day x the average number of days in the community_____

D. Expenditures by non-credit/enrichment class attended

6. Number of participants per year x the average number of sessions per year x average amount (non-fee) spent per session attended (vending, meals, parking supplies, etc)_____

7. Add 2 + 4 + 5 + 6 to get the direct business impact on your community.
Multiply the sum of 2, 4, 5 and 6 x 3 to determine local business volume generated by your program._____

II. Cost Savings to Business and Industry

8. Determine the number of people who regularly participate in fitness related programs (yoga, aerobics, belly dance, ballroom dance, etc.) in your program_____.
9. Multiply the number of participants by \$225 to determine savings in health care costs to local employers._____

III. Measure the productivity increases facilitated by your program

10. Determine the average number of professionals who participate in your training programs _____
11. Determine the average salary for the professionals attending your training programs _____
12. Multiply the average salary of professional participants (10) x the number of participants (9) x .04 for a conservative estimate of productivity increase. (Studies have found that greater increases can occur). _____
13. Determine the number of participants you serve in non-credit business classes. _____
14. Find the average salary of these participants. _____
15. Multiply the average salary of non-credit business class attendees (13) x the number of participants (12) x .04 for a conservative estimate of productivity increase. _____
16. Add the numbers you got in items 11 and 14 to determine the total dollars saved in increased productivity. _____

IV. Total Cost Savings to Business and Industry

17. Add items 8 and 15 to determine the total cost savings in health care and productivity to businesses and industry. _____

V. Jobs created

18. Determine your total non-personnel expense budget: _____
19. Multiply your non-personnel expense budget x .45 (based on percentage of total expenditures that are local) _____
20. Multiply the number in 18 x .00008 to determine how many jobs, in addition to your staff, are created by your organization.

VI. Total personal income to regional residents

21. Total salary for instructors x 93.9 (the percent spent in the local area) _____

VII. Total expansion of local credit base

22. Your total budget x .24 _____ (primary credit base expansion)
23. Number in item 22 x 8.1 _____ (secondary credit base expansion)
24. Add 22 + 23 for total credit base expansion _____

VIII. Total Economic Impact

Add items 7 + 17 + 21 + 24 to determine total economic impact of your program _____