

ASPECT STUDIOS - Impact Report

Scenario 1 with Client Data



Project Type: New/Startup
Industry: Tourism & Hospitality
Prepared By: City of Santa Fe

Purpose & Limitations

This report presents the results of an economic and fiscal analysis undertaken by City of Santa Fe using Impact Dashboard, a customized web application developed by Impact DataSource, LLC.

Impact Dashboard utilizes estimates, assumptions, and other information developed by Impact DataSource from its independent research effort detailed in a custom user guide prepared for City of Santa Fe.

This report, generated by the Impact Dashboard application, has been prepared by City of Santa Fe to assist economic development stakeholders in making an evaluation of the economic and fiscal impact of business activity in the community. This report does not purport to contain all of the information that may be needed to conclude such an evaluation. This report is based on a variety of assumptions and contains forward-looking statements concerning the results of operations of the subject firm. City of Santa Fe made reasonable efforts to ensure that the project-specific data entered into Impact Dashboard reflects realistic estimates of future activity. Estimates of future activity involve known and unknown risks and uncertainties that could cause actual results, performance, or events to differ materially from those expressed or implied in this report.

City of Santa Fe and Impact DataSource make no representation or warranty as to the accuracy or completeness of the information contained herein, and expressly disclaim any and all liability based on or relating to any information contained in, or errors or omissions from, this information or based on or relating to the use of this information.

Introduction

This report presents the results of an economic impact analysis performed using Impact Dashboard, a model developed by Impact DataSource. The report estimates the impact that a potential project will have on the local economy and estimates the costs and benefits for local taxing districts over a 10-year period.

Economic Impact Overview

The table below summarizes the economic impact of the project over the first 10 years in terms of job creation, salaries paid to workers, and taxable sales.

SUMMARY OF ECONOMIC IMPACT OVER 10 YEARS IN CITY OF SANTA FE			
IMPACT	DIRECT	SPIN-OFF	TOTAL
Jobs	530.0	488.0	1,018.0
Annual Salaries/Wages	\$27,560,000	\$16,672,305	\$44,232,305
Salaries/Wages over 10 Years	\$301.77M	\$182.56M	\$484.33M
Taxable Sales/Purchases in City of Santa Fe	\$275.26M	\$18,255,709	\$293.52M

Totals may not sum due to rounding

The Project may result in new residents moving to the community and potentially new residential properties being constructed as summarized below.

SUMMARY OF POPULATION IMPACT OVER 10 YEARS IN CITY OF SANTA FE			
IMPACT	DIRECT	SPIN-OFF	TOTAL
Workers who will move to City of Santa Fe	79.5	73.2	152.7
New residents in City of Santa Fe	206.7	190.3	397.0
New residential properties constructed in City of Santa Fe	11.9	11.0	22.9
New students to attend local school district	39.8	36.6	76.3

Totals may not sum due to rounding

The new taxable property to be supported by the Project over the next 10 years is summarized in the following table.

SUMMARY OF TAXABLE PROPERTY OVER THE FIRST 10 YEARS IN CITY OF SANTA FE						
YR.	NEW RESIDENTIAL PROPERTY	LAND	BUILDINGS...	FF&E	NON-RESIDENTIAL PROPERTY	TOTAL PROPERTY
1	\$2,829,495	\$1,766,667	\$2,266,667	\$66,667	\$4,100,000	\$6,929,495
2	\$2,886,085	\$1,802,000	\$2,312,000	\$60,000	\$4,174,000	\$7,060,085
3	\$2,943,807	\$1,838,040	\$13,024,907	\$53,333	\$14,916,280	\$17,860,087
4	\$3,002,683	\$1,874,801	\$13,285,405	\$46,667	\$15,206,872	\$18,209,555
5	\$3,062,737	\$1,912,297	\$22,551,113	\$40,000	\$24,503,410	\$27,566,146
6	\$3,123,991	\$1,950,543	\$23,002,135	\$33,333	\$24,986,011	\$28,110,003
7	\$3,186,471	\$1,989,554	\$23,462,178	\$26,667	\$25,478,398	\$28,664,869
8	\$3,250,201	\$2,029,345	\$23,931,421	\$20,000	\$25,980,766	\$29,230,967
9	\$3,315,205	\$2,069,932	\$24,410,050	\$13,333	\$26,493,315	\$29,808,519
10	\$3,381,509	\$2,111,330	\$24,898,251	\$13,333	\$27,022,914	\$30,404,423

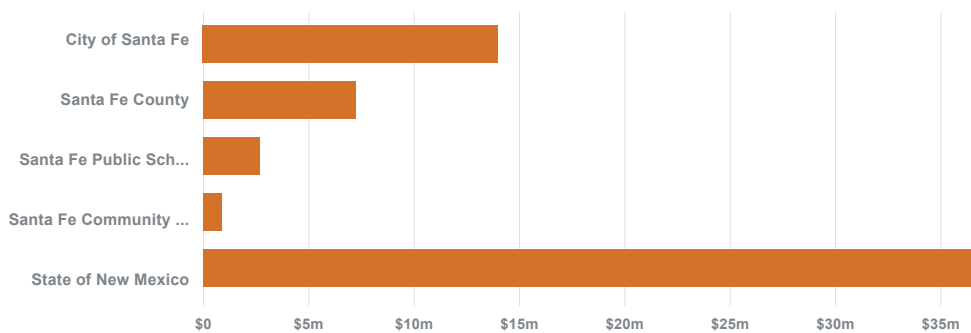
Fiscal Impact Overview

The Project will generate additional benefits and costs, a summary of which is provided below. The source of specific benefits and costs are provided in greater detail for each taxing district on subsequent pages.

FISCAL NET BENEFITS OVER THE NEXT 10 YEARS				
	BENEFITS	COSTS	NET BENEFITS	PRESENT VALUE*
City of Santa Fe	\$22,059,734	(\$8,040,312)	\$14,019,422	\$10,412,147
Santa Fe County	\$8,043,912	(\$807,721)	\$7,236,192	\$5,289,928
Santa Fe Public Schools	\$5,173,776	(\$2,468,849)	\$2,704,926	\$1,999,630
Santa Fe Community College	\$885,121	\$0	\$885,121	\$649,142
State of New Mexico	\$36,715,176	\$0	\$36,715,176	\$27,940,718
Total	\$72,877,719	(\$11.32M)	\$61,560,837	\$46,291,565

*The Present Value of Net Benefits expresses the future stream of net benefits received over several years as a single value in today's dollars. Today's dollar and a dollar to be received at differing times in the future are not comparable because of the time value of money. The time value of money is the interest rate or each taxing entity's discount rate. This analysis uses a discount rate of 5.0% to make the dollars comparable.

Net Benefits Over the Next 10 Years

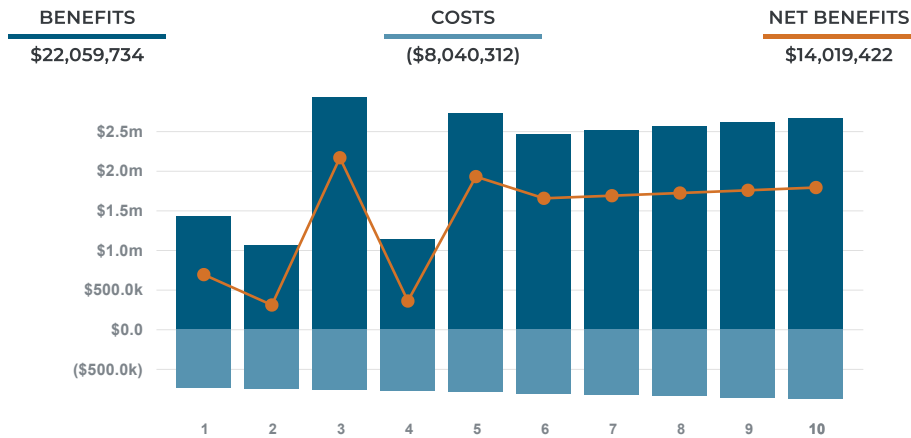


City of Santa Fe Fiscal Impact

The table below displays the estimated additional benefits, costs, and net benefits to be received by City of Santa Fe over the next 10 years of the Project.

NET BENEFITS OVER 10 YEARS: CITY OF SANTA FE			
BENEFITS	PROJECT	HOUSEHOLDS	TOTAL
Sales Taxes	\$11,120,733	\$2,197,654	\$13,318,387
Real Property Taxes	\$673,325	\$0	\$673,325
FF&E Property Taxes	\$1,306	\$0	\$1,306
New Residential Property Taxes	\$0	\$59,207	\$59,207
Lodger's Occupancy Taxes	\$526,955	\$0	\$526,955
Building Permits and Fees	\$0	\$0	\$0
Utility Revenue	\$3,435,584	\$2,170,258	\$5,605,842
Utility Franchise Fees	\$261,151	\$163,856	\$425,007
Miscellaneous Taxes and User Fees	\$887,913	\$561,792	\$1,449,705
Benefits Subtotal	\$16,906,967	\$5,152,767	\$22,059,734
COSTS	PROJECT	HOUSEHOLDS	TOTAL
Cost of Government Services	(\$1,468,248)	(\$927,961)	(\$2,396,209)
Cost of Utility Services	(\$3,458,798)	(\$2,185,306)	(\$5,644,104)
Costs Subtotal	(\$4,927,046)	(\$3,113,266)	(\$8,040,312)
Net Benefits	\$11,979,922	\$2,039,500	\$14,019,422

Annual Fiscal Net Benefits for City of Santa Fe

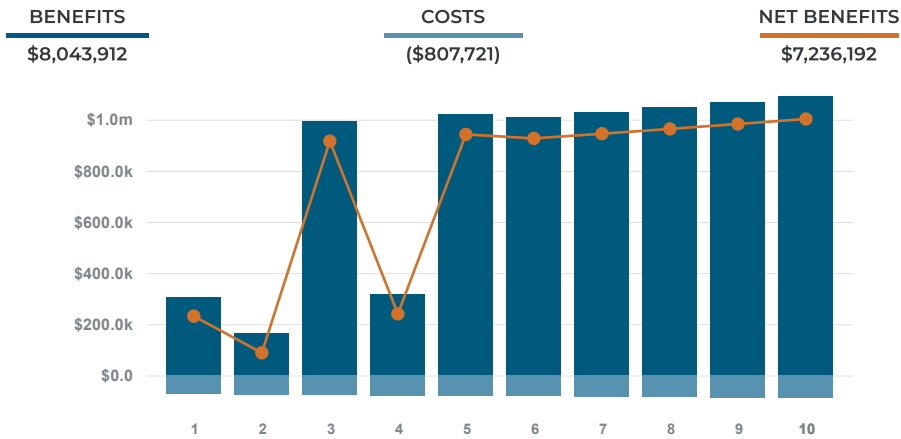


Santa Fe County Fiscal Impact

The table below displays the estimated additional benefits, costs, and net benefits to be received by Santa Fe County over the next 10 years of the Project.

NET BENEFITS OVER 10 YEARS: SANTA FE COUNTY			
BENEFITS	PROJECT	HOUSEHOLDS	TOTAL
Sales Taxes	\$4,653,750	\$252,027	\$4,905,777
Real Property Taxes	\$2,635,747	\$0	\$2,635,747
FF&E Property Taxes	\$5,112	\$0	\$5,112
New Residential Property Taxes	\$0	\$298,380	\$298,380
Miscellaneous Taxes and User Fees	\$110,264	\$88,633	\$198,897
Benefits Subtotal	\$7,404,873	\$639,039	\$8,043,912
COSTS	PROJECT	HOUSEHOLDS	TOTAL
Cost of Government Services	(\$446,858)	(\$360,863)	(\$807,721)
Costs Subtotal	(\$446,858)	(\$360,863)	(\$807,721)
Net Benefits	\$6,958,015	\$278,177	\$7,236,192

Annual Fiscal Net Benefits for Santa Fe County

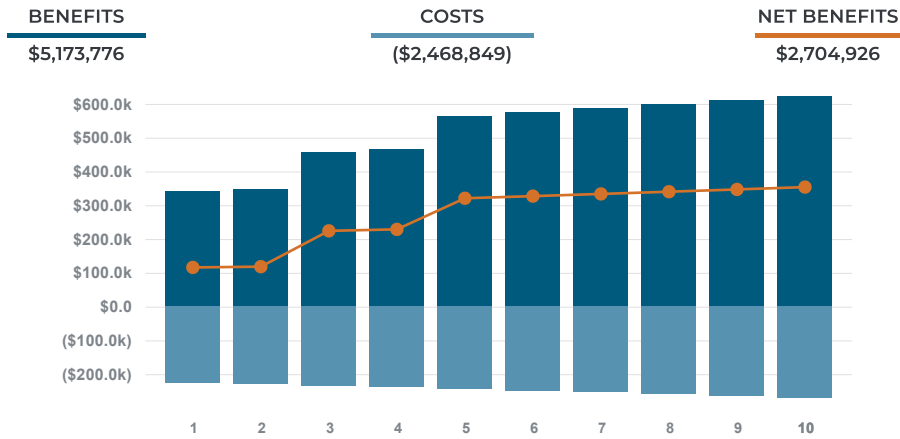


Santa Fe Public Schools Fiscal Impact

The table below displays the estimated additional benefits, costs, and net benefits to be received by Santa Fe Public Schools over the next 10 years of the Project.

NET BENEFITS OVER 10 YEARS: SANTA FE PUBLIC SCHOOLS			
BENEFITS	PROJECT	HOUSEHOLDS	TOTAL
Real Property Taxes	\$1,872,337	\$0	\$1,872,337
FF&E Property Taxes	\$3,631	\$0	\$3,631
New Residential Property Taxes	\$0	\$277,002	\$277,002
Addtl. State & Federal School Funding	\$0	\$3,020,805	\$3,020,805
Benefits Subtotal	\$1,875,968	\$3,297,807	\$5,173,776
COSTS	PROJECT	HOUSEHOLDS	TOTAL
Cost to Educate New Students	\$0	(\$2,468,849)	(\$2,468,849)
Costs Subtotal	\$0	(\$2,468,849)	(\$2,468,849)
Net Benefits	\$1,875,968	\$828,958	\$2,704,926

Annual Fiscal Net Benefits for Santa Fe Public Schools

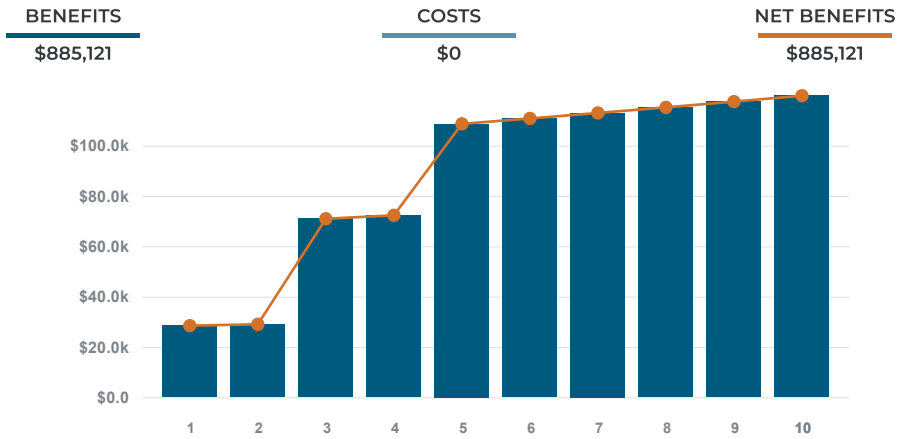


Santa Fe Community College Fiscal Impact

The table below displays the estimated additional benefits, costs, and net benefits to be received by Santa Fe Community College over the next 10 years of the Project.

NET BENEFITS OVER 10 YEARS: SANTA FE COMMUNITY COLLEGE			
BENEFITS	PROJECT	HOUSEHOLDS	TOTAL
Real Property Taxes	\$746,663	\$0	\$746,663
FF&E Property Taxes	\$1,448	\$0	\$1,448
New Residential Property Taxes	\$0	\$137,009	\$137,009
Benefits Subtotal	\$748,112	\$137,009	\$885,121
COSTS	PROJECT	HOUSEHOLDS	TOTAL
None Estimated	\$0	\$0	\$0
Costs Subtotal	\$0	\$0	\$0
Net Benefits	\$748,112	\$137,009	\$885,121

Annual Fiscal Net Benefits for Santa Fe Community College

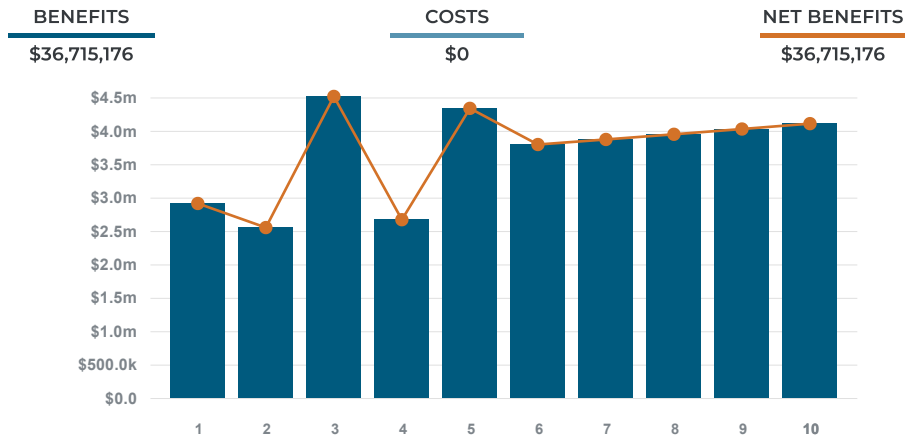


State of New Mexico Fiscal Impact

The table below displays the estimated additional benefits, costs, and net benefits to be received by State of New Mexico over the next 10 years of the Project.

NET BENEFITS OVER 10 YEARS: STATE OF NEW MEXICO			
BENEFITS	PROJECT	HOUSEHOLDS	TOTAL
Sales Taxes	\$10,125,390	\$4,599,489	\$14,724,880
Income Taxes	\$21,674,306	\$0	\$21,674,306
Real Property Taxes	\$261,785	\$0	\$261,785
FF&E Property Taxes	\$508	\$0	\$508
New Residential Property Taxes	\$0	\$53,698	\$53,698
Benefits Subtotal	\$32,061,989	\$4,653,187	\$36,715,176
COSTS	PROJECT	HOUSEHOLDS	TOTAL
None Estimated	\$0	\$0	\$0
Costs Subtotal	\$0	\$0	\$0
Net Benefits	\$32,061,989	\$4,653,187	\$36,715,176

Annual Fiscal Net Benefits for State of New Mexico



Methodology

Overview of Methodology

The Impact Dashboard model combines project-specific attributes with community data, tax rates, and assumptions to estimate the economic impact of the Project and the fiscal impact for local taxing districts over a 10-year period.

The economic impact as calculated in this report can be categorized into two main types of impacts. First, the direct economic impacts are the jobs and payroll directly created by the Project. Second, this economic impact analysis calculates the spin-off or indirect and induced impacts that result from the Project. Indirect jobs and salaries are created in new or existing area firms, such as maintenance companies and service firms, that may supply goods and services for the Project. In addition, induced jobs and salaries are created in new or existing local businesses, such as retail stores, gas stations, banks, restaurants, and service companies that may supply goods and services to new workers and their families.

The economic impact estimates in this report are based on the Regional Input-Output Modeling System (RIMS II), a widely used regional input-output model developed by the U. S. Department of Commerce, Bureau of Economic Analysis. The RIMS II model is a standard tool used to estimate regional economic impacts. The economic impacts estimated using the RIMS II model are generally recognized as reasonable and plausible assuming the data input into the model is accurate or based on reasonable assumptions. Impact DataSource utilizes adjusted county-level multipliers to estimate the impact occurring at the sub-county level.

Two types of regional economic multipliers were used in this analysis: an employment multiplier and an earnings multiplier. An employment multiplier was used to estimate the number of indirect and induced jobs created or supported in the area. An earnings multiplier was used to estimate the amount of salaries to be paid to workers in these new indirect and induced jobs. The employment multiplier shows the estimated number of total jobs created for each direct job. The earnings multiplier shows the estimated amount of total salaries paid to these workers for every dollar paid to a direct worker. The multipliers used in this analysis are listed below:

512110 MOTION PICTURE AND VIDEO PRODUCTION		CITY OF SANTA FE
Employment Multiplier	(Type II Direct Effect)	1.9207
Earnings Multiplier	(Type II Direct Effect)	1.6049

Most of the revenues estimated in this study result from calculations relying on (1) attributes of the Project, (2) assumptions to derive the value of associated taxable property or sales, and (3) local tax rates. In some cases, revenues are estimated on a per new household, per new worker, or per new school student basis.

The company or Project developer was not asked, nor could reasonably provide data for calculating some other revenues. For example, while the city will likely receive revenues from fines paid on speeding tickets given to new workers, the company does not know the propensity of its workers to speed. Therefore, some revenues are calculated using an average revenue approach.

This approach uses relies on two assumptions:

1. The taxing entity has two general revenue sources: revenues from residents and revenues from businesses.
2. The taxing entity will collect (a) about the same amount of miscellaneous taxes and user fees from each new household that results from the Project as it currently collects from existing households on average, and (b) the same amount of miscellaneous taxes and user fees from the new business (on a per worker basis) will be collected as it collects from existing businesses.

In the case of the school district, some additional state and federal revenues are estimated on a per new school student basis consistent with historical funding levels.

Additionally, this analysis sought to estimate the additional expenditures faced by local jurisdictions to provide services to new households and new businesses. A marginal cost approach was used to calculate these additional costs.

This approach relies on two assumptions:

1. The taxing entity spends money on services for two general groups: revenues from residents and revenues from businesses.
2. The taxing entity will spend slightly less than its current average cost to provide local government services (police, fire, EMS, etc.) to (a) new residents and (b) businesses on a per worker basis.

In the case of the school district, the marginal cost to educate new students was estimated based on a portion of the school's current expenditures per student and applied to the headcount of new school students resulting from the Project.

About Impact DataSource

Established in 1993, Impact DataSource is an Austin, Texas-based economic consulting firm. Impact DataSource provides high-quality economic research, specializing in economic and fiscal impact analyses. The company is highly focused on supporting economic development professionals and organizations through its consulting services and software. Impact DataSource has conducted thousands of economic impact analyses of new businesses, retention and expansion projects, developments, and activities in all industry groups throughout the U.S.

For more information on Impact DataSource, LLC and our product Impact Dashboard, please visit our website www.impactdatasource.com

