

# Economic Impact Analysis

**Successful brownfields revitalization doesn't just happen. It's planned for.**

Approach brownfield revitalization through creative, inclusive, and efficient planning activities.

- Early on in the site selection process, consider the range of realistic site reuse options.
- Create a brownfields revitalization plan based on the community's vision, site and surrounding area conditions such as environmental, economic, real estate market, assets, challenges and vulnerabilities. These factors will directly influence how the site is assessed and remediated.

Planning activities that focus on brownfield revitalization are eligible under an EPA Brownfields Assessment or Multipurpose Grant.

## Our community needs to:

- Evaluate how our planned brownfields assessment, cleanup, and reuse activities will affect the local and regional economy. How many new jobs and how much new spending can we expect from the brownfields project(s)?
- Determine whether the economic impact of the planned reuse aligns with local and regional economic development and workforce goals.

**How an Economic Impact Analysis can help:** An economic impact analysis will provide a dollar-value estimate of economic activity anticipated from the planned cleanup and reuse of the site. It will also provide an estimate of the expected number of jobs created. The analysis will consider the economic impacts tied to the site-specific brownfields redevelopment as well as area-wide economic impacts.

**Influence on brownfields assessment, cleanup, and reuse:** An economic impact analysis is an indicator of whether a particular proposed brownfields reuse will achieve the economic development and job creation goals expected by the community. Whether a proposed use can achieve local economic goals will inform future land use decisions, including site assessment and cleanup activities.

**What is involved?** The analysis requires high level estimates of expected site reuse economic activity, in the form of construction costs, purchases anticipated, hiring estimates, and operation costs. These estimates are fed into an economic model. The economic model will project an estimate of dollars and jobs to be generated by the reuse. The model also considers potential spillover effects in related industries. After completing the analysis, the community can examine and discuss the results in the context of their local economic development goals.

**When to conduct?** An economic impact analysis is most helpful once the community identifies one or more proposed site reuse options. This is typically early to mid-term in the reuse planning process. The analysis of proposed uses may require further studies to identify the highest and best use of the property, evaluating the economic impacts against community vision and redevelopment goals.

**What does it typically cost?** Costs range from \$15,000 to \$70,000 depending on the scope, location, and availability of public data, and the cost of paid data and economic models for the site and area.

**Who can perform?** Typically performed by an experienced economic analyst, planner, redevelopment specialist, or a multi-disciplinary brownfields redevelopment team.