

## **Extending Cedar Rapids Priority One Metrics Quantifying the Benefits of New Jobs Attracted through Economic Development Efforts to Statewide Potential for New Jobs**

Priority One, the economic development division of the Cedar Rapids Chamber of Commerce, was able to provide metrics on new jobs and accompanying earnings for the past four years, 2006 through 2009. These metrics are presented in its annual economic impact analysis developed by the Economic Strategy Center of NCDS, Inc., and presented for each year for the time frame of September 1 through August 31. Metrics used for the IGIC business case are New Jobs, Direct Impact (the impact generated directly from the jobs created with the assistance of Priority One initiatives of the year of the study) and a related metric Earnings, Direct Impact. We did not include metrics describing jobs and earnings from indirect impact and induced impact as this would not allow us to align Cedar Rapids Priority One metrics with comparable county metrics provided by the US Census Bureau.

To understand Census Bureau metrics we worked with James B. Morris, Labor Market Research Economist III, at Iowa Workforce Development, Employment Statistics. He led us to the Census Bureau's Quarterly Workforce Indicators (QWI), found at <http://lehd.did.census.gov/led/datatools/qwiapp.html>. This data is available for all counties and Metropolitan Statistical Areas (MSAs). The data is displayed adjacent to the statewide counterpart and listed with the previous three quarters averaged in. We used Job Creation and Average Monthly Earnings to compute total annual earnings from new jobs for each county in Iowa and average annual earnings over the four years of our study. Counties were grouped according to the state's 17 economic development regions.

We determined a scaling factor to provide a ratio of Priority One economic benefits to Census Bureau economic benefits. Using Census Bureau metrics for the Cedar Rapids MSA, we developed an annual scaling factor (Cedar Rapids annual Priority One direct job impact/Cedar Rapids annual Census Bureau job creation). This was averaged over the four years of available data, resulting in a scaling factor of 0.0369. This scaling factor indicates that a county in Iowa could expect to get 3.69% of its direct benefits from new job earnings due to economic development efforts comparable to those of Priority One. The scaling factor was applied to each economic development region's average annual Census earnings, to get potential earnings from economic development activity similar to Priority One efforts.

Finally, economic development regions were ranking regarding their use of GIS for economic development successes. Regions were assigned values ranging from a 1% to 5% contribution of GIS. The resulting calculations provide an estimate of current contribution by GIS to economic development success by region, with a calculated annual statewide GIS contribution of \$2.46M. Regions not operating at the full 5% GIS contribution were evaluated, resulting in a calculation of \$2.33M potential annual benefits from regions not using GIS at the level of Priority One and other major GIS users in the state.