THE
BRNEDD ECONOMIC IMPACT STUDY
OF THE
BREC ZOO RELOCATION PROPOSALS

Overview

- As of today, the BREC Commission has approved their Staff to explore site opportunities that may be more sustainable.
- A final decision has not been made to relocate the Baton Rouge Zoo.
- As of today, no other agency that we are aware of has produced an economic impact study for the scenarios as proposed by BREC.

BRNEDD is conducting a study as mere informative piece to help assess the potential impacts on North Baton Rouge, Baker, Central and Zachary.

IMPLAN Economic Impact Model

- A powerful tool for determining an economic impact.
- A world leader in providing economic impact data and modeling to governments, universities, and public and private sector organizations.
- Nearly 30 years of supporting economic development decisions.

Features and Benefits

- Input/Output Data Online Model
- Model can study the impact on a user defined geographic area(s)
- Uses 2016 Economic Data from such sources like the U.S. Bureau of Labor Statistics, U.S. Census, and U.S. Bureau of Economic Analysis and others.



1. Study Regions can be defined by Zip Code. We used the zip codes primarily for North Baton Rouge, Baker, Central and Zachary
2. Input Data as provided by BREC. Implan only needs one of the following to analyze or produce impact results: Industry sales, Employment, Employee Compensation, or Proprietor Income.
3. Enter Activities as proposed by BREC such as the expanded regional park which includes a water park and tournament soccer fields.
4. Define the Scenarios: Scenario 1: Zoo Improvement at its Current Location, Scenario 2: Reimagined Greenwood Park and a remote possibility Scenario 3: Both at the Current Location.

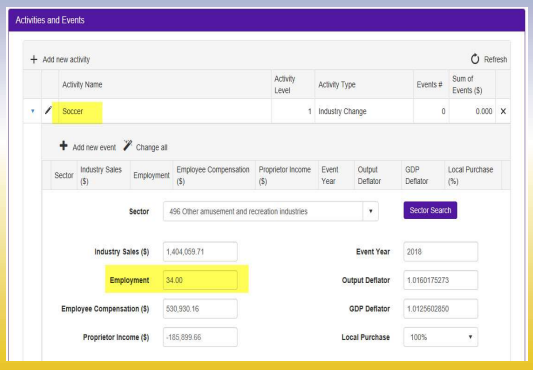
Step 1

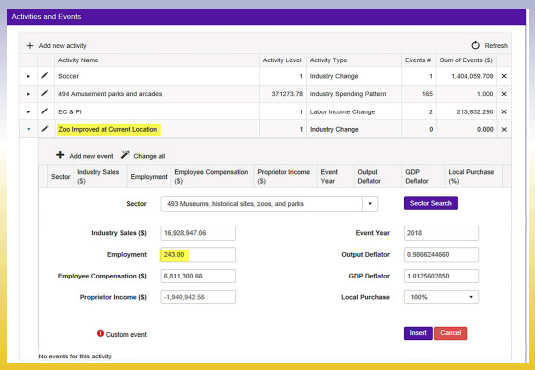
The study region consist of the following zip codes which comprise the North Baton Rouge area:

70802, 70806, 70807, 70811, 70812, 70814, 70815

Step 2 & 3

Input BREC Published Data: Activities and Jobs/Sales

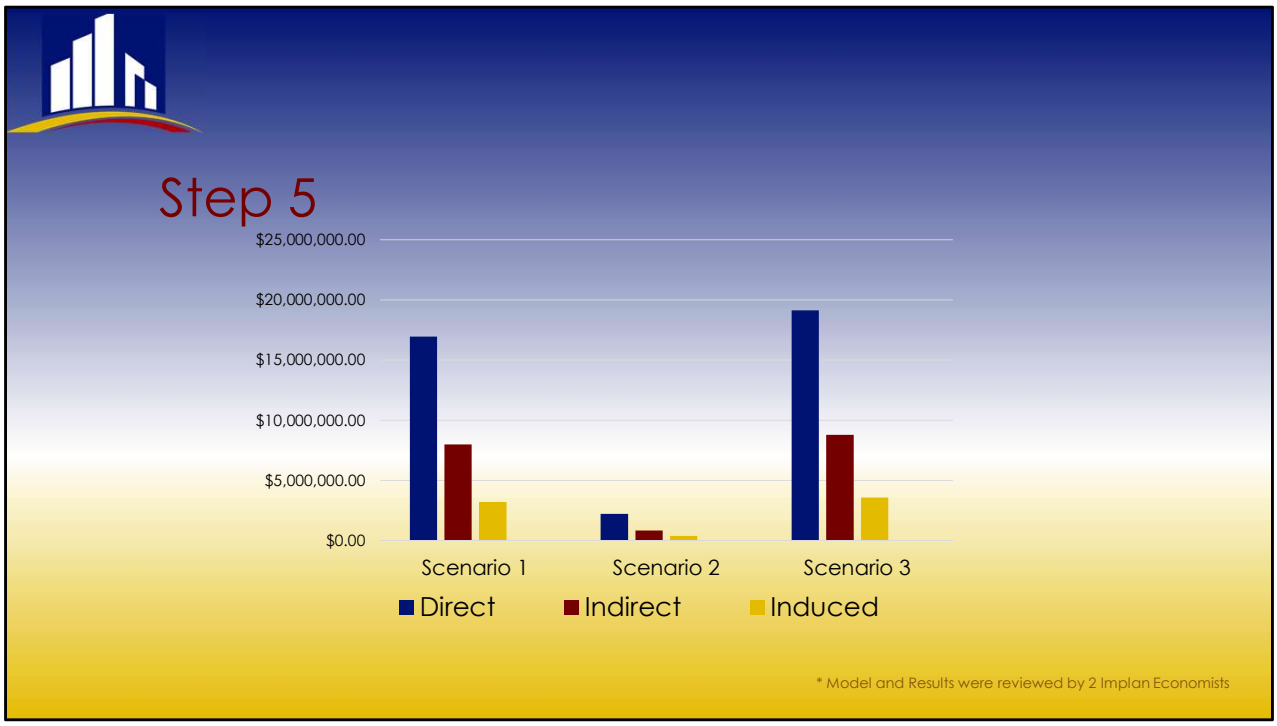




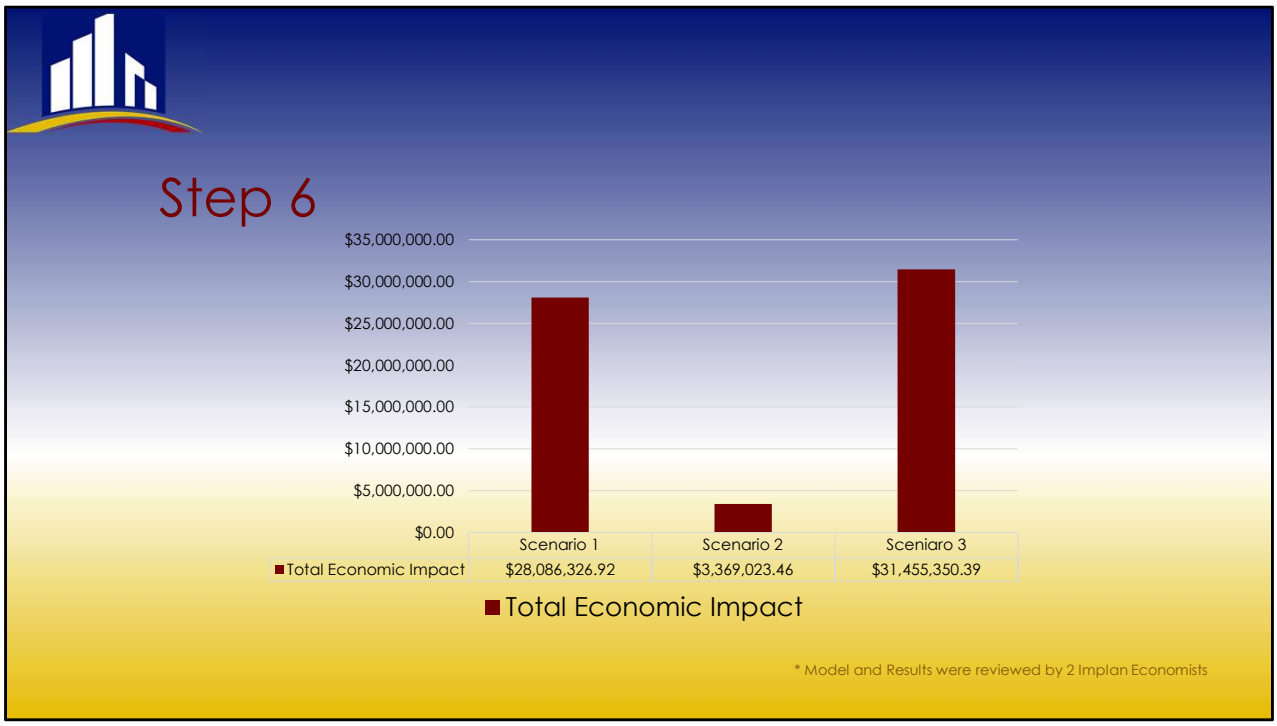
Here are actual screenshots from the Implan Online Model demonstrating the BREC published data. Highlighted are BREC's published data used in the Model. . Implan only needs one of the following to analyze or produce an impact: Industry sales, Employment, Employee Compensation, or Proprietor Income.



There are three scenarios we are considering: Scenario 1: The Improved Zoo at the Current Location, Scenario 2: The Re-Imagined Greenwood Park and Scenario 3: both the Reimagined Greenwood Park and Improved Zoo at Same Location. BREC Staff states that Scenario 3 is problematic.



The Implan Model produced the monetary impact in terms of the direct, indirect and induced effect for all scenarios for comparison. Direct Impacts are on site jobs and sales or revenue. Indirect Impacts are business to business spending or supplier spending. Induced Impacts are worker activity or employee income spending.



The total economic impact is the combination of direct, indirect and induced effects.