# Economic Impact Analysis Tool
ruralhealthinfo.org/econtool

## Program Information Worksheet

| | |
|---|---|
| Project Name | |
| Organization | |
| Organization ZIP Code | |
| Purpose of Scenario | |
| Year of Project | |
| State Served | |
| Area Served | _____Entire State<br>_____ Part of State:<br>   Population served _____, or<br>   Percent of state served _____ |
| Grant Type | _____Outreach<br>_____ Network<br>_____ Other |
| HRSA Funding (whole dollars) | |
| Other Funding (whole dollars) | |

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## Worksheet to Track Spending

**Personnel spending** – Total spending on people hired to perform program services using program funds. Model requires dollars spent, type of job performed, and the percentage of individuals who live and work inside the geographic area served by the grantee.

| Description | Amount spent, in whole dollars | Percent of local spending | Custom Multiplier (if using) | Industry Code |
|---|---|---|---|---|
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**Equipment and supplies spending** – Actual spending on equipment and supplies used to support grantee program services. Model also requires information on whether equipment and supplies were purchased locally (inside the service area) or outside the grantee's service area.

| Description | Amount spent, in whole dollars | Percent of local spending | Custom Multiplier (if using) | Industry Code |
|---|---|---|---|---|
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**Contract spending** – Contract with entities whose services augment grantee program activities. Model requires information on the type of services the contractor performed and whether they operate inside the grantee's geographic service area.

| Description | Amount spent, in whole dollars | Percent of local spending | Custom Multiplier (if using) | Industry Code |
|---|---|---|---|---|
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**Other operational spending** – Distribution of spending on program activities not falling under the Personnel, Equipment/Supplies, or Contract categories.

| Description | Amount spent, in whole dollars | Percent of local spending | Custom Multiplier (if using) | Industry Code |
|---|---|---|---|---|
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## Multipliers

In simplest terms, the economic impact of a program is captured in the program multiplier, or the number of dollars of economic activity created by one dollar of spending in a community.

Multipliers can range from zero to over 10, and vary depending on size of the community, type of purchases made, and the community's economic base. Typically, large multipliers are observed when a dollar spent by a grantee stays in the community and supports other local businesses, which in turn pay their employees who, in turn, buy more local goods and services. Lower multipliers occur when grantee funds are spent outside the community or for goods or services that support fewer local jobs.

The Economic Impact Analysis Tool uses one of three methods to calculate results, using economic multipliers developed by the Bureau of Economic Analysis:

1) The grantee serves the entire state, and the tool uses pre-loaded state-level multipliers.
2) The grantee serves a portion of the state and the tool estimates multipliers, based on the size of the population served.
3) The grantee serves a portion of a state and has purchased multipliers from the BEA for a custom area. The grantee must enter these specific **custom multiplier** values.

## Industry Codes

Industries chosen for the tool are those used most often by HRSA grant recipients. Some Industry Codes may not fully explain activities classified in that industry. If none of the industry codes directly apply to your item, use the closest matching category based on these definitions.

| Code | Industry | Description |
|---|---|---|
| 541200 | Accounting Services | Accounting, bookkeeping, and related audit services, including data processing and tabulation. Example: Hiring an accountant. |
| 541800 | Advertising Services | Prepare advertising (copy, artwork, graphics, other creative work) and placement of advertising in various mediums; operate on a contract or fee basis. Example: Newspaper advertisements. |
| 32311 | Commercial Printing | Lithographic, offset, photo-offset, and photolithographing services. Most services performed on a job or custom basis. Example: Printed educational materials. |
| 541511 | Computer Programming | Programming services on a contract or fee basis. Other services may include software design and analysis, software modification and training for software use. Example: Financial software solution. |
| 541512 | Computer Systems Design | Develop or modify software and packaging, or bundle software with purchased computer hardware to create integrated systems for specific applications. Firm must provide development or modification of software; marketing of purchased computer hardware; involvement in all system development. Example: Building a computer network. |

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|---|---|---|
| 611B00 | Educational Services | Offer educational courses or services not classified elsewhere. Examples: Training, scholarships, curriculum development, and vocational counseling (does not include rehabilitation counseling). |
| 622000 | Inpatient Hospital | General medical and surgical hospitals. Provide diagnostic and medical treatment to inpatients with a variety of medical conditions. Maintain inpatient beds and provide food services to meet patient nutritional requirements. Example: Diagnostic X-rays, clinical laboratory services, outpatient services. |
| 621500 | Labs, Diagnostic Testing | Permanent facilities engaged in specialized outpatient care with medical staff to provide diagnosis, treatment, or both for ambulatory patients who do not require inpatient care. Includes outpatient clinics and services such as alcohol treatment, family planning, drug treatment, rehabilitation centers. Examples: Dietician, mobile clinic, health risk assessment. |
| 541100 | Legal Services | Legal advice and /or legal services. Example: Hiring an attorney. |
| 541610 | Management Consulting | Management, strategic and organizational planning; financial and budget planning; marketing objectives and policies; information systems planning; human resources policies and practices planning. Examples: Strategic planning services; business planning; technical assessment; research. |
| 623A00 | Nursing Homes | Primarily engaged in providing inpatient nursing and rehabilitative services. Provide care for an extended time periods to people requiring nursing care. Examples: Nursing, continuous personal care, daily living assistance. |
| 561100 | Office Administrative Services | Furnish general or specialized management services on a day-to-day basis; operate on a contract or fee basis. Examples: Administrative assistant; project director; grant coordinator. |
| 621100 | Physician, Other Provider Offices | Establishments and staff or licensed practitioners with M.D. degrees, and practicing general or specialized medicine and surgery. Physician clinics are included. Example: Medical director, RN/LPN, pharmacy technician. |
| 4A0000 | Retail Trade | Provide sales of retail merchandise, and rendering services incidental to those sales. Example: Purchased goods such as computers and office supplies. |