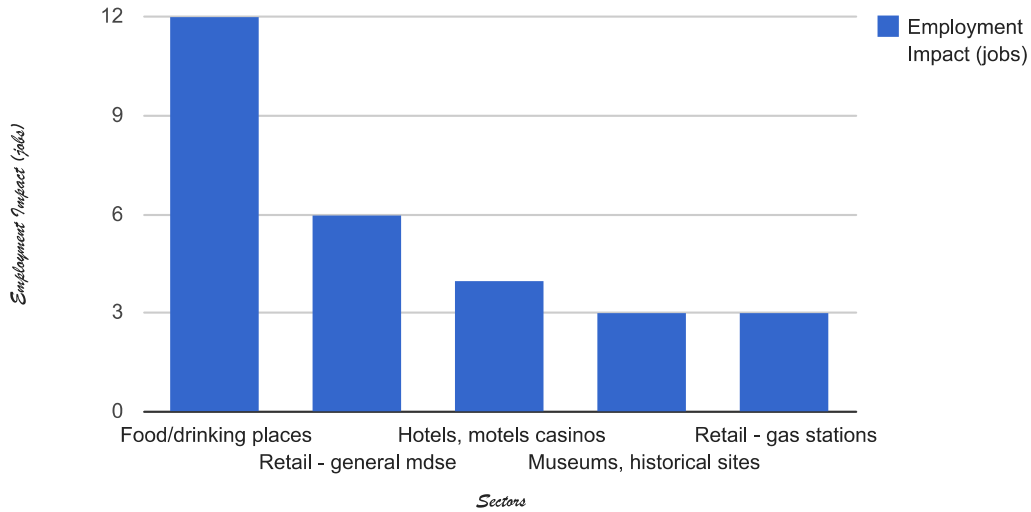


Community Economic Impact of the Heidelberg Project

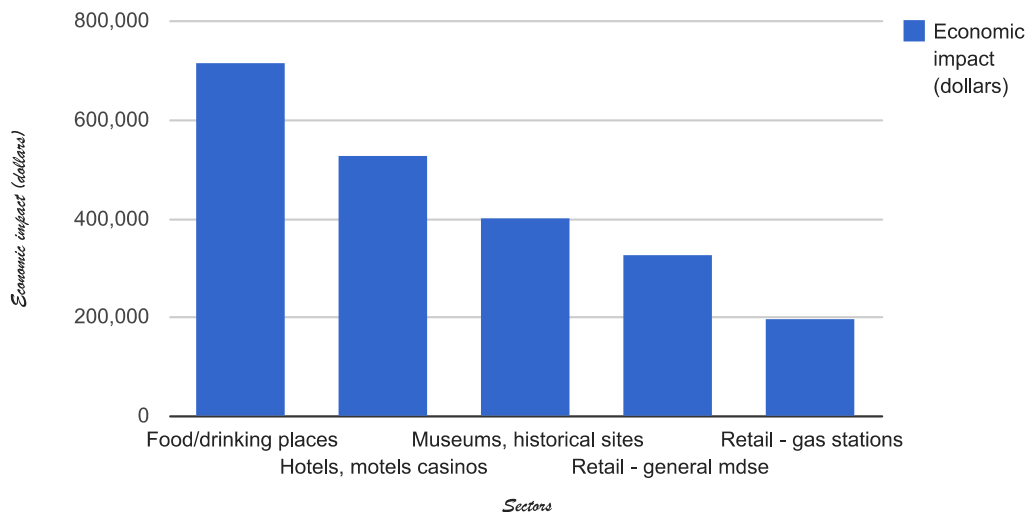
| | | | | |
|---------------|----------|-------------|------|------------------------|
| Annual Budget | Visitors | % Non-local | Year | |
| \$400,000 | 50,000 | 70% | 2011 | Update |

| | Direct | Indirect | Induced | Total |
|------------------------|--------------------|------------------|------------------|--------------------|
| Programming and Events | \$400,000 | \$122,686 | \$19,414 | \$542,100 |
| Non-local Visitors | \$1,744,400 | \$399,195 | \$110,536 | \$2,254,131 |
| Total Output Impact | \$2,144,400 | \$521,881 | \$129,950 | \$2,796,231 |
| Total Jobs | 31 | 3 | 1 | 35 |

Sectors With High Employment Impact



Sectors With High Economic Impact



| Description | Direct | Indirect | Induced | Total | Jobs |
|---------------------------|-----------|----------|----------|-----------|------|
| Food/drinking places | \$687,750 | \$19,393 | \$7,499 | \$714,642 | 12.2 |
| Hotels, motels casinos | \$521,850 | \$4,293 | \$972 | \$527,114 | 4.8 |
| Museums, historical sites | \$400,000 | \$0 | \$208 | \$400,208 | 3.7 |
| Retail - general mdse | \$325,150 | \$145 | \$266 | \$325,561 | 6.8 |
| Retail - gas stations | \$196,700 | \$262 | \$462 | \$197,424 | 3.7 |
| Real estate | \$0 | \$95,658 | \$8,715 | \$104,373 | 0.6 |
| Power generation | \$0 | \$48,878 | \$3,021 | \$51,900 | 0.1 |
| Management of companies | \$0 | \$28,580 | \$1,232 | \$29,813 | 0.1 |
| Insurance carriers | \$0 | \$21,210 | \$4,209 | \$25,419 | 0.1 |
| Petroleum refineries | \$0 | \$18,500 | \$3,704 | \$22,204 | 0.0 |
| Wholesale trade | \$0 | \$17,122 | \$3,595 | \$20,718 | 0.1 |
| Newspaper publishers | \$0 | \$18,209 | \$389 | \$18,598 | 0.1 |
| Imputed rental value | \$0 | \$0 | \$17,724 | \$17,724 | 0.0 |
| Radio/TV broadcasting | \$0 | \$16,897 | \$329 | \$17,226 | 0.1 |
| Telecommunications | \$0 | \$14,984 | \$1,782 | \$16,766 | 0.1 |
| Accounting, tax prep | \$0 | \$14,165 | \$737 | \$14,901 | 0.1 |
| Legal services | \$0 | \$11,928 | \$2,366 | \$14,294 | 0.1 |
| Child day care svcs | \$12,950 | \$0 | \$754 | \$13,704 | 0.4 |
| Hospitals | \$0 | \$0 | \$13,216 | \$13,216 | 0.1 |
| Natural gas distrib | \$0 | \$11,224 | \$1,535 | \$12,758 | 0.0 |
| Advertising | \$0 | \$12,292 | \$223 | \$12,515 | 0.1 |
| Oth State/Loc enterprise | \$0 | \$10,314 | \$1,968 | \$12,282 | 0.0 |
| Monetary authorities | \$0 | \$7,717 | \$3,608 | \$11,325 | 0.0 |
| Management svcs | \$0 | \$10,455 | \$441 | \$10,896 | 0.1 |
| Services to buildings | \$0 | \$9,420 | \$484 | \$9,903 | 0.2 |
| Postal service | \$0 | \$9,524 | \$276 | \$9,800 | 0.1 |
| Non-poultry processing | \$0 | \$8,401 | \$1,059 | \$9,459 | 0.0 |
| Health practitioners | \$0 | \$0 | \$9,353 | \$9,353 | 0.1 |
| Waste management | \$0 | \$8,533 | \$470 | \$9,003 | 0.0 |
| Periodical publisher | \$0 | \$7,268 | \$209 | \$7,477 | 0.0 |
| Employment services | \$0 | \$5,827 | \$400 | \$6,227 | 0.2 |
| Mailing list publishers | \$0 | \$5,098 | \$115 | \$5,213 | 0.0 |
| Nondepository credit | \$0 | \$3,952 | \$1,257 | \$5,210 | 0.0 |
| Nonres maintenance | \$0 | \$4,979 | \$206 | \$5,185 | 0.0 |
| Warehousing/storage | \$0 | \$4,522 | \$128 | \$4,650 | 0.0 |
| Truck transportation | \$0 | \$3,936 | \$506 | \$4,443 | 0.0 |
| Office admin svcs | \$0 | \$4,123 | \$245 | \$4,368 | 0.0 |
| Architectural svcs | \$0 | \$3,762 | \$385 | \$4,147 | 0.0 |
| Bakery/bread mfg | \$0 | \$2,956 | \$365 | \$3,321 | 0.0 |
| Civic, social, prof orgs | \$0 | \$1,920 | \$1,279 | \$3,200 | 0.0 |
| Laundry services | \$0 | \$2,920 | \$271 | \$3,190 | 0.1 |
| Spectator sports | \$0 | \$2,938 | \$250 | \$3,188 | 0.0 |
| All other food mfg | \$0 | \$2,752 | \$352 | \$3,104 | 0.0 |
| Support for businesses | \$0 | \$2,905 | \$163 | \$3,068 | 0.0 |
| Other educational svcs | \$0 | \$2,231 | \$699 | \$2,931 | 0.0 |
| Medical labs | \$0 | \$3 | \$2,877 | \$2,881 | 0.0 |
| Retail - food and bev | \$0 | \$501 | \$2,291 | \$2,793 | 0.0 |
| Pharma prep mfg | \$0 | \$130 | \$2,603 | \$2,733 | 0.0 |
| Scientific research | \$0 | \$2,279 | \$326 | \$2,606 | 0.0 |
| Nursing/residential care | \$0 | \$0 | \$2,536 | \$2,536 | 0.0 |
| Environmental consulting | \$0 | \$2,345 | \$101 | \$2,446 | 0.0 |
| Other computer svcs | \$0 | \$2,185 | \$163 | \$2,348 | 0.0 |
| Performing arts comp | \$0 | \$2,015 | \$153 | \$2,168 | 0.1 |
| Security services | \$0 | \$1,806 | \$214 | \$2,020 | 0.0 |
| Securities, investments | \$0 | \$1,135 | \$784 | \$1,919 | 0.0 |
| Rail transportation | \$0 | \$1,736 | \$169 | \$1,905 | 0.0 |
| Water & sewage system | \$0 | \$1,474 | \$386 | \$1,860 | 0.0 |
| Vehicle parts mfg | \$0 | \$1,336 | \$463 | \$1,799 | 0.0 |
| Computer systems design | \$0 | \$1,555 | \$107 | \$1,662 | 0.0 |
| Sightseeing transport | \$0 | \$1,527 | \$64 | \$1,591 | 0.0 |

| | | | | | |
|----------------------------|-----|---------|---------|---------|-----|
| Travel reservation svcs | \$0 | \$1,365 | \$102 | \$1,467 | 0.0 |
| Retail - health care | \$0 | \$334 | \$1,102 | \$1,436 | 0.0 |
| Internet publishing | \$0 | \$1,368 | \$35 | \$1,403 | 0.0 |
| Other personal svcs | \$0 | \$587 | \$747 | \$1,334 | 0.0 |
| Amusement parks | \$0 | \$201 | \$1,112 | \$1,313 | 0.0 |
| Funds, trusts, other | \$0 | \$152 | \$1,149 | \$1,300 | 0.0 |
| Automotive repair | \$0 | \$1,038 | \$215 | \$1,253 | 0.0 |
| Automobile mfg | \$0 | \$42 | \$1,202 | \$1,244 | 0.0 |
| Industrial repair | \$0 | \$1,172 | \$44 | \$1,216 | 0.0 |
| Other support svcs | \$0 | \$1,091 | \$67 | \$1,158 | 0.0 |
| Retail-motor veh, parts | \$0 | \$242 | \$888 | \$1,130 | 0.0 |
| Individual, family svcs | \$0 | \$0 | \$1,067 | \$1,067 | 0.0 |
| Home health care svcs | \$0 | \$0 | \$1,004 | \$1,004 | 0.0 |
| Soc Advoc/Grantmkg org | \$0 | \$1 | \$956 | \$957 | 0.0 |
| Colleges/universities | \$0 | \$154 | \$774 | \$928 | 0.0 |
| Residential maintenance | \$0 | \$387 | \$535 | \$922 | 0.0 |
| Religious organizations | \$0 | \$0 | \$894 | \$894 | 0.0 |
| Other information svcs | \$0 | \$834 | \$36 | \$870 | 0.0 |
| Insurance brokers | \$0 | \$705 | \$146 | \$851 | 0.0 |
| Printing | \$0 | \$827 | \$19 | \$846 | 0.0 |
| Transit transportation | \$0 | \$587 | \$257 | \$844 | 0.0 |
| Other recreation indust | \$0 | \$465 | \$362 | \$826 | 0.0 |
| Promoters of perform arts | \$0 | \$533 | \$291 | \$824 | 0.0 |
| Retail - misc | \$0 | \$174 | \$564 | \$738 | 0.0 |
| Retail - clothing | \$0 | \$118 | \$603 | \$721 | 0.0 |
| Cable programming | \$0 | \$669 | \$21 | \$689 | 0.0 |
| Specialized design | \$0 | \$619 | \$62 | \$681 | 0.0 |
| Fitness / recreation | \$0 | \$422 | \$218 | \$640 | 0.0 |
| Soft drink/ice mfg | \$0 | \$592 | \$43 | \$636 | 0.0 |
| Other professional svcs | \$0 | \$557 | \$37 | \$593 | 0.0 |
| Petroleum lube mfg | \$0 | \$510 | \$68 | \$578 | 0.0 |
| Elem/sec schools | \$0 | \$0 | \$573 | \$573 | 0.0 |
| Community relief svcs | \$0 | \$0 | \$543 | \$543 | 0.0 |
| Sawmill preservation | \$0 | \$458 | \$29 | \$487 | 0.0 |
| Retail - Nonstore | \$0 | \$48 | \$404 | \$452 | 0.0 |
| State/Loc electric utils | \$0 | \$400 | \$23 | \$423 | 0.0 |
| Seasoning mfg | \$0 | \$390 | \$25 | \$415 | 0.0 |
| Retail - sporting goods | \$0 | \$103 | \$296 | \$399 | 0.0 |
| Retail - building material | \$0 | \$69 | \$322 | \$391 | 0.0 |
| Software publishers | \$0 | \$287 | \$67 | \$355 | 0.0 |
| Commercial leasing | \$0 | \$334 | \$16 | \$350 | 0.0 |
| Other petroleum/coal mfg | \$0 | \$271 | \$71 | \$341 | 0.0 |
| Death care services | \$0 | \$0 | \$325 | \$325 | 0.0 |
| Private households | \$0 | \$0 | \$309 | \$309 | 0.0 |
| Soap and cleaning mfg | \$0 | \$148 | \$153 | \$302 | 0.0 |
| Sound recording industry | \$0 | \$233 | \$49 | \$282 | 0.0 |
| Sign manufacturing | \$0 | \$268 | \$6 | \$273 | 0.0 |
| Other accommodations | \$0 | \$24 | \$194 | \$218 | 0.0 |
| Personal care svcs | \$0 | \$0 | \$209 | \$209 | 0.0 |
| Consumer goods rental | \$0 | \$151 | \$49 | \$200 | 0.0 |
| Data processing | \$0 | \$147 | \$43 | \$190 | 0.0 |
| Other machinery mfg | \$0 | \$161 | \$11 | \$173 | 0.0 |
| In-vitro diag subst mfg | \$0 | \$17 | \$150 | \$167 | 0.0 |
| Wood container mfg | \$0 | \$152 | \$11 | \$163 | 0.0 |
| Fruit & veg canning | \$0 | \$144 | \$13 | \$157 | 0.0 |
| Auto equip rental | \$0 | \$125 | \$19 | \$144 | 0.0 |
| Poultry processing | \$0 | \$124 | \$13 | \$137 | 0.0 |
| Misc wood mfg | \$0 | \$116 | \$10 | \$126 | 0.0 |
| Computer programming | \$0 | \$119 | \$6 | \$125 | 0.0 |
| Motion picture industry | \$0 | \$114 | \$10 | \$124 | 0.0 |
| Retail - furniture | \$0 | \$19 | \$98 | \$117 | 0.0 |

| | | | | | |
|--|-----|-------|------|-------|-----|
| Couriers, messengers | \$0 | \$112 | \$4 | \$116 | 0.0 |
| Retail - Electronics | \$0 | \$26 | \$86 | \$112 | 0.0 |
| Coating, engraving mfg | \$0 | \$97 | \$10 | \$107 | 0.0 |
| Fats & oils refining | \$0 | \$100 | \$8 | \$107 | 0.0 |
| Asphalt shingle mfg | \$0 | \$78 | \$27 | \$105 | 0.0 |
| Printing support | \$0 | \$97 | \$3 | \$100 | 0.0 |
| Nonferr rolling/drawing | \$0 | \$94 | \$3 | \$98 | 0.0 |
| Oth fabricated metal mfg | \$0 | \$87 | \$3 | \$90 | 0.0 |
| Support for facilities | \$0 | \$81 | \$8 | \$89 | 0.0 |
| State/local transit | \$0 | \$60 | \$27 | \$87 | 0.0 |
| Other govt enterprises | \$0 | \$45 | \$24 | \$69 | 0.0 |
| Video/DVD rental | \$0 | \$0 | \$64 | \$64 | 0.0 |
| Car washes | \$0 | \$42 | \$17 | \$59 | 0.0 |
| Frozen food manufac | \$0 | \$54 | \$5 | \$59 | 0.0 |
| Book publishers | \$0 | \$21 | \$37 | \$58 | 0.0 |
| Male cut & sew mfg | \$0 | \$2 | \$52 | \$54 | 0.0 |
| Veterinary services | \$0 | \$0 | \$52 | \$52 | 0.0 |
| Electronic repair | \$0 | \$44 | \$5 | \$49 | 0.0 |
| Independent artists | \$0 | \$41 | \$2 | \$43 | 0.0 |
| Metal furniture mfg | \$0 | \$1 | \$36 | \$37 | 0.0 |
| Other plastics mfg | \$0 | \$25 | \$4 | \$29 | 0.0 |
| Computer storage mfg | \$0 | \$25 | \$4 | \$29 | 0.0 |
| Hardware mfg | \$0 | \$28 | \$1 | \$29 | 0.0 |
| Flavor syrup manufac | \$0 | \$27 | \$1 | \$28 | 0.0 |
| Wood TV, radio mfg | \$0 | \$0 | \$27 | \$27 | 0.0 |
| Photographic services | \$0 | \$21 | \$5 | \$26 | 0.0 |
| Software, A/V reproducing | \$0 | \$24 | \$2 | \$26 | 0.0 |
| Soy/oilseed processing | \$0 | \$20 | \$4 | \$24 | 0.0 |
| Bowling centers | \$0 | \$1 | \$22 | \$23 | 0.0 |
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66 Stetson Court
Williamstown, MA 01267
413-884-0093
www.c-3-d.org

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