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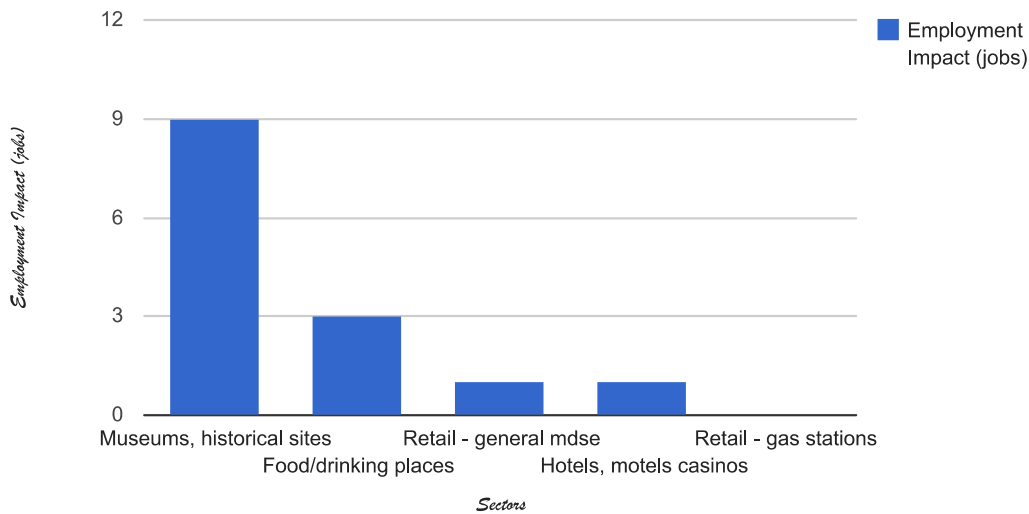
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Regional Economic Impact of MOCAD

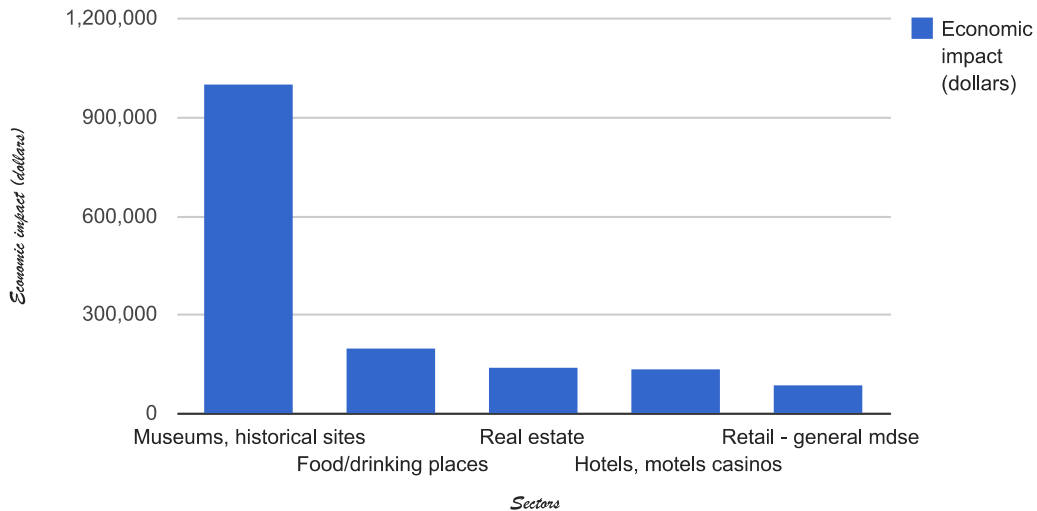
Annual Budget	Visitors	% Non-local	Year	
\$1,000,000	35,000	25%	2011	Update

	Direct	Indirect	Induced	Total
Programming and Events	\$1,000,000	\$354,688	\$261,307	\$1,615,994
Non-local Visitors	\$436,100	\$122,730	\$133,229	\$692,059
Total Output Impact	\$1,436,100	\$477,418	\$394,535	\$2,308,054
Total Jobs	16	3	3	22

Sectors With High Employment Impact



Sectors With High Economic Impact



Description	Direct	Indirect	Induced	Total	Jobs
Museums, historical sites	\$1,000,000	\$0	\$527	\$1,000,527	9.2
Food/drinking places	\$171,938	\$7,621	\$21,131	\$200,689	3.4
Real estate	\$0	\$119,104	\$21,898	\$141,002	0.8
Hotels, motels casinos	\$130,463	\$1,763	\$1,824	\$134,049	1.2
Retail - general mdse	\$81,287	\$404	\$5,814	\$87,505	1.8
Imputed rental value	\$0	\$0	\$51,180	\$51,180	0.0
Retail - gas stations	\$49,175	\$88	\$1,384	\$50,647	0.9
Power generation	\$0	\$35,277	\$7,194	\$42,471	0.1
Hospitals	\$0	\$0	\$30,421	\$30,421	0.2
Insurance carriers	\$0	\$16,924	\$11,233	\$28,157	0.1
Petroleum refineries	\$0	\$14,901	\$10,756	\$25,657	0.0
Health practitioners	\$0	\$0	\$25,287	\$25,287	0.2
Advertising	\$0	\$21,532	\$1,588	\$23,120	0.1
Wholesale trade	\$0	\$9,182	\$13,513	\$22,695	0.1
Management svcs	\$0	\$18,695	\$1,831	\$20,527	0.1
Oth State/Loc enterprise	\$0	\$9,916	\$6,596	\$16,512	0.1
Legal services	\$0	\$9,442	\$6,407	\$15,850	0.1
Telecommunications	\$0	\$10,799	\$4,926	\$15,725	0.1
Services to buildings	\$0	\$12,387	\$2,479	\$14,866	0.2
Nondepository credit	\$0	\$6,275	\$7,984	\$14,259	0.0
Accounting, tax prep	\$0	\$11,646	\$2,138	\$13,784	0.1
Natural gas distrib	\$0	\$9,345	\$4,404	\$13,749	0.0
Monetary authorities	\$0	\$4,136	\$9,037	\$13,173	0.0
Management of companies	\$0	\$9,797	\$3,286	\$13,084	0.1
Employment services	\$0	\$9,508	\$1,813	\$11,321	0.3
Truck transportation	\$0	\$6,865	\$4,258	\$11,123	0.1
Couriers, messengers	\$0	\$7,835	\$866	\$8,701	0.1
Nonres maintenance	\$0	\$7,341	\$1,033	\$8,374	0.1
Newspaper publishers	\$0	\$7,180	\$665	\$7,845	0.1
Radio/TV broadcasting	\$0	\$6,983	\$572	\$7,554	0.0
Other educational svcs	\$0	\$5,192	\$2,011	\$7,203	0.1
Nursing/residential care	\$0	\$0	\$7,195	\$7,195	0.1
Medical labs	\$0	\$2	\$7,046	\$7,048	0.0
Retail - food and bev	\$0	\$230	\$6,652	\$6,882	0.1
Sightseeing transport	\$0	\$6,184	\$527	\$6,711	0.1
Waste management	\$0	\$5,168	\$1,175	\$6,343	0.0
Warehousing/storage	\$0	\$5,479	\$850	\$6,328	0.1
Office admin svcs	\$0	\$5,085	\$728	\$5,813	0.0
Postal service	\$0	\$4,958	\$842	\$5,800	0.1
Retail-motor veh, parts	\$0	\$218	\$5,052	\$5,270	0.1
Mailing list publishers	\$0	\$4,667	\$407	\$5,074	0.0
Child day care svcs	\$3,238	\$0	\$1,818	\$5,055	0.1
Non-poultry processing	\$0	\$2,132	\$2,628	\$4,761	0.0
Civic, social, prof orgs	\$0	\$878	\$3,603	\$4,481	0.0
Printing	\$0	\$4,203	\$248	\$4,452	0.0
Support for businesses	\$0	\$3,434	\$813	\$4,247	0.1
Architectural svcs	\$0	\$2,860	\$1,184	\$4,044	0.0
Automotive repair	\$0	\$2,131	\$1,889	\$4,020	0.1
Funds, trusts, other	\$0	\$129	\$3,634	\$3,763	0.0
Insurance brokers	\$0	\$2,116	\$1,642	\$3,758	0.0
Retail - building material	\$0	\$112	\$3,282	\$3,394	0.0
Retail - health care	\$0	\$154	\$3,200	\$3,353	0.0
Automobile mfg	\$0	\$19	\$3,038	\$3,057	0.0
Amusement parks	\$0	\$51	\$2,981	\$3,032	0.0
Retail - clothing	\$0	\$90	\$2,899	\$2,989	0.1
Auto equip rental	\$0	\$1,837	\$1,098	\$2,935	0.0
Securities, investments	\$0	\$631	\$2,289	\$2,920	0.1
Periodical publisher	\$0	\$2,530	\$341	\$2,871	0.0
Colleges/universities	\$0	\$70	\$2,797	\$2,867	0.0
Individual, family svcs	\$0	\$0	\$2,800	\$2,800	0.1

Home health care svcs	\$0	\$0	\$2,751	\$2,751	0.0
Vehicle parts mfg	\$0	\$920	\$1,828	\$2,748	0.0
Industrial repair	\$0	\$2,335	\$402	\$2,737	0.0
Soc Advoc/Grantmkg org	\$0	\$1	\$2,575	\$2,575	0.0
Other professional svcs	\$0	\$1,803	\$647	\$2,450	0.0
Religious organizations	\$0	\$0	\$2,405	\$2,405	0.0
Residential maintenance	\$0	\$536	\$1,785	\$2,320	0.0
Other personal svcs	\$0	\$255	\$2,026	\$2,281	0.0
Security services	\$0	\$1,662	\$613	\$2,275	0.0
Environmental consulting	\$0	\$2,068	\$205	\$2,273	0.0
Retail - misc	\$0	\$103	\$2,114	\$2,217	0.1
Personal care svcs	\$0	\$0	\$2,198	\$2,198	0.0
Pharma prep mfg	\$0	\$213	\$1,946	\$2,159	0.0
Bakery/bread mfg	\$0	\$940	\$1,190	\$2,129	0.0
Other support svcs	\$0	\$1,572	\$514	\$2,086	0.0
Scientific research	\$0	\$1,348	\$727	\$2,075	0.0
Nonfinan intang lessors	\$0	\$1,648	\$382	\$2,030	0.0
Electronic repair	\$0	\$1,411	\$457	\$1,868	0.0
Elem/sec schools	\$0	\$0	\$1,829	\$1,829	0.0
Spectator sports	\$0	\$1,162	\$655	\$1,816	0.0
Fluid milk, butter mfg	\$0	\$610	\$1,199	\$1,808	0.0
Other computer svcs	\$0	\$1,297	\$415	\$1,712	0.0
Electronic computer mfg	\$0	\$194	\$1,501	\$1,695	0.0
Laundry services	\$0	\$892	\$766	\$1,658	0.0
Computer systems design	\$0	\$1,210	\$410	\$1,619	0.0
Retail - Nonstore	\$0	\$29	\$1,559	\$1,589	0.1
Air transportation	\$0	\$524	\$994	\$1,518	0.0
Rail transportation	\$0	\$1,057	\$461	\$1,517	0.0
State/Loc electric utils	\$0	\$1,253	\$249	\$1,502	0.0
Community relief svcs	\$0	\$0	\$1,395	\$1,395	0.0
Retail - sporting goods	\$0	\$70	\$1,263	\$1,333	0.0
Household goods repair	\$0	\$935	\$360	\$1,295	0.0
Soap and cleaning mfg	\$0	\$176	\$991	\$1,168	0.0
Commercial leasing	\$0	\$931	\$199	\$1,129	0.0
Promoters of perform arts	\$0	\$266	\$853	\$1,119	0.0
Retail - furniture	\$0	\$32	\$1,065	\$1,098	0.0
Other recreation indust	\$0	\$180	\$864	\$1,044	0.0
Data processing	\$0	\$566	\$417	\$984	0.0
Travel reservation svcs	\$0	\$633	\$305	\$938	0.0
Transit transportation	\$0	\$280	\$655	\$935	0.0
Polystyrene foam mfg	\$0	\$715	\$162	\$877	0.0
Consumer goods rental	\$0	\$411	\$434	\$846	0.0
All other food mfg	\$0	\$344	\$501	\$844	0.0
Retail - Electronics	\$0	\$38	\$792	\$829	0.0
Motion picture industry	\$0	\$555	\$265	\$819	0.0
Performing arts comp	\$0	\$458	\$342	\$800	0.0
Cable programming	\$0	\$656	\$102	\$758	0.0
Internet publishing	\$0	\$661	\$88	\$749	0.0
Death care services	\$0	\$0	\$706	\$706	0.0
Sound recording industry	\$0	\$257	\$434	\$691	0.0
Fitness / recreation	\$0	\$157	\$512	\$669	0.0
Private households	\$0	\$0	\$648	\$648	0.1
Specialized design	\$0	\$434	\$186	\$620	0.0
Surgical appliance mfg	\$0	\$30	\$584	\$614	0.0
Urethane/other mfg	\$0	\$401	\$210	\$611	0.0
Plastics material mfg	\$0	\$332	\$272	\$604	0.0
Veterinary services	\$0	\$0	\$564	\$564	0.0
Petroleum lube mfg	\$0	\$282	\$272	\$554	0.0
Coffee and tea mfg	\$0	\$241	\$303	\$544	0.0
Dry dairy products	\$0	\$251	\$271	\$522	0.0
Water & sewage system	\$0	\$223	\$258	\$481	0.0

Support for facilities	\$0	\$343	\$85	\$428	0.0
Pipeline transportation	\$0	\$274	\$145	\$419	0.0
Cookie & cracker mfg	\$0	\$151	\$209	\$360	0.0
Plastics packaging mfg	\$0	\$206	\$154	\$359	0.0
Soft drink/ice mfg	\$0	\$171	\$177	\$347	0.0
Independent artists	\$0	\$259	\$77	\$336	0.0
Other information svcs	\$0	\$276	\$60	\$335	0.0
Other accommodations	\$0	\$15	\$313	\$328	0.0
Other plastics mfg	\$0	\$154	\$171	\$325	0.0
Oil & gas extraction	\$0	\$187	\$134	\$321	0.0
Computer programming	\$0	\$240	\$71	\$311	0.0
Other petroleum/coal mfg	\$0	\$172	\$139	\$310	0.0
Sign manufacturing	\$0	\$286	\$22	\$308	0.0
Software, A/V reproducing	\$0	\$224	\$75	\$299	0.0
Car washes	\$0	\$111	\$186	\$297	0.0
Mattress mfg	\$0	\$2	\$288	\$289	0.0
Other chemical mfg	\$0	\$142	\$131	\$273	0.0
Aircraft engine mfg	\$0	\$197	\$59	\$256	0.0
Seafood packaging	\$0	\$186	\$68	\$254	0.0
Purchased glass mfg	\$0	\$72	\$166	\$239	0.0
Video/DVD rental	\$0	\$0	\$232	\$232	0.0
Software publishers	\$0	\$67	\$135	\$202	0.0
Other engine equip mfg	\$0	\$96	\$101	\$197	0.0
Photographic services	\$0	\$123	\$68	\$191	0.0
In-vitro diag subst mfg	\$0	\$3	\$175	\$178	0.0
Asphalt shingle mfg	\$0	\$92	\$83	\$174	0.0
Light truck mfg	\$0	\$0	\$173	\$174	0.0
Plastics bottle mfg	\$0	\$105	\$65	\$170	0.0
Dental laboratories	\$0	\$0	\$169	\$169	0.0
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