



THE ECONOMIC IMPACT OF THE CP CENTER

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Executive Summary

In 2015, St. Norbert College's Center for Business and Economic Analysis (CBEA) was contacted by the CP Center of Green Bay to conduct an economic impact study. The study results will be used in the applications for future grants to further enable the Center to serve the needs of individuals in Northeast Wisconsin. The results may also be used in an appeal to donors to help fund an expansion to the current children's services area of the Green Bay CP Center location. The CBEA concluded, as shown in Table 1 below, the Green Bay CP Center has an \$8.5 million impact on Brown County and generates over 200 jobs throughout the area. Additionally, the CP Center benefits the county socially in ways that cannot be quantified.

Table 1: Green Bay CP Center Total Impact (All Effects)			
Total Effects	Jobs	Labor Income	Total Output
Operating Expenditures	200	\$4,868,737	\$8,266,269
Capital Expenditures	2	\$102,694	\$265,431
Total	202	\$4,971,431	\$8,531,700
Multiplier	1.16	1.29	1.64

Introduction

Cerebral Palsy, Inc. is a non-profit organization serving Northeast Wisconsin since 1954. While this study specifically focuses on the main location in Green Bay, the CP Center also has satellite locations in Two Rivers and Kimberly. The CP Center offers progressive solutions for a variety of physical, mobility, sensory, and communication conditions. The Green Bay location offers adult day services, children's services, an inclusive childcare, an aquatic swim center, and outreach services.

An economic impact study assesses the direct, indirect, and induced effects of a business on a specified region. The direct effect is the economic change that occurs as a direct result of the organization's business activity. This includes all jobs held by organization employees and all expenses falling under the organization's operating budget. The indirect effect is the economic change that occurs because the organization's economic activity creates business activity for its vendors. This may also be known as the supply chain effect. Due to the fact the CP Center exists local companies receive added economic benefit. Finally, the induced effect is the economic change that occurs as organization and additional vendor employees spend their incomes in the local community. Whether the employee eats at a local restaurant, gets medical care at a local hospital, or gets a haircut at a local barbershop, that employee's expenditure further benefits the region.

The study calculates the economic impact of the CP Center's Green Bay location specifically on Brown County. The CBEA used IMPLAN economic impact modeling system to generate the results of this study. The software system is specifically designed to produce the positive and/or negative effect of an organization on a state or specified county region. Lastly, the study focused specifically on the CP Center's operating expenditures and capital/construction expenditures.

Operating Expenditures

The CP Center operated with a 2014 operating budget of about \$5 million and 172 full- and part-time staff. It is important to note the IMPLAN software does not account for different employee types, so the jobs produced are not specifically full-time or part-time. In 2014, the CP Center employed 172 individuals and had a total compensation and employee benefits expense

of \$3,776,973. Direct total output was entered into IMPLAN in the total of \$5,005,717 matching the center’s 2014 operating budget. Adding in the indirect and induced effects, the CP Center provides an additional 28 jobs and \$3.2 million output from their operating expenditures.

Table 2: Green Bay CP Center Operating Expenditures			
Impact	Jobs	Labor Income	Total Output
Direct Effect	172	\$3,776,973	\$5,005,717
Indirect Effect	7	\$288,782	\$895,911
Induced Effect	21	\$802,982	\$2,364,641
Total Effect	200	\$4,868,737	\$8,266,269

Capital Expenditures

The last component, capital expenditures, was taken as a five year average of major construction projects completed at the center from 2010 to 2014. In total, more than \$900,000 was spent during this five year span. Table 4 displays the results calculated from these capital expenditures. Capital expenditures have a very small impact on the local economy, but still provide an additional \$265,431 in output per year.

Table 3: Green Bay CP Center Capital Expenditures			
Impact	Jobs	Labor Income	Total Output
Direct Effect	1.2	\$72,409	\$181,387
Indirect Effect	0.2	\$12,681	\$32,181
Induced Effect	0.5	\$17,604	\$51,863
Total Effect	1.9	\$102,694	\$265,431

Social Capital

The most important aspect of the CP Center cannot be quantified, much less in an economic in an economic impact study like this. The CP Center’s vision and mission is to celebrate all

abilities and unlock potential, creating a fully inclusive community. The CP Center changes the lives of their clients and their client’s families in ways that could never be quantified. Some of the many ways the center continues to enhance our community are listed below:

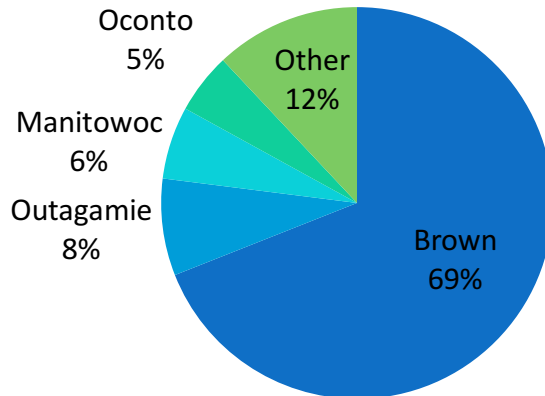
- The CP Center provides outreach services to about fifty families per year through funding for needed medical equipment and referrals to other disability related resources.
- In 2014, the center’s volunteers totaled over 7,000 hours (see graphic below). The CP Center gives each of these volunteers the opportunity to learn and apply themselves in ways that will further benefit their careers.
- The adult day and children’s services aim to maximize each client’s level of independence and potential through training of self-care skills.
- The Common Paths Early Education & Care provides an inclusive, accepting environment in which able-bodied children can interact with less-able children on a daily basis.
- The Aquatic Center is a safe, therapeutic swim environment available to all community members through a variety of exercise classes.

Clients and Volunteers

Table 4: Green Bay CP Center Client Breakdown	
Adult Day Program	186 Clients
Children Services	598 Clients
Common Paths Early Education & Care	108 Children
Aquatic Center	943 Clients
Total	1,835 Clients
If clients participate in more in one area, they may be counted more than once.	

About 69 percent of the CP Center’s therapy services clients reside in Brown County with an additional 19 percent traveling from Outagamie, Manitowoc, and Oconto counties. Each of these clients also must make the commute on a regular basis with adult day clients and childcare children averaging 3.5 visits per week, aquatic center clients averaging 2.5 visits per week, and children services clients averaging 16 visits per year.

CP Center Therapy Services



Volunteers were not included in the above economic impact study results. However, if each volunteer made minimum wage for their work at the CP Center, an additional \$54,085 direct impact would be included. Appendix A provides a complete breakdown of volunteer hours for 2014.

Future Implications and Conclusion

Multipliers can be used to calculate future impact of the Green Bay CP Center on Brown County given budgeted expenditures and clients. These multipliers are displayed at the bottom of Table 1 and can be interpreted as follows: for every job created by CP Center direct effects, another

0.16 jobs are generated in Brown County through indirect and induced effects; for every \$1 of labor income created by CP Center direct effects, another \$0.29 of labor income is generated in Brown County through indirect and induced effects; and for every \$1 of output created by CP Center direct effects, another \$0.64 of output is generated in Brown County through indirect and induced effects.

Overall, the CP Center has an over \$8.5 million economic impact on Brown County with an additional \$54,085 impact from their volunteers. The center also generates 202 full- and part-time jobs and over 7,000 volunteer hours for the Brown County community. Additionally, since the CP Center provides needed essential services for their clients, if the center did not exist a great deal of this \$8.5 million impact would arguably leave the county.

Appendix A

Volunteers - 2014	Hours	Impact (Minimum Wage)
Adult Day Services	941	\$6,822.25
Children's Services	187	\$1,355.75
Common Paths	2,973.5	\$21,557.88
Aquatic Center	605	\$4,386.25
Total Programming	4,706.5	\$34,122.13
Development/Mailings	227.5	\$1,649.37
Packer Parking	280	\$2,030.00
CP Bowl Event	125	\$906.25
CP Telethon Event	1,400	\$10,150.00
CP Golf Event	85	\$616.25
CP Auction Event	636	\$4,611.00
Total	7,460	\$54,085.00