

Glenwood South's Annual Economic Impacts + Benefits to Wake County Economy

Glenwood South Neighborhood Collaborative contracted for an impact study to better understand the neighborhood's economic benefits.

Over a four-month period, the project consultant coordinated with DRA and the GRCVB. The consultant drew from local expertise and materials and prepared a study using classical input/output modeling.

The study's biggest challenge was finding datapoints that could be isolated to the Glenwood South neighborhood.

The Glenwood South economy is much like a small city; it has residents, visitors, retail and wholesale trade, IT technologies, professional services, restaurants, hotels etc. The initial plan was to study impacts in three areas:

- The impacts of Local resident spending
- The impacts of local commerce
- The impacts of visitor expenditures

With considerable effort and the help of local partners, data was gathered and isolated for both the Glenwood South residents and tourist expenditures; but the decision was made to eliminate commerce from the study. While commerce absolutely exists in Glenwood South, it proved too difficult to isolate data points specific to the Glenwood South market.

- ✚ In the final analysis, the report showed that the total economic benefits of Glenwood South resident and visitor expenditures exceeded \$1.2 billion annually.

Again, the report did not include wholesale and retail trade, information, and professional services etc. which do exist in Glenwood South.

- ✚ Of the total \$1.2 billion, Glenwood South's 4,325 residents produce \$512.5 million in economic impact. The 3.8 million annual visitors generate \$761 million in economic impact.

- ✚ The report showed that \$845 million, the majority of the \$1.2 billion in total impacts, are retained in Wake County.

Residents and visitors create tax revenues. Together the resident and visitor expenditures produced an estimated \$110 million in indirect tax benefits. Tax benefits are realized as resident and visitor expenditures multiply through the economy and touch a wide variety of tax-paying businesses and services.

There are a few clarifying notes in the report.

- The Team's objective was not to find the biggest impacts possible, but to prepare a report that was based in conservative and defensible facts.
- The study used 2 models to determine visitor counts: one of the most popular models put the total Glenwood South visitor count at 5.7 million; this study, however, opted to use the conservative estimate of 3.8 million annual visitors.
- As one example of local commerce benefits, food and beverage tax collections showed that Glenwood South generates \$124.7 million Food and Beverage sales and 3% of Wake County F&B taxes. F&B and other commerce inputs are not included in the analysis.
- Glenwood South resident and visitor expenditures support 18,500 Jobs – (6,300 jobs from resident expenditures and 12,200 from visitors).
- Although a small community, Glenwood South's visitor and resident expenditures create significant job benefits – the community impacts 3.6% of Wake County's employees.

The report was based on several key data sources as follows:

- Economic Impact Report: Prepared by Circle Analytics, Inc
 - Greater Raleigh Convention & Visitors Bureau
 - [Placer.ai](#), data provider used by DRA to understand visitor activity.
 - [Arrivalist](#), a leading travel industry intelligence platform.
 - US Census estimate, July 2022
 - US Censes, 2020
 - US Bureau of Economic Analysis, BEA.gov, 2021
 - MIT.edu, Living Wage Calculator (calculation for North Carolina)