

Estimated Annual Expenditures, Multiplier Effects and Total Economic Activity  
Associated with 7,000 People Visiting the Proposed Tidewater Learning Center in  
Falmouth, Maine.<sup>a</sup>

<u>Expenditure Category</u>	<u>Estimated Annual Visitor Expenditures<sup>b</sup></u>	<u>Estimated Multiplier Effect<sup>c</sup></u>	<u>Estimated Total Economic Activity<sup>d</sup></u>
Gas Stations	\$84,000	\$14,500	\$98,500
Restaurants	\$140,000	\$43,000	\$183,000
General Merchandise	<u>\$87,500</u>	<u>\$7,000</u>	<u>\$94,500</u>
<b>Totals</b>	<b>\$311,500</b>	<b>\$64,500</b>	<b>\$376,000</b>

<sup>a</sup> This analysis focused on estimating annual economic activity associated with estimated visitor spending and did not attempt to estimate all of the potential economic activity associated with the proposed Tidewater Learning Center in Falmouth, Maine. The University of Maine Cooperative Extension Cumberland County Office provided the annual visitor estimate of 7,000 or an average of 28 visitors per work day.

<sup>b</sup> The methodology used to estimate annual visitor expenditures was developed by the author. The author gratefully acknowledges the assistance of Thomas Allen, Senior Research Scientist, University of Maine.

<sup>c</sup> The multiplier effect was estimated using IMPLAN, an economic impact model. The multiplier effect represents the additional spending on goods and services throughout the Falmouth area economy resulting from the initial round of visitor spending in these sectors.

<sup>d</sup> The estimated total economic activity includes the estimated direct spending by visitors in each sector plus the multiplier effect of this spending throughout the Falmouth area economy.

This economic analysis report was prepared by:

James C. McConnon, Jr.  
Extension Business and Economics Specialist  
and Professor of Economics  
University of Maine  
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