



**W** CENTER FOR BUSINESS ANALYTICS  
UNIVERSITY of WASHINGTON | TACOMA

# Joint Base Lewis- McChord Economic Impact Phase II

# UW-TACOMA CENTER FOR BUSINESS ANALYTICS (CBA) APPLIED PROJECT

- Project Team:
  - Hsin-Yu (Tina) Chou – digital marketing background
  - Jeffrey Pearson – data analytics background
  - Mac Rainey, MPH, MHIHIM – healthcare analytics background & retired military
  - Justin Shine – marketing background, veteran and ROTC instructor at Pacific Lutheran University
- UW-Tacoma Faculty Advisor – Dr. Margo Bergman, PhD, MPH

# AGENDA

- Review of local business survey results
- JBLM Regional Economic Impacts (REI) analysis results
- Conclusion/Questions



SOUTH SOUND MILITARY &  
COMMUNITIES PARTNERSHIP

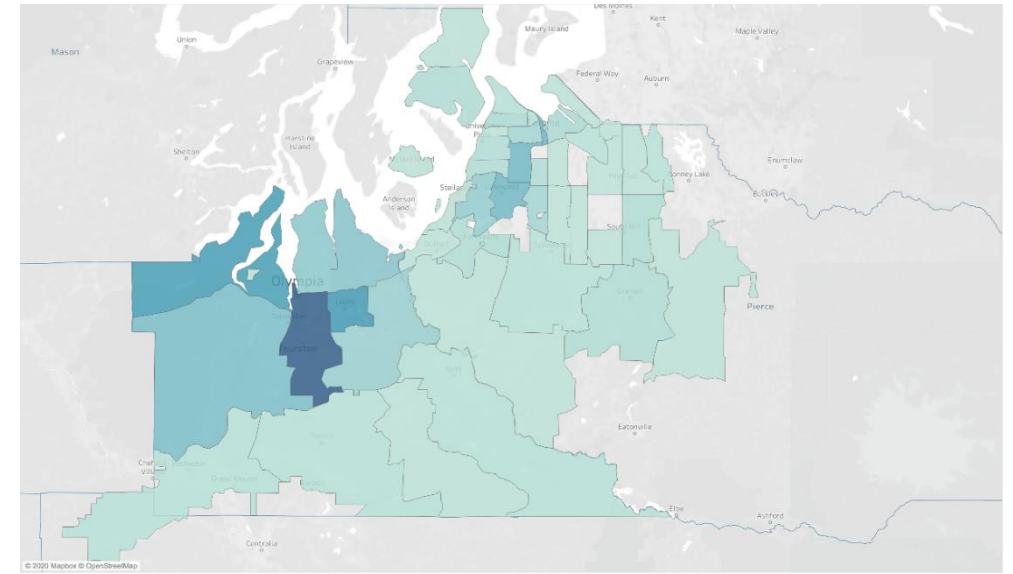


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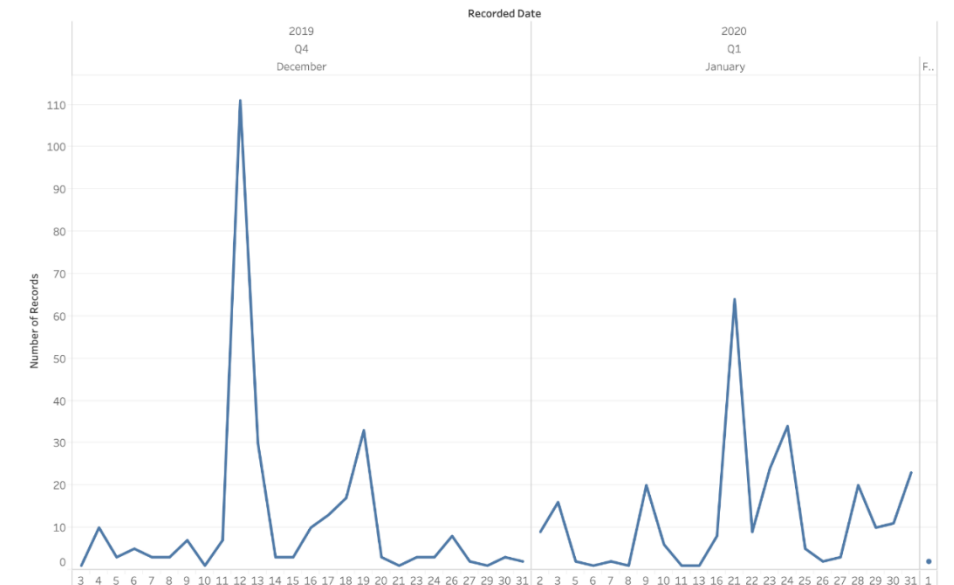
# Business Survey Results

# SURVEY OVERVIEW

- Survey dates: 12/1/2019– 1/31/2020
- **560** surveys completed
- Reported current/prior affiliation with JBLM/military: **51%**
- Business leader/manager/owner: **56%**
- Business leader & current/prior JBLM affiliation: **34%**
- Business survey respondents by county:
  - Thurston – **53%**
  - Pierce – **47%**



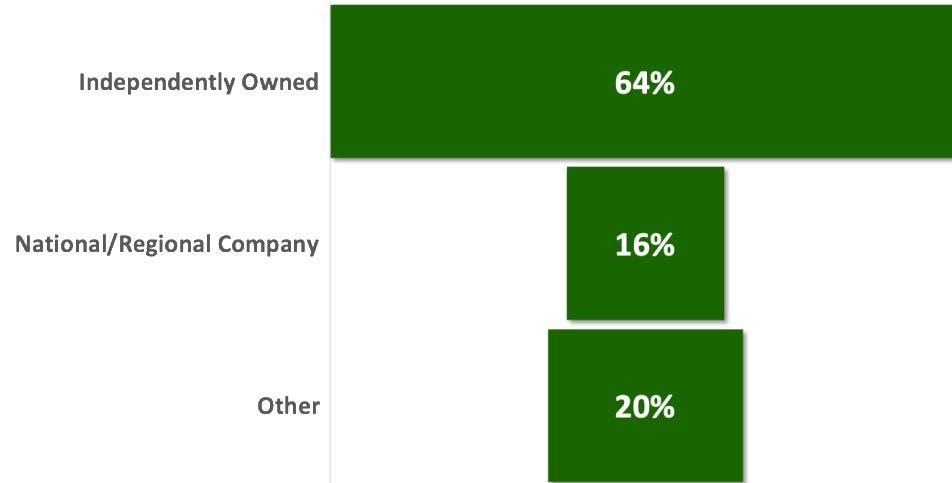
Survey Completion



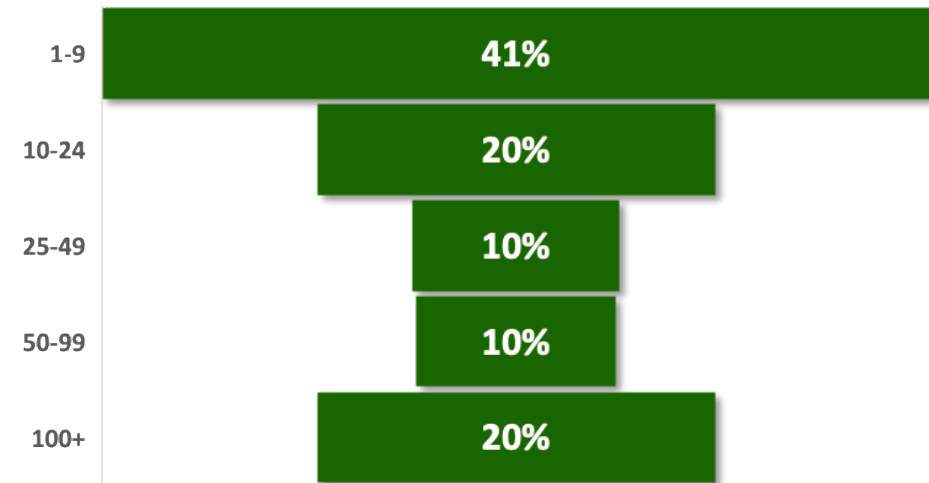
The trend of sum of Number of Records for Recorded Date Day broken down by Recorded Date Year, Recorded Date Quarter and Recorded Date Month.

# BUSINESS SURVEY RESPONDENTS' DEMOGRAPHICS

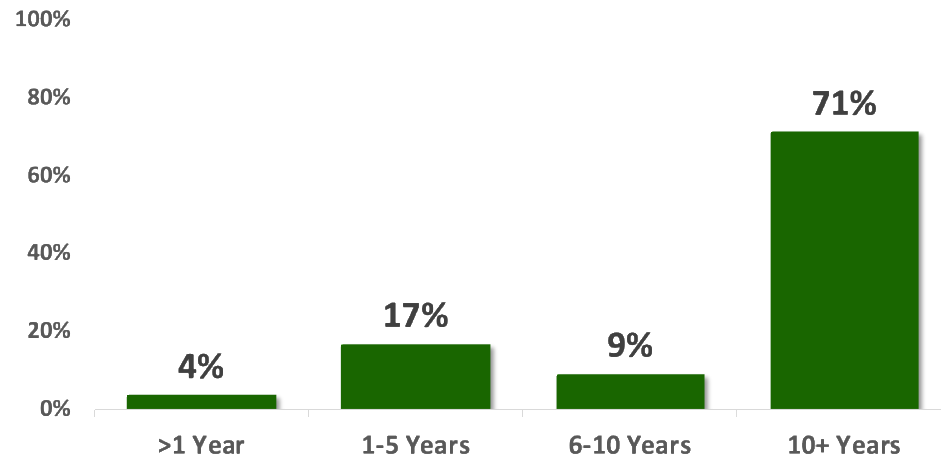
**Business Type**



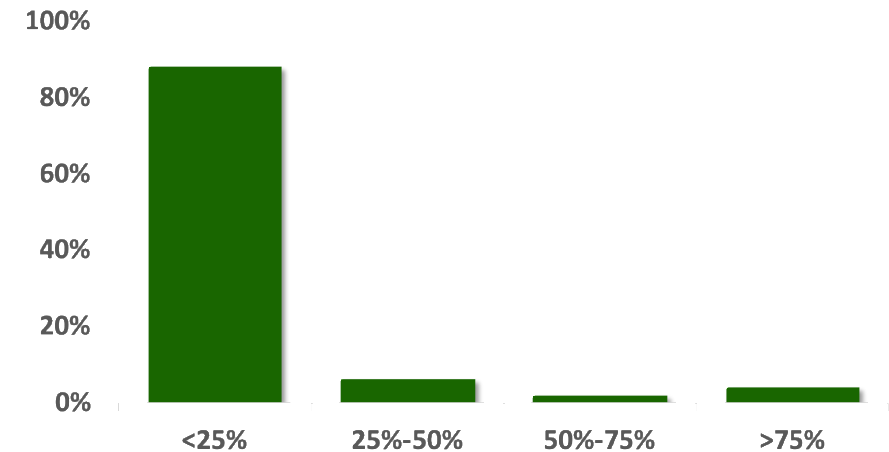
**Number of Employees**



**Years Operating in Pierce/Thurston County**

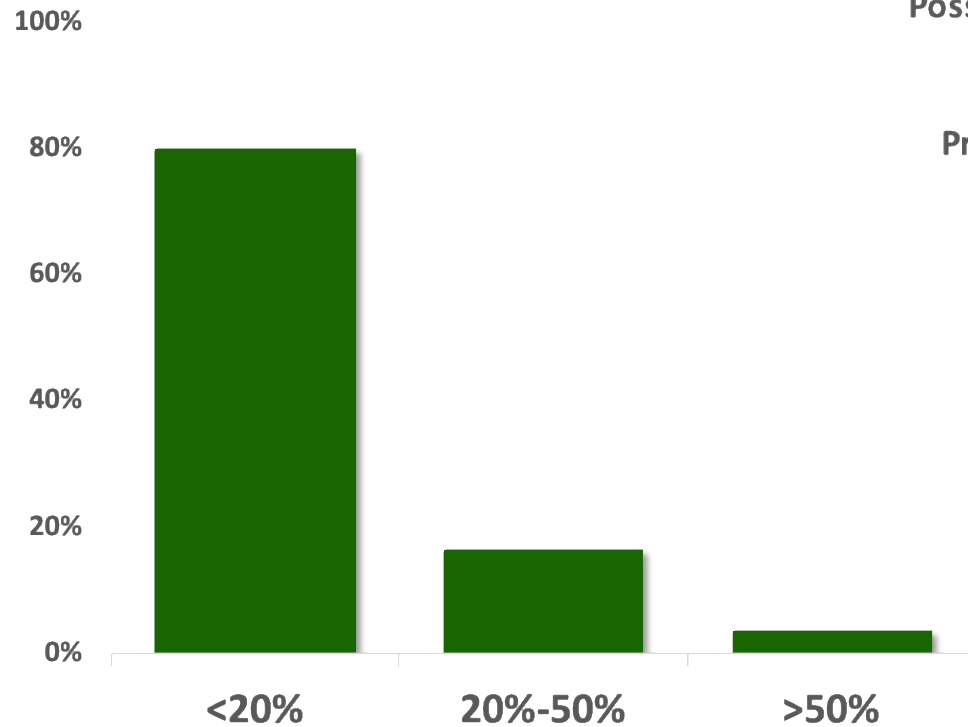


**Percentage of Employees Who are Veterans**

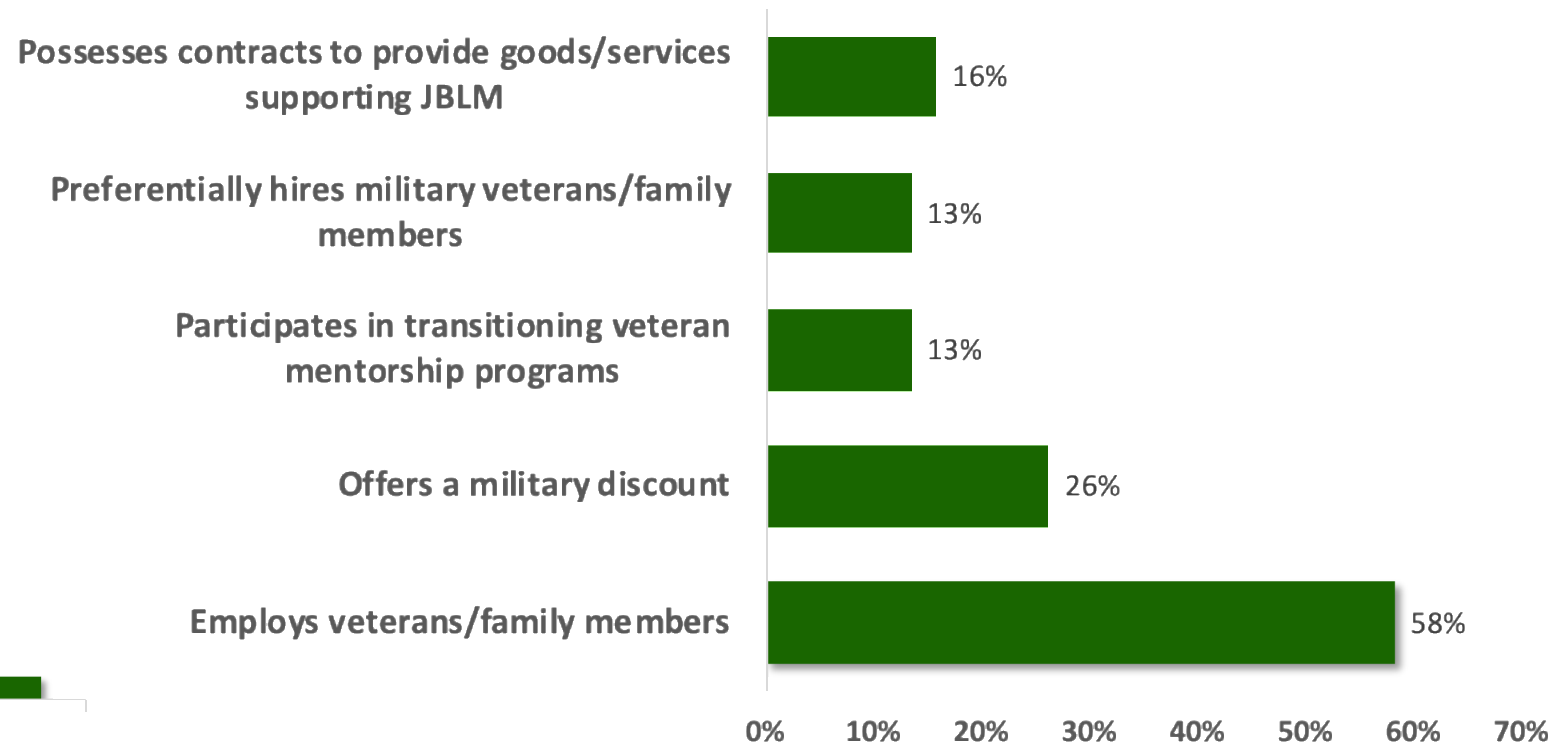


# INVESTMENT/ENGAGEMENT WITH JBLM-AFFILIATED COMMUNITY MEMBERS

**Percentage of Business Attributed to the Presence of JBLM**

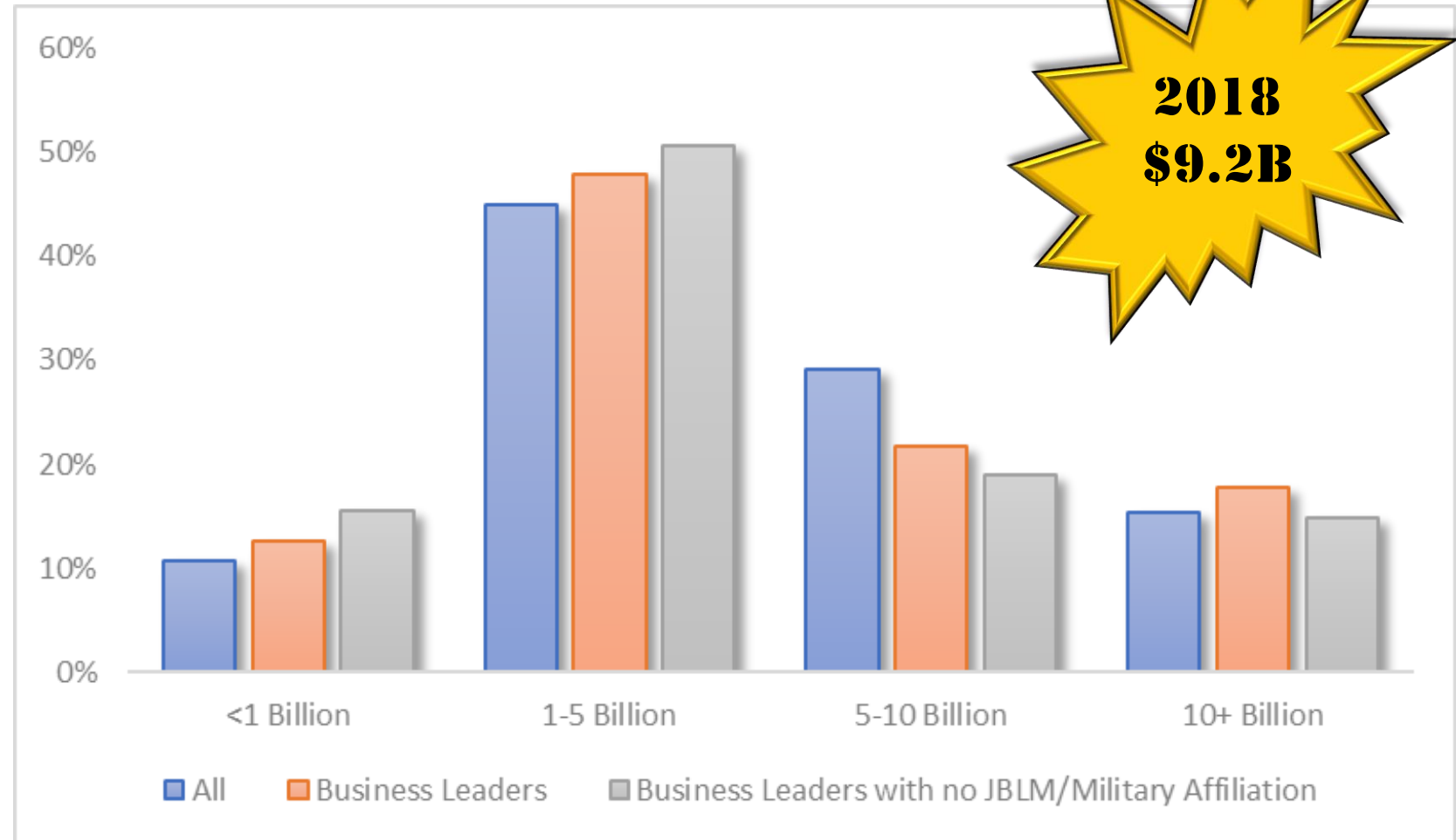


**Incentives and Veteran Related Activities**



# PERCEIVED JBLM ECONOMIC IMPACT

- Business leaders tended to report lower perceived economic impact than non-business leaders\*
- Business leaders who did not report a current or prior military affiliation reported lower perceived impact than military affiliated business leaders\*

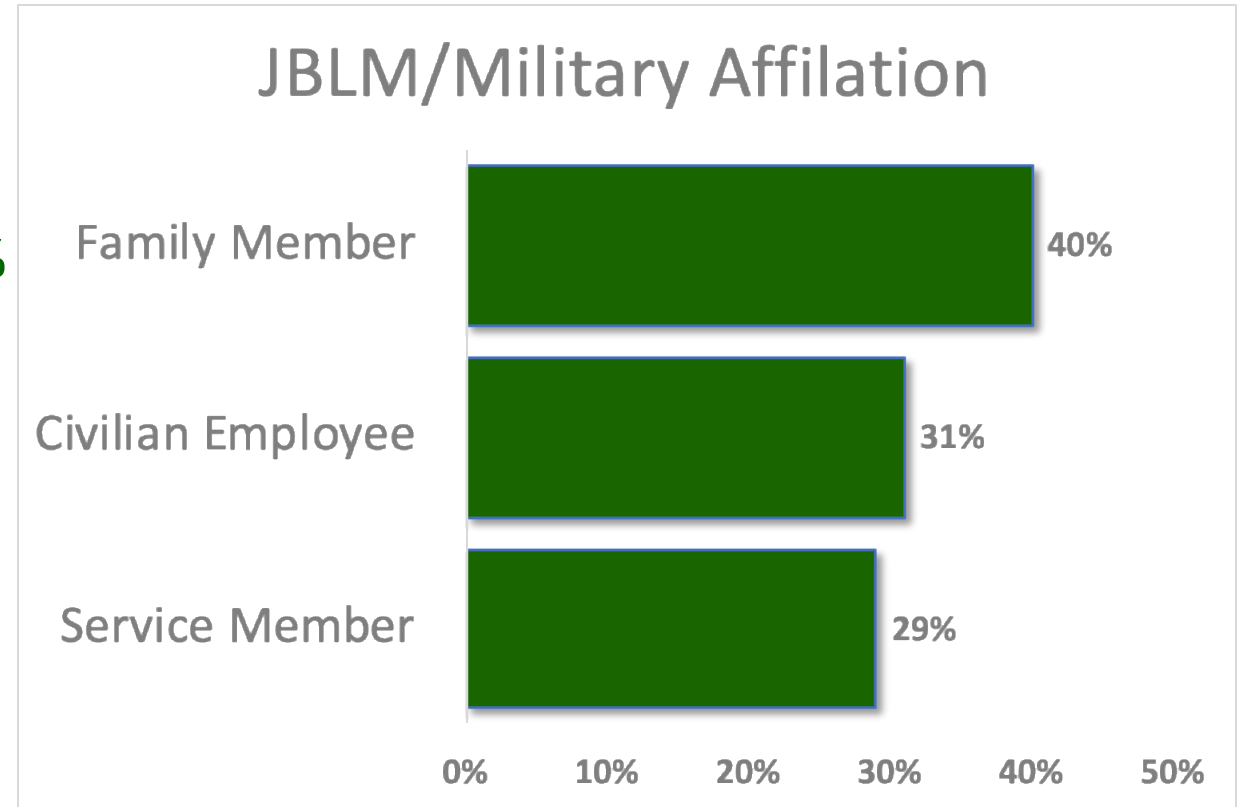


\* Statistically significant finding



# FINDINGS FROM JBLM/MILITARY AFFILIATED SURVEY RESPONDENTS

- JBLM helps attract talent to the region— **75%** of respondents did not live in Pierce/Thurston county prior to their military affiliation
- When they come, they tend to stay – **70%** self-report as homeowners
- Generating local business:
  - ✓ Car **66%**
  - ✓ House **63%**
  - ✓ RV **10%**
  - ✓ Boat **5%**
  - ✓ Investment property **5%**
  - ✓ Other large purchase **6%**





## **BUSINESS & COMMUNITY SURVEY CONCLUSION**

- The business leaders completing the survey tended to be independently owned/operated and part of the local community for greater than 10 years
- While most survey respondents indicated that veterans/military family members, comprise less than 25% of their workforce, 58% of business survey respondents do currently have some on payroll
- Educational/outreach could enhance understanding of JBLM regional impact and facilitate greater collaboration



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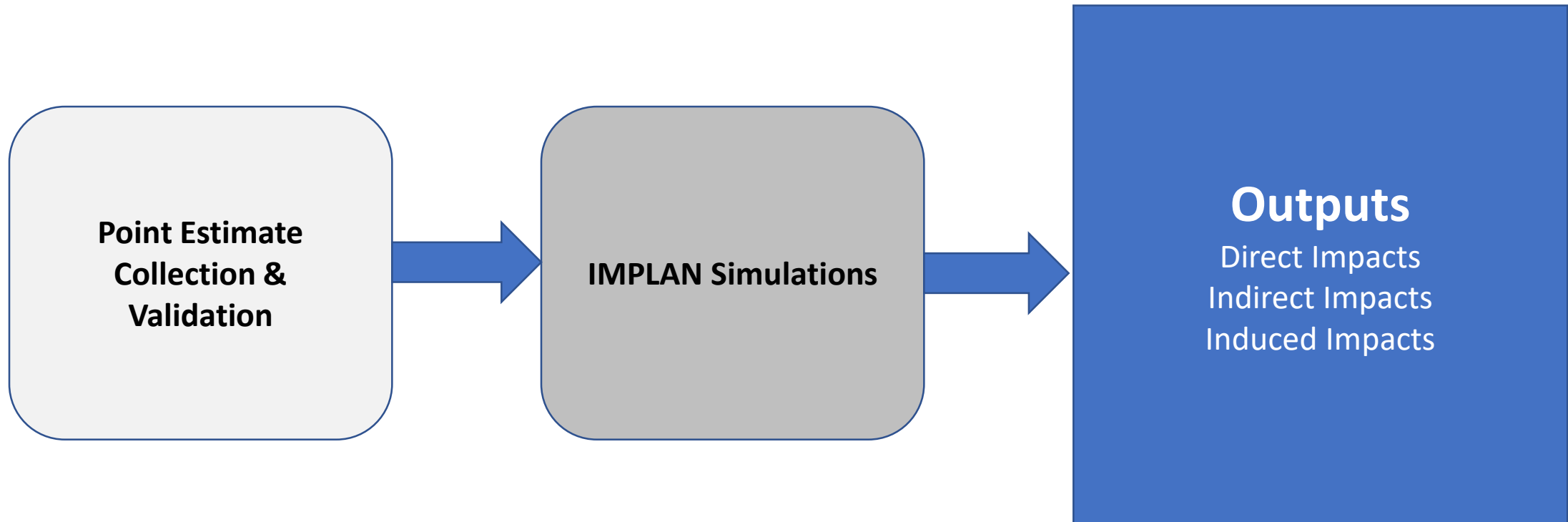
# JBLM Regional Economic Impact Analysis

# CHANGES BETWEEN PREVIOUS AND CURRENT REI ANALYSIS

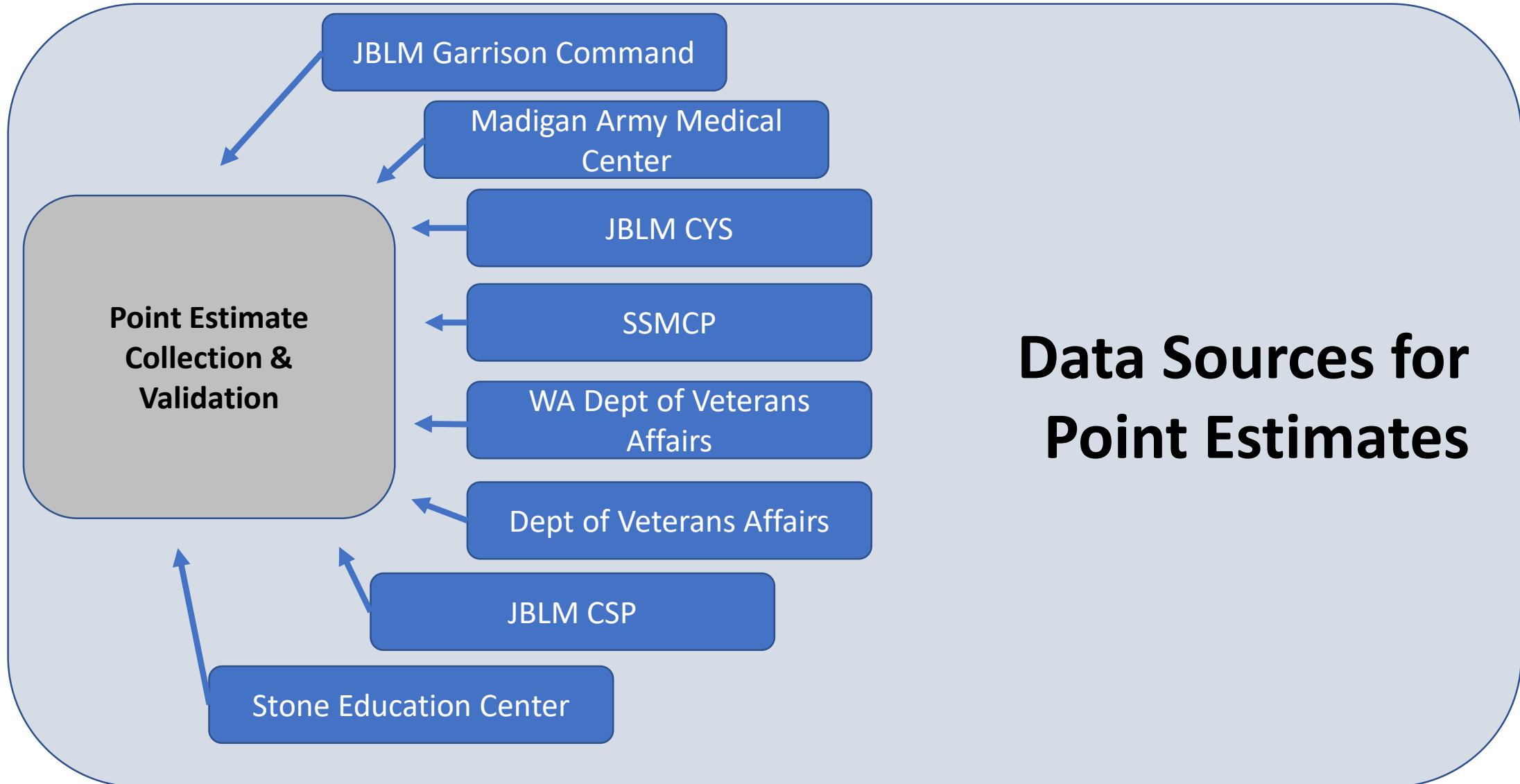
- 2020 Regional Economic Impact Analysis includes more data with greater granularity
  - Retiree pensions
  - GI Bill/Tuition Assistance
  - Basic Allowance for Housing (BAH)
  - IMPACT Aid
- Access to IMPLAN Simulations
  - More accurately estimate indirect and induced effects
  - Incorporates cross-region impacts
  - Assess spin-off jobs (indirect and induced) impact

**Bottom line -- more resources, more data, more access and more time**

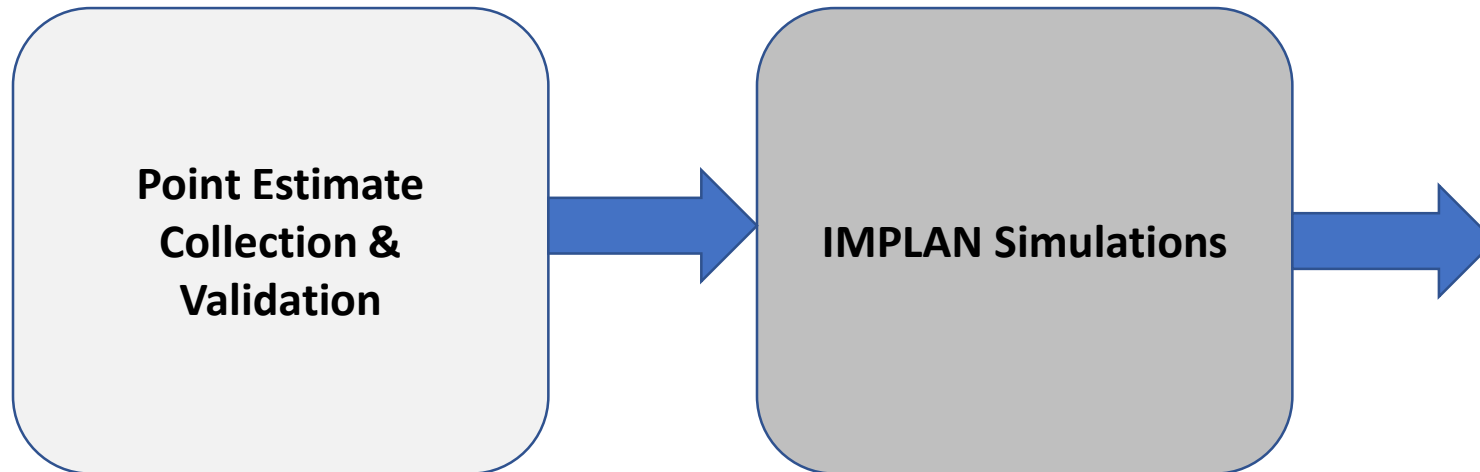
# 2020 REI DEVELOPMENT PROCESS OVERVIEW



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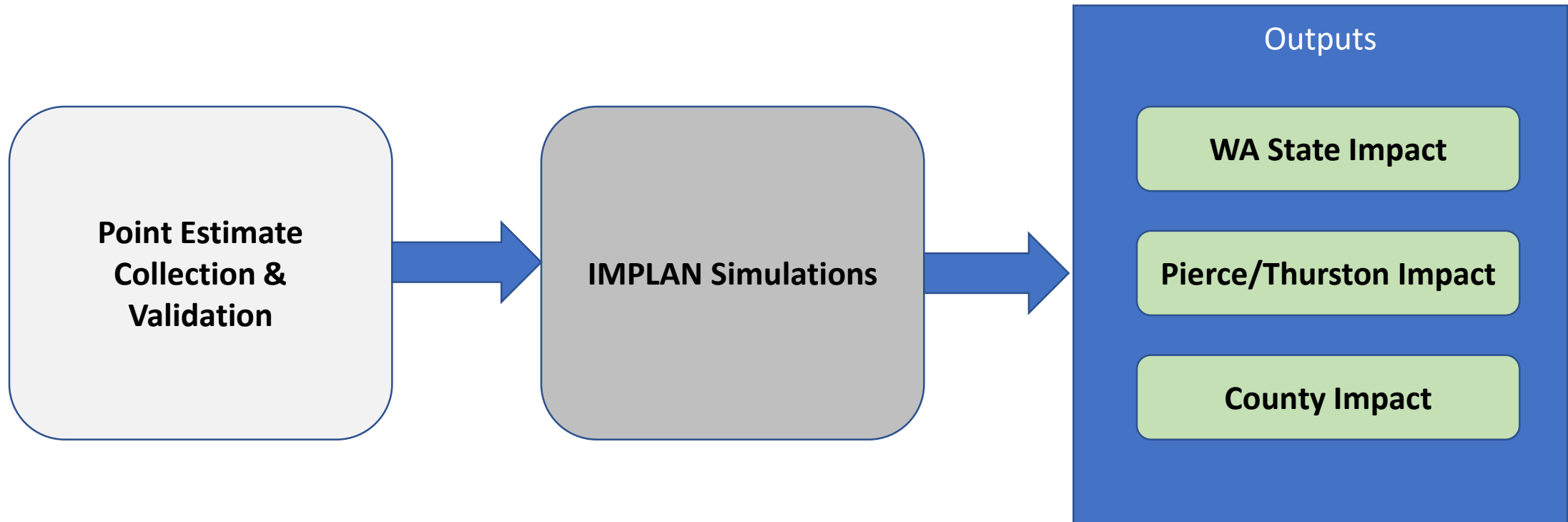


# 2020 REI DEVELOPMENT PROCESS OVERVIEW





# 2020 REI DEVELOPMENT PROCESS OVERVIEW



# REGIONAL ECONOMIC IMPACT POINT ESTIMATES

JBLM Payroll (Military, Civilian, Contractor)

**\$4,120,359,073**

FY19 JBLM Garrison Budget (O&M)

**\$529,722,995**

FY19 Madigan AMC Budget (DHP)

**\$635,500,000**

Purchased Care Healthcare

**\$55,383,820**

Local Contracts

**\$994,901,989**

Military Retiree Pensions

**\$1,269,087,336**

Active Duty Military Employed Spouses

**\$285,373,658**

Impact Aid Funding

**\$27,327,110**

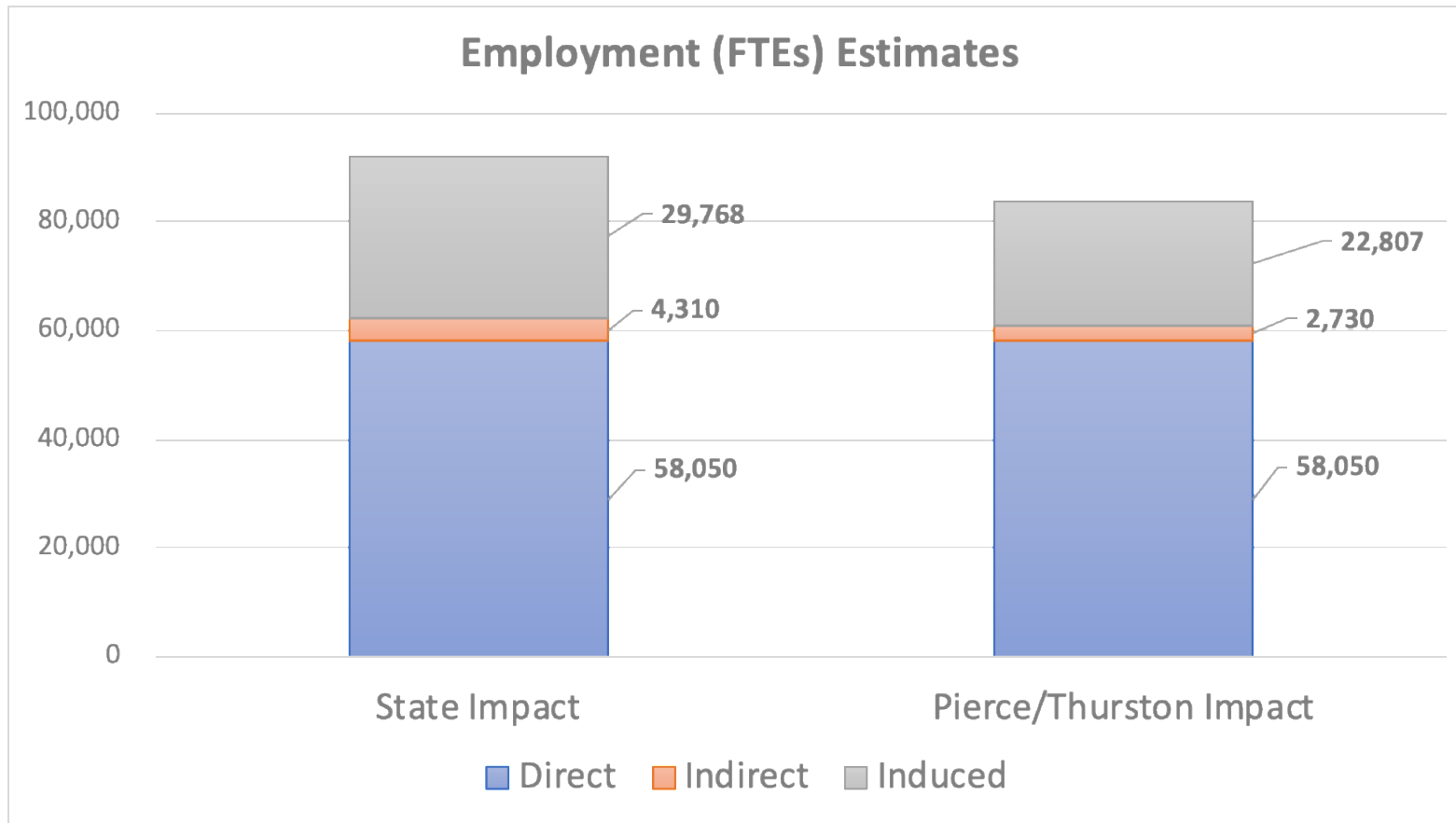
GI Bill/Tuition Assistance Spending

**\$148,792,241**

Off-base housing for AD SM Families (BAH)

**\$607,896,036**

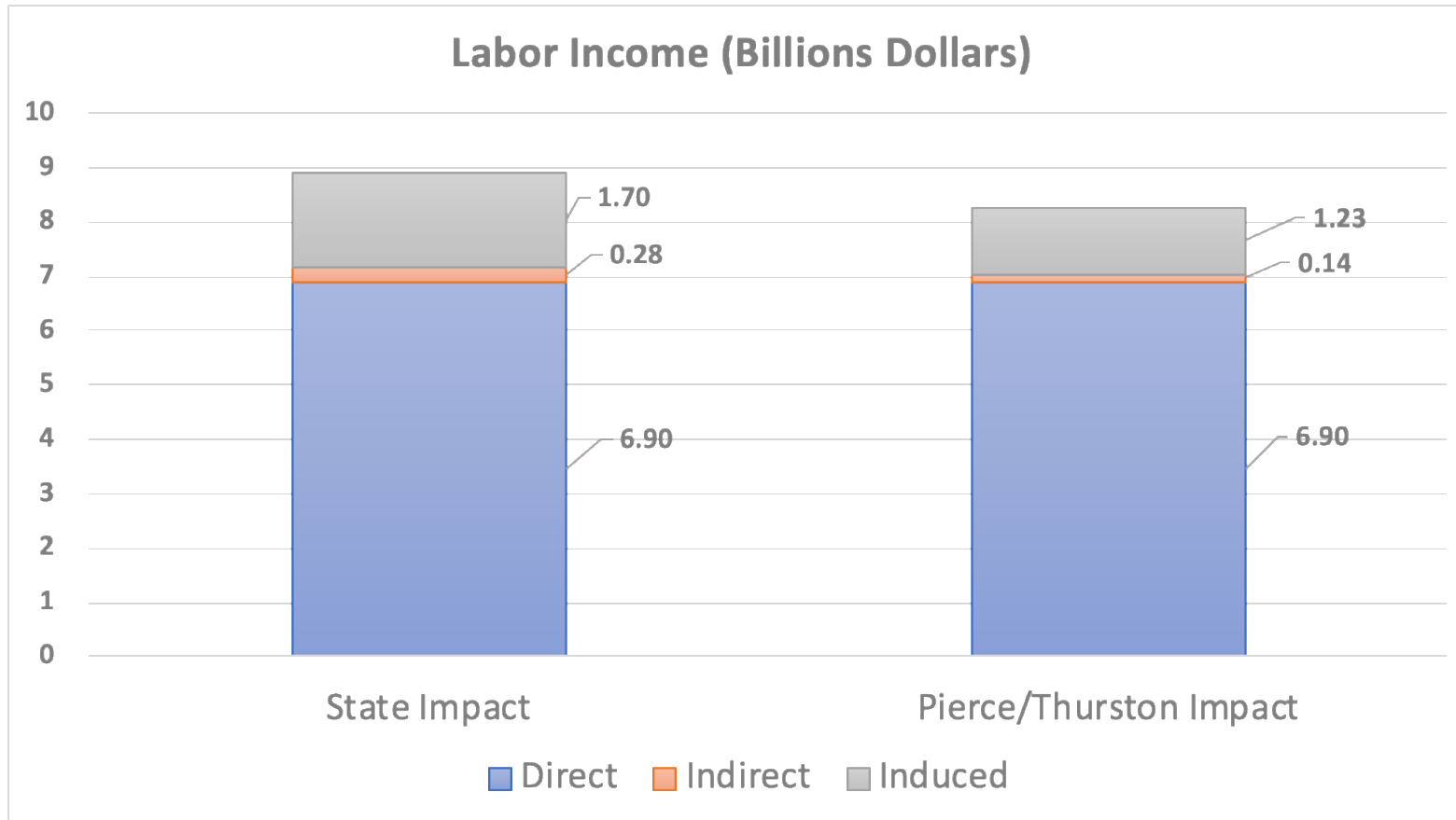
# RESULTS— EMPLOYMENT



**State Impact  
~92,128 FTEs**

**Pierce/Thurston Impact  
~83,587 FTEs**

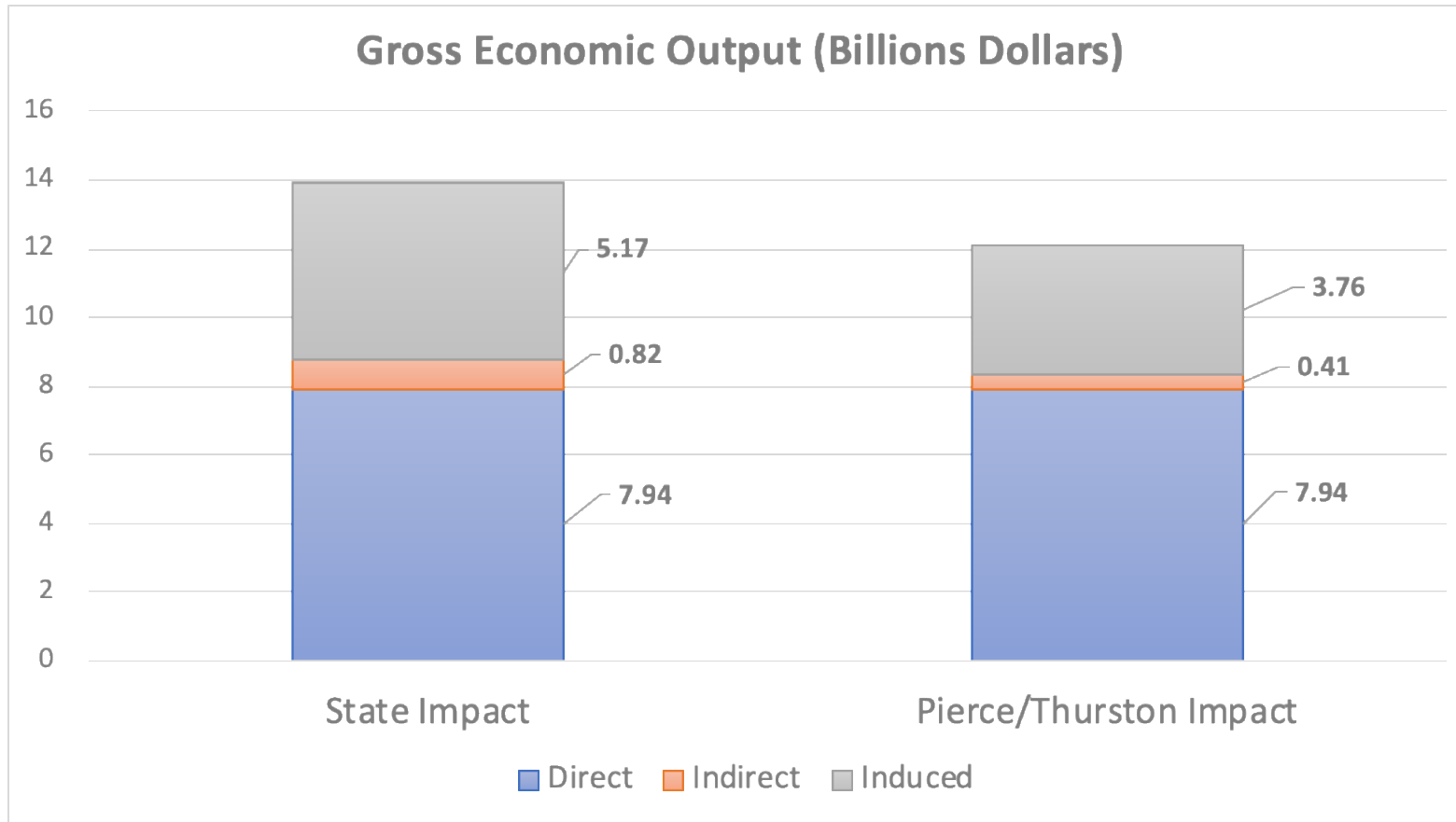
# RESULTS— LABOR INCOME



**State Impact**  
**\$8.83B**

**Pierce/Thurston Impact**  
**\$8.27B**

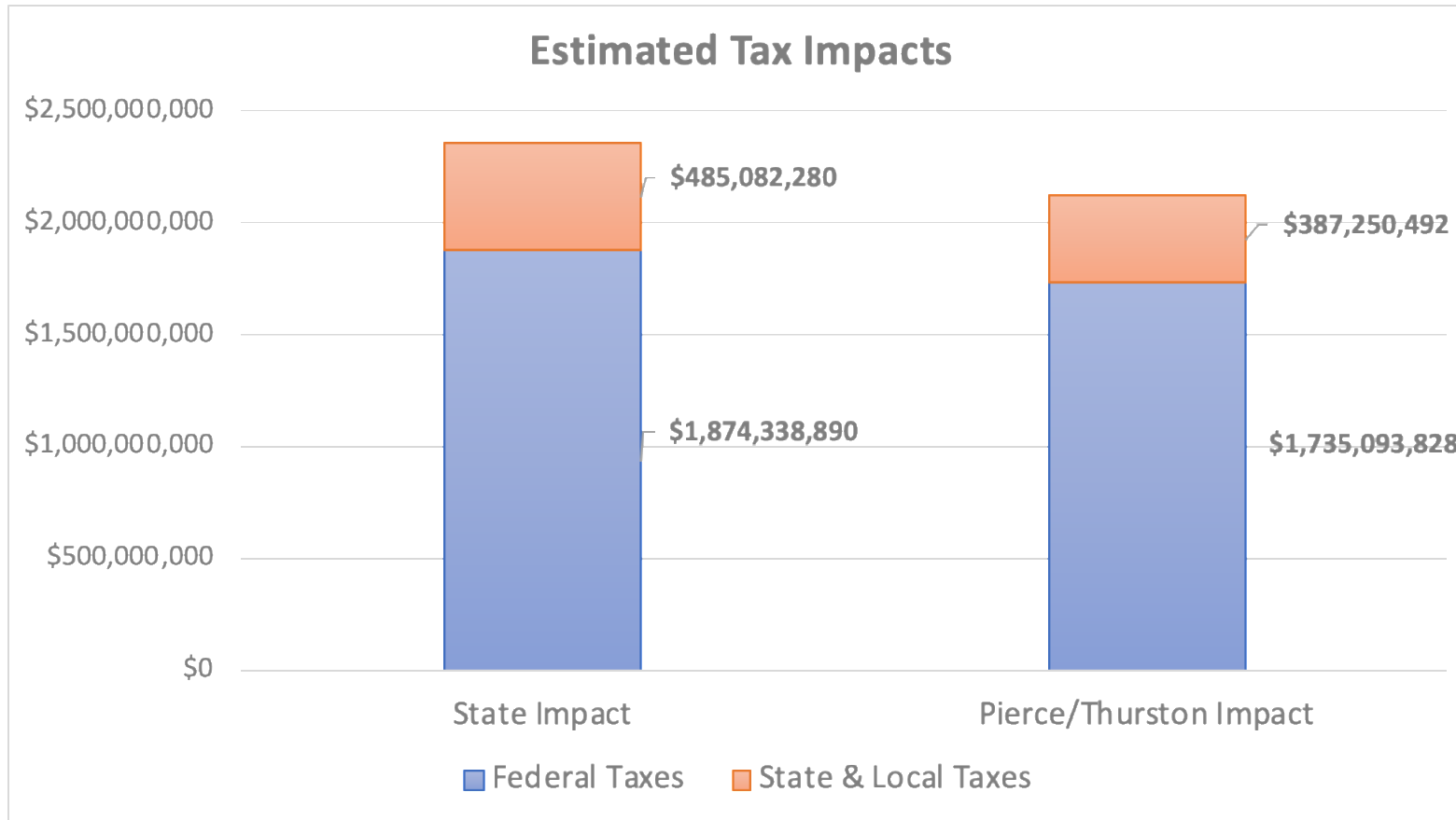
# RESULTS- GROSS IMPACT



**State Impact**  
**\$13.9 Billion**

**Pierce/Thurston Impact**  
**\$12.1 Billion**

# RESULTS- TAX IMPACTS



**State Impact**  
**\$2.36 Billion**

**Pierce/Thurston Impact**  
**\$2.12 Billion**

# CONCLUSION

Impact	Washington State	Pierce/Thurston County
FTEs(Jobs)	92,128	83,587
Wages/Salary	\$8.83B	\$8.27B
Gross (Total)	\$13.9B	\$12.1B
Tax Revenue	\$2.36B	\$2.12B

# ACKNOWLEDGEMENTS

- Bill Adamson & Sarah Luna (SSMCP)
- Ed Aliport & Melanie Wileczek (JBLM)
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- Nicole Cabral (Stone Education Center)
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- Mark Sullivan (WA Dept of Veterans Affairs)





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Questions?