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ECONOMIC IMPACT SURVEY OF ROCKLAND COUNTY'S NON-PROFIT BUSINESSES



In 2007, the Institute for Non-Profits, administered by Cornell Cooperative Extension of Rockland, conducted a survey of the county's non-profit businesses to determine their direct and indirect economic impact on the community. The survey was tabulated by faculty in the Department of Development Sociology at Cornell University and funded by Cornell Cooperative Extension.

IN A GLANCE ... BASED ON 208 ORGANIZATIONS

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|-----------------------|---|
| \$1.04 BILLION | Minimum estimated economic impact on Rockland County |
| \$628 million | Direct expenditures by non-profit businesses |
| \$410 million | Indirect expenditures through "ripple effect" |
| \$779 million | Total estimated revenues of non-profit businesses |
| \$452 million | Monies brought <u>into</u> Rockland by non-profit businesses |
| \$418 million | Money spent within Rockland by non-profit businesses |
| \$19.5 million | Added value of volunteer hours within Rockland |
| 11,000 | Minimum number of employees in non-profit businesses |
| 56,900 | Visitors attracted annually to Rockland by non-profits |

Although Rockland is home to more than 600 non-profit businesses, only 208 were included in the survey -- focusing primarily on the human service sector, arts, cultural and environmental missions. Agencies not surveyed included religious institutions (churches, synagogues, temples, mosques, etc.), public and private schools, libraries, hospitals, and organizations with no budget or paid staff. Following are extrapolated conclusions drawn by David Kay and Duncan Hilchey at Cornell University about the 208 agencies, based on a 32% response rate.

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- A. **REVENUES:** These organizations generated a total of at least \$779 million in revenues in 2006. Budgets ranged in size from \$1,000 to \$47.7 million -- with a median size of approximately \$500,000.
- B. **REVENUE SOURCES:** Of these revenues, approximately 42% or \$327 million came from sources within the county including grants and contracts with local funding agencies and municipalities, businesses and county departments; program fees; fundraising; investment earnings; and county appropriations for contract agencies.
- C. **EXTERNAL REVENUES BROUGHT INTO ROCKLAND:** These "in-county" revenues allowed Rockland's non-profit businesses to leverage funds from sources outside of Rockland County through grants and contracts with foundations, corporations and state and federal agencies -- amounting to approximately \$452 million or an average of 58% of their total 2006 revenues. In other words, for every dollar of support from within Rockland, the non-profits raised an *additional \$1.38* from sources outside of Rockland. These outside revenues directly supported at least 6,917 jobs.
- D. **IN-COUNTY EXPENDITURES:** On average, 66% or \$418 million of the estimated total expenditures (\$628,591,000) for 208 organizations were spent within Rockland County, thus supporting the local economy through employment of Rockland residents and purchasing of equipment, supplies and services from local businesses.
- E. **IMPACT ON ROCKLAND BUSINESSES:** An indirect -- *or ripple* -- effect is the impact of non-profit expenditures on Rockland's business community. These expenditures and purchases by non-profits support other businesses which, in turn, generate new jobs and incomes in the for-profit business community. This *ripple effect* includes *indirect impacts* (spending by suppliers-to-non-profits by purchasing additional inputs of their own) and *induced impacts* (personal spending by non-profit employees and business owners on household and consumer goods). Cornell's researchers calculated that Rockland's non-profit businesses generated at least \$410 million in growth (*or ripple effect*) for the business community in 2006.
- F. **EMPLOYMENT:** In 2006, these 208 agencies employed at least 11,000 people -- including 6,820 (62%) full-time and 4,180 (38%) part-time employees. Collectively, their payroll totaled approximately \$418 million (wages and benefits) -- accounting for almost 66% of their budgets. Staff sizes range from zero to 795 people with a median staff size of eight people.
- G. **VOLUNTEERS:** Rockland's non-profit organizations recorded an estimated 1,038,852 volunteer-hours donated to the community by more than 30,000 volunteers, with an estimated value of \$19.5 million* and immeasurable added-value to the quality of life in Rockland County. (* *Based on \$18.77/hour value as determined by Independent Sector, 2006*)
- H. **VISITORS:** Through its programs and services, Rockland's 208 non-profit businesses drew an estimated 56,900 visitors to the county in 2006.
- I. **TOTAL ECONOMIC IMPACT:** The total economic impact of these 208 non-profit businesses in Rockland County during 2006 was estimated to be **\$1.04 BILLION!**

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