



1167 Rich River Way, New Richmond
Near end of build

Beyond the House:

Habitat's economic impact

everyone

deserves a safe place to call home.

Affiliate history

- Founded in 1996 in River Falls
- General Service Area includes Pierce & St. Croix Counties
- Families served: 74
- This study reflects 2 new-construction home builds in New Richmond, St. Croix County, WI
- In FY 24, we return to Pierce County to further support affordable housing in Ellsworth, WI



Our mission

St. Croix Valley Habitat for Humanity promotes dignity and hope through building, renovating and preserving homes. We partner with communities to broaden access to affordable housing, creating opportunities for all people to live in decent, durable shelter.

About Habitat for Humanity International

Habitat for Humanity International was founded in 1976 on the belief that everyone deserves a decent place to live. Habitat for Humanity helps people build strength, stability and self-reliance through shelter.

Quantifying our impact

We're proud of the homes we've built and the lives we've changed, but we know that our impact in the community goes beyond the construction of homes. We employ people, purchase goods and services from other businesses, and create new demand in the marketplace.

To quantify the full value that our work brings to the community, we performed this economic impact analysis. The analysis estimates how much our initial investment is multiplied as the dollars circulate through the economy.



How does an economic impact analysis work?

An economic impact analysis uses multipliers to estimate how our spending in the region circulates through other businesses and generates additional economic gains through direct, indirect and induced effects.

Direct economic effects in the building industry.



Indirect effects resulting from business-to-business transactions.



Induced effects resulting from a change in overall household income spending in the area.

Direct

Habitat affiliate spends funds on construction contractors.

Indirect

Contractor business buys more supplies.

Induced

Supplier hires more employees.



Supplier employees increase spending.

Contractor business hires more employees.



Contractor employees increase spending in local region.

Our approach

How did we do this work?

We calculated these results through the use of IMPLAN, an economic modeling software. We used a standardized methodology developed in tandem with Habitat for Humanity International and IMPLAN's professional economists to accurately model the impact our expenditure has in the region. Following their guidance, we calculated our total expenditure in the following categories over the period of study:

- New construction
- Rehabilitation and renovation
- Office and ReStore operations

Within each category, we broke out overall expenses and labor expenses. We then entered the data into IMPLAN, assigning the following IMPLAN industry codes to each category:

- New construction - IMPLAN Industry 57
- Rehabilitation and renovation - IMPLAN Industry 61
- Office and ReStore operations - IMPLAN Industry 495

We set our study region to St. Croix County (Wisconsin) and ran the model.





Overview

In Fiscal Year 2021 (July 1, 2020-June 30, 2021), St. Croix Valley Habitat for Humanity began building in New Richmond, WI (St. Croix County) after being out of this particular market for more than 10 years.

- During FY 21 and 22, we welcomed **two new families** into new construction, affordable housing.
- The first home we built utilized a discounted lot from the city of New Richmond on land that was originally planned as a CDBG funded project. The second home was built on land generously discounted by area builder Creative Homes.
- Through partnerships with the city, community organizations and foundations, we brought over 600 volunteers to the sites
- A small affiliate like SCVHFH can impact communities when we build homes. This study shows our impact in quantitative numbers while also helping people understand that our work has a positive impact across multiple industries in the community.
- **This Study does not include land cost or in-kind expenses*
- **This study uses St. Croix County economic data, but our study focuses on the two homes built in New Richmond*



\$1,288,397

total economic impact



15

jobs supported



\$570,381

total wages paid into the region

About this report

The analysis shared in this report was performed using IMPLAN, an economic modeling software that helps communities assess economic impacts. The methodology used for this analysis was established by IMPLAN in conjunction with Habitat for Humanity International; the data was collected by SCVHFH; and the analysis was run according to IMPLAN's guidance.

Understanding our impact beyond building houses

Over the period of July 2020-June 2022, we invested \$839,130 and built two single-family homes in New Richmond (St. Croix County) Following the guidance provided by IMPLAN, we calculated that our work resulted in over \$1.29 million in total economic impact to our local economy.

	Employment	Labor income (\$)	Value added (\$)	Output (\$)
Direct effect	12.00	\$432,469	\$437,051	\$844,242
Indirect effect	1.67	\$81,336	\$133,380	\$260,063
Induced effect	1.20	\$56,576	\$105,386	\$184,093
Total	14.87	\$570,381	\$675,816	\$1,288,397

\$1.29 million
Total economic impact

53.5%
Return on investment

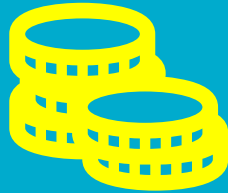
15
Jobs supported



Understanding our greater impact

Between July 2020-June 2022, our work had the following impact on our local economy.

Our Work



\$839,128

spent on operations, construction, rehabilitation and renovation

Our Impact

15

jobs supported, generating



\$570,381

in wages paid into the local economy

Top Industries Impacted:

1. Community Food and Housing, other
2. Single Family Home Construction
3. Building Materials



\$1,288,397

total impact on the local economy



\$1.54

dollars injected into the local economy for every dollar spent



\$14,720

in local and state taxes paid

Results measure only the economic impact of our work as measured by our expenditure on programming and operations. Additional factors contributing to economic impact (e.g., property taxes paid, homeowner spending) are not included. The economic impact was estimated using IMPLAN, an economic modeling software, based on data from our financial documents.

Continuing to build

Economic effects are just one facet of the full extent of our impact in the community, but they help describe the value we bring to the economy. These results demonstrate how support for St. Croix Valley Habitat for Humanity reaches more than just our homeowners, benefiting entire communities.

What's next for St. Croix Valley Habitat for Humanity:

- We begin work in Pierce County on land in Ellsworth in Fiscal Year 2024
- Sponsorship and other funding opportunities help support our work. Please connect with Kristie Smith to learn more at 715-350-8575 or executivedirector@scvhabitat.org



For more information on this report or the methodology used, please contact SCVHFH Executive Director, Kristie Smith.

everyone
needs a place to call home



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