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# An Economic Impact Analysis of a Proposed Downtown Centre for the City of Moncton

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*Ce document est disponible en français*

## EXECUTIVE SUMMARY

The present report gives the results of the economic impact of the proposed Downtown Centre for the City of Moncton. It uses an input-output model to estimate the impact of the construction of the proposed Downtown Centre, of the operation of the Downtown Centre, as well as the operation of the existing Coliseum in the context of the operation of a Downtown Centre.

Results are presented for all of New Brunswick's counties, the province as a whole and for the rest of Canada. Variables analyzed are increased sales, contribution to the gross domestic product (GDP), employment (in full time equivalent positions) and government revenues.

The summary of the economic impact for the construction phase is presented in the following table. The total economic impact is very significant, both inside and outside the province. Note that for the federal government, such a project would generate more than 10.5 million dollars in revenues. For the New Brunswick government, it would be more than 6 million dollars in additional revenues.

Total Economic Impact of the Construction of the Proposed Downtown Centre			
	NB	Outside NB	Total
Sales (\$)	\$174 083 070	\$166 352 318	\$340 435 388
Employment (FTE)	713	764	1 477
GDP (\$)	\$64 996 415	\$66 821 369	\$131 817 784
Gvt Revenues			
Federal (\$)			\$10 725 960
NB Gvt (\$)			\$6 189 309

Total Economic Impact of the Operation of the Proposed Downtown Centre for 2015			
	NB	Outside NB	Total
Sales (\$)	\$6 101 846	\$3 415 103	\$9 516 949
Employment (FTE)	49	16	65
GDP (\$)	\$2 391 741	\$1 502 818	\$3 894 560
Gvt Revenues			
Federal (\$)			\$242 049
NB Gvt (\$)			\$192 049

The total economic impact for the yearly operation of the Downtown Centre is presented in the previous table. It would be important, including revenues of nearly 250 000\$ for the Federal government and nearly 200 000\$ for the New Brunswick government.

Finally, in the next table, we present the total economic impact of the continuing operation of the existing Coliseum, on a yearly basis, with the proposed Downtown Centre in operation. While the contribution to the economy is not as large at the impact of the Downtown Centre, it is not negligible.

Total Economic Impact of the Operation of the Existing Coliseum, with of the Proposed Downtown Centre in Operation for 2015			
	NB	Outside NB	Total
Sales (\$)	\$3 032 249	\$1 642 074	\$4 674 323
Employment (FTE)	19	8	27
GDP (\$)	\$1 176 495	\$742 763	\$1 919 258
Gvt Revenues			
Federal (\$)			\$118 966
NB Gvt (\$)			\$87 059

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## 1. INTRODUCTION

The City of Moncton is presently considering the construction of a Downtown Centre. This study presents an economic impact of the proposed project. After having presented our methodology, we first present the impacts of the construction of the Downtown Centre. This is followed by the presentation of the impacts of the operation of the Downtown Centre on a yearly basis, using 2015 as our reference year. Finally, still in the context of the construction of the Downtown Centre, we present the impact of the operations which would take place at the actual Coliseum while the Downtown Centre would be operating.

The analysis includes direct, indirect and induced impacts. The direct impact is directly generated by the project. As for indirect and induced impacts, they are combined in the present analysis, and presented as “indirect impacts”. These represent the impacts, once the initial – or direct – impact has been made. For example, the salary received by an electrician working on the construction of the Centre would be a direct impact, while the expenditure by that plumber, using his income from the project, at the local grocery store, for repairs to his truck or for a trip to Florida would be considered indirect and induced impacts.

The study focuses on four variables. The first is sales generated. This can be interpreted as the purchase of a good or a service and represents the cost of paying for this good or service. The second category represents employment, measured in full time equivalent (FTE). For example, 4 persons each working 13 weeks, for a total of 52 weeks, represent a FTE. The third category is the contribution to the gross domestic product (GDP). GDP measures production, and is different from sales. For example, a carpenter who purchases \$40 of wood to produce a chair which he sells \$100 has contributed \$60 to the GDP, the difference between the cost of his inputs and the value of his output.

Finally, the analysis estimates total government revenues for the federal government, the New Brunswick government and other provincial governments.

## **2. METHODOLOGY**

The objective of the study is to quantify the total economic impact of the proposed Moncton Downtown Centre. As indicated in the previous section, the total economic impact includes direct, indirect and induced impacts. The latter are combined and presented as “indirect impacts”.

An analysis like this one can only be done using a proven economic model, in this case an input-output model. The principle behind the input-output model is essentially to “follow the money path.” For example, widgets used by a plant will be purchased from another plant, which in turn may offer its employees more work which in turn will increase their expenditures, leading them to pay more taxes, etc. The input-output model incorporates all these components. The model is also augmented by a number of econometric modules which are used to make the model more accurate.

For the input-output analysis, construction data used was supplied by City of Moncton staff. For the cost of operating the Downtown Centre and of the Coliseum once the Downtown Centre was operating the data used is from the Strategic Management Group review April 2011 report titled “Business Model Overview – Downtown Centre; Financial Analysis”.

An important characteristic of the input-output model used is that it reflects the specificities of the New Brunswick economy, rather than applying national characteristics to the province’s economy. This means that we do not simply use multipliers for the sector based on national averages. We thus input in the model detailed expenditures and use the input-output model to estimate the impact based on

the true characteristics of New Brunswick's economy. Furthermore, results are available on a county basis. Note that we have assumed that all direct impacts will take place in Westmorland County. This probably overestimates the impact for Westmorland and underestimates the impact for neighbouring counties, such as Albert and Kent. For example, the whole region constitutes a labour market and it is likely that some of the workers will be from Kent and Albert. We will thus refer in the study to the impact for the Greater Moncton region to refer to the region.

There are some differences between the results of the present study and the results of a previous study by Sierra Planning Management. Several reasons account for these differences. The base data has been updated, and the cost of the construction of the Downtown Centre has increased. The present input-output model includes the induced impact while the Sierra study does not. For the operation, the Sierra study has focused on the incremental impact, estimating for example the impact of additional patrons while the present study has solely focused on the operational expenditure of the proposed Downtown Centre. Finally, the models used are different. The present approach uses disaggregated data (e.g. salaries, utilities, printing and stationary, etc.) instead of using an average expenditure structure for a sector as in the Sierra study. This allows us to better reflect the actual expenditure of a given project, rather than using the national – or even provincial – average for such a category of project. Finally, the model used in the present study includes data on a county basis, to again better reflect the regional specificities of the economy.

Finally, we need to advise the reader that such an analysis aims to present a relatively accurate picture of the situation but one should always be reminded that the results should be interpreted with caution: they probably do not offer an “exact” measure of the impacts, but rather an “acceptable approximation”. We are very



confident that the present study is no exception and that it does present a very good measure of the economic impact of Moncton's proposed Downtown Centre.

### 3. CONSTRUCTION

Building cost	\$ 52 004 744
Soft Costs	\$ 7 418 856
Furniture, Fixtures and Equipment	\$ 7 133 600
Contingency	\$ 10 861 053
Inflation adjustment	\$ 11 081 747
LEED	\$ 3 000 000
Interest	\$ 1 900 000
Land cost	\$ 12 000 000
<b>TOTAL</b>	<b>\$ 105 400 000</b>
Source: City of Moncton, May 2013	

As discussed earlier, we used data supplied by the City of Moncton to estimate the economic impact of the potential construction of the Downtown Centre. The data used is presented in Table 1.

#### 3.1. SALES (EXPENDITURES) GENERATED

Sales generated by the construction of the Downtown Centre would total more than 340 million dollars (Table 2)<sup>1</sup>. The direct sales are 105 million dollars, the estimated cost of construction. Note that when integrated in the input-output model, these sales or expenditures, were divided by categories. For example, interest payments were integrated as such, as was the purchase of the land. Consequently, a construction project of the same value, but with a different cost structure, would probably produce different results. Indirect sales would be worth more than 68 million dollars in New

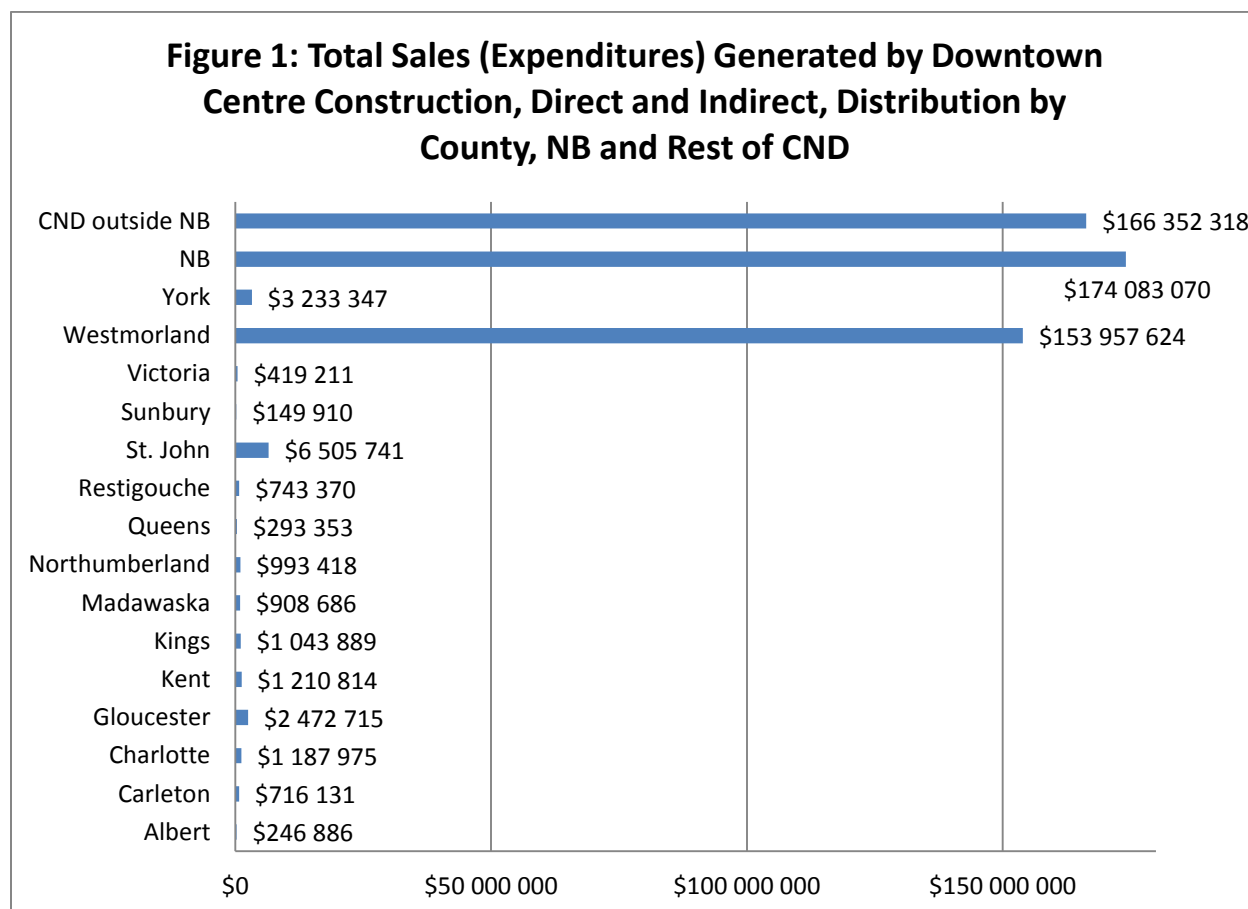
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<sup>1</sup> Please see appendix A for details of sales (expenditures).

Brunswick and an additional 166 million dollars of sales in provinces other than New Brunswick. Note that the fact that the indirect impact outside New Brunswick is more important than the indirect impact within New Brunswick is simply a reflection of the fact that much of what we consume in the province – goods or services – is often produced in other provinces. For example, by purchasing an automobile manufactured in Ontario, an automobile purchase in New Brunswick will generate significant indirect impacts in that province. Furthermore, construction includes the purchase of a significant amount of equipment assumed to be manufactured in other provinces. A detailed description of the sales categories, for the total impact, is presented in appendix A.

	NB	CND Outside NB	Total
Direct	\$105 400 000	\$0	\$105 400 000
Indirect	\$68 683 070	\$166 352 318	\$235 035 388
Total	\$174 083 070	\$166 352 318	\$340 435 388

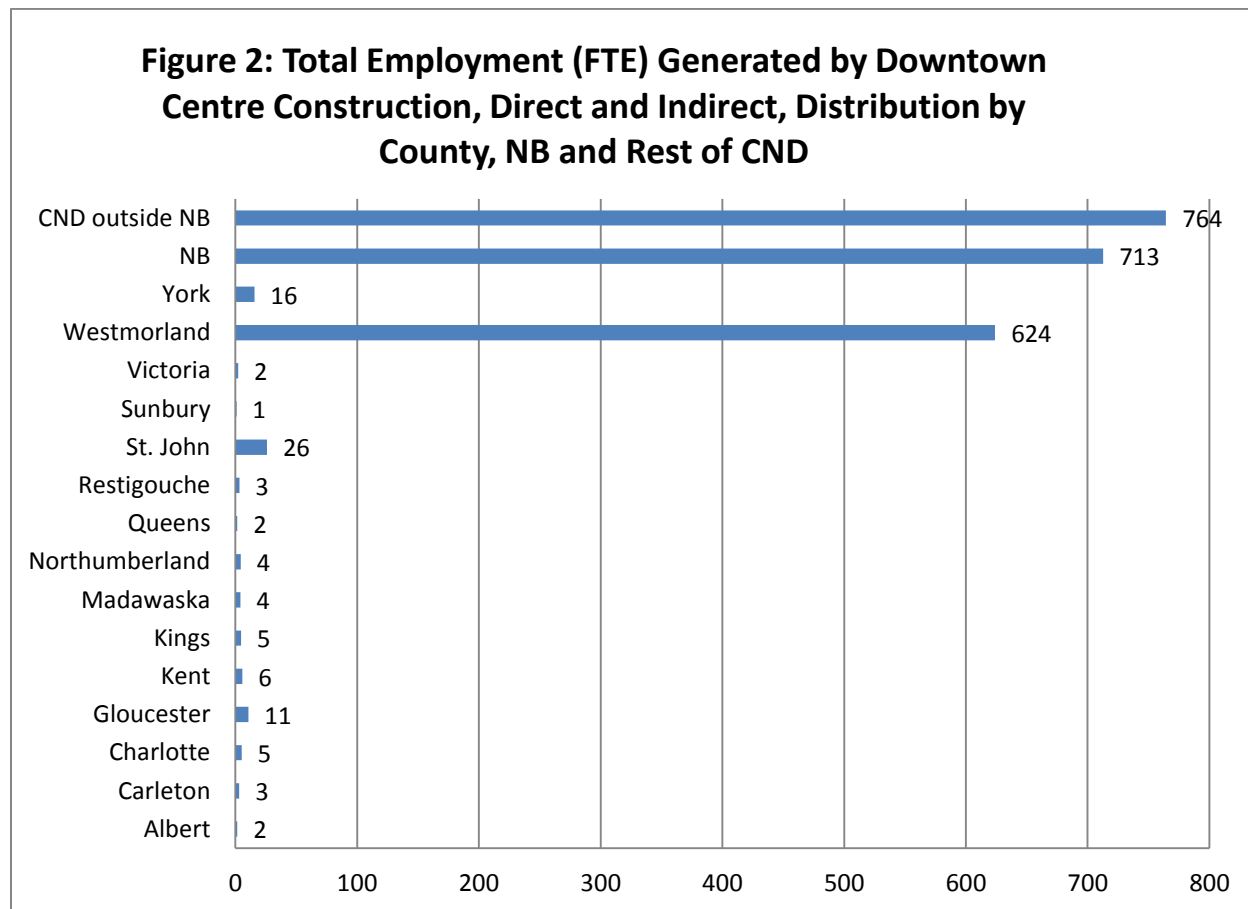
Focusing on where more precisely the impact of the potential construction of the Downtown Centre on sales would take place, we find (Figure 1) that a total of nearly 154 million dollars would take place in Westmorland county, thus the Greater Moncton region. Nevertheless, other regions of the province would benefit in additional sales. The total impact in other provinces is nearly as great at the total impact for New Brunswick.



### 3.2. EMPLOYMENT

**Table 3: Employment Generated (Full Time Equivalent) by the Construction of the Downtown Centre, Direct and Indirect Impact, New Brunswick, Canada Outside New Brunswick and Total**

	NB	CND Outside NB	Total
Direct	494	0	0
Indirect	219	764	983
Total	713	764	1 477



Turning our attention to employment creation (Table 3), it is estimated that the total impact would be the equivalent of 1477 full time equivalent (FTE)<sup>2</sup>. 494 FTE positions would be directly created in the Greater Moncton area, and a further 219 FTE positions would be created in New Brunswick as a result of indirect impacts. 764 FTE positions would be created indirectly in other provinces.

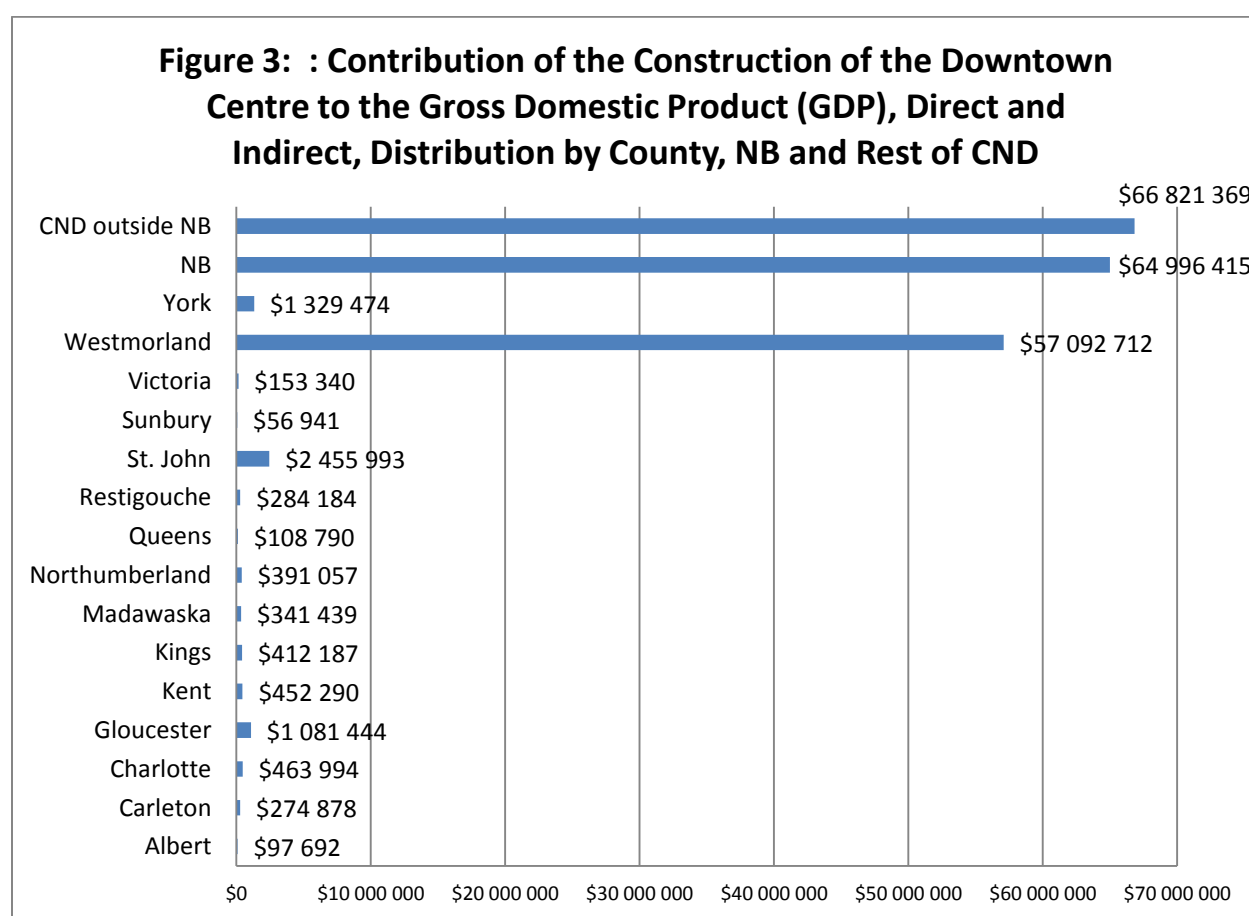
A total of 624 FTE positions would be created in the Greater Moncton area, adding direct and indirect impacts. Other regions of New Brunswick would also benefit from employment creation as a result of the construction of the Downtown Centre, as can be observed in Figure 2.

<sup>2</sup> Please see appendix B for details of employment creation.

### 3.3. GROSS DOMESTIC PRODUCT

**Table 4: Contribution of the Construction of the Downtown Centre to the Gross Domestic Product (GDP), Direct and Indirect Impact, New Brunswick, Canada Outside New Brunswick and Total**

	NB	CND Outside NB	Total
Direct	\$44 620 805	\$0	\$44 620 805
Indirect	\$20 375 610	\$66 821 369	\$87 196 979
Total	\$64 996 415	\$66 821 369	\$131 817 784



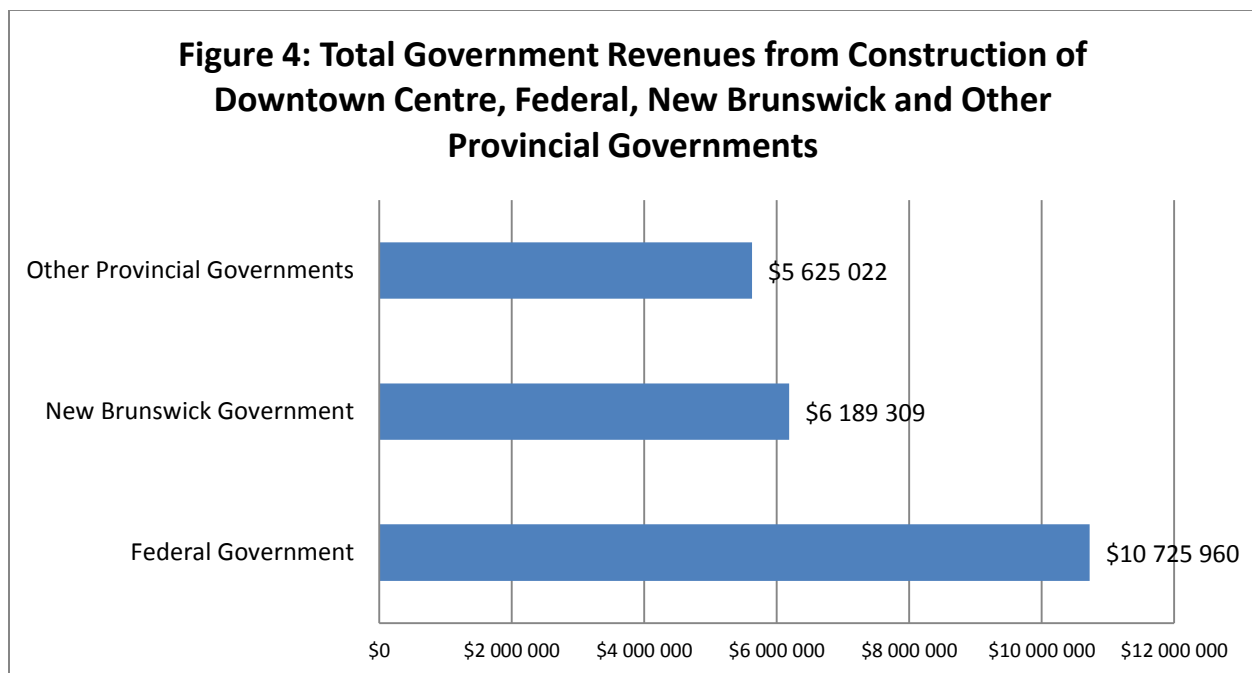
The potential construction of the Downtown Centre would add nearly 65 million dollars to New Brunswick’s GDP (Table 4)<sup>3</sup>. An additional 66.8 million dollars in GDP would be generated in other provinces, for a total of nearly 132 million dollars. As was

<sup>3</sup> Please see appendix C for details of contribution to GDP.

the case for sales and employment, within New Brunswick, the impact is mostly located in the Greater Moncton area, but is not insignificant in other regions of the province (Figure 3).

### 3.4. GOVERNMENT REVENUES

Total government revenues generated by the potential construction of the Downtown Centre are more than 22 million dollars (Figure 4)<sup>4</sup>. The federal government would see its revenues increased by nearly 11 million dollars and the New Brunswick government by more than 6 million dollars. Other provincial government, as a result of indirect impacts in provinces other than New Brunswick, would see their revenues increase by 5.6 million dollars.



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<sup>4</sup> Please see appendix D for details of government revenues.

## 4. OPERATION OF DOWNTOWN CENTRE

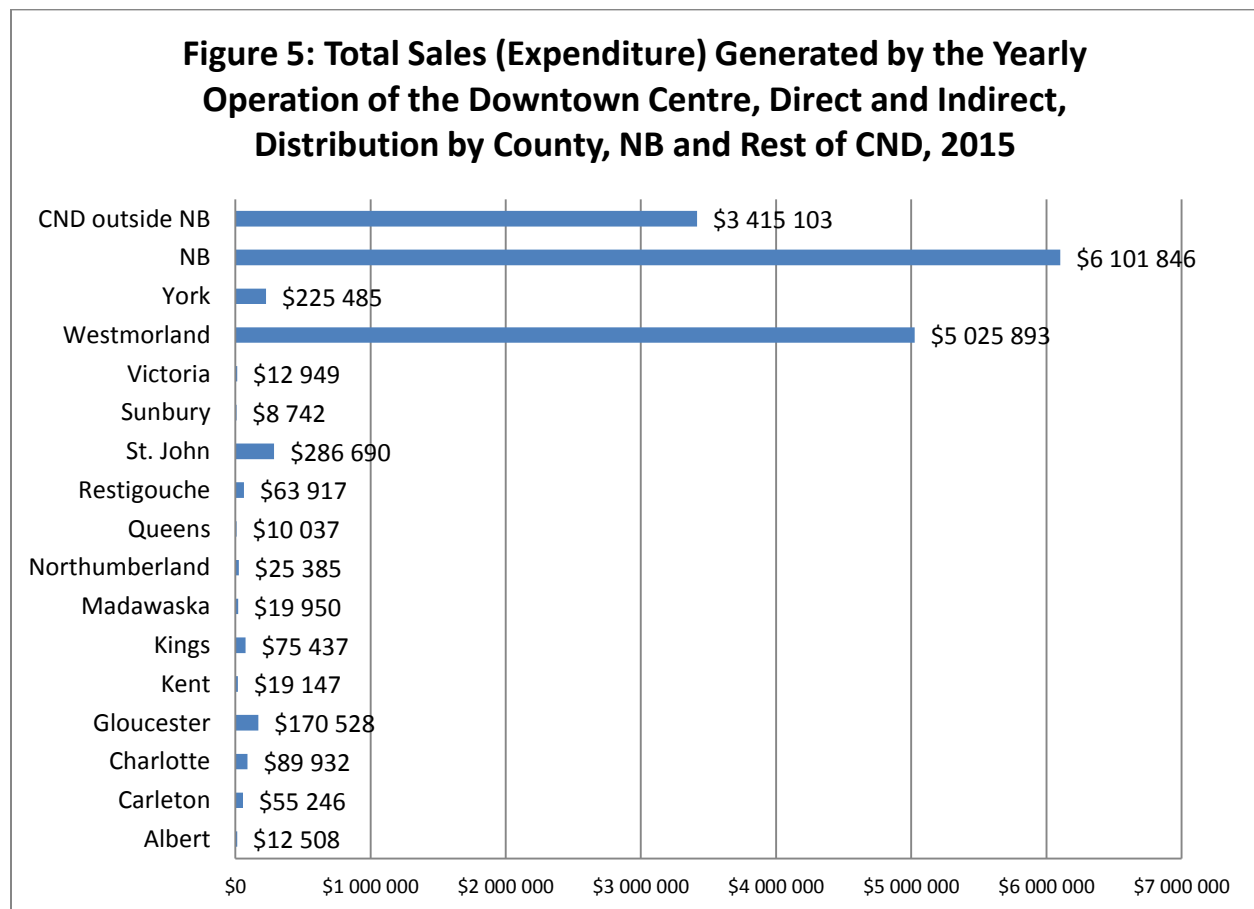
As indicated earlier, the analysis of the economic impact of the operation of the Downtown Centre is based on the estimates of the Strategic Management Group review published in April 2011. The analysis thus presents the impact of an “average” year of operation, using 2015 as a reference. Note that the economic impact is restricted to the operation of the Downtown Centre. It does not include the contribution to the region’s economy of additional visitors to the region which would not come if the Downtown Centre does not become a reality. Consequently, concentrating on operation expenditures, we are underestimating the economic impact of the Downtown Centre.

### 4.1. SALES (EXPENDITURE) GENERATED

	NB	CND Outside NB	Total
Direct	\$2 416 756	\$0	\$2 416 756
Indirect	\$3 685 090	\$3 415 103	\$7 100 193
Total	\$6 101 846	\$3 415 103	\$9 516 949

The yearly operation of the potential Downtown Centre would generate 6 million dollars in sales in New Brunswick and an additional 3.4 million in other provinces for a total of 9.5 million dollars (Table 5). As we can observe, the indirect impact is slightly higher in New Brunswick than in other provinces. When compared to the impact of construction, where the indirect impact in other provinces is much higher than the indirect impact in New Brunswick, we can explain the difference by the fact that, as indicated earlier, construction implies the purchase of a relatively high proportion of goods manufactured in other provinces while the operation phase includes relatively more expenditures for salaries.

As was the case previously, a high percentage of the impact takes place in the Greater Moncton region, with some impact in all regions of the province (Figure 5).



## 4.2. EMPLOYMENT

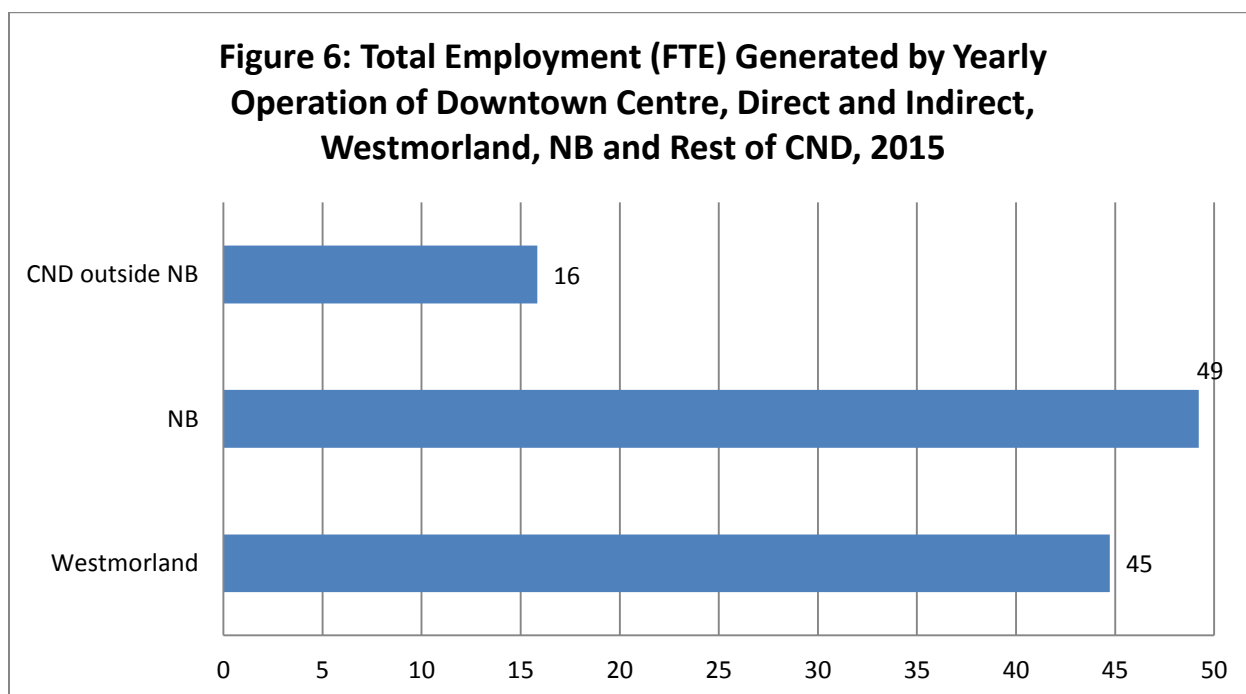
Employment linked to the operation of the potential Downtown Centre would total the equivalent of 49 FTE positions in New Brunswick and an additional 16 FTE positions in other provinces for a total of 65 FTE positions (Table 6). The majority of employment creation would take place in the Greater Moncton area (Figure 6).



**Table 6: Employment Generated (Full Time Equivalent) by the Yearly Operation of the Downtown Centre, Direct and Indirect Impact, New Brunswick, Canada Outside New Brunswick and Total, 2015**

	NB	CND Outside NB	Total
Direct	35	0	35
Indirect	14	16	30
Total	49	16	65

**Figure 6: Total Employment (FTE) Generated by Yearly Operation of Downtown Centre, Direct and Indirect, Westmorland, NB and Rest of CND, 2015**



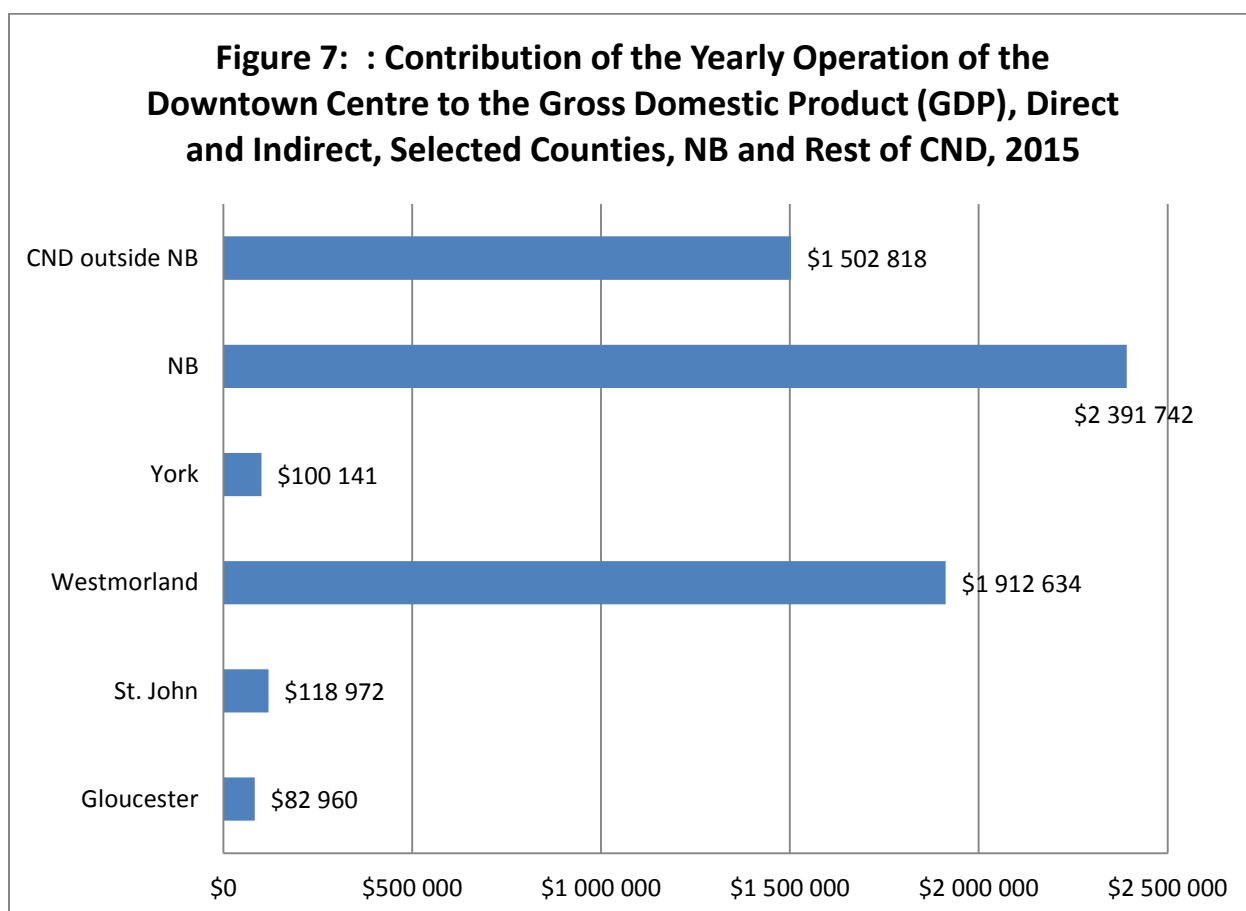
### 4.3. GROSS DOMESTIC PRODUCT

The operation of the potential Downtown Centre would contribute, on a yearly basis, more than 2 million dollars to the province’s GDP and an additional 1.5 million dollars to the GDP of other provinces (Table 7). Again, most of the impact within New Brunswick would take place in the Greater Moncton region (Figure 7).

**Table 7: Contribution of the Yearly Operation of the Downtown Centre to the Gross Domestic Product (GDP), Direct and Indirect Impact, New Brunswick, Canada Outside New Brunswick and Total, 2015**

	NB	CND Outside NB	Total
Direct	\$1 081 436	\$0	\$1 081 436
Indirect	\$1 310 306	\$1 502 818	\$2 813 124
Total	\$2 391 742	\$1 502 818	\$3 894 560

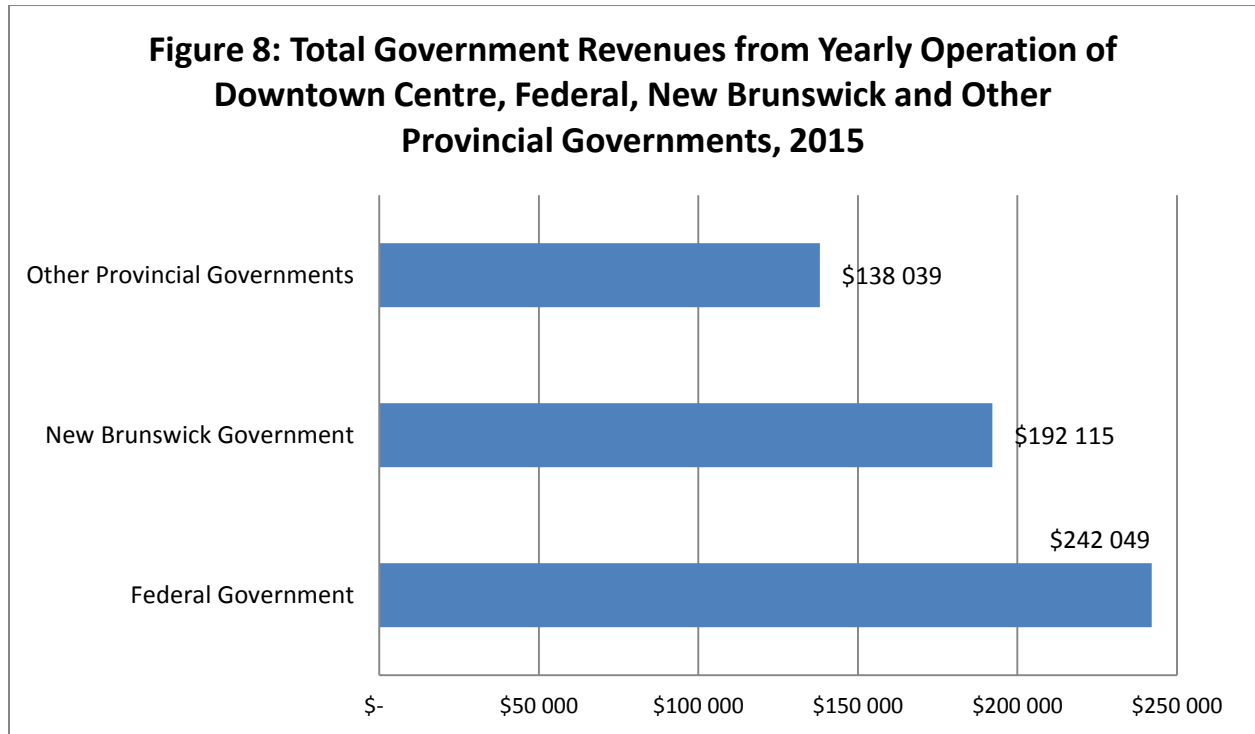
**Figure 7: Contribution of the Yearly Operation of the Downtown Centre to the Gross Domestic Product (GDP), Direct and Indirect, Selected Counties, NB and Rest of CND, 2015**



#### 4.4. GOVERNMENT REVENUES

On a yearly basis, the operation of the potential Downtown Centre would generate nearly 250 000 dollars to the Federal government’s coffers and nearly 200 000 dollars in

the New Brunswick government's coffers<sup>5</sup>. As a result of the indirect impacts of the operation of the potential Downtown Centre, other provincial governments would receive 138 000 dollars in revenues.



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<sup>5</sup> Please see appendix E for details of government revenues.

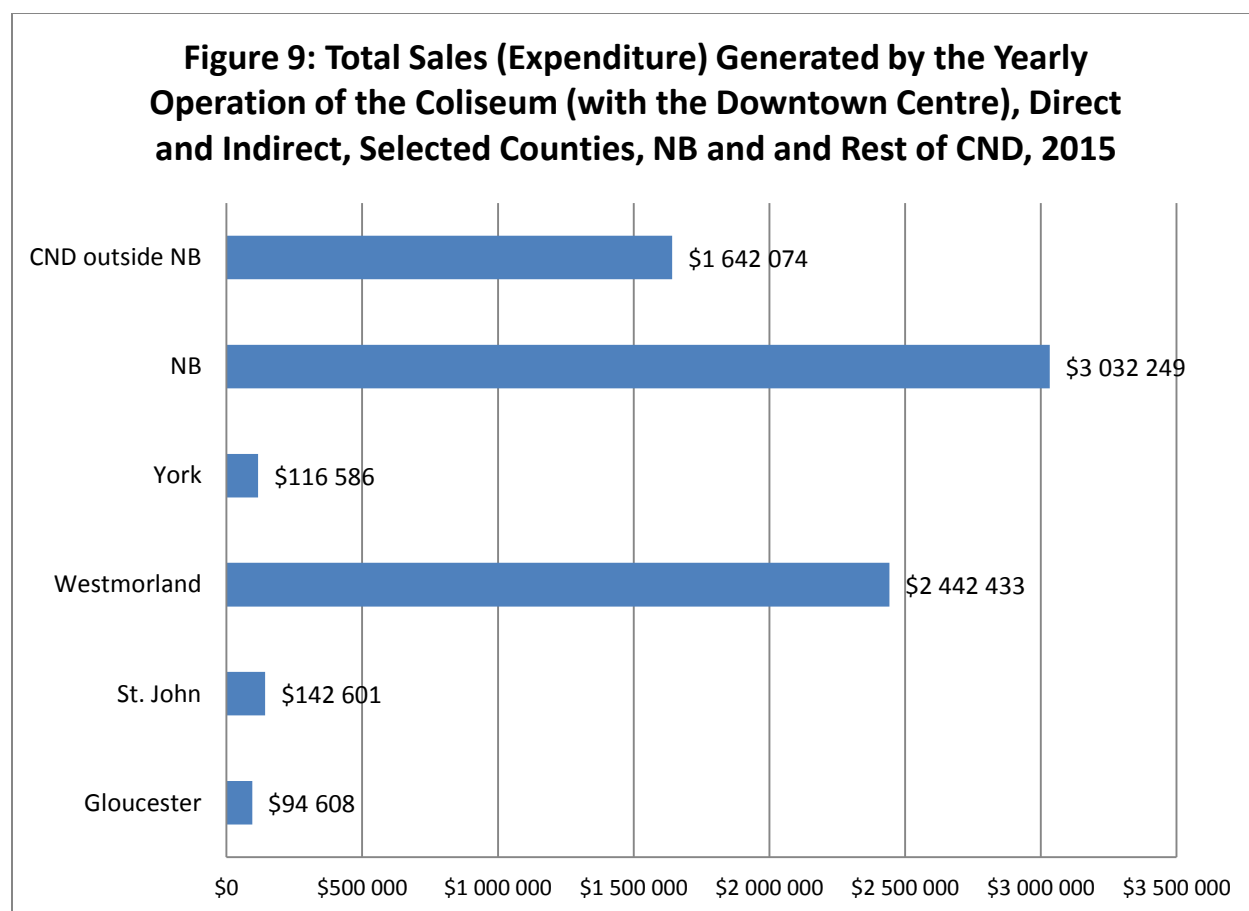
## 5. OPERATION OF COLISEUM (WITH DOWNTOWN CENTRE)

To complete our analysis, we estimate, again based on the April 2011 report from the Strategic Management Group review, the economic impact of the Coliseum in the context of an operating Downtown Centre.

### 5.1. SALES (EXPENDITURE) GENERATED

**Table 8: Sales (Expenditure) Generated by the Operation of the Coliseum (with the Downtown Centre), Direct and Indirect Impact, New Brunswick, Canada Outside New Brunswick and Total, 2015**

	NB	CND Outside NB	Total
Direct	\$1 291 024	\$0	\$0
Indirect	\$1 741 225	\$1 642 074	\$3 383 299
Total	\$3 032 249	\$1 642 074	\$4 674 323



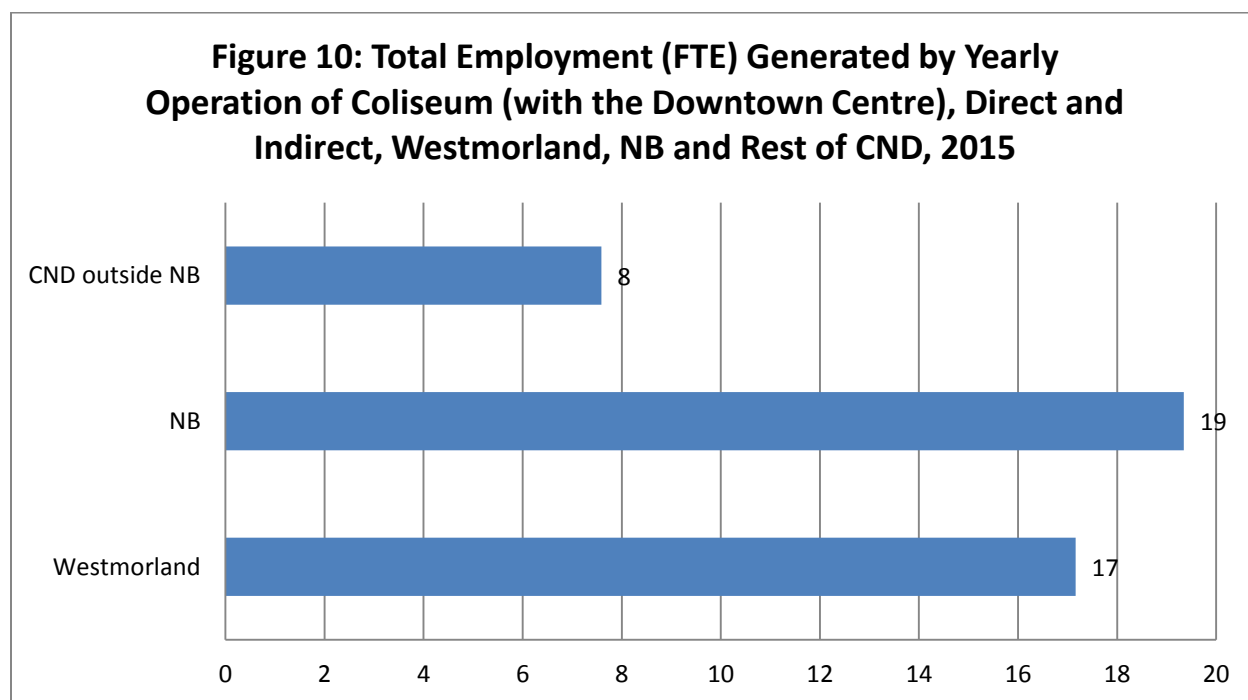
Sales generated by the operation of the Coliseum would total 4.6 million dollars (Table 8). The better part of this would take place in New Brunswick (3 million dollars). In New Brunswick, consistent with previous results, the better part of the impact would take place in the Greater Moncton area (Figure 9).

## 5.2. EMPLOYMENT

Employment created by the operation of the Coliseum would total 27 FTE positions (Table 9), most of it taking place in the Greater Moncton region (Figure 10).

**Table 9: Employment Generated (Full Time Equivalent) by the Yearly Operation of the Coliseum (with the Downtown Centre), Direct and Indirect Impact, New Brunswick, Canada Outside New Brunswick and Total, 2015**

	NB	CND Outside NB	Total
Direct	12	0	12
Indirect	7	8	15
Total	19	8	27

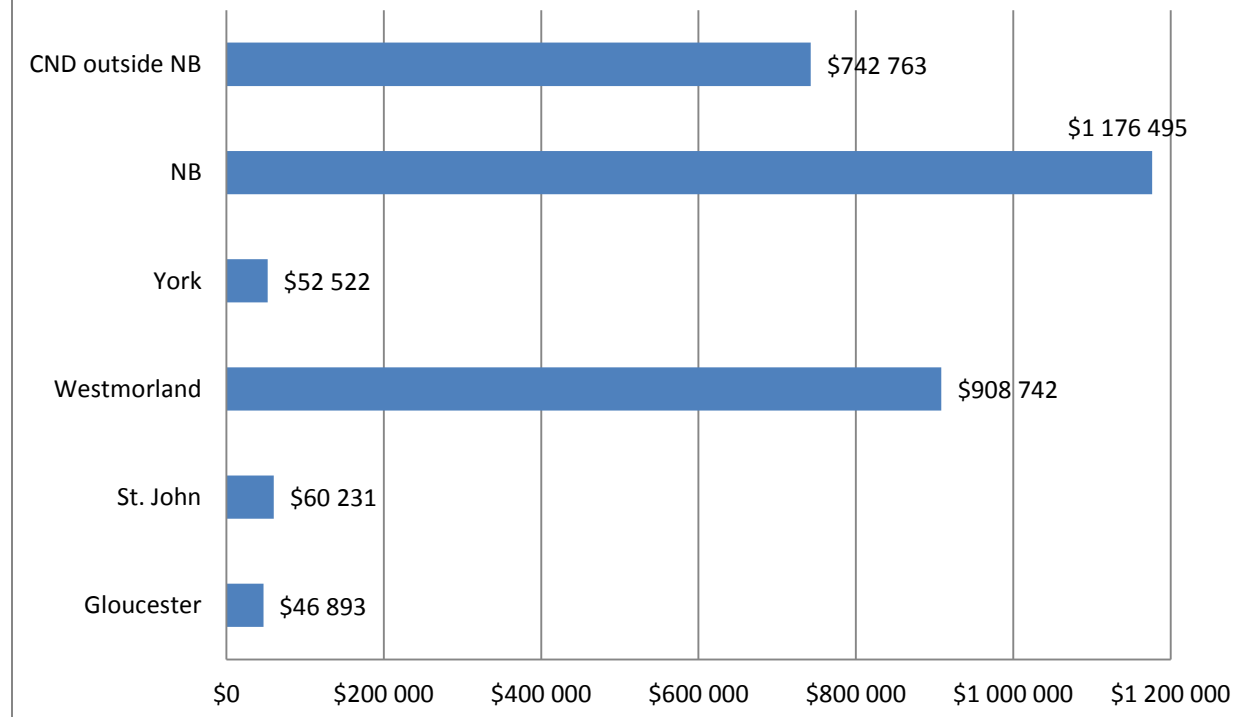


### 5.3. GROSS DOMESTIC PRODUCT

**Table 10: Contribution of the Yearly Operation of the Coliseum (with the Downtown Centre) to the Gross Domestic Product (GDP), Direct and Indirect Impact, New Brunswick, Canada Outside New Brunswick and Total, 2015**

	NB	CND Outside NB	Total
Direct	\$498 595	\$0	\$498 595
Indirect	\$677 900	\$742 763	\$1 420 663
Total	\$1 176 495	\$742 763	\$1 919 258

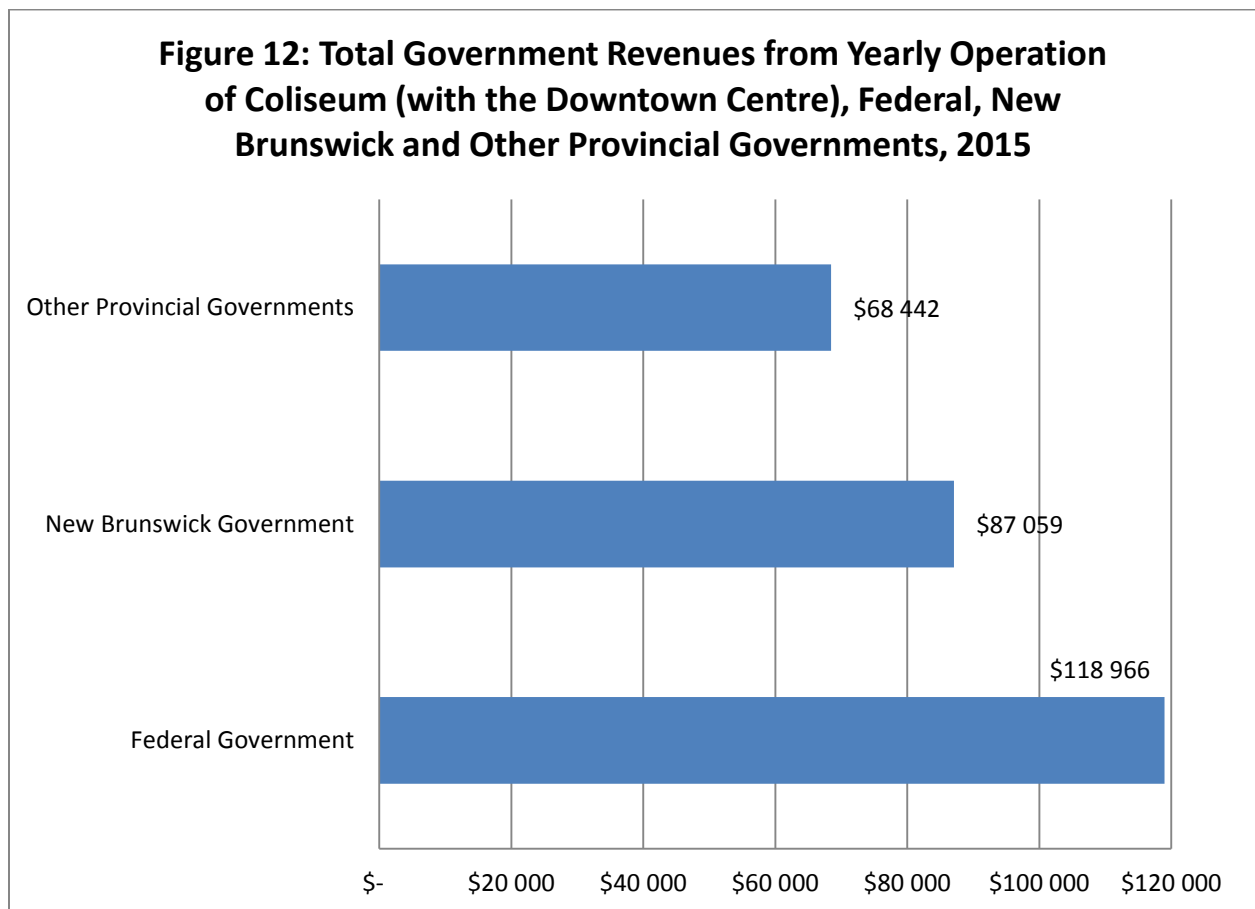
**Figure 11: : Contribution of the Yearly Operation of the Downtown Centre to the Gross Domestic Product (GDP), Direct and Indirect, Selected Counties, NB and Rest of CND, 2015**



The operation of the Coliseum would contribute 1.1 million dollars to the province's GDP and an additional 742 000 dollars to the GDP of other provinces (Table 10). Most of the impact within New Brunswick would take place in the Greater Moncton region (Figure 11).

## 5.4. GOVERNMENT REVENUES

The Coliseum's operations would contribute 118 000 dollars to the Federal government's revenues, 87 000 dollars to the provincial government's revenues and 68 000 dollars to the revenues of other provincial governments (Figure 12)<sup>6</sup>.



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<sup>6</sup> Please see appendix F for details of government revenues.

## 6. CONCLUSION

The report presents the estimations of the economic impact of the proposed Downtown Centre for the construction phase as well as the yearly operations, with 2015 as a base year. It also includes the impact of the continuing yearly operations of the existing Coliseum, in the context of having a Downtown Centre operating.

Results are significant, notably for the construction phase. The project would create significant economic activity during the construction phase, and generate important revenues for the Federal and New Brunswick governments. Furthermore, the impact of the ongoing operations is also important, and in the present study underestimated as the impact of the additional patrons has not been included, and impact which could be very significant.

Finally, we must remind the reader that such an analysis aims to present a relatively accurate picture of the situation but one should always be reminded that the results should be interpreted with caution: they probably do not offer an “exact” measure of the impacts, but rather an “acceptable approximation”. We are very confident that the present study is no exception and that it does present a very good measure of the economic impact of Moncton’s proposed Downtown Centre.



## APPENDIX A: DETAIL OF SALES (EXENDITURE) GENERATED BY CONSTRUCTION OF THE PROPOSED DOWNTOWN CENTRE BY SECTORS.

Using the input-output model, we integrate the expenditures related to the construction of the Downtown Centre to produce the total sales (or expenditures) generated directly, indirectly or induced by the project. The total sales (or expenditures) generate by sector is presented below.

Sector	New Brunswick	Total
001 Crop and Animal Production	208 547 \$	1 526 526 \$
002 Forestry and Logging	177 445 \$	720 724 \$
003 Fishing, Hunting and Trapping	9 233 \$	41 248 \$
004 Support Activities for Agriculture and Forestry	22 802 \$	107 397 \$
005 Oil and Gas Extraction	237 147 \$	2 600 700 \$
006 Coal Mining	38 577 \$	83 802 \$
007 Metal Ore Mining	28 075 \$	885 948 \$
008 Non-Metallic Mineral Mining and Quarrying	175 222 \$	945 922 \$
009 Support Activities for Mining and Oil and Gas Extraction	6 228 \$	215 199 \$
010 Electric Power Generation, Transmission and Distribution	738 813 \$	2 886 776 \$
011 Natural Gas Distribution, Water, Sewage and Other Systems	43 385 \$	253 900 \$
012 Residential Building Construction	6 \$	56 \$
013 Non-residential Building Construction	105 400 006 \$	105 400 056 \$
014 Transportation Engineering Construction	6 \$	56 \$
015 Oil and Gas Engineering Construction	5 \$	56 \$
016 Electric Power Engineering Construction	6 \$	56 \$
017 Communication Engineering Construction	6 \$	56 \$
018 Other Engineering Construction	6 \$	56 \$
019 Repair Construction	613 529 \$	1 610 671 \$
020 Other Activities of the Construction Industry	62 493 \$	210 885 \$
021 Animal Food Manufacturing	21 891 \$	235 766 \$
022 Sugar and Confectionery Product Manufacturing	42 617 \$	219 595 \$
023 Fruit and Vegetable Preserving and Specialty Food Manufacturing	35 311 \$	305 730 \$
024 Dairy Product Manufacturing	117 253 \$	766 264 \$
025 Meat Product Manufacturing	238 722 \$	1 036 857 \$
026 Seafood Product Preparation and Packaging	20 620 \$	65 499 \$
027 Miscellaneous Food Manufacturing	145 456 \$	1 068 054 \$
028 Beverage Manufacturing	158 927 \$	632 743 \$
029 Tobacco Manufacturing	1 499 \$	220 053 \$
030 Textile and Textile Product Mills	9 218 \$	786 680 \$
031 Clothing Manufacturing	5 008 \$	647 702 \$
032 Leather and Allied Product Manufacturing	1 312 \$	165 961 \$
033 Sawmills	263 045 \$	843 909 \$
034 Plywood	92 310 \$	595 597 \$

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Sector	New Brunswick	Total
035 Doors&Windows	17 026 \$	194 973 \$
036 Other Wood Product Manufacturing	274 131 \$	1 358 064 \$
037 Pulp, Paper and Paperboard Mills	48 718 \$	572 807 \$
038 Converted Paper Product Manufacturing	32 994 \$	651 259 \$
039 Printing and Related Support Activities	58 305 \$	763 475 \$
040 Petroleum and Coal Products Manufacturing	857 405 \$	4 400 653 \$
041 Basic Chemical Manufacturing	14 921 \$	661 186 \$
042 Resin, Synthetic Rubber, and Artificial and Synthetic Fibres and Filaments Manufacturing	5 127 \$	695 464 \$
043 Pesticides, Fertilizer and Other Agricultural Chemical Manufacturing	5 772 \$	100 161 \$
044 Pharmaceutical and Medicine Manufacturing	9 857 \$	501 167 \$
045 Miscellaneous Chemical Product Manufacturing	52 990 \$	1 040 006 \$
046 Plastic Product Manufacturing	303 041 \$	2 217 465 \$
047 Rubber Product Manufacturing	36 572 \$	341 556 \$
048 Cement and Concrete Product Manufacturing	3 498 401 \$	4 595 395 \$
049 Miscellaneous Non-Metallic Mineral Product Manufacturing	381 523 \$	5 593 185 \$
050 Primary Metal Manufacturing	78 236 \$	3 500 487 \$
051 Fabricated Metal Product Manufacturing	627 432 \$	7 682 513 \$
052 Machinery Manufacturing	73 439 \$	1 436 435 \$
053 Computer and Peripheral Equipment Manufacturing	1 370 \$	26 038 \$
054 Electronic Product Manufacturing	28 962 \$	809 584 \$
055 Household Appliance Manufacturing	4 859 \$	242 018 \$
056 Electrical Equipment and Component Manufacturing	18 461 \$	1 235 999 \$
057 Motor Vehicle Manufacturing	14 300 \$	472 927 \$
058 Motor Vehicle Body and Trailer Manufacturing	2 974 \$	86 581 \$
059 Motor Vehicle Parts Manufacturing	15 538 \$	449 920 \$
060 Aerospace Product and Parts Manufacturing	2 854 \$	58 352 \$
061 Railroad Rolling Stock Manufacturing	377 \$	10 283 \$
062 Ship and Boat Building	4 563 \$	33 596 \$
063 Other Transportation Equipment Manufacturing	16 772 \$	114 930 \$
064 Furniture and Related Product Manufacturing	1 108 148 \$	6 617 991 \$
065 Miscellaneous Manufacturing	291 394 \$	1 651 914 \$
066 Wholesale Trade	1 055 634 \$	9 901 625 \$
067 Retail Trade	3 576 928 \$	8 336 372 \$
068 Air Transportation	10 903 \$	1 283 165 \$
069 Rail Transportation	37 198 \$	614 520 \$
070 Water Transportation	21 470 \$	172 310 \$
071 Truck Transportation	286 163 \$	2 503 947 \$
072 Transit and Ground Passenger Transportation	97 448 \$	371 588 \$
073 Pipeline Transportation	3 399 \$	158 533 \$
074 Scenic and Sightseeing Transportation and Support Activities for Transportation	64 041 \$	1 038 167 \$
075 Postal Service and Couriers and Messengers	244 361 \$	835 857 \$
076 Warehousing and Storage	16 601 \$	178 996 \$
077 Publishing Industries, Information Services and Data Processing Services	169 129 \$	1 239 672 \$
078 Motion Picture and Sound Recording Industries	79 379 \$	389 155 \$
079 Radio and Television Broadcasting	100 304 \$	283 256 \$
080 Pay TV, Specialty TV and Program Distribution and	946 630 \$	3 052 496 \$

## An Economic Impact Analysis of a Proposed Downtown Centre for the City of Moncton

Sector	New Brunswick	Total
Telecommunications		
081 Monetary Authorities and Depository Credit Intermediation	454 028 \$	6 238 033 \$
082 Insurance Carriers	789 046 \$	2 387 030 \$
083 Lessors of Real Estate	1 407 918 \$	4 070 825 \$
084 Owner-Occupied Dwellings	3 216 287 \$	7 087 060 \$
085 Rental and Leasing Services and Lessors of Non-Financial Intangible Assets (except Copyrighted Works)	337 139 \$	1 552 314 \$
086 Other Finance, Insurance and Real Estate and Management of Companies and Enterprises	1 214 109 \$	6 447 067 \$
087 Legal, Accounting and Architectural, Engineering and Related Services	369 220 \$	8 203 554 \$
088 Advertising and Related Services	53 020 \$	411 040 \$
089 Computer Systems Design and Other Professional, Scientific and Technical Services	212 824 \$	3 179 150 \$
090 Administrative and Support Services	309 056 \$	2 785 119 \$
091 Waste Management and Remediation Services	130 122 \$	368 512 \$
092 Educational Services (except Universities)	67 068 \$	192 756 \$
093 Health Care Services (except Hospitals) and Social Assistance	548 893 \$	1 483 020 \$
094 Arts, Entertainment and Recreation	361 611 \$	1 442 211 \$
095 Outfitters, accommodation and food services (NAICS 7200)	1 431 804 \$	3 929 282 \$
096 Repair and Maintenance	418 762 \$	1 209 482 \$
097 Personal and Laundry Services and Private Households	164 262 \$	778 018 \$
098 Grant-Making, Civic, and Professional and Similar Organizations	40 036 \$	239 883 \$
099 Operating Supplies	1 265 973 \$	3 146 340 \$
100 Office Supplies	147 128 \$	666 525 \$
101 Cafeteria Supplies	29 957 \$	98 033 \$
102 Laboratory Supplies	27 608 \$	192 045 \$
103 Travel and Entertainment	679 038 \$	2 409 338 \$
104 Advertising and Promotion	583 231 \$	2 062 678 \$
105 Transportation Margins	328 099 \$	2 622 117 \$
106 Religious & Welfare Organizations	269 173 \$	644 268 \$
107 Non-Profit Sports and Recreation Clubs	51 722 \$	138 424 \$
108 Non-Profit Education Institutions	60 729 \$	159 632 \$
109 Other Non-Profit Institutions Serving Households	249 923 \$	737 100 \$
110 Hospitals	13 943 \$	213 935 \$
111 Government Residential Care Facilities	22 060 \$	59 018 \$
112 Universities	125 063 \$	450 647 \$
113 Government Education Services	68 643 \$	215 509 \$
114 Other Municipal Government Services	303 284 \$	923 732 \$
115 Other Provincial and Territorial Government Services	130 229 \$	488 483 \$
116 Other Federal Government Services	122 300 \$	452 306 \$
117 Households	34 569 218 \$	69 194 510 \$
<b>Total</b>	<b>174 083 302 \$</b>	<b>340 435 539 \$</b>

## APPENDIX B: TOTAL EMPLOYMENT CREATED AS A RESULT OF THE CONSTRUCTION OF THE PROPOSED DOWNTOWN CENTRE (IN FULL TIME EQUIVALENTS – FTE)

Using the input-output model, we integrate the expenditures related to the construction of the Downtown Centre to produce the total employment (measured in full time equivalent (FTE)), generated directly, indirectly or induced by the project. The total employment generated by sector is presented below.

Sector	New Brunswick	Total
001 Crop and Animal Production	1	7
002 Forestry and Logging	1	4
003 Fishing, Hunting and Trapping	0	0
004 Support Activities for Agriculture and Forestry	0	1
005 Oil and Gas Extraction	0	4
006 Coal Mining	0	0
007 Metal Ore Mining	0	2
008 Non-Metallic Mineral Mining and Quarrying	0	3
009 Support Activities for Mining and Oil and Gas Extraction	0	1
010 Electric Power Generation, Transmission and Distribution	1	5
011 Natural Gas Distribution, Water, Sewage and Other Systems	0	1
012 Residential Building Construction	0	0
013 Non-residential Building Construction	494	494
014 Transportation Engineering Construction	0	0
015 Oil and Gas Engineering Construction	0	0
016 Electric Power Engineering Construction	0	0
017 Communication Engineering Construction	0	0
018 Other Engineering Construction	0	0
019 Repair Construction	4	12
020 Other Activities of the Construction Industry	0	1
021 Animal Food Manufacturing	0	0
022 Sugar and Confectionery Product Manufacturing	0	1
023 Fruit and Vegetable Preserving and Specialty Food Manufacturing	0	1
024 Dairy Product Manufacturing	0	2
025 Meat Product Manufacturing	1	3
026 Seafood Product Preparation and Packaging	0	0
027 Miscellaneous Food Manufacturing	1	5
028 Beverage Manufacturing	0	2
029 Tobacco Manufacturing	0	1
030 Textile and Textile Product Mills	0	3
031 Clothing Manufacturing	0	5
032 Leather and Allied Product Manufacturing	0	0
033 Sawmills	1	4
034 Plywood	2	6
035 Doors&Windows	0	2
036 Other Wood Product Manufacturing	1	5

## An Economic Impact Analysis of a Proposed Downtown Centre for the City of Moncton

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Sector	New Brunswick	Total
037 Pulp, Paper and Paperboard Mills	0	2
038 Converted Paper Product Manufacturing	0	3
039 Printing and Related Support Activities	0	5
040 Petroleum and Coal Products Manufacturing	0	2
041 Basic Chemical Manufacturing	0	1
042 Resin, Synthetic Rubber, and Artificial and Synthetic Fibres and Filaments Manufacturing	0	1
043 Pesticides, Fertilizer and Other Agricultural Chemical Manufacturing	0	0
044 Pharmaceutical and Medicine Manufacturing	0	2
045 Miscellaneous Chemical Product Manufacturing	0	4
046 Plastic Product Manufacturing	1	10
047 Rubber Product Manufacturing	0	2
048 Cement and Concrete Product Manufacturing	14	18
049 Miscellaneous Non-Metallic Mineral Product Manufacturing	2	26
050 Primary Metal Manufacturing	0	4
051 Fabricated Metal Product Manufacturing	4	39
052 Machinery Manufacturing	0	6
053 Computer and Peripheral Equipment Manufacturing	0	0
054 Electronic Product Manufacturing	0	3
055 Household Appliance Manufacturing	0	1
056 Electrical Equipment and Component Manufacturing	0	6
057 Motor Vehicle Manufacturing	0	0
058 Motor Vehicle Body and Trailer Manufacturing	0	0
059 Motor Vehicle Parts Manufacturing	0	2
060 Aerospace Product and Parts Manufacturing	0	0
061 Railroad Rolling Stock Manufacturing	0	0
062 Ship and Boat Building	0	0
063 Other Transportation Equipment Manufacturing	0	0
064 Furniture and Related Product Manufacturing	7	41
065 Miscellaneous Manufacturing	1	8
066 Wholesale Trade	5	62
067 Retail Trade	61	142
068 Air Transportation	0	4
069 Rail Transportation	0	3
070 Water Transportation	0	1
071 Truck Transportation	2	18
072 Transit and Ground Passenger Transportation	1	6
073 Pipeline Transportation	0	0
074 Scenic and Sightseeing Transportation and Support Activities for Transportation	0	6
075 Postal Service and Couriers and Messengers	2	9
076 Warehousing and Storage	0	2
077 Publishing Industries, Information Services and Data Processing Services	1	6
078 Motion Picture and Sound Recording Industries	0	2
079 Radio and Television Broadcasting	1	2
080 Pay TV, Specialty TV and Program Distribution and Telecommunications	5	14
081 Monetary Authorities and Depository Credit Intermediation	2	38
082 Insurance Carriers	2	6

## An Economic Impact Analysis of a Proposed Downtown Centre for the City of Moncton

Sector	New Brunswick	Total
083 Lessors of Real Estate	4	11
084 Owner-Occupied Dwellings	0	0
085 Rental and Leasing Services and Lessors of Non-Financial Intangible Assets (except Copyrighted Works)	2	9
086 Other Finance, Insurance and Real Estate and Management of Companies and Enterprises	7	34
087 Legal, Accounting and Architectural, Engineering and Related Services	3	74
088 Advertising and Related Services	0	3
089 Computer Systems Design and Other Professional, Scientific and Technical Services	2	28
090 Administrative and Support Services	6	39
091 Waste Management and Remediation Services	1	2
092 Educational Services (except Universities)	1	3
093 Health Care Services (except Hospitals) and Social Assistance	7	22
094 Arts, Entertainment and Recreation	4	16
095 Outfitters, accommodation and food services (NAICS 7200)	29	77
096 Repair and Maintenance	5	14
097 Personal and Laundry Services and Private Households	3	17
098 Grant-Making, Civic, and Professional and Similar Organizations	1	3
099 Operating Supplies	0	0
100 Office Supplies	0	0
101 Cafeteria Supplies	0	0
102 Laboratory Supplies	0	0
103 Travel and Entertainment	0	0
104 Advertising and Promotion	0	0
105 Transportation Margins	0	0
106 Religious & Welfare Organizations	5	12
107 Non-Profit Sports and Recreation Clubs	0	1
108 Non-Profit Education Institutions	1	2
109 Other Non-Profit Institutions Serving Households	4	9
110 Hospitals	0	2
111 Government Residential Care Facilities	0	1
112 Universities	1	4
113 Government Education Services	1	2
114 Other Municipal Government Services	2	6
115 Other Provincial and Territorial Government Services	1	2
116 Other Federal Government Services	1	3
117 Households	0	0
Total	713	1 477

## **APPENDIX C: TOTAL GROSS DOMESTIC PRODUCT (GDP) GENERATED AS A RESULT OF THE CONSTRUCTION OF THE PROPOSED DOWNTOWN CENTRE**

Using the input-output model, we integrate the expenditures related to the construction of the Downtown Centre to produce the gross domestic product (GDP), generated directly, indirectly or induced by the project. The total gross domestic product generate by category is presented below.

Category	New Brunswick	Total
Indirect taxes on products	3 866 799 \$	7 675 074 \$
Subsidies on products	-164 521 \$	-1 001 358 \$
Subsidies on production	-28 312 \$	-76 813 \$
Indirect taxes on production	1 377 921 \$	4 515 246 \$
Wages and salaries	31 188 666 \$	61 906 735 \$
Supplementary labour income	3 942 227 \$	8 063 217 \$
Mixed income	3 380 551 \$	7 289 421 \$
Other operating surplus	21 433 065 \$	43 446 256 \$
<b>Total</b>	<b>64 996 396 \$</b>	<b>131 817 778 \$</b>



## **APPENDIX D: DETAILED GOVERNMENT REVENUES FROM CONSTRUCTION OF THE PROPOSED DOWNTOWN CENTRE**

Using the input-output model, we integrate the expenditures of the direct expenditures related to the construction of the Downtown Centre to estimate government revenues, generated directly, indirectly or induced by the project. The detailed government revenues generate are presented below.

Category	\$
<b>Federal</b>	
Federal Income Tax	4 869 498 \$
GST & other indirect taxes	2 476 242 \$
Federal Tax on Profits	3 380 220 \$
Total Federal tax Revenues	10 725 960 \$
<b>Province – New Brunswick</b>	
Provincial Income Tax	2 306 019 \$
PST & other indirect taxes	3 018 980 \$
Provincial tax on Profits	864 310 \$
Total Provincial Tax Revenues	6 189 309 \$



## **APPENDIX E: DETAILED GOVERNMENT REVENUES FROM OPERATION OF THE PROPOSED DOWNTOWN CENTRE**

Using the input-output model, we integrate the expenditures of the direct expenditures related to the operation of the Downtown Centre to estimate government revenues, generated directly, indirectly or induced by the project. The detailed government revenues generate are presented below.

Category	\$
<b>Federal</b>	
Federal Income Tax	70 617 \$
GST & other indirect taxes	88 951 \$
Federal Tax on Profits	82 481 \$
Total Federal tax Revenues	242 049 \$
<b>Province – New Brunswick</b>	
Provincial Income Tax	24 789 \$
PST & other indirect taxes	148 364 \$
Provincial tax on Profits	18 962 \$
Total Provincial Tax Revenues	192 115 \$

## **APPENDIX F: DETAILED GOVERNMENT REVENUES FROM OPERATION OF COLISEUM WITH OPERATION OF DOWNTOWN CENTRE**

Using the input-output model, we integrate the expenditures of the direct expenditures related to the operation of the Downtown Centre to estimate government revenues, generated directly, indirectly or induced by the project. The detailed government revenues generate are presented below.

Category	\$
<b>Federal</b>	
Federal Income Tax	33 310 \$
GST & other indirect taxes	41 511 \$
Federal Tax on Profits	44 145 \$
Total Federal tax Revenues	118 966 \$
<b>Province – New Brunswick</b>	
Provincial Income Tax	8 650 \$
PST & other indirect taxes	71 941 \$
Provincial tax on Profits	6 468 \$
Total Provincial Tax Revenues	87 059 \$