



**Tampa Bay Regional Planning Council
Regional Economic Analysis Program
Featuring REMI Policy Insight® and IMPLAN®**

Bumblebee

The Tampa Bay Regional Planning Council (TBRPC) has conducted an analysis of a new \$35 million digital media production facility for gaming and animation being created within Sarasota County. TBRPC utilized its REMI Policy Insight model to generate the employment forecasts.

Employment Impacts

Bumblebee would employ 500 employees at \$70,000, which is a significantly higher salary than the current salaries within that industry in Sarasota. The 500 direct jobs that Bumblebee would create an additional 356 indirect and induced jobs for a total of 856 new jobs to Sarasota County. The combined jobs created generate an average of \$ 35 million annually in personal income.

These combined jobs also contribute an average of \$ 38 Million to the Gross County Product in each year. The Gross County Product is a concept analogous to the national concept of Gross Domestic Product. It is equal to output excluding the intermediate inputs. It represents compensation and profits. Below is a chart depicting the annual changes

| Bumblebee - Employment Impacts | | | | | | |
|---------------------------------------|------|------|------|------|----------------|--------------|
| | 2009 | 2010 | 2011 | 2012 | Average Annual | Total |
| Employment | 790 | 830 | 850 | 856 | | |
| Gross County Product (\$ Mil) | 36.9 | 39.7 | 41.5 | 42.8 | 38 | 160.9 |
| Personal Income (\$ Mil) | 32.5 | 36.9 | 40.5 | 43.5 | 35 | 153.4 |

All figures are in 2007 U.S. Dollars.

Construction Impacts

The construction of the \$35 million facility creates 449 full-time equivalent jobs for Sarasota County during the construction. The construction of the project generates approximately \$17.7 million in additional income during construction and contributes approximately \$19.6 million to the Gross County Product.