



# Communicating *Economic Benefits* Derived from Sea Grant Activities

Sea Grant  
50  
YEARS

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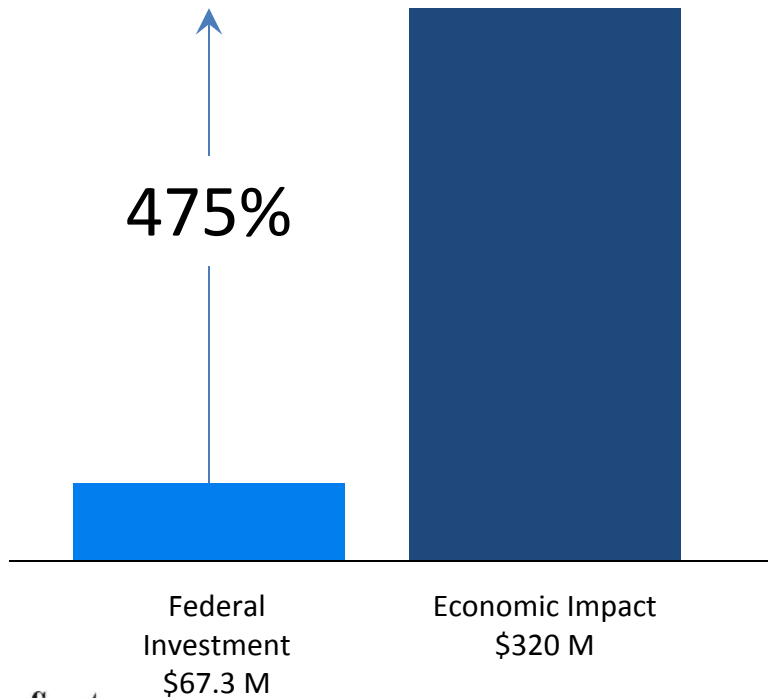


# Workshop Outline

- Value of Economic Benefit Estimates
- Guidance and Resources
- Regional Economic Impact Analysis
- *Marginal* Economic Benefit Estimation
- Examples and Discussion

# Sea Grant

## Return on Federal Investment



\$320 million in economic impact, a 475% return on a federal investment of \$67.3 million in 2014

Jobs, Businesses,  
Community Improvements

# Guidance - Attribution

- **Essential**

“described by stakeholders and partners as essential for the project's ultimate success.”

- **Note**

If it's too complicated, report as an Impact or Accomplishment

# Guidance - Context

- **Indicators**

Performance indicators do not encompass all of Sea Grant's efforts, but instead indicate a subset of efforts in each national focus area.

- **Note**

If it's too complicated, report as an Impact or Accomplishment

# Guidance – Economic Benefits PM

- **Focus on economic changes**

Value added or saved as a result of Sea Grant science and information delivery

- Businesses created/sustained should have associate jobs. Jobs created/sustained should include the wages associated with those jobs.

[www.bls.gov](http://www.bls.gov)

# Guidance – Economic Benefits PM

## •Filters:

- Sea Grant direct investments
- Leveraged Funds
- Existing positions filled by SG-trained persons
  - Except required training only available through SG
- Any values using economic impact multipliers
- Volunteer hours
- Statistical lives saved

# Resources

- [Reporting Resources](#)
- [Tools and Reports](#)



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**Network Resources**

- Planning
- Site Review Team
- Performance Review Panels
- Strategic Planning Resources
- Implementation
- ▼ Evaluation and Reporting
  - Impact Statement Guidance
  - Resources
    - PIER Address Book
    - Communication Network Resources

**Evaluation and Reporting**

**PIER (Planning, Implementation, Evaluation Resource)**

- [Summary of FY2013 Performance Measures and Metrics](#)
- [Summary of FY2014 Performance Measures and Metrics](#)
- [Summary of FY2015 Performance Measures and Metrics](#)
- [Administrative Calendar \(Due Dates and Deadlines\)](#)
- National Sea Grant Office Annual Program Update:**
  - 2014 Sea Grant at a Glance
- [The National Sea Grant College Program Planning, Implementation and Evaluation System \(April 2014\)](#)

**Annual Report Guidance Information**

- 2-1-2015 to 1-31-2016 Annual Report Guidance (Due June 10th 2016)
- National Performance Measures & Metrics - Definitions
- Guidance for Preparing Impact Statements
- "Impact Statements and Communicating our Value" Webinar (May 19, 2016)
- Sample Impacts and Accomplishments
- Guidance for Reporting Regional Projects

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- Social Science**
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  - Social Science Highlights and Impacts
  - Social Science Tools and Reports
  - Social Science CoP

**Social Science Tools and Reports**  
Sea Grant Program Resources

- Gulf of Mexico Sea Grant Economics Working Group Final Report 10.07.2016
- Community Resilience Index. Gulf of Mexico Sea Grant Programs.
- Florida coastal environmental resources: A guide to economic valuation and impact analysis. Florida Sea Grant.
- Great Lakes Social Science Network. Great Lakes Sea Grant Programs.
- Report on the economic impact assessment methods inventory for the Sea Grant Network. Maine Sea Grant.
- Resilient Coastal Development through Land Use Planning: Tools & Management Techniques in the Gulf of Mexico. Gulf of Mexico Sea Grant Programs.
- SC Community Resource Inventory
- South Carolina Coastal Information Network and Resource Portal

**NOAA Resources**

**National Ocean Service**

- The CISA/SCSGC report on assessing impacts of saltwater intrusion in the Carolinas
- Economics: National Ocean Watch (ENOW) Data
- Minutes of Economic Sense

http://seagrant.noaa.gov/WhatWeDo/SocialScience/SocialScienceToolsandReports.aspx

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