

Economic and Employment Impact

Sannes Skogdalen Nursing Facility

Wisconsin's skilled nursing facilities are typically recognized only for their role as the home and provider of health care for the most frail and elderly members of their community. Overlooked - but of immense importance in today's fiscal climate - is the enormity of their contribution to the economic health, vitality, and employment in the communities they serve.

To capture and quantify that contribution, Wisconsin Association for Homes & Services for the Aging (WAHSA) and Wisconsin Health Care Association (WHCA) engaged the Madison-based economic consulting firm of *NorthStar Economics, Inc.* to analyze the nature, scope and impact of Wisconsin nursing homes on jobs and the state's economy. The firm's just released study (March 2011) found that Wisconsin's nursing facilities account for over \$5.0 billion in economic activity in this state. Facilities directly employ over 49,000 workers and pay out over \$1.7 billion in wages, salaries and benefits. Their operations and economic footprint is responsible for creating another 49,000 jobs in communities across Wisconsin. Total Wisconsin income, sales, and property tax/service fee revenues generated by nursing facilities economic presence is over \$331 million. The complete *NorthStar* report is available at: <http://www.wahsa.org/northstr.pdf>.

The *NorthStar* report not only identified the aggregate effect of the nursing home profession on the state's economy, but also afforded an ability to project the economic impact of individual facilities on the communities they serve. Using the data and methodology set forth in the study, we have identified what the above named facility contributes to the economic health and vitality of its community. We have portrayed that impact in terms of total 1) direct expenditures by the facility; 2) economic impact of the facility on its community; 3) jobs created; and 4) tax revenue the facility's presence generates for the state.

Total Direct Expenditures:	\$ 3,515,997
Economic Impact on Community:	\$ 7,792,881
Total Jobs Created:	\$ 156.0
State Tax Revenue Generated:	\$ 612,282

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Prairie Maison

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Total Direct Expenditures:	\$ 4,132,691
Economic Impact on Community:	\$ 9,179,906
Total Jobs Created:	\$ 157.5
State Tax Revenue Generated:	\$ 593,728