The Current and Potential Economic Benefits of the I-20 Wildlife Preserve and Jenna Welch Nature Study Center

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THE PERRYMAN GROUP

Contents

Executive Summary

- The I-20 Wildlife Preserve and proposed Jenna Welch Nature Study Center is a 100-acre preserve including a playa lake in Midland, Texas. The Preserve supports local wildlife and serves as an ecotourism destination as well as carbon sink, providing a significant environmental benefit to the area. The proposed Jenna Welch Nature Study Center would add further educational resources and infrastructure in addition to being an event venue, enhancing potential benefits to the community

- In addition to the important conservation and environmental aspects of the Wildlife Preserve, the destination boosts the local economy through its ongoing operations. The Perryman Group estimates that the combined impact of operations and tourism over the past five years includes approximately **$14.7 million** in gross product and **168** job-years for the Midland area (including multiplier effects). A job-year is one person working for one year, though it could be multiple individuals working partial years.

- The construction of the proposed Jenna Welch Nature Study Center would lead to notable, though transitory, economic benefits of an estimated **$15.7 million** in gross product and **149** job-years in the Midland area (including multiplier effects).

- Upon completion, the Jenna Welch Nature Study Center could spark continued growth in ecotourism and education programs at the Wildlife Preserve as well as serving as a local event venue. At maturity, the Preserve and Study Center are projected to add almost **$11.4 million** in annual gross product and **130** jobs to the local area (including multiplier effects).

- A detailed study of this specific playa is not available, but TPG has conducted an analysis of its potential benefits in the carbon sequestration; assuming this playa is typical of those within the study area, it serves as a repository for more than **8,800 metric tons** of CO2.

- Although the carbon credits market is not yet well developed and prices vary widely across areas, typical global patterns in 2024 would suggest an economic value of the playa's carbon capture of more than $282,000. This level of retention is equivalent to the CO2 content of over 26,000 barrels of Permian Basin oil; production at this level generates total economic benefits to the region of almost $2.9 million.

- Conservation provides intrinsic value and investment in the expansion and sustainability of this regional asset is likely to yield a significant positive return.

- The I-20 Wildlife Preserve and Jenna Welch Nature Study Center offer an attractive natural setting for the people of the Midland area, Permian Basin Region, and beyond. In addition to enhancing quality-of-life, it also generates notable economic and environmental benefits, and its expansion can bring vital enhancements to the attractiveness of the area.

Introduction

The I-20 Wildlife Preserve and proposed Jenna Welch Nature Study Center is a 100-acre preserve including a playa lake in Midland, Texas. The Preserve serves as an ecotourism destination and provides opportunities for visitors to explore trails, attend classes, and spend time in nature. It is also a science education resource for the area. The Preserve's 86-acre playa lake and surrounding land acts as a carbon sink while supporting local wildlife, providing a significant environmental benefit to the area. The proposed Jenna Welch Nature Study Center would provide further educational resources and infrastructure in addition to being an event venue, enhancing potential benefits to the community.

In addition to the important conservation and environmental benefits of the Wildlife Preserve, the destination boosts the local economy through its ongoing operations and planned construction.

In addition to the important conservation and environmental aspects of the Wildlife Preserve, the destination boosts the local economy through its ongoing operations. The construction and operation of the Jenna Welch Nature Study Center would provide further current and future benefits, including increased visitor spending. At the same time, there is a positive economic impact in avoiding the cost of capturing carbon in another way, and continued investment conservation is economically valuable.[1]

The Perryman Group (TPG) was recently asked to assess the economic impact of the I-20 Wildlife Preserve and Jenna Welch Nature Study Center. This report presents the results of TPG's analysis.

[1] See, for example, Texan by Nature Return on Conservation™ Report, June 2024, https://texanbynature.org/wp-content/uploads/2024/06/TxN-ROCTM-Report-2024-FINAL.pdf.

Economic Benefits

Any economic stimulus leads to dynamic responses across the economy. The Perryman Group has developed complex and comprehensive models over the past four decades to measure these dynamic responses in order to estimate the total economic effects (not only direct, but also indirect and induced) associated with direct sources of stimulus.

The ongoing operations and planned construction of the I-20 Wildlife Preserve and Jenna Welch Nature Study Center generate substantial economic benefits.

In this instance, the I-20 Wildlife Preserve is an ecotourism destination in addition to a local employer, generating a notable economic stimulus from ongoing operations and visitor spending. The planned Jenna Welch Nature Study Center would lead to substantial additional economic benefits, both during the construction of the Center and at maturity.

The Perryman Group measured the total economic benefits of the I-20 Wildlife Preserve and Jenna Welch Nature Study Center including the effects of

- current operations,
- planned construction, and
- potential ongoing future operations and visitor spending.

Impacts were measured for the Midland area and statewide. Note that totals for Texas reflect not only effects in the local area, but also spillover to other parts of the state.

Methods used in this analysis are summarized on the following page, with additional detail in Appendix A.

Measuring Economic Benefits

Any economic stimulus, whether positive or negative, generates multiplier effects throughout the economy. In this instance, the I-20 Wildlife Preserve and Jenna Welch Nature Study Center's ongoing operations, planned construction, and visitor spending lead to a sizable increase in business activity.

The Perryman Group's dynamic input-output assessment system (the US Multi-Regional Impact Assessment System, which is described in further detail in the Appendices to this report) was developed by the firm about 40 years ago and has been consistently maintained and updated since that time. The model has been used in thousands of analyses for clients ranging from major corporations to government agencies and has been peer reviewed on multiple occasions. The impact system uses a variety of data (from surveys, industry information, and other sources) to describe the various goods and services (known as resources or inputs) required to produce another good/service. This process allows for estimation of the total economic impact (including multiplier effects) of the proposed development. The models used in the current analysis reflect the specific industrial composition and characteristics of the Midland area and Texas.

Total economic effects are quantified for key measures of business activity (further explained in the Appendix). Note that these measures are alternative means of expressing the same effects; they are not additive.

- **Total expenditures** (or total spending) measure the dollars changing hands as a result of the economic stimulus.
- **Gross product** (or output) is production of goods and services that will come about in the area as a result of the activity. This measure is parallel to the gross domestic product numbers commonly reported by various media outlets and is a subset of total expenditures.
- **Personal income** is dollars that end up in the hands of people in the area; the vast majority of this aggregate derives from the earnings of employees, but payments such as interest and rents are also included.
- **Job effects** are expressed as job-years of employment for a temporary stimulus such as construction or for multi-year cumulative impacts, and jobs for ongoing effects. A job-year is one person working for one year, though it could be multiple individuals working partial years.

Monetary values were quantified on a constant (2024 dollars) basis to eliminate the effects of inflation.

Cumulative Operations and Tourism

Over the past five years, the I-20 Wildlife Preserve's status as an ecotourism destination has led to a positive economic impact in the Midland area and the state as a whole. Over the time period, there were more than 114,000 visitors to the Preserve, including nearly 40,000 local residents and over 74,000 out-of-town guests.

The Perryman Group estimates that the combined impact of operations and tourism over the past five years includes approximately **$14.7 million** in gross product and **168** job-years for the Midland area, with almost **$19.0 million** in gross product and **203** job-years for Texas, including multiplier effects. A job-year is one person working for one year, though it could be multiple individuals working partial years.

The Cumulative (2019-2024) Economic Impact of Operations and Tourism of the I-20 Wildlife Preserve: Midland Area and Texas

	Total Expenditures (Millions of 2024 Dollars)	**Gross Product** (Millions of 2024 Dollars)	**Personal Income** (Millions of 2024 Dollars)	**Employment** (Job-Years)
Midland Area	$25.964	$14.680	$12.822	168
Texas	$36.635	$18.982	$16.477	203

Based on current employment levels and cumulative visitor counts and The Perryman Group's estimates of incremental tourism spending as well as multiplier effects. Results for Texas include effects within the Midland area as well as spillover to other parts of the state. A job-year is one person working for one year, though it could be multiple individuals working partial years. Additional explanation of terms and methods may be found elsewhere in this report and in Appendix A, with results by industry in Appendix B.
Source: US Multi-Regional Impact Assessment System, The Perryman Group

Construction

In addition to enhancing the visitor experience for residents and tourists from outside the area, the construction of the proposed Jenna Welch Nature Study Center would lead to notable, though transitory, economic benefits. Plans include an entry pavilion, education building, events building, exhibit building, treetop lookout, and additional site work.

The Perryman Group estimates that the Nature Study Center's construction would lead to more than **$15.7 million** in gross product and **149** job-years in the Midland area (including multiplier effects).

The Economic Impact of Planned Construction of the Jenna Welch Nature Study Center: Midland Area and Texas

	Total Expenditures (Millions of 2024 Dollars)	**Gross Product** (Millions of 2024 Dollars)	**Personal Income** (Millions of 2024 Dollars)	**Employment** (Job-Years)
Midland Area	$31.718	$15.746	$10.943	149
Texas	$47.643	$22.448	$15.048	204

Based on estimated construction costs for the Nature Study Center and The Perryman Group's estimates of related multiplier effects. Results for Texas include effects within the Midland area as well as spillover to other parts of the state. A job-year is one person working for one year, though it could be multiple individuals working partial years. Additional explanation of terms and methods may be found elsewhere in this report and in Appendix A, with results by industry in Appendix B.
Source: US Multi-Regional Impact Assessment System, The Perryman Group

Projected Annual Operations and Tourism

Upon completion, the Jenna Welch Nature Study Center could spark continued growth in ecotourism and education programs at the Wildlife Preserve as well as serving as a local event venue. A staffing increase would likely be needed to manage the growth, and visitor spending would increase, providing a further economic stimulus to the area.

The I-20 Wildlife Preserve and Jenna Welch Nature Study Center, if constructed as planned, is estimated to have a positive economic impact on the Midland area and Texas as a whole. At maturity, the Preserve and Study Center are projected to add almost **$11.4 million** in annual gross product and **130** jobs to the local area, with over **$14.6 million** in gross product and **157** jobs in Texas (including multiplier effects).

The Annual Economic Impact of Operations and Tourism of the I-20 Wildlife Preserve and Jenna Welch Nature Study Center at Maturity:

Midland Area and Texas

	Total Expenditures (Millions of 2024 Dollars)	**Gross Product** (Millions of 2024 Dollars)	**Personal Income** (Millions of 2024 Dollars)	**Employment** (Jobs)
Midland Area	$19.772	$11.365	$10.436	130
Texas	$27.922	$14.642	$13.389	157

Based on projected growth in current programs, events, and additional staffing assuming current patterns in the mix between local and external visitors, and The Perryman Group's estimates of related multiplier effects. Results for Texas include effects within the Midland area as well as spillover to other parts of the state. Additional explanation of terms and methods may be found elsewhere in this report and in Appendix A, with results by industry in Appendix B.
Source: US Multi-Regional Impact Assessment System, The Perryman Group

Carbon Capture

One of the key features of the I-20 Wildlife Preserve and Jenna Welch Nature Study Center is an 86-acre urban playa. In addition to being an integral part of the wildlife habitat at the Preserve, such ephemeral wetlands serve as an important repository for carbon dioxide. The playa is a carbon sink, defined as any system that absorbs more CO2 than it releases, meaning that it effectively removes carbon dioxide from the air.

The urban playa at the I-20 Wildlife Preserve serves as a repository for more than 8,800 metric tons of CO2, roughly equivalent to the yearly emissions of 1,913 passenger cars.

Although a detailed study of this specific playa is not available, TPG has conducted an analysis of its potential benefits in the carbon sequestration arena based on typical carbon retention in the relevant region of the United States.[2] Assuming this playa is typical of those within the study area, it serves as a repository for more than **8,800 metric tons** of CO2. For context, this amount is equivalent to the yearly emissions of roughly 1,913 typical passenger cars.

Cleaner air is the most important outcome of capturing excess carbon, but there is also quantifiable economic value in the playa's status as a carbon sink. Although the carbon credits market is not yet well developed and prices vary widely across areas, typical global patterns in 2024 would suggest an economic value of the playa's carbon capture of more than **$282,000**. Moreover, this level of retention is equivalent to the CO2 content of over 26,000 barrels of Permian Basin oil; production at this level generates total economic benefits to the region of almost **$2.9 million**.

[2] O'Connell, Jessica L., Dale W. Daniel, Scott T. McMurry, and Loren M. Smith, "Soil Organic Carbon in Playas and Adjacent Prairies, Cropland, and Conservation Reserve Program Land of the High Plains, USA." Soil and Tillage Research, Volume 156, March 2016, Pages 16–24.

The Value of Conservation at the I-20 Preserve

Conservation provides intrinsic value in the form of preserving natural resources such as animal and plant species and ecological features. Positive health and wellness impacts resulting from conservation are also frequently observed. Beyond the personal and environmental value, however, conservation provides significant economic benefits.

Texan by Nature, a conservation organization, studied the return on conservation investment in June 2024.[3] The report presents a broad framework for understanding and analyzing the return on conservation investment, including the financial, human, and natural resource impact. The organization found that beyond the obvious natural resource benefits realized from conservation, there are significant business and economic implications as well.

The report's main metric was Return on Conservation, which encompasses a full, complex system of variables rather than relying on individual measures such as land purchase value or carbon sequestered. In FY 2019, approximately $639 million was invested in conservation in Texas, yielding over $2.8 billion in Return on Conservation value – a $4.49 return for every $1 spent statewide. Regionally, the Return on Conservation is even higher: $5.63 per dollar in the ecoregion where the Preserve is located.

The I-20 Wildlife Preserve and Jenna Welch Nature Study Center adds value in a multitude of ways, and investment in the expansion and sustainability of this regional asset is likely to yield a significant positive return.

[3] Texan by Nature Return on Conservation™ Report, June 2024, https://texanbynature.org/wp-content/uploads/2024/06/TxN-ROCTM-Report-2024-FINAL.pdf.

Conclusion

The I-20 Wildlife Preserve and Jenna Welch Nature Study Center is a regionally significant ecotourism and education destination. The proposed Study Center would provide additional education and event space beyond the existing trails and infrastructure.

Ongoing operations of the Preserve have provided a significant economic stimulus to the Midland area, adding a cumulative **$14.7 million** in gross product and **168** job-years over the past five years. The construction of the planned Jenna Welch Nature Study Center would lead to significant benefits during the construction phase with ongoing operations of the Preserve and Study Center at maturity projected to provide approximately **$11.4 million** in annual gross product and **130** jobs in the Midland area (including multiplier effects). The Preserve also captures carbon and provides other conservation benefits with positive economic and environmental effects.

The I-20 Wildlife Preserve and Jenna Welch Nature Study Center provides a significant economic stimulus to the Midland area in addition to its role as a carbon capture resource and conservation location.

The I-20 Wildlife Preserve and Jenna Welch Nature Study Center offers an attractive natural setting for the people of the Midland area, Permian Basin Region, and beyond. In addition to enhancing quality-of-life, it also generates notable economic and environmental benefits, and its expansion can bring vital enhancements to the attractiveness of the area.

Appendix A: Methods Used

US Multi-Regional Impact Assessment System

The US Multi-Regional Impact Assessment System (USMRIAS) measures multiplier effects of economic stimuli. The USMRIAS was developed and is maintained by The Perryman Group. This model has been used in thousands of diverse applications across the country and has an excellent reputation for accuracy and credibility; it has also been peer reviewed on multiple occasions and has been a key factor in major national and international policy simulations.

The basic modeling technique is known as dynamic input-output analysis, which essentially uses extensive survey data, industry information, and a variety of corroborative source materials to create a matrix describing the various goods and services (known as resources or inputs) required to produce one unit (a dollar's worth) of output for a given sector. Once the base information is compiled, it can be mathematically simulated to generate evaluations of the magnitude of successive rounds of activity involved in the overall production process.

There are two essential steps in conducting an input-output analysis once the system is operational. The first major endeavor is to accurately define the levels of direct activity to be evaluated. In this instance, visitor counts, construction costs, and expected programs were provided by the I-20 Wildlife Preserve and Jenna Welch Nature Study Center. The Perryman Group estimated likely spending by visitors based on available information related to the mix of local and out-of-area tourists and typical patterns. A relatively conservative scenario with respect to future utilization was incorporated into the analysis.

Once the direct effects are estimated, the second phase involves model simulation to determine total (not only direct, but also indirect and induced) effects.

Model Simulation

The direct inputs were then implemented in a series of simulations of the USMRIAS to measure total (not only direct, but also indirect and induced) economic effects of the direct stimulus. The systems used reflect the unique industrial structures of the Midland area and Texas.

The USMRIAS is somewhat similar in format to the Input-Output Model of the United States which is maintained by the US Department of Commerce. The model developed by TPG, however, incorporates several important enhancements and refinements. Specifically, the expanded system includes (1) comprehensive 500-sector coverage for any county, multi-county, or urban region; (2) calculation of both total expenditures and value-added by industry and region; (3) direct estimation of expenditures for multiple basic input choices (expenditures, output, income, or employment); (4) extensive parameter localization; (5) price adjustments for real and nominal assessments by

sectors and areas; (6) comprehensive measurement of the induced impacts associated with payrolls and consumer spending; (7) embedded modules to estimate multi-sectoral direct spending effects; (8) estimation of retail spending activity by consumers; and (9) comprehensive linkage and integration capabilities with a wide variety of econometric, real estate, occupational, and fiscal impact models.

The impact assessment (input-output) process essentially estimates the amounts of all types of goods and services required to produce one unit (a dollar's worth) of a specific type of output. For purposes of illustrating the nature of the system, it is useful to think of inputs and outputs in dollar (rather than physical) terms. As an example, the construction of a new building will require specific dollar amounts of lumber, glass, concrete, hand tools, architectural services, interior design services, paint, plumbing, and numerous other elements. Each of these suppliers must, in turn, purchase additional dollar amounts of inputs. This process continues through multiple rounds of production, thus generating subsequent increments to business activity. The initial process of building the facility is known as the *direct effect*. The ensuing transactions in the output chain constitute the *indirect effect*.

Another pattern that arises in response to any direct economic activity comes from the payroll dollars received by employees at each stage of the production cycle. As workers are compensated, they use some of their income for taxes, savings, and purchases from external markets. A substantial portion, however, is spent locally on food, clothing, health care services, utilities, housing, recreation, and other items. Typical purchasing patterns in the relevant areas are obtained from the Center for Community and Economic Research *Cost of Living Index*, a privately compiled inter-regional measure which has been widely used for several decades, and the *Consumer Expenditure Survey* of the US Department of Labor. These initial outlays by area residents generate further secondary activity as local providers acquire inputs to meet this consumer demand. These consumer spending impacts are known as the *induced effect*. The USMRIAS is designed to provide realistic, yet conservative, estimates of these phenomena.

Sources for information used in this process include the Bureau of the Census, the Bureau of Labor Statistics, the Regional Economic Information System of the US Department of Commerce, and other public and private sources. The pricing data are compiled from the US Department of Labor and the US Department of Commerce. The verification and testing procedures make use of extensive public and private sources.

Impacts are typically measured in constant dollars to eliminate the effects of inflation.

The USMRIAS is also integrated with a comprehensive fiscal model, which links the tax payments by industry to the specific rates and structures associated with the relevant State and local governmental authorities.

Measures of Business Activity

The USMRIAS generates estimates of total economic effects on several measures of business activity. Note that these are different ways of measuring the same impacts; they are not additive.

The most comprehensive measure of economic activity is **Total Expenditures**. This measure incorporates every dollar that changes hands in any transaction. For example, suppose a farmer sells wheat to a miller for $0.50; the miller then sells flour to a baker for $0.75; the baker, in turn, sells bread to a customer for $1.25. The Total Expenditures recorded in this instance would be $2.50, that is, $0.50 + $0.75 + $1.25. This measure is quite broad but is useful in that (1) it reflects the overall interplay of all industries in the economy, and (2) some key fiscal variables such as sales taxes are linked to aggregate spending.

A second measure of business activity is **Gross Product**. This indicator represents the regional equivalent of Gross Domestic Product, the most commonly reported statistic regarding national economic performance. In other words, the Gross Product of Texas is the amount of US output that is produced in that state; it is defined as the value of all final goods produced in a given region for a specific period of time. Stated differently, it captures the amount of value-added (gross area product) over intermediate goods and services at each stage of the production process, that is, it eliminates the double counting in the Total Expenditures concept. Using the example above, the Gross Product is $1.25 (the value of the bread) rather than $2.50. Alternatively, it may be viewed as the sum of the value-added by the farmer, $0.50; the miller, $0.25 ($0.75 - $0.50); and the baker, $0.50 ($1.25 - $0.75). The total value-added is, therefore, $1.25, which is equivalent to the final value of the bread. In many industries, the primary component of value-added is the wage and salary payments to employees.

The third gauge of economic activity used in this evaluation is **Personal Income**. As the name implies, Personal Income is simply the income received by individuals, whether in the form of wages, salaries, interest, dividends, proprietors' profits, or other sources. It may thus be viewed as the segment of overall impacts which flows directly to the citizenry.

The final aggregates used are **Jobs and Job-Years,** which reflect the full-time equivalent jobs generated by an activity. For an economic stimulus expected to endure (such as the ongoing operations of a facility), the Jobs measure is used. It should be noted that, unlike the dollar values described above, Jobs is a "stock" rather than a "flow." In other words, if an area produces $1 million in output in 2023 and $1 million in 2024, it is appropriate to say that $2 million was achieved in the 2023-24 period. If the same area has 100 people working in 2023 and 100 in 2024, it only has 100 Jobs. When a flow of jobs is measured, such as in a construction project or a cumulative assessment over multiple years, it is appropriate to measure employment in Job-Years (a person working for a year, though it could be multiple individuals working for partial years). This concept is distinct from Jobs, which anticipates that the relevant positions will be maintained on a continuing basis.

Appendix B: Results by Industry

Cumulative Operations and Tourism

The Cumulative (2019-2024) Economic Impact of Operations and Tourism of the I-20 Wildlife Preserve: Midland Area

Results by Industry

Industry	Total Expenditures	Gross Product	Personal Income	Job Years*
Agriculture	+$0.2 m	+$0.1 m	+$0.1 m	+1
Mining	+$0.4 m	+$0.1 m	+$0.1 m	+0
Utilities	+$1.5 m	+$0.3 m	+$0.3 m	+1
Construction	+$0.4 m	+$0.2 m	+$0.2 m	+2
Manufacturing	+$0.5 m	+$0.2 m	+$0.1 m	+1
Wholesale Trade	+$0.7 m	+$0.5 m	+$0.4 m	+2
Retail Trade*	+$8.2 m	+$6.0 m	+$5.6 m	+88
Transportation & Warehousing	+$2.1 m	+$1.5 m	+$1.4 m	+11
Information	+$0.6 m	+$0.4 m	+$0.3 m	+1
Financial Activities*	+$2.8 m	+$0.7 m	+$0.6 m	+2
Business Services	+$0.7 m	+$0.4 m	+$0.4 m	+3
Health Services	+$0.7 m	+$0.5 m	+$0.5 m	+5
Other Services	+$7.1 m	+$3.8 m	+$2.9 m	+50
Total, All Industries	**+$26.0 m**	**+$14.7 m**	**+$12.8 m**	**+168**

Source: US Multi-Regional Impact Assessment System, The Perryman Group
Notes: Monetary values given in millions of 2024 US dollars. A job-year is equivalent to one person working for one year. Components may not sum due to rounding. Retail Trade includes Restaurants, Financial Activities includes Real Estate.

The Cumulative (2019-2024) Economic Impact of Operations and Tourism of the I-20 Wildlife Preserve: Texas

Results by Industry

Industry	Total Expenditures	Gross Product	Personal Income	Job Years*
Agriculture	+$1.0 m	+$0.3 m	+$0.2 m	+2
Mining	+$0.5 m	+$0.1 m	+$0.1 m	+0
Utilities	+$1.6 m	+$0.4 m	+$0.3 m	+1
Construction	+$0.7 m	+$0.4 m	+$0.4 m	+4
Manufacturing	+$4.8 m	+$1.5 m	+$1.2 m	+10
Wholesale Trade	+$1.2 m	+$0.8 m	+$0.7 m	+4
Retail Trade*	+$9.1 m	+$6.7 m	+$6.2 m	+97
Transportation & Warehousing	+$2.2 m	+$1.5 m	+$1.5 m	+11
Information	+$0.7 m	+$0.5 m	+$0.4 m	+1
Financial Activities*	+$4.8 m	+$1.3 m	+$1.0 m	+4
Business Services	+$1.3 m	+$0.8 m	+$0.8 m	+7
Health Services	+$1.0 m	+$0.7 m	+$0.7 m	+8
Other Services	+$7.5 m	+$4.0 m	+$3.1 m	+53
Total, All Industries	**+$36.6 m**	**+$19.0 m**	**+$16.5 m**	**+203**

Source: US Multi-Regional Impact Assessment System, The Perryman Group
Notes: Monetary values given in millions of 2024 US dollars. A job-year is equivalent to one person working for one year. Components may not sum due to rounding. Retail Trade includes Restaurants, Financial Activities includes Real Estate.

Construction

The Potential Economic Impact of Planned Construction of the Jenna Welch Nature Study Center: Midland Area

Results by Industry

Industry	Total Expenditures	Gross Product	Personal Income	Job Years*
Agriculture	+$1.3 m	+$1.0 m	+$0.7 m	+9
Mining	+$0.7 m	+$0.2 m	+$0.1 m	+1
Utilities	+$1.5 m	+$0.3 m	+$0.1 m	+0
Construction	+$12.3 m	+$5.2 m	+$4.3 m	+48
Manufacturing	+$1.1 m	+$0.4 m	+$0.3 m	+2
Wholesale Trade	+$1.0 m	+$0.7 m	+$0.4 m	+3
Retail Trade*	+$4.6 m	+$3.5 m	+$2.0 m	+48
Transportation & Warehousing	+$1.3 m	+$0.9 m	+$0.6 m	+6
Information	+$0.7 m	+$0.4 m	+$0.2 m	+1
Financial Activities*	+$3.2 m	+$0.7 m	+$0.3 m	+2
Business Services	+$1.3 m	+$0.8 m	+$0.6 m	+6
Health Services	+$0.9 m	+$0.6 m	+$0.5 m	+7
Other Services	+$1.9 m	+$1.0 m	+$0.8 m	+15
Total, All Industries	**+$31.7 m**	**+$15.7 m**	**+$10.9 m**	**+149**

Source: US Multi-Regional Impact Assessment System, The Perryman Group
Notes: Monetary values given in millions of 2024 US dollars. A job-year is equivalent to one person working for one year. Components may not sum due to rounding. Retail Trade includes Restaurants, Financial Activities includes Real Estate.

The Potential Economic Impact of Planned Construction of the Jenna Welch Nature Study Center: Texas

Results by Industry

Industry	Total Expenditures	Gross Product	Personal Income	Job Years*
Agriculture	+$1.9 m	+$1.2 m	+$0.8 m	+10
Mining	+$0.8 m	+$0.2 m	+$0.1 m	+1
Utilities	+$1.8 m	+$0.4 m	+$0.2 m	+1
Construction	+$12.7 m	+$5.4 m	+$4.5 m	+50
Manufacturing	+$8.8 m	+$3.0 m	+$1.7 m	+20
Wholesale Trade	+$1.8 m	+$1.2 m	+$0.7 m	+6
Retail Trade*	+$6.0 m	+$4.5 m	+$2.6 m	+63
Transportation & Warehousing	+$1.4 m	+$0.9 m	+$0.6 m	+7
Information	+$0.8 m	+$0.5 m	+$0.2 m	+1
Financial Activities*	+$5.6 m	+$1.4 m	+$0.6 m	+4
Business Services	+$2.4 m	+$1.5 m	+$1.2 m	+11
Health Services	+$1.3 m	+$0.9 m	+$0.8 m	+10
Other Services	+$2.4 m	+$1.2 m	+$1.0 m	+19
Total, All Industries	**+$47.6 m**	**+$22.4 m**	**+$15.0 m**	**+204**

Source: US Multi-Regional Impact Assessment System, The Perryman Group
Notes: Monetary values given in millions of 2024 US dollars. A job-year is equivalent to one person working for one year. Components may not sum due to rounding. Retail Trade includes Restaurants, Financial Activities includes Real Estate.

Projected Annual Operations and Tourism

The Potential Annual Economic Impact of Operations and Tourism Related to the I-20 Wildlife Preserve and Jenna Welch Nature Study Center at Maturity: Midland Area

Results by Industry

Industry	Total Expenditures	Gross Product	Personal Income	Jobs
Agriculture	+$0.2 m	+$0.0 m	+$0.0 m	+0
Mining	+$0.3 m	+$0.1 m	+$0.1 m	+0
Utilities	+$1.1 m	+$0.3 m	+$0.2 m	+0
Construction	+$0.3 m	+$0.2 m	+$0.1 m	+1
Manufacturing	+$0.4 m	+$0.1 m	+$0.1 m	+1
Wholesale Trade	+$0.5 m	+$0.4 m	+$0.3 m	+2
Retail Trade*	+$7.0 m	+$5.2 m	+$5.0 m	+75
Transportation & Warehousing	+$1.8 m	+$1.3 m	+$1.3 m	+9
Information	+$0.5 m	+$0.3 m	+$0.3 m	+1
Financial Activities*	+$2.2 m	+$0.5 m	+$0.5 m	+2
Business Services	+$0.5 m	+$0.3 m	+$0.3 m	+3
Health Services	+$0.5 m	+$0.4 m	+$0.4 m	+4
Other Services	+$4.4 m	+$2.3 m	+$1.9 m	+32
Total, All Industries	**+$19.8 m**	**+$11.4 m**	**+$10.4 m**	**+130**

Source: US Multi-Regional Impact Assessment System, The Perryman Group
Notes: Monetary values given in millions of 2024 US dollars per year. Components may not sum due to rounding. Retail Trade includes Restaurants, Financial Activities includes Real Estate.

The Potential Annual Economic Impact of Operations and Tourism Related to the I-20 Wildlife Preserve and Jenna Welch Nature Study Center at Maturity: Texas

Results by Industry

Industry	Total Expenditures	Gross Product	Personal Income	Jobs
Agriculture	+$0.7 m	+$0.2 m	+$0.2 m	+2
Mining	+$0.4 m	+$0.1 m	+$0.1 m	+0
Utilities	+$1.2 m	+$0.3 m	+$0.2 m	+0
Construction	+$0.5 m	+$0.3 m	+$0.3 m	+3
Manufacturing	+$3.7 m	+$1.1 m	+$1.0 m	+8
Wholesale Trade	+$0.9 m	+$0.6 m	+$0.6 m	+3
Retail Trade*	+$7.7 m	+$5.7 m	+$5.4 m	+82
Transportation & Warehousing	+$1.8 m	+$1.3 m	+$1.3 m	+9
Information	+$0.6 m	+$0.4 m	+$0.3 m	+1
Financial Activities*	+$3.7 m	+$1.0 m	+$0.8 m	+3
Business Services	+$1.0 m	+$0.6 m	+$0.6 m	+5
Health Services	+$0.8 m	+$0.6 m	+$0.5 m	+6
Other Services	+$4.7 m	+$2.5 m	+$2.1 m	+34
Total, All Industries	**+$27.9 m**	**+$14.6 m**	**+$13.4 m**	**+157**

Source: US Multi-Regional Impact Assessment System, The Perryman Group
Notes: Monetary values given in millions of 2024 US dollars per year. Components may not sum due to rounding. Retail Trade includes Restaurants, Financial Activities includes Real Estate.