# Telling an impactful story with data



## **POWERFUL METRICS**



# Translating your effort into numbers is invaluable.



IMPLAN arms you with the cold hard facts to assess your impact and support your claims.



# MORE ACCURACY



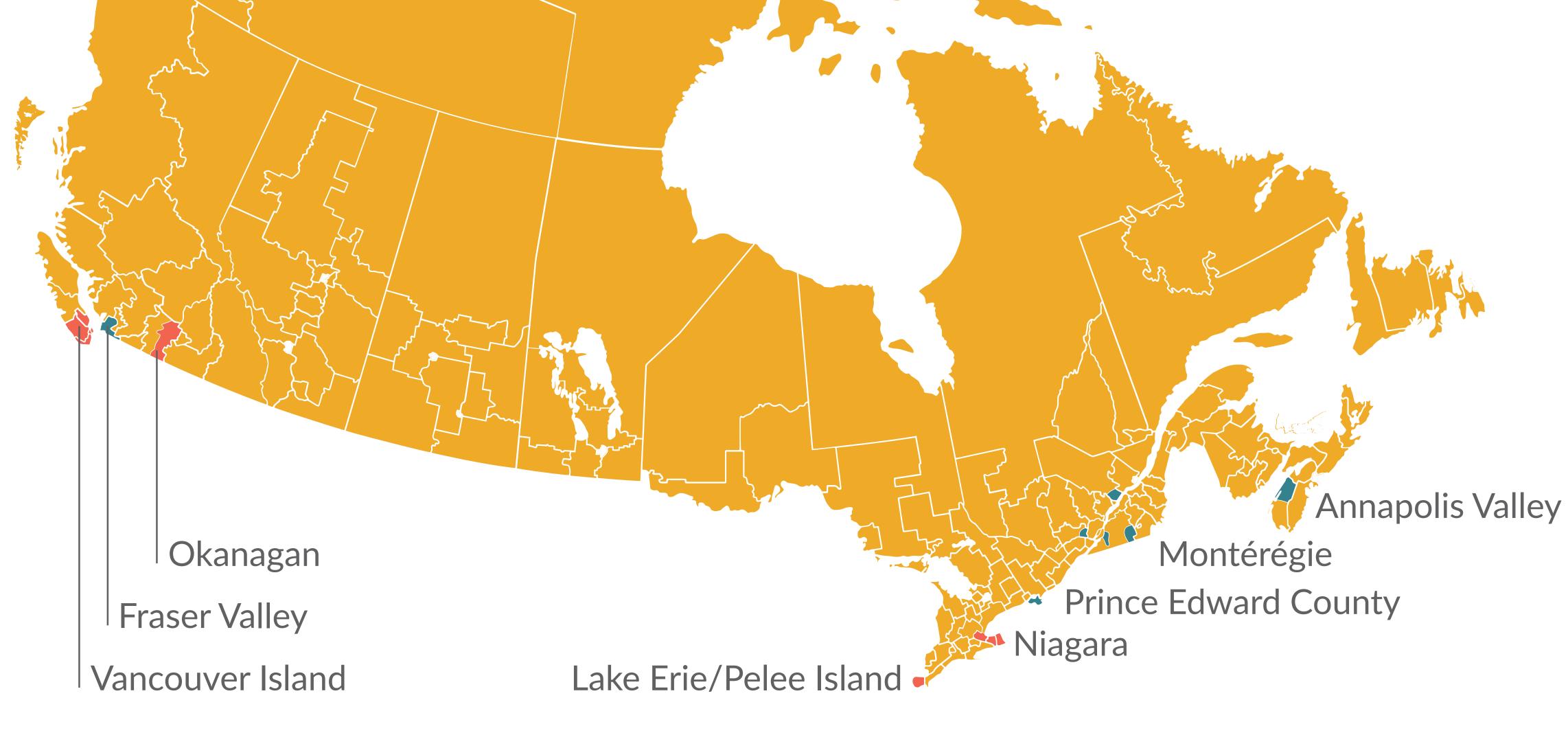
Our data is constantly vetted by industryleading research analysts, so IMPLAN users know they can stand behind their metrics with unshakeable confidence.

**IMPLAN** 





WHOSE STORY IS THIS?



major grape growing regions



minor grape growing regions





# WHOSE STORY IS THIS?





WINES OF BRITISH COLUMBIA

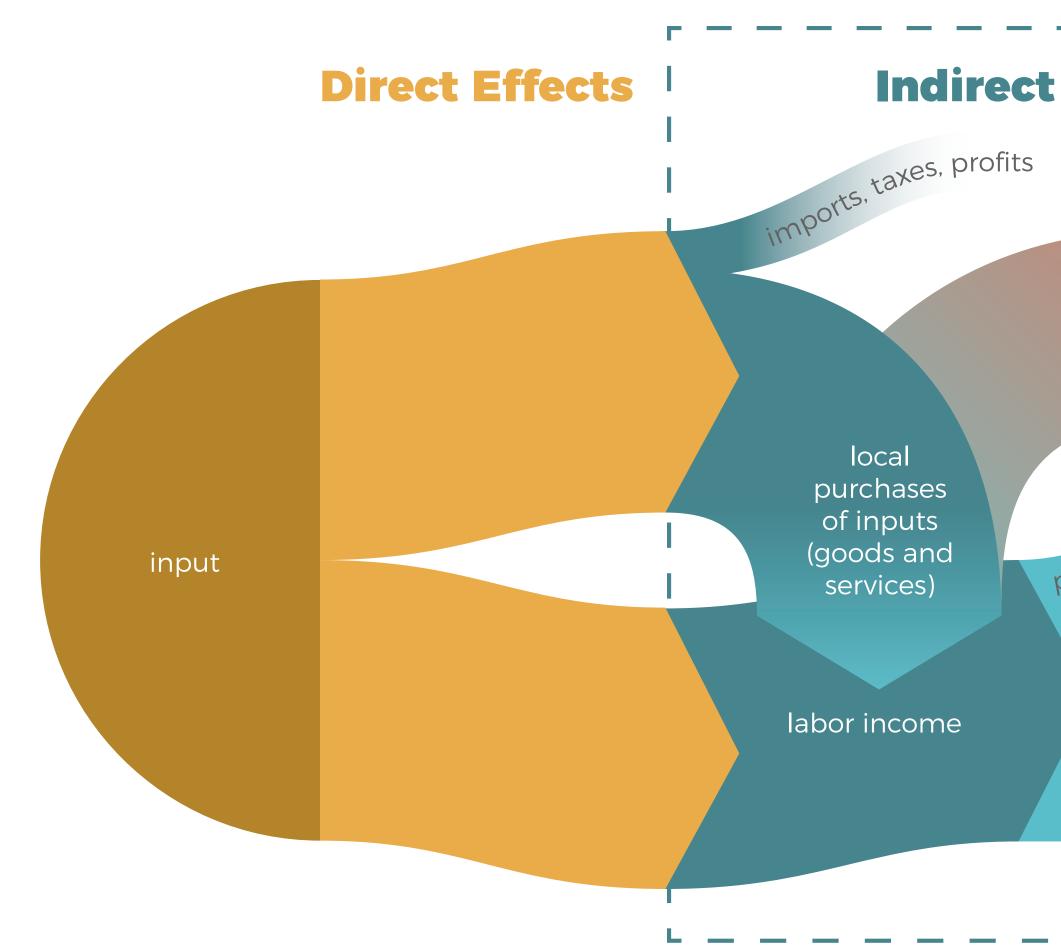






# WHY DOES THEIR STORY MATTER?

## THE "RIPPLE EFFECT"



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### **Indirect Effects**

**Induced Effects** 

payroll taxes, in-commuters imports, personal taxes, savings spending on local goods and services household income (continues to trickle through local economy until exhausted by leakages)

### - - IMPLAN Calculation Process - - - - -





### THE FIRST STEP

THE ECONOMIC IMPACT OF THE WINE AND GRAPE INDUSTRY IN CANADA 2011

A Frank, Rimerman + Co. LLP Report with special assistance from Rob Eyler, Professor of Economics from Sonoma State University



ΙΜΡΓΛΝ

Canada's Wine Economy – Ripe, Robust, Remarkable

March 2013

This study was commissioned by the

**Canadian Vintners Association** Winery and Grower Alliance of Ontario British Columbia Wine Institute Winery Association of Nova Scotia

Frank, Rimerman + Co. LLP The Wine Business Center, 899 Adams St., Suite E, St. Helena, California 94574. (707) 963-9222 www.frankrimerman.com/businesses/business\_management/wine\_research.asp



# WHAT THEY FOUND



### Economic impact of the wine industry in Canada



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### THE NEXT STEP

THE ECONOMIC IMPACT OF THE WINE AND GRAPE INDUSTRY IN CANADA 2011

> Canada's Wine Economy – Ripe, Robust, Remarkable

A Frank, Rimerman + Co. LLP Report with special assistance from Rob Eyler, Professor of Economics from Sonoma State University

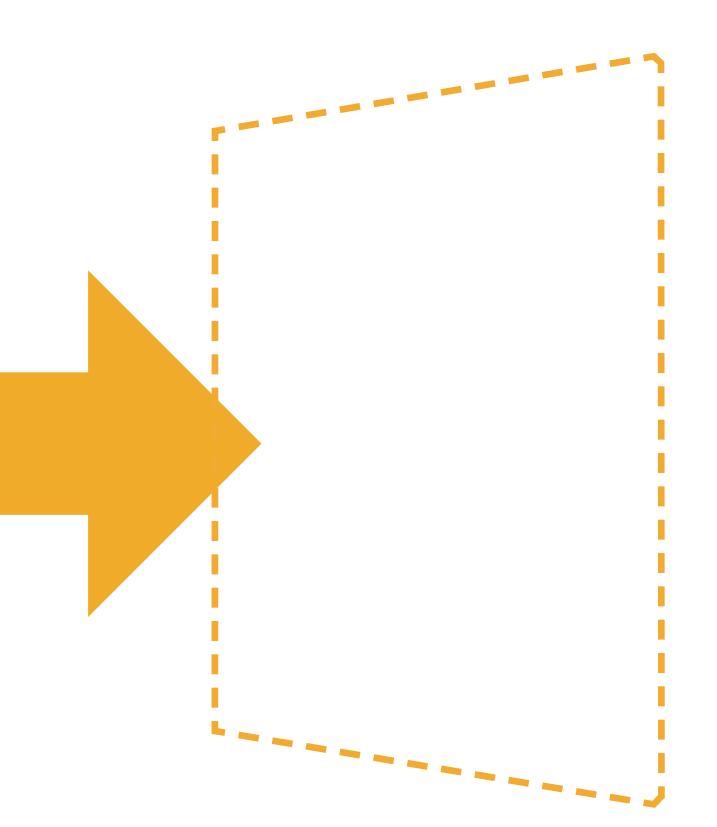
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ΙΜΡΓΛΝ







### THE NEXT STEP

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ΙΜΡΓΛΝ

THE ECONOMIC IMPACT OF THE WINE AND GRAPE INDUSTRY IN CANADA 2015

Canada's Wine Economy – Ripe, Robust, Remarkable

A Frank, Rimerman + Co. LLP Report with special assistance from Rob Eyler, President, Economic Forensics and Analytics

March 2017

This study was commissioned by the

**Canadian Vintners Association** Winery and Grower Alliance of Ontario British Columbia Wine Institute Winery Association of Nova Scotia

Frank, Rimerman + Co. LLP The Wine Business Center, 899 Adams St. Suite E, St. Helena, California 94574. (707) 963-9222 www.frankrimerman.com/businesses/business management/wine research.asp



# WHAT THEY FOUND



### Economic impact of the wine industry in Canada





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# **TELLING THE FULL STORY**

### 







# **TELLING THE FULL STORY**

### British Columbia Susses Revenue BILLION Susses Revenue Susses Revenue Susses Revenue Susses Revenue Susses Revenue Susses Revenue







# **TELLING THE FULL STORY**









HOW DOES IT WORK?

# HOW DO WE DO IT?

Constructing our database requires gathering data from various economic sources, estimating the missing pieces, and then converting it all into one consistent format.

IMPLAN does this each year.



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# THS SNT LINITED



# DATA SOURCES

Construction of the annual IMPLAN datasets requires the use of roughly 100 individual data tables and files. The majority of these tables and files come from the following main sources:

- Bureau of Economic Analysis
- United States Department of Labor, Oak Ridge National Laboratory
   Bureau of Labor Statistics
   United States Department of
   United States Department of
   Agriculture
- National Center for Education
   Statistics
- Railroad Retirement Board

United States Census

 National Oceanic and Atmospheric Administration





# **WORLD-SOURCED DATA**

### Don't see what you need? We'll build custom international datasets for you.

- Statistics Canada
- The Organisation for **Economic Co-operation** and Development (OECD)

- Eurostat
- New sources added all the time!
- 60+ countries represented



# **MANY OTHERS SHARE THIS STORY**



















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UNIWERSYTET WARSZAWSKI

UNIVERSITÉ McGil1 MICHIGAN STATE ERSITY

> TEXAS A&M UNIVERSITY®

Berkeley UNIVERSITY OF CALIFORNIA

berta Canada

### THE PORT AUTHORITY OF NY & NJ

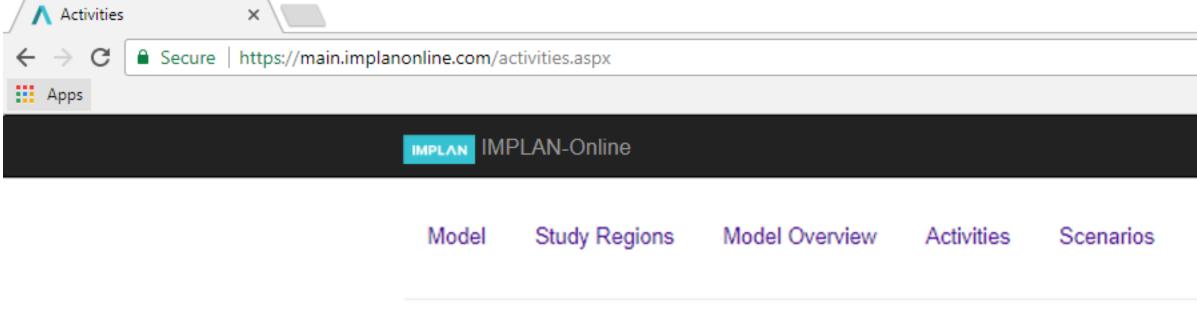
### Texas Water **Development Board**



**Energy Efficiency &** Renewable Energy



LET'S SEE IT IN ACTION!



### **Study Region Definition**

### Study Region Definition

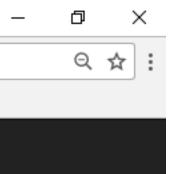
- Alberta
- British Columbia
- Canada
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- O Yukon



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	Preferences Help User Resources Logout
Results	Current Model: Wine Industry in Ontario





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\Lambda Activities

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Apps

IMPLAN IMPLAN-Online

### Model Overview

**Economic Indicators** 

Indicator

🔝 Study Area Data 🛛 🏾 🍰

Total Value Added

		Preferences	Help User Resources
Social Accounts	industry Accounts	* Multipliers	
ss Regional Product			
alue Added		Final Demand	
ndicator	Value	Indicator	Value
Employee	\$348,314,497,324	Households	\$345,283,102,764
Compensation		State/Local	\$0
Proprietor Income	\$21,540,631,145	Government	
Other Property Type	\$201,145,986,509	Federal Government	\$158,806,292,499
Income		Capital	\$123,910,152,118
Tax on Production and	\$33,160,941,277	Exports	\$228,428,552,553
Import		•	

(\$247,503,114,509)

(\$4,762,929,170)

\$604,162,056,255

Model Information	
Indicator	Value
Model Year	2012
MPLAN Dataset	2012
Gross Regional Product	\$604,162,056,255
Total Personal Income	\$493,537,558,528
Total Employment	6,786,398
Number of Industries	102
and Area (Square Miles)	415,598
Area Count	1
opulation	13,412,000
Total Households	5,364,800
Average Household ncome	\$91,996
Trade Flows Method	Supply/Demand Pooling
Iodel Status	Multipliers

Value

J	Industri	es			
	Sector	Description	Employment •	Income (\$)	Output (\$)
		T	<b>T</b>	•	<b>T</b>
	61	Retail trade	750.400	22.324.812.195	49.384.425.781

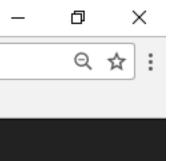
\$604,162,056,255

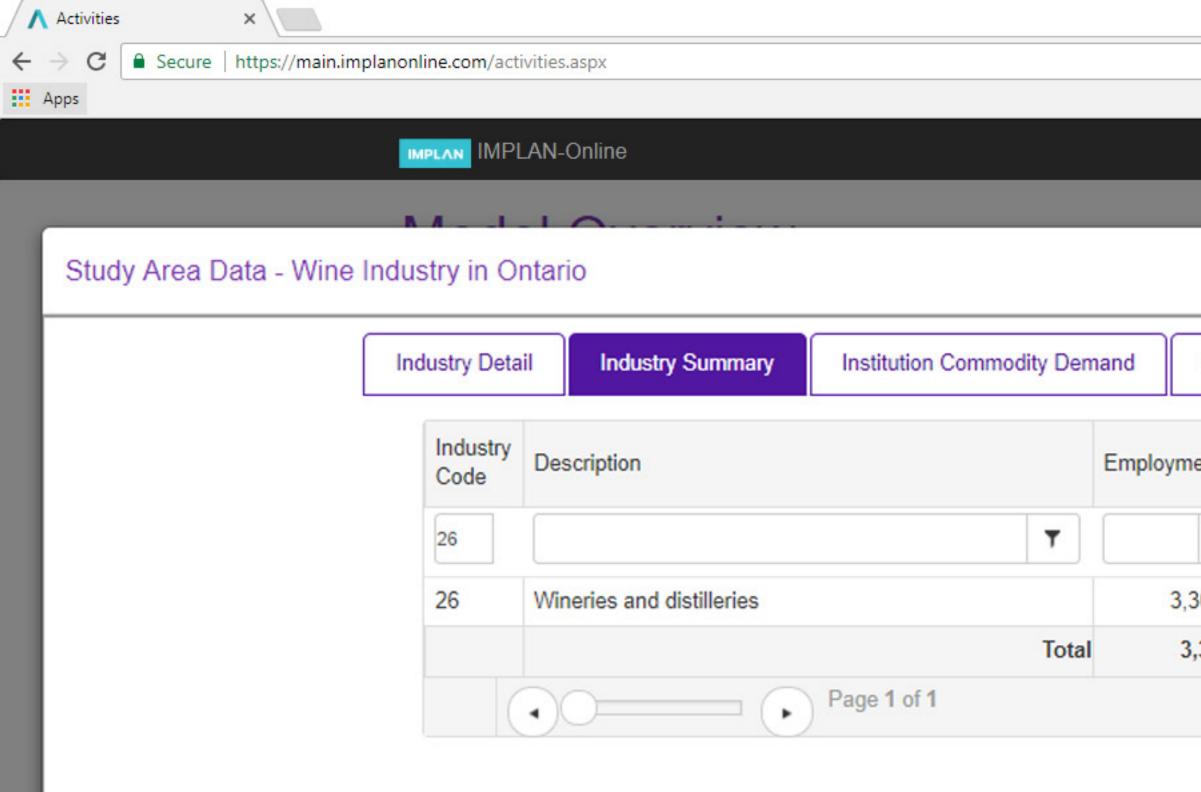
Imports

Institutional Sales

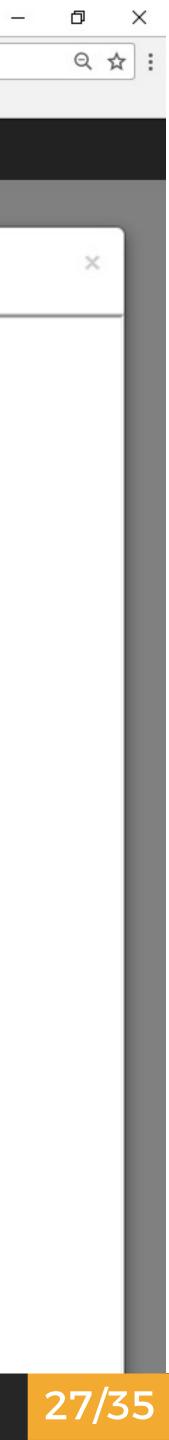
**Total Final Demand** 

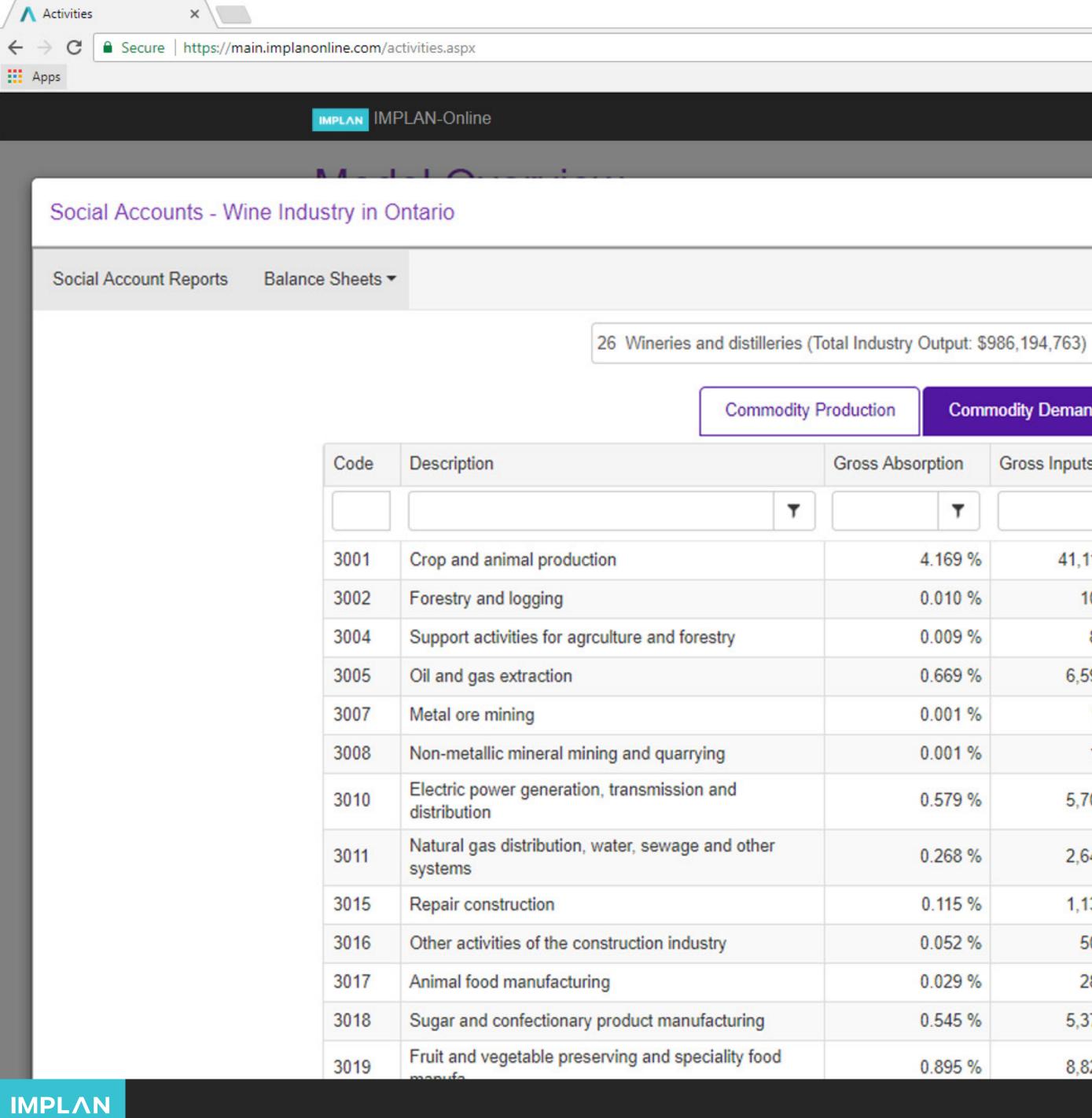
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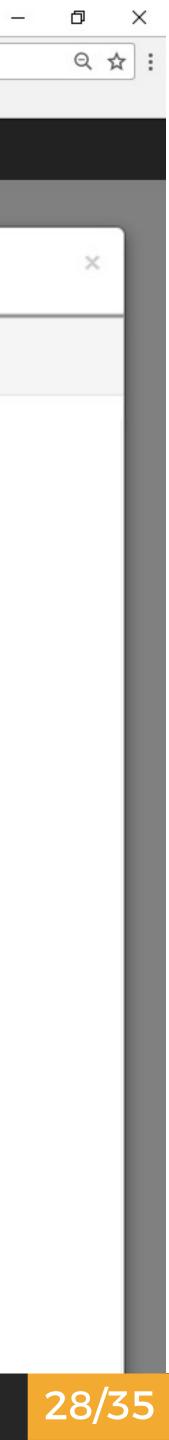
Area Demographi	and	ity Demar	nt Commod	verr	Gove	Household Commodity Demand					
Labor Income Per Worker (\$)		Output P Worker (	Value d (\$)		ome (\$)	Labor Inco		ent Output (\$)			
<b>T</b>	T		T		T		T		T		
57 50,265	298,257	1	4,804,494		202,050	166,2	763	986,194	306.53		
			24,804,494	0	,202,050	166,	,763	986,19	3,306.53		

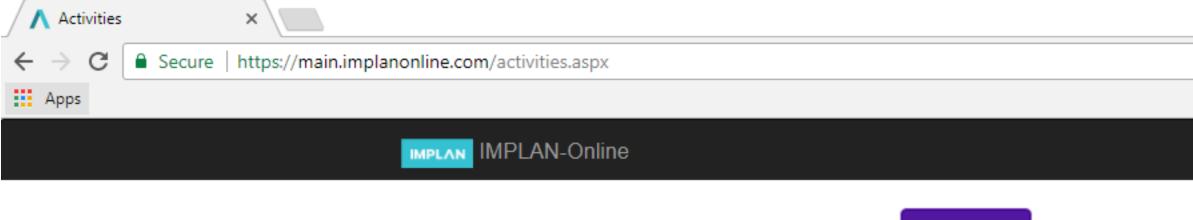




•

		Value Added	nodity Demand	Comn
Regional Inputs (\$)	egional Absorption	RPC	Gross Inputs (\$)	ption
<b>T</b>	T	•	•	T
% 28,833,098	2.924 %	70.132 %	41,112,400	.169 %
% 58,570	0.006 %	57.237 %	102,329	.010 %
% 78,239	0.008 %	87.920 %	88,988	.009 %
% 39,945	0.004 %	0.606 %	6,595,758	.669 %
% 5,119	0.001 %	43.689 %	11,717	.001 %
	0.0	47.900 %	14,307	.001 %
	0.5	100.000 %	5,705,959	.579 %
	0.2	98.675 %	2,645,391	.268 %
	0.1	100.000 %	1,137,287	.115 %
	0.0	84.811 %	509,423	.052 %
	0.0	100.000 %	287,812	.029 %
	0.4	79.957 %	5,375,819	.545 %
	0.6	70.023 %	8,826,092	.895 %

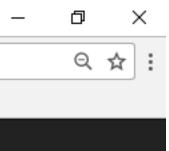




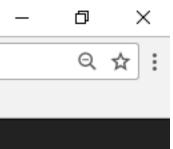
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del Study Regions Model Overview	Activities Scenarios Results			Current Mode	I: Wine Industry in Ontari
cpand All Collapse All				Imp Imp	port • Export • Download Excel Template
tivities and Events + Add new activity					C Refresh
Activity Name		Activity Level	Activity Type	Events #	Sum of Events (\$)
Activity Details Activity Type Activity Name Activity Level	Industry Change New Government Funding 1.000 Activity Level is used to scale your activity	▼	Cancel		
No activities yet		moert	Curreer		

Warning: Updating Activities or Events requires re-analyzing effected scenarios.

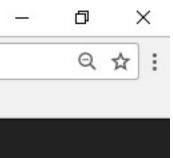


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	Ac	tivities	and E	Events											
		+ A	dd nev	w activity										Refre	esh
				Activity Name			Activity Level	1	Activity Type	e	Ev	rents #	Sum of Events		
		•	/	New Government Fun	ding		1	1 1	Industry Cha	ange		0		0.000	×
				+ Add new event		all									
			Se	ector Industry Sales (\$)	Employme	ent Employee Compensation (\$)	Proprietor Income (\$)	9	Event Year	Output Deflator	GDP Deflato		Local Purchase	e(%)	
					Sector	Select Sector				•	Secto	or Searc	h		
				Industry S	ales (\$)	Numeric				Event Year	2017				
				Empl	oyment	Numeric			Out	out Deflator	Numer	ric			
			1	Employee Compensa	tion (\$)	Numeric			G	DP Deflator	1.1451	1010571			
				Proprietor Inc	ome (\$)	Numeric			Loca	al Purchase	100%	, b	•		



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	Setup	A	ctivities										
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			Activity Name			Activity Level		Activity Typ	ре	Events #	Sum of Events		
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		s	Sector Industry Sales (\$)	Employmen	nt Employee Compensation (\$)	Proprietor Incor (\$)	me	Event Year	Output Deflator	GDP Deflator	Local Purchase	(%)	
				Sector	26 Wineries and distilleries				•	Sector Sear	ch		
			Industry Sa	iles (\$)	200,000,000.00				Event Year	2017			
			Emplo	oyment	615.46			Ou	tput Deflator	1.089533437	3		
			Employee Compensat	tion (\$)	34,226,527.55			(	GDP Deflator	1.145101057	1		
			Proprietor Inco	ome (\$)	1,198,233.78			Loc	cal Purchase	100%	•		

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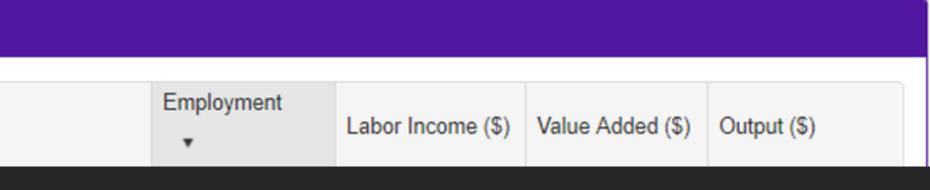


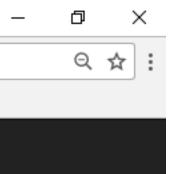
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	IMPLAN IMPLAN-Online			
	Model Study Regions	Model Overview	Activities	Scenarios Re
	Results			
	Choose Scenario New Fund	ing in Wine Industry		•
	New Funding Monetary Year (\$)	2017	•	
	Choose Results View		Total Impact S	Summary
	Summary Results		Impact Type	•
	Detail Results		Direct Effect	t
	Tax Results		Indirect Effe	ct
			Induced Effe	ect
	Factors			Total Eff
	Direct Factor Changes (	<b>(\$)</b>		
	0			
	Direct Institution Chang			
	0		Industries	
	LPP Imports (\$)		0	
	0		Sector Des	scription

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	Preferences	Help	User Resources	Logout	
Results	Current M	odel: W	ine Industry in	Ontario	

	Employment	Labor Income (\$)	Value Added (\$)	Output (\$)
	615.46	35,424,761	111,858,271	200,000,000
	553.02	34,052,206	55,918,088	123,225,607
	416.99	22,087,552	44,115,391	81,838,639
al Effect	1,585.47	91,564,519	211,891,749	405,064,246





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### IMPLAN-Online

Direct Institution Change (\$)

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0

LPP Imports (\$)

### Activities Included

New Government Funding (1)

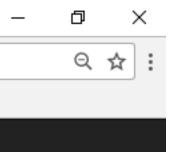
### Areas in the Model

Canada

Ontario

Sector	Description	Employment •	Labor Income (\$)	Value Added (\$)	Output (\$)	
	Υ	<b>T</b>	<b>T</b>	<b>T</b>	<b>T</b>	
26	Wineries and distilleries	627.41	36,112,693	114,030,504	203,883,90	
61	Retail trade	120.95	4,120,335	5,742,289	8,715,37	
60	Wholesale trade	77.43	5,362,421	8,807,367	13,262,00	
82	Administrative and support ser	60.12	2,535,957	3,244,890	5,579,99	
87	Accommodation and food service	56.87	1,785,745	2,366,081	4,971,13	
78	Other finance, insurance and r	45.54	3,589,685	4,987,328	12,234,03	
1	Crop and animal production	40.61	1,317,562	3,241,753	10,533,89	
80	Computer systems design and ot	31.97	2,296,410	2,835,136	5,107,14	
66	Transit, ground passenger and	30.83	1,853,710	2,180,828	4,837,35	
33	Printing and related support a	29.46	1,691,473	2,382,869	4,554,47	
65	Truck transportation	25.19	1,469,361	2,071,158	4,977,80	
79	Legal, accounting and architec	24.97	1,989,639	2,263,102	4,011,14	
89	Personal services and private	24.95	602,960	814,011	1,379,81	
32	Converted paper product manufa	24.01	1,935,062	2,732,792	7,899,53	
73	Depository credit intermediati	23.29	2,685,566	4,908,235	7,173,55	

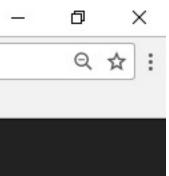
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Apps			
9.	IMPLAN IMPLAN-Online		
	Model Study Regions Model Overvie	ew Activities	Scenarios Re
	Results		
	Choose Scenario New Funding in Wine Indus	stry	•
	New Funding in Wine	Industry	
	Monetary Year (\$) 2017	•	
	Choose Results View	Detail Result	S
	Summary Results		Outp
	Detail Results	Sector	Description
	Tax Results		
		60	Wholesale trade
	Factors	82	Administrative and
	Direct Factor Changes (\$)	1	Crop and animal p
	0	33	Printing and relate
		61	Retail trade
	Direct Institution Change (\$)	78	Other finance, inst ser
	LPP Imports (\$)	66	Transit, ground pa sightseeing, a
	0	32	Converted paper r
ΙΜΡΙΛΝ			

	Preferences Help User Resources Logout
Results	Current Model: Wine Industry in Ontario

utput Employment	Labor Income Value Added			
	Direct	Indirect •	Induced	Total
T	•	•	•	•
e	0.0	53.3	24.1	77.4
and support services	0.0	34.8	25.3	60.1
al production	0.0	34.8	5.8	40.6
ated support activities	0.0	27.4	2.1	29.5
	0.0	26.1	94.9	120.9
insurance and real estate	0.0	26.1	19.5	45.5
passenger and	0.0	23.9	6.9	30.8
er product manufacturing	0.0	23.1	0.9	24.0



# Telling an impactful story with data

