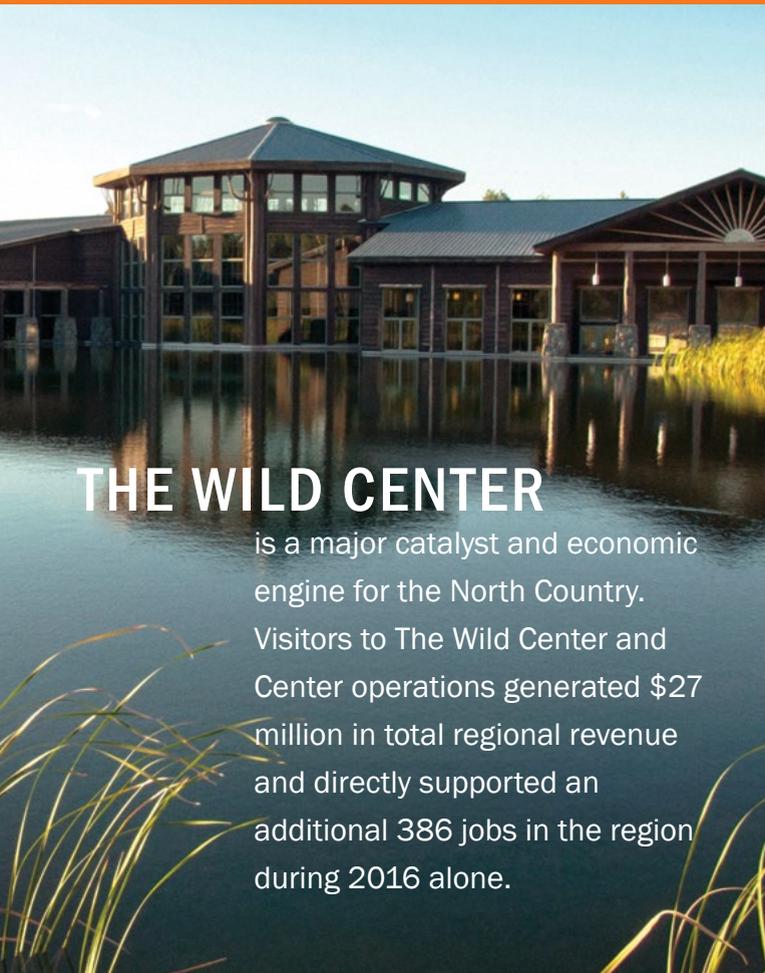


THE W!LD CENTER



AN ECONOMIC ENGINE
FOR THE NORTH COUNTRY

In January 2017, staff at The Development Corporation (TDC) in Plattsburgh, assisted The Wild Center in an analysis of the Center's regional economic impact for the 2016 calendar year. This study was conducted to measure the impacts of The Wild Center across New York State's seven-county North Country region.



THE WILD CENTER

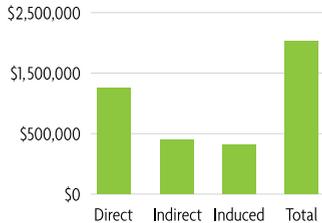
is a major catalyst and economic engine for the North Country. Visitors to The Wild Center and Center operations generated \$27 million in total regional revenue and directly supported an additional 386 jobs in the region during 2016 alone.

“The Wild Center has been an amazing success story. In economic terms, it has quickly become a major anchor in the heart of the Adirondacks. More than that, however, it has possessed an entrepreneurial spirit from the very beginning. From the revitalization of Tupper Lake to helping to foster a sustainable economy in the Adirondacks, The Wild Center has become a key player and partner.”

— Garry Douglas, *President, North Country Chamber*

EXPENDITURE IMPACTS

The Wild Center sourced 43 percent of its goods and services from 227 North Country vendors. That \$1.2 million in regional purchases had a total economic impact of \$2.1 million, while supporting 40 additional jobs in the region.

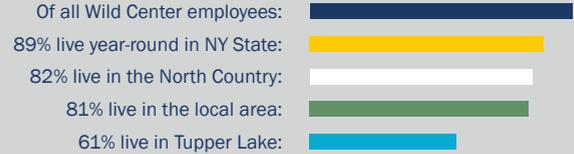


THE RIPPLE EFFECT

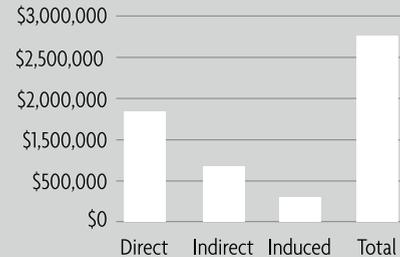
The Wild Center's economic impact isn't confined inside our walls; our presence creates economic ripples felt in Tupper Lake and across the region. When a Wild Center employee hires a contractor, for example, or a Wild Center visitor buys lunch at a local café or The Wild Center itself purchases an ad in a regional publication, that spending flows directly into the region's economy. Economists call those direct effects. A pair of secondary effects multiplies The Wild Center's impact even more. As The Wild Center works with local businesses, they must spend money on replenishing supplies - an indirect effect that bolsters the economy. And as their employees have the opportunity to make or boost their own household expenditures, that's considered an induced effect.

EMPLOYMENT IMPACTS

The Wild Center is one of the largest local employers in the area.



Employee earnings had a total impact of \$2.8 million in the North Country - money that stayed local and was spent on groceries, mortgages and taxes, among many other items. In addition to the 30 full-time and the 65 part-time or seasonal jobs at The Wild Center, 47 additional jobs in the region were supported by Wild Center employment.



"The Wild Center is a wonderful family attraction that has established itself as a tremendous attraction in the North Country. Its economic impact continues to grow as more and more people discover and visit this wonderful place."

— New York State Assembly Member, Dan Stec, Assembly District 114

VISITOR IMPACTS

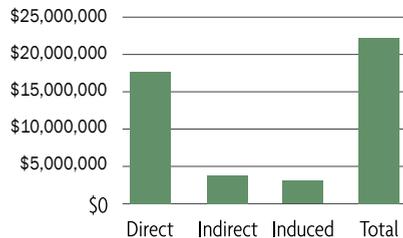
143,980 people, from 7,493 zip codes, visited The Wild Center in 2016. Over two-thirds came from outside the North Country region, and almost one-half of those were from out of state.



In a 2010 survey of visitors, 6 out of 7 made Tupper Lake their destination because of The Wild Center, and spent an average of four days and \$893 in the region.



Although not fully attributable to The Wild Center, tourism spending by our visitors who came from outside the region resulted in a \$22 million impact in the region and supported 299 jobs.



ADDITIONAL IMPACTS

Without economic health, no place can prosper. That's why the economy has always been one of the major priorities of The Wild Center, along with education and the environment. In addition to having a measurable impact on the region's current economy, The Wild Center also is contributing to the region's long-term economic health with a variety of programs and activities that have impacts which are difficult to measure in the short-term.

WORLD-CLASS SCIENCE WING

Staff work with teachers to provide science education that is interdisciplinary, integrated and focused on each student's ability to observe, think, listen and communicate.

SIX-MILLION-ACRE MUSEUM

The Wild Center and its partners designed an exhibit on Whiteface Mountain that brings Adirondack natural history to people who might never visit the Center.

YOUTH CLIMATE INITIATIVE

Our program is a model for youth climate initiatives across the world, and we've helped develop programs in many locations, including Detroit, Sri Lanka and Finland.

GREEN BUILDING DEMONSTRATION

Our building is an example of modern, year-round sustainable design, and we offer builder expos, workshops, green energy tours and online resources.

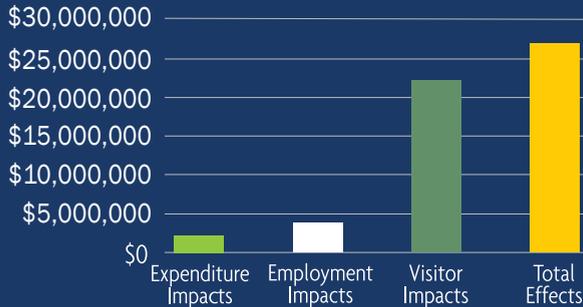
INTERNSHIP PROGRAM

Local college students and many others boost their professional careers with our in-depth training on making science and nature accessible for diverse audiences.

AN ECONOMIC ENGINE

“The Wild Center’s economic impact has grown impressively during the past five years: employment grew by nearly 20% and goods & services expenditures almost doubled. The associated positive employment impacts of nearly 400 jobs in the region translates to more than 8 jobs created or maintained in the region for every FTE position at The Wild Center. These findings demonstrate The Wild Center’s significance as a major destination for Adirondack visitors and one that contributes to increasing the leisure visitors’ duration of stay and resulting expenditures.”

— Victoria Zinser Duley, Economic Developer



“As an active member of the Tupper Lake and Adirondack business community, I have witnessed first hand the positive impact of the Wild Center. By emphasizing the balance of Environment, Education and Economy, a synergy has been created that has provided, and continues to provide, an incredible benefit to the region.”

— Jim LaValley, Principal Broker/Owner, LaValley Real Estate



SUPPORTING THE FUTURE

The North Country Regional Economic Development Council understands the economic importance of The Wild Center. That’s why it helped secure a \$1 million grant from Empire State Development toward construction of Wild Walk – 850 feet of elevated walkway designed to take visitors above the ground to experience a one-of-a-kind view of the Adirondacks.

Wild Walk provides the kind of memorable perspective on nature that The Wild Center will continue to provide. And while our work helping people and nature thrive together will pay dividends for years to come, the data shows how our role as a science museum, tourist attraction and employer has a significant annual economic impact for northern New York.

“The Wild Center is an Adirondack showcase that educates and inspires and creates jobs and generates revenue. It’s a model of how we can promote the natural wonder of the environment that surrounds us and gain an economic benefit important to the sustainability of our Adirondack communities.”

— *Betty Little, New York State Senator, 45th District*

THE W!LD CENTER

45 Museum Drive, Tupper Lake, New York 12986
wildcenter.org