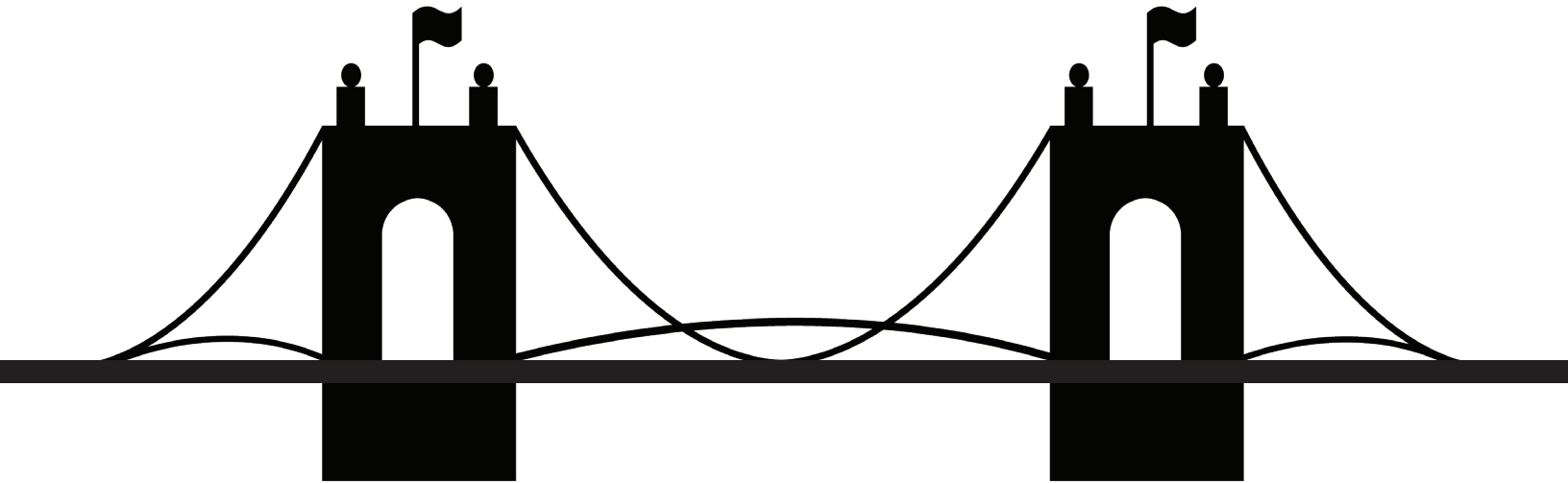


2020

ECONOMIC IMPACT



GOERING
CENTER |

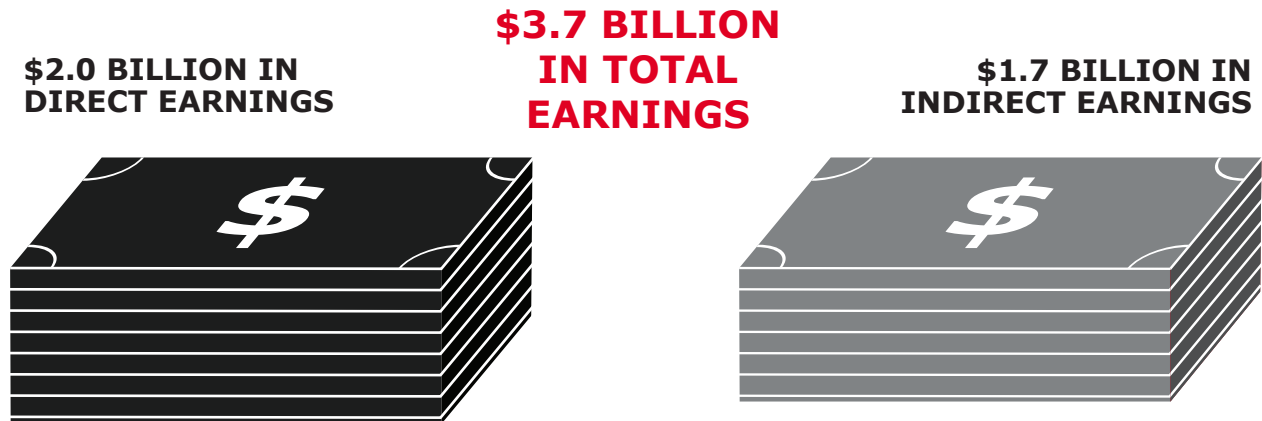
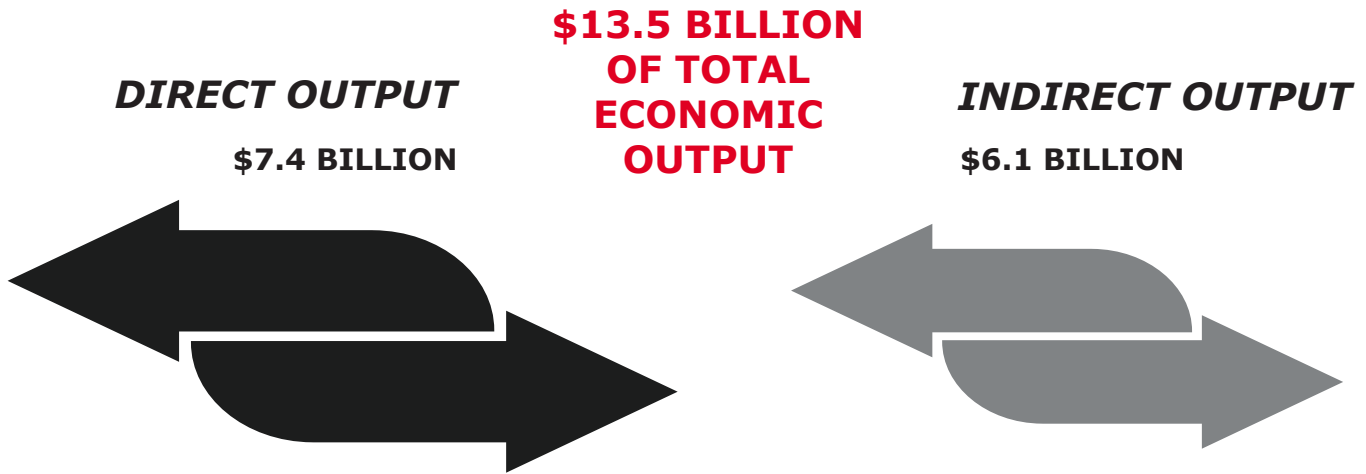
for Family & Private Business

***Nurturing and educating
family and private businesses
to drive a vibrant economy
since 1989.***

ECONOMIC IMPACT OF GOERING CENTER CORE MEMBERS

Since 1989, the Goering Center for Family and Private Business has been delivering knowledge, connection and community through its programming and events, strengthening businesses and families across the region. In 2020, Goering Center Core Members generated substantial economic activity in the Cincinnati Region.

Leadership development, succession planning, advisory board implementation, strategic business planning and business communication & culture, are at the core, and through its roundtable program, members commit more than 6,000 hours annually to each other's success.



TAX REVENUE RESULTING FROM GOERING CENTER CORE MEMBERS



\$8.1 million in local sales tax revenue for Ohio Counties in the Cincinnati MSA¹



\$42.0 million in the sales tax revenue for the states of Ohio, Kentucky, and Indiana



\$44.0 million in local earnings tax revenue

MEMBER SATISFACTION SURVEY

Through an analysis of survey data collected from Goering Center members and corporate partners, it was found that:

89%

of **Core Member** respondents are either **likely or very likely** to recommend the **Goering Center** to another company.

73%

of **Associate Member** respondents indicated that **their involvement with the Goering Center had raised their business's profile in the community.**

100%

of **Corporate Partners** indicated that they are either **likely or very likely to recommend the Goering Center** to another company.

METHODOLOGY

The Goering Center engaged the Economics Center to examine the economic impact of Core Member businesses within the Cincinnati Metropolitan Statistical Area economy. This Region consists of fifteen counties in Ohio, Kentucky, and Indiana.³ The Economics Center quantified the aggregated economic impact of the Goering Center's Core Members, including direct and indirect economic output, direct and indirect jobs supported, and the associated earnings of jobs supported.

The Economics Center created and distributed a survey to Goering Center members, both Core and Associate, as well as its Corporate Partners. The purpose of the survey was to engage members and affiliates regarding their sentiment towards the current (at the time of survey completion) state of the economy and to determine their level of optimism for the future state of the economy and to collect information regarding the level of engagement and satisfaction with the Goering Center.

¹ Counties in Kentucky and Indiana do not levy a local sales tax.

³ In Ohio, the included counties are Brown, Butler, Clermont, Hamilton, and Warren. In Indiana, the Region consists of the counties of Ohio, Dearborn, and Franklin. Finally, in Kentucky, the included counties are Boone, Bracken, Campbell, Gallatin, Grant, Kenton, and Pendleton.

GOERING CENTER

About The Goering Center for Family and Private Business

Established in 1989, the Goering Center serves more than 400 member companies, making it North America's largest university-based educational non-profit center for family and private businesses. The Center's mission is to nurture and educate family and private businesses to drive a vibrant economy. Affiliation with the Carl H. Lindner College of Business at the University of Cincinnati provides access to a vast resource of business programming and expertise. Goering Center members receive real-world insights that enlighten, strengthen and prolong family and private business success.

goering.uc.edu

ECONOMICS CENTER **RESEARCH AND CONSULTING**

About The Alpaugh Family UC Economics Center

The Research and Consulting division of the Economics Center provides the knowledge building blocks that help clients make better policy and economic development decisions. Our dynamic approach and critical data analysis empowers leaders to respond to changing economic conditions, strengthen local economies, and improve the quality of life for their communities.

www.economicscenter.org