

RETURN ON INVESTMENT by 2024

Direct jobs created
2,500

Primary wage rate paid (hourly)
\$19.10

Indirect jobs created
1,265

Calculated indirect wage rate (hourly)
\$11.49

Total direct payroll
\$99,320,000

Annual total payroll, once all jobs in place
\$129,568,899

Annual consumer spending expected
\$82,694,859

Deposit potential for area financial institutions
\$11,195,875



A PROGRAM OF THE ROWAN EDC

2020 – 2024

RETURN ON
INVESTMENT



A PROGRAM OF THE ROWAN EDC

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PARTNERSHIP for
ECONOMIC DEVELOPMENT
SALISBURY, NC

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Forward Rowan Campaign Goals

Direct Jobs Created

2,500

Capital Investment

\$350 million

Average Wages Targeted

\$33,000+

By 2024, annual consumer spending generated by the 2,500 jobs and \$350 million in capital investment is predicted to be \$82.7 Million.



Food & Beverage - \$9.8

Housing - \$25.9

Utilities - \$6.3

Household - \$4.8

Apparel - \$2.3

Transportation - \$12.2

Healthcare - \$7.4

Entertainment - \$3.5

Personal care - \$1.0

Insurance/Pension - \$4.0

Other - \$5.5



Funds invested will:

Increase Prosperity

Reduce Poverty

Improve Quality of Life