

ECONOMIC IMPACT OF THE Encinitas Environmental Education E3 Collaborative



PREPARED BY
San Diego North EDC

SAN DIEGO COUNTY
2024



EXECUTIVE SUMMARY

The E3 Collaborative is a voluntary partnership among several non-profit and public institutions in the Saxony-Quail Gardens neighborhood. Enriching the quality of life for thousands of Encinitas and North County residents, the organizations contribute not only to North County's social and philanthropic ecosystem but also make a significant contribution to the regional economy.

IN 2023, THE COLLABORATIVE SUPPORTED:

- 1,087 direct jobs.
- 357 additional direct jobs through indirect and induced economic impacts.
- \$145.2 million in total economic activity, nearly the same impact as COMIC-CON in 2023.
- Over \$40 million in total tax revenue at the local, state, and federal level.
- An immeasurable amount of value through numerous volunteer opportunities, environmental and agricultural stewardship, philanthropic leadership, youth and adult fitness, and care for our elderly neighbors.

ABOUT E3

The Encinitas Environmental Education (E3) Collaborative is a voluntary endeavor among non-profit and public organizations that provide environmental education opportunities for people of all ages, identities, and backgrounds. The E3 District, bordered by Quail Gardens Drive and Saxony Road, between Leucadia and Encinitas Boulevards, is in the center of what was once “the flower-growing capital of the world.” E3 member organizations collaborate to increase the visibility, reputation, and impact of each organization, providing greater opportunity for Encinitas community members and beyond to deepen their connection to nature, engage in the community, and enhance their quality of life.



E3 Collaborative partners provide:

- A chance to learn about the history of the area through hands-on exhibits and programs.
- A unique living option for the elderly.
- A highly regarded and recognized school system for our academic programs, our 21.5 Century learning focus, our health and wellness programs, and our environmental stewardship.
- A community hub where families come to be part of something bigger.
- An intellectual and creative hub for non-profit activity, including economic development support and local food production.
- Inspiration for people of all ages to connect to nature and plants.
- Connections to philanthropic, botanic, educational, historic, health and fitness, housing, environmental, and other organizations around the region, the nation, and internationally.



The Encinitas Environment Education (E3) Collaborative consists of:

Seacrest Village, Encinitas Union School District Farm Lab, the Leichtag Foundation, Coastal Roots Farm, the San Dieguito Heritage Ranch, the San Diego Botanic Garden, the Magdalena Ecke Family YMCA, and the Community Resource Center (affiliate member). They are a fundamental part of San Diego's North County, enriching not just southern Encinitas, but the entire region. This report evaluates both their quantitative economic impact and some of their qualitative contributions to North County's quality of life.

Seacrest Village Retirement Community is a nonprofit, 501(c)(3) senior housing and healthcare organization in Encinitas. Seacrest Village has been serving the San Diego community in the Jewish tradition since 1944 and works with an average of 300 clients daily through an array of programs and services.

Encinitas Union School District (EUSD) Farm Lab is a 10-acre property that houses multiple components that support health, wellness, and enviro-literacy for EUSD students and the Encinitas community. It promotes sustainability awareness while simultaneously inspiring other like-minded school districts around the nation. Beginning as a 10-acre fill dirt lot used for overflow parking for a nearby organization, the EUSD Farm Lab has become nationally recognized as an organic farm expanding farm-to-school efforts and providing all EUSD students with equitable access to Design, Research, Engineering, Art, Math & Science (DREAMS) educational programming.

Leichtag Foundation honors the legacy of Lee and Toni Leichtag through igniting and inspiring vibrant Jewish life, advancing self-sufficiency, and stimulating social entrepreneurship in coastal North San Diego County and Jerusalem. The centerpiece of the foundation's work is the Leichtag Commons, situated on 67.5 acres of land in the heart of Encinitas. The Commons is a physical platform to advance and amplify the Foundation's four strategic areas in a living campus.



Coastal Roots Farm is a nonprofit community farm and education center grounded in Jewish values. They practice regenerative farming on 17-acres of certified-organic farmland, growing more than 80,000 pounds of food which gets shared with 45,000 people annually. Most of their harvest (70%) is donated to food insecure community members. The Farm also reaches more than 15,000 youth and adults with unique outdoor education, Jewish life programs, and other community events inspiring environmental stewardship, climate activism, love of nature, and connection to Jewish tradition.

The San Dieguito Heritage Ranch is a 1.5-acre property on Quail Gardens Drive and acts as a living-history museum of the region, spanning from Native American times through to the 1960s. It includes the Main Museum building, Native American Ki'icha or E'waa, the 1885 Teten house, the General Store, Ecke Ranch Bunk House, and Main Street Building.

The San Diego Botanic Garden is a 37-acre urban botanical garden featuring 4 miles of trails with ocean views, 5,000+ plant species and varieties, and 29 uniquely themed gardens that represent 15 different regions and many global habitats. The garden welcomed more than 260,000 visitors in 2022.

Magdalena Ecke Family YMCA has been working to strengthen and unite our community for more than 55 years. Situated in the beach community of Encinitas and serving 10's of thousands of members and non-members, the YMCA offers programs that foster youth development, promote healthy living, and advance social responsibility.

Community Resource Center (CRC) is a nonprofit founded in 1979 when a group of community and business leaders came together to form an organization addressing homelessness and hunger in the community. CRC has grown from providing basic needs for families in crisis to offering extensive programs that facilitate the safety, stability, and self-sufficiency of low-income and episodically homeless households, including domestic violence victims. CRC is an affiliate member of E3 and their impacts are included in this report.



ANALYSIS

DIRECT IMPACTS

The San Diego North Economic Development Council (SDNEDC) was provided information on the expenditures, employment, and compensation from these entities during their respective 2022-2023 fiscal years. In the case of the Leichtag Foundation, figures include both the operations at the Foundation itself along with nonprofits using the “Hive” co-working site and some of the tenants occupying space at the Leichtag Commons. SDNEDC calculated how the economic activity (“direct impacts”) of the operations of these eight organizations effects overall economic activity in the local economy. All figures are expressed in 2023 dollars.

TABLE 1: E3'S Direct Economic Impacts

	2022 Economic Impact (Direct)
Employment	1,087
Employee Compensation	\$42,204,948
Total Output	\$77,242,572

INDIRECT AND INDUCED IMPACTS

As entities (like the members of the E3 Collaborative) carry out their activities, they spend money in the community to buy goods and services. These expenditures, in turn, fuel additional economic activity as those suppliers purchase goods and services. This circulation of economic activity is referred to as “indirect” economic activity. Over time, a percentage of these purchases are made outside the county, “leaking” out of the region.

Similarly, as employees spend their wages, this has an economic effect on the region as they make purchases. These effects are referred to as “induced” economic impacts.



Since these impacts vary depending on the composition of a region’s economy and the spending pattern of the initial industry(ies), a number of tools have been developed to track the impact of an initial economic activity. To carry out the analysis, SDNEDC used IMPLAN, the leading model used in thousands of economic impact studies. All results are for San Diego County, as counties are the smallest unit of analysis that IMPLAN accommodates.

TABLE 2: Economic Impacts of E3 Collaborative

Impact	Employment	Total Compensation	Economic Contribution
Direct	1,087	\$42,204,948	\$77,242,572
Indirect	153	\$9,986,476	\$30,140,937
Induced	204	\$12,520,436	\$38,055,291

As indicated in table 2, in addition to the almost 1,100 direct jobs provided by the collaborative, their activities and their payrolls support another 357 jobs in San Diego County. Similarly, the members of the collaborative directly contribute \$77.2 million to the region’s gross regional product and another \$36.2 million in indirect and induced impacts.

REVENUE IMPACTS

IMPLAN also offers an estimate of the fiscal impacts linked to specific economic activities. For E3 members, who are all non-profits or government entities, revenue impacts primarily involve taxes on employee compensation and the spending of wages on taxable goods. This includes spending from both the collaborative's employees and the employees of the firms indirectly impacted.

TABLE 3: Revenue Impacts of E3 Collaborative (2023)

	County, Cities & Special Districts	State	Federal
Direct	\$1,021,588	\$2,828,615	\$8,931,732
Indirect	\$476,367	\$1,036,181	\$2,427,176
Induced	\$2,702,487	\$5,885,550	\$15,464,729
Total	\$4,200,443	\$9,750,347	\$26,823,637

As noted above, local government at the county, municipal and special district level receive revenues of more than \$4.2 million from E3 activities. The State of California receives \$9.75 million, and the federal government receives close to \$27 million.





OTHER IMPACTS

While the economic impact of the collaborative is important, the impact on community well-being and education is far larger. Combined, these entities hosted almost 740,000 visitors and patrons in 2022. Over 52,000 of those visitors were school age children, and 100,000 were seniors.

In addition, organizations that are part of E3:

- Engage more than 100 children in volunteering and participating in programs at Senior care facilities.
- Serve 50 low-income seniors with housing and continuing care.
- Grow nearly 80,000 pounds of food and divert more than 300,000 pounds of waste from area landfills.
- Engage 1,400 volunteers in agricultural activities that amount to nearly 21,000 hours of service.
- Provide the largest licensed (essential) childcare in the Encinitas area.
- Partner with the Autism Society to provide 100 children day camp access at no expense to parents.
- Enroll nearly 4,000 participants in “Learn to Swim” programs.
- Provide 10,000 military discounts to visitors.
- Have more than 5,000 plants in their collection and support dozens of scientific research projects that represent over \$2.5 million in active project funding.

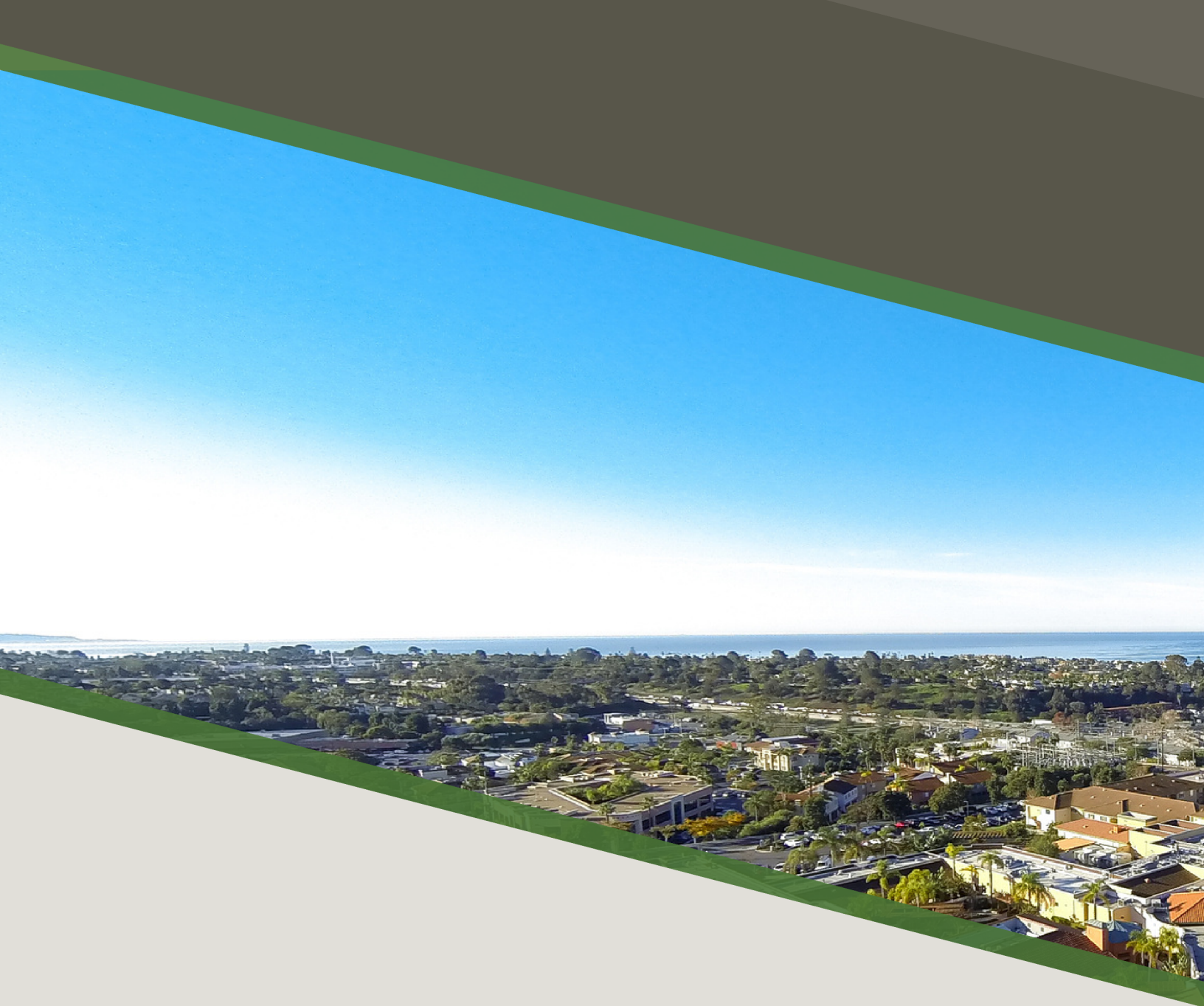
APPENDIX

TABLE 4: E3 Economic Impact Quick Facts

	Jobs Provided	Gross Regional Product	Estimated Tax Revenue
Seacrest Village Retirement	370	\$41,123,782	\$7,344,726
Leichtag Foundation	208	\$39,557,570	\$6,282,055
San Diego Botanic Garden	82	\$16,373,552	\$2,186,501
Magdalena Ecke Family YMCA	628	\$27,547,153	\$4,907,874
Coastal Roots Farm	52	\$5,705,270	\$1,053,842
EUSD Farm Lab	9	\$1,283,547	\$341,029
Community Resource Center	85	\$13,847,925	\$1,936,740

To make these estimates, we used IMPLAN, the industry standard for input-output models. IMPLAN is a model that estimates the impact of change upon an economy. There are three kinds of impacts. The first of these are direct effects, which represent the first round of changes. Using the analogy of tossing a rock into a pond as the initial, user-input change, the direct effect is the first ripple as the change leads to the hiring (or firing in the case of a negative change) of workers, the initial purchase of supplies and goods in this supply change. The second impact consists of indirect effects. These represent the suppliers (and the suppliers of the suppliers, and so forth) responding to the new changes in demand. The third impact is comprised of induced impacts. These represent the spending of wages by workers impacted by the indirect and induced changes.

One feature of input-output models is their ability to measure “leakage” from a state or regional economy. Not all goods and services are locally produced, and so firms are impacted by the direct, indirect, and induced impacts from some of the demand “leaks” from the economy. *For more information, visit IMPLAN.com.*



E3 Collaborative