

Economic & Fiscal Impact Analysis

Project “Olympia”

Date: July 2023

NAICS Number: 339 950 – Sign Manufacturing ¹

Prepared by: North Brevard Economic Development Zone staff, using final-demand and direct-effect economic multipliers from the federal Bureau of Economic Analysis (under the U.S. Department of Commerce) RIMS II (Regional Input/output Modeling System) program.

For more detailed information on RIMS II multipliers, visit www.bea.gov/resources/methodologies.

Development Project Overview

This proposed project would involve the expansion of a local manufacturing firm, Olympia LED, Inc., a company that designs and builds signage with electronic display boards, often referred to as LED lighting. The company fabricates the sign structures, then adds LED components, which it sources from several large vendors, both domestic and internationally. The company operates from a 4,000 sq. ft. building on Hopkins Avenue in Titusville, but needs more space for manufacturing and the storage of components. This project would not involve any outside fabrication or sandblasting work at the new manufacturing site.

The company has submitted an offer to the North Brevard Economic Development Zone (NBEDZ) to purchase a four and a half-acre lot in the Spaceport Commerce Park, for \$50,000 an acre. The NBEDZ serves as the county’s designated agent for the development of lots within the commerce park.

The company anticipates the initial construction of an approximately 15,000 sq. ft. building, one that would contain fabrication space, an assembly area, and offices. Once the building is complete, the business would anticipate the relocation of its existing, Titusville workforce (a total of five positions) to the new building, where it would be expected to create five new direct jobs over the next thirty-six months. Given the trade skills required for these positions (electrical, welding), the NBEDZ has projected that the positions would be paid an average annual wage of \$40,000.

With receipt of an offer to purchase industrial real estate in the county’s Spaceport Commerce Park, the NBEDZ prepared this economic and fiscal impact analysis to determine the project’s potential economic and fiscal impact on the local economy.

¹ NOTE: The North American Industrial Classification System (NAICS) number used – “339 950, sign manufacturing” – represented the best fit for the firm, given the NAICS numbers available in RIMS II.

Use of RIMS II for Economic Impact Analysis

To understand the likely economic impact of this project on the Titusville market area, the analysis that follows relied upon the use and application of economic multipliers generated by the federal Bureau of Economic Analysis (BEA); these data sets were produced through complex analysis of statistics provided by several federal sector sources, including the U.S. Bureau of Labor Statistics and the U.S. Census Bureau.

In economics, a multiplier is a factor of proportionality that measures how one variable changes in response to another variable. The multipliers used in this report are based upon 2012 national benchmark input-output data, and on 2018 regional data specific to the Titusville/Brevard County area; as such, the data used in this analysis is tailored to the local market.

Most of the multipliers used are referred to as Type II final-demand (final use) multipliers and direct-effect multipliers. Final-demand multipliers are merely ratios of a total change in economic activity to a dollar change in final demand (such as the investment in a new building). According to the BEA, final demand consists of a number of different purchases for “final use.” These purchases are called *final* because they are not used as intermediate inputs by industries in the region, and may include (1) purchases by consumers outside the region, (2) investments in buildings and capital equipment, (3) purchases by government, and (4) purchases by households.

When a variable is multiplied by a final-demand change, these multipliers (also referred to as “per-output” multipliers) provide an estimate of the total impact across all industries in Titusville/Brevard County. This impact may be expressed in terms of gross output, value-added (increase in local GDP), earnings, and employment. Most of these impacts are shown in the analysis that follows.

[NOTE: Part-time employment can heavily influence the value of Type II multipliers for industries that pay high wages. Visit the BEA website, www.bea.gov, for more details on employment multipliers.]

Direct-effect multipliers for employment and household earnings are ratios of the total change to the initial change.

Type II multipliers account for both the inter-industry effects (direct and indirect) and for the household spending effects (induced effects) of a final-demand charge. [Conversely, Type I multipliers account for only the inter-industry effects (direct and indirect) of a final-demand change.]

Input Variables from Proposed Project

For this project, no NBEDZ “Application for Assistance” was submitted (since it involves a real estate acquisition, and not a grant request), a form that typically provides key data on the project. Instead, the NBEDZ relied upon conversations with the company’s representative, along with its

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understanding of recent construction pricing and wage data to generate the numbers needed for the economic impact analysis. Those numbers, which will serve as input variables, are as follows:

Job Creation – The company has indicated that its expansion project will result in the creation of approximately five (5) new jobs over the next three (3) years. It should be noted that NBEDZ staff is aware that the company currently employs five people at its existing, Hopkins Street address.

Wages Paid – Based upon input from the project’s management team and from the letter purchase-offer provided, the NBEDZ estimates that the average annual wage for these new full-time positions (among all job categories) will be \$40,000, which would place those salaries/wages at approximately 75% of the county’s average annual wage for the most recent year reported (2021).

Fringe Benefits Paid – Relying upon input from the project’s management team, the NBEDZ anticipates that the average benefits cost (for healthcare coverage and the provision of vacation/sick leave policies) would be \$10,000 per employee.

Capital Expenditures – The NBEDZ, based upon feedback received from the local construction industry and information supplied by the company, forecasts that the cost to make the improvements planned by the company will exceed \$2,000,000 (construction budget).

In addition, the NBEDZ expects the company to acquire new capital equipment items, although no figures on such capital expenditures was shared with NBEDZ staff.

Sales Activity – The company projects that its manufacturing facility will generate annual sales totaling approximately \$1,200,000.

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Forecasted Economic Impacts

Applying the RIMS II multipliers to the project’s parameters, the following impacts would be considered likely, provided that the project is implemented in the same manner and scope as set forth in the letter from the company that made a formal offer to purchase property in the commerce park:

Job Creation

Commodities Classification	Final-Demand Employment Multiplier	Direct Jobs Created	Expected Indirect Jobs Created	Expected Induced Jobs Created
Fabricated Metal Products Manufacturing	Type I – 5.0887 Type II –5.0998	5	6	0

Source: BEA, Tables 2.3 Type 1 / Type II Final-Demand Employment Multipliers – Industry Aggregations, released 2020

Interpretation: In this analysis, indirect job creation is based upon the forecasted “output” of a company or entity (interpreted herein as annual sales generated by the company through this project location, based upon the addition of the new capital improvements to the site). Given that the company anticipates annual sales of \$1,200,000 (see assumptions on page three of this report), the Type I multiplier (of 5.0887) is then multiplied by that sales volume to generate the forecast, showing the creation of 6 indirect jobs (\$1.2 million x 5.0887 jobs per \$1 million).

Note that the final-demand employment multiplier is measured as jobs per million dollars of output.

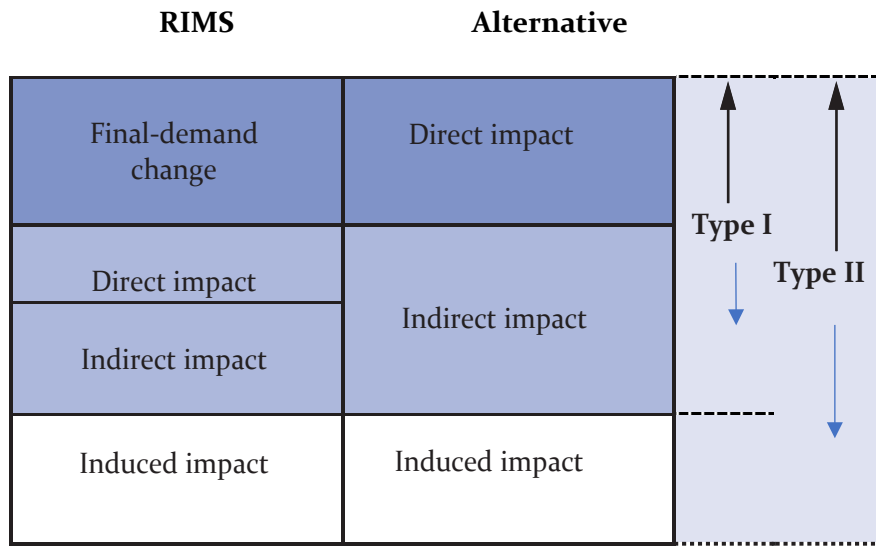
“*Indirect Jobs*” are those jobs created by suppliers of materials, services, and/or goods that are used in construction and/or operation of a project.

Next, multiplying the output (again, sales volume) forecast by the company times the Type II multiplier (of 5.0998) yields a total of both indirect and induced jobs (6). Subtracting the number of indirect jobs (6) then yields the number of induced jobs expected to be created by the project (0).

“*Induced Jobs*” are those jobs created by employees of the company spending earned money, whether in local restaurants, retail shops, and on the purchase of other goods and/or services.

For a graphic representation on how these multipliers are used on a per project basis, see the chart on the following page:

Comparison of Impact Definitions



Wages Paid

Commodities Classification	Direct-Effect Earnings Multiplier	New Payroll to be Created	Earnings Impact
Fabricated Metal Products Manufacturing	Type II – 1.5511	\$200,000	\$310,220

Source: BEA, Table 2.5 Type II Direct Effect – Total Multipliers – Industry Aggregations, released 2020

NOTE: The commodities classification for this project – “fabricated metal product manufacturing” – represented the best fit for the business, given the listing available under the RIMS II data. However, it is possible that another classification might yield more accurate forecasts.

Interpretation: Based upon the average annual wage expected to be paid for all new job positions realized by this project (\$40,000 per job), it is projected that a total payroll of \$200,000 will be generated (5 direct jobs x \$40K). Multiplying this payroll figure by the direct-effect

multiplier of 1.5511 yields the amount of earnings realized throughout the community (new income generated from the addition of those direct jobs), that of more than \$310,000 for the addition of those 5 new jobs in the area.

The Type II direct-effect multiplier was used for this analysis because that multiplier accounts for both inter-industry effects (direct and indirect) and household spending effects (induced) of the project’s implementation.

Fringe Benefits Paid

Commodities Classification	Direct-Effect Earnings Multiplier	Dollar Amount of Fringe Benefits	Fringe Benefits Impact
Fabricated Metal Products Manufacturing	Type II – 1.5511	\$50,000	\$77,555

Source: BEA, Table 2.5 Type II Direct Effect - Total Multipliers – Industry Aggregations, released 2020

Interpretation: Based upon the average fringe benefits package expected to be paid annually for the new job positions realized by this project (\$10,000 per job), it is projected that the value of the total fringe benefits package will be \$50,000 (5 jobs x \$10K). Multiplying this figure by the direct-effect multiplier of 1.5511, it is anticipated that the impact of the benefits package paid to those new workers would represent an additional earnings impact on the community of \$77,555 annually.

The Type II direct-effect multiplier was used for this analysis because it accounts for both interindustry effects (direct and indirect) and household spending effects (induced) of the project’s implementation.

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Capital Expenditures

Industry Classification	Final-Demand Value Added Multiplier	Anticipated Capital Investment	Value Added Impact
Sign Manufacturing – 339 950 NAICS Number	Type II – 0.4389	\$2,000,000	\$877,800

Source: BEA, Table 1.4 Type II Final-Demand Value-Added Multipliers – Detailed Industries, released 2020

Interpretation: Based upon the projected capital expenditures for this project (for building, improvements, and equipment, totaling \$2,000,000 million approximately), and applying the Type II final-demand value-added multiplier, that dollar outlay would be expected to create an additional value of \$877,800 in capital investment throughout the community.

Sales Activity

Industry Classification	Final-Demand Multiplier – Output	Sales Projection by end of FY 23	Community Impact
Sign Manufacturing – 339 950 NAICS Number	Type II – 1.0971	\$1,200,000	\$1,316,520

Source: BEA, Table 1.1 Type II Final-Demand Output Multipliers – Detailed Industries, released 2020

Interpretation: Output multipliers are ratios of the total change in local output (sales) to the change in local output purchased by final users. Based upon activity within this industry sector, and the potential market share that could be captured by this firm, the applicant projects annual sales at \$1.2 million.

Using the Type II final-demand output multiplier for the business’ industry sector (durable goods), it is projected that the effect of that sales volume would potentially translate into \$1.3 million in sales from local supplier firms and service/retail sector outlets.

Forecasted Fiscal Impacts

Fiscal impact analysis considers the financial benefits that local and state governments receive through taxation and fee schedules paid for by a project. In a general sense, revenues generated by new developments are combined with other sources of revenue flowing into governmental units and are then used by those governmental units to cover the costs of services provided to the community, like police and fire protection, sanitation, and utility services.

While a fiscal impact analysis would typically consider both the revenues and the cost burden it places on government to provide services to a project (thus permitting a comparative study between costs and revenues), only the anticipated revenues for this project are shown herein. This decision was made to avoid any inference that a project’s potential “costs” to local government (for the provision of certain services, such as police or fire protection) could be or might be interpreted as a possible policy recommendation coming from the NBEDZ.

For a detailed understanding on the cost of governmental services to a private sector development, a review of a governmental unit’s annual budget (most of which are now available via online platforms) should provide more precise information on the costs of specific services.

More details on the project’s fiscal impact are provided below:

KEY PROJECT COMPONENTS	
<u>Current Taxable Value of Land (according to BCPAO):</u>	\$0
<i>Armstrong Drive-Spaceport Commerce Park Lot</i>	
<u>Anticipated Capital Investment (in Building and Land)</u>	
(Land \$225K and \$1.775,000 construction):	\$2,000,000
<u>Anticipated Market Value:</u>	\$2,200,000
Anticipated Capital Investment (Equipment)	Unknown
<u>New Jobs to be Created:</u> 5, by 2026	
<u>Industry Sector (NAICS):</u> 339950 Sign Manufacturing	

TAXES ANTICIPATED FROM PROJECT IMPLEMENTATION – ONE-TIME IMPACT

Sales Tax

	<i>Total Construction Budget</i>		<i>Materials</i>		
Construction/Renovations	\$1,775,000	(40% of purchase)	\$710,000	7%	\$49,700

Fees/Permitting:

Impact Fees	City/County			\$75,000	Approximate
Building Permit	City/County	Titusville	3%	\$53,250	

TAXES ANTICIPATED FROM PROJECT IMPLEMENTATION – ANNUAL IMPACT

Real Property Tax (Land & Building)

	<i>Estimated BCPAO Value</i>	
Building and Land	\$2,200,000	Rate: 17.7534 per \$1,000
		\$39,057

INITIAL ANNUAL FISCAL STIMULUS: \$217,007

Summary

This proposed project would allow a Titusville-based manufacturer to expand its operations by taking a county-owned parcel, generating no tax return for the county, and transforming it into a revenue-producing lot with the addition of a \$2 million capital expenditure for a new 15,000 sq. ft. building. The resulting expenditure would be expected to create more than \$877,000 in additional capital expenditures in the area, among suppliers to the business.

The project would also result in a “year one” fiscal stimulus to state and local governments of \$217,000.

The resulting project would also retain four positions, and create five new jobs, while helping to induce the creation of 6 additional jobs indirectly throughout the community.

Appendix - Supplemental Material

- Excerpt from BEA Table 1.3 Type II Final Demand Employment – Detailed Industries Multipliers
- Excerpt from BEA Table 1.3 Type I Final Demand Employment – Detailed Industries Multipliers

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- Excerpt from BEA Table 2.5 Type II Direct Effect - Total Multipliers – Industry Aggregations
- Excerpt from BEA Table 1.4 Type II Final-Demand Value Added Multipliers – Detailed Industries
- Excerpt from BEA Table 1.1 Type II Final-Demand Output Multipliers – Detailed Industries
- Copy of TRIM notice from county tax assessor’s office on subject property

Analysis based upon certain information (estimated project costs) supplied by the company.

Analysis acknowledges the possibility that varying depreciation schedules may apply to both real and tangible personal property. Further, the county’s tax assessor may establish a different valuation for real and personal property holdings.

Impact calculations performed by NBEDZ staff; conclusions deemed reliable but not guaranteed.

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Table 2.3 Final Demand
 Region: Brevard County
 Series: 2012 U.S. Benc
 [Jobs]

TYPE II - FINAL DEMAND

EMPLOYMENT - INDUSTRY AGGREGATION

	9	10	11	12	13	14	15	16
	Nonmetall	Primary m-	Fabricated	Machinery	Computer	Electrical e	Motor veh	Other tran
1 Agriculture	0.0079	0.0056	0.0086	0.0079	0.0088	0.0068	0.0057	0.0108
2 Mining, eq	0.0291	0.0002	0.0002	0.0001	0.0001	0.0001	0.0003	0.0002
3 Utilities*	0.0139	0.017	0.0122	0.0089	0.009	0.0089	0.009	0.012
4 Constructi	0.0536	0.0365	0.0385	0.0321	0.0285	0.0277	0.0256	0.036
→ 5 Durable go	3.741	3.2577	5.0998	4.2181	3.5332	4.046	3.1876	4.7224
6 Nondurabl	0.1136	0.0256	0.0798	0.0545	0.0277	0.047	0.0632	0.0736
7 Wholesale	0.1067	0.1437	0.1074	0.1397	0.0632	0.1577	0.1549	0.1022
8 Retail trad-	0.3842	0.2845	0.4017	0.3927	0.4367	0.3382	0.3151	0.5452
9 Transporta	0.4786	0.0908	0.0858	0.0875	0.0626	0.0958	0.0713	0.0758
10 informati	0.0308	0.0191	0.0307	0.0313	0.0288	0.0252	0.019	0.0342
11 Finance an	0.0779	0.0755	0.0851	0.0965	0.0603	0.0788	0.0612	0.086
12 Real estate	0.2922	0.2132	0.3343	0.2928	0.3437	0.2633	0.2135	0.433
13 Profession	0.192	0.118	0.1967	0.1873	0.1874	0.162	0.1285	0.3139
14 Managemt	0.0216	0.0112	0.0245	0.0415	0.0683	0.0171	0.0291	0.0444
15 Administra	0.1866	0.153	0.2792	0.1421	0.1416	0.1306	0.1232	0.3706
16 Education	0.0563	0.0425	0.0613	0.0595	0.068	0.0506	0.0416	0.0804
17 Health car	0.3437	0.2677	0.3902	0.3728	0.4419	0.3209	0.2643	0.5194
18 Arts, enter	0.0444	0.0324	0.0479	0.0462	0.0514	0.0388	0.0317	0.0603
19 Accommod	0.029	0.0176	0.0273	0.0259	0.024	0.0203	0.0163	0.0232
20 Food servi	0.2436	0.1722	0.2494	0.238	0.2499	0.199	0.1614	0.3024
21 Other serv	0.2244	0.144	0.1923	0.186	0.1912	0.1535	0.129	0.2277
22 Household	0.0266	0.0007	0.0302	0.0289	0.0343	0.0249	0.0205	0.0403

Table 2.5 Total Multipliers - industry aggregations
 Region: Brevard County (Type II)
 Series: 2012 U.S. Benchmark I-O data and 2018 Regional Data

	Final-demand O	Final-demand E	Final-demand I	Final-demand	Direct-effect E	Direct-effect E
1 Farms	1.5047	0.4982	17.9548	0.6461	1.4543	1.3471
2 Forestry, fishing, and related activities	1.3537	0.4189	13.8026	0.8589	1.3617	1.255
3 Oil and gas extraction	1	0	0	0	0	0
4 Mining (except oil and gas)	1.4087	0.3054	6.9639	0.7696	1.6837	1.6725
5 Support activities for mining	1.4938	0.4383	10.3816	0.8364	1.5817	1.5778
6 Utilities*	1.3007	0.2466	3.601	0.7621	1.6339	2.9401
7 Construction	1.6056	0.585	12.5078	0.8651	1.4659	1.6418
8 Wood product manufacturing	1.3853	0.2839	6.4531	0.5294	1.6153	1.6489
9 Nonmetallic mineral product manufacturing	1.4544	0.325	6.6977	0.6799	1.7019	1.9046
10 Primary metal manufacturing	1.4154	0.2534	5.1488	0.4501	1.7436	1.9026
11 Fabricated metal product manufacturing	1.4597	0.3694	7.7842	0.6518	1.5511	1.6827
12 Machinery manufacturing	1.413	0.353	6.6901	0.6118	1.5186	1.7182
13 Computer and electronic product manufacturing	1.3544	0.4188	6.0605	0.8957	1.3544	1.7922
14 Electrical equipment, appliance, and component	1.3964	0.3039	6.2131	0.6452	1.5903	1.7009
15 Motor vehicles, bodies and trailers, and parts ma	1.3823	0.2503	5.074	0.4276	1.7193	1.8637
16 Other transportation equipment manufacturing	1.6131	0.4921	8.0199	0.7799	1.6129	2.0403
17 Furniture and related product manufacturing	1.5288	0.4491	10.1861	0.6304	1.5045	1.5721
18 Miscellaneous manufacturing	1.4188	0.334	6.7877	0.7615	1.5745	1.7473
19 Food and beverage and tobacco product manufa	1.3111	0.2402	5.4394	0.4131	1.5562	1.586
20 Textile mills and textile product mills	1.4688	0.3955	10.7892	0.5808	1.5679	1.5612
21 Apparel, leather, and allied product manufacturi	1.3747	0.3385	12.3142	0.742	1.4876	1.2717
22 Paper manufacturing	1.3505	0.2695	4.8516	0.495	1.6302	2.0591
23 Printing and related support activities	1.5089	0.4114	10.2046	0.7503	1.5609	1.5774
24 Petroleum and coal products manufacturing	1.1767	0.2079	3.1683	0.2927	1.3565	1.7542
25 Chemical manufacturing	1.3763	0.2728	4.6878	0.587	1.5895	1.9606
26 Plastics and rubber products manufacturing	1.4052	0.2715	5.5966	0.5282	1.6767	1.8059
27 Wholesale trade	1.4301	0.3805	6.6771	0.8619	1.5439	2.0455
28 Motor vehicle and parts dealers	1.4249	0.5309	11.1061	0.9827	1.3314	1.4816
29 Food and beverage stores	1.4491	0.5051	18.8839	0.9076	1.3639	1.2457

Output

Earnings

employment

Value-Added

Earnings

employment

Table 1.4 Final Demand
 Region: Brevard County
 Series: 2012 U.S. Benchmark
 (Dollars)

TYPE II - VALUE-ADDED
 (CAPX)

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	339940	339950	339990	311111	311119	311210	311221	311225
	Office sup	Sign manu	All other m	Dog and c	Other anin	Flour mill	Wet com r	Fats and oi
1 Agriculture	0.0003	0.0004	0.0091	0.0004	0	0	0	0
2 Mining, qu	0.0001	0	0	0	0	0	0	0
3 Utilities*	0.0041	0.0051	0.0049	0.0034	0	0	0	0
4 Constructi	0.0017	0.0022	0.0019	0.0014	0	0	0	0
5 Durable go	0.4057	0.4389	0.4751	0.0019	0	0	0	0
6 Nondurabl	0.0144	0.0185	0.0103	0.2764	0	0	0	0
7 Wholesale	0.0187	0.0247	0.0206	0.021	0	0	0	0
8 Retail trad	0.015	0.0247	0.0193	0.0128	0	0	0	0
9 Transporta	0.0064	0.0067	0.0088	0.0056	0	0	0	0
10 informati	0.0067	0.0076	0.0064	0.0032	0	0	0	0
11 Finance an	0.0112	0.0082	0.0134	0.0061	0	0	0	0
12 Real estate	0.021	0.0329	0.0273	0.0153	0	0	0	0
13 Profession	0.0213	0.0162	0.0222	0.0095	0	0	0	0
14 Managemt	0.0077	0.0113	0.0079	0.0045	0	0	0	0
15 Administra	0.0067	0.0077	0.0098	0.0061	0	0	0	0
16 Education	0.0021	0.0032	0.0027	0.0018	0	0	0	0
17 Health car	0.0195	0.0305	0.0248	0.0166	0	0	0	0
18 Arts, enter	0.0017	0.0025	0.0022	0.0014	0	0	0	0
19 Accommod	0.0015	0.0022	0.002	0.0011	0	0	0	0
20 Food serv	0.0053	0.0093	0.0084	0.0051	0	0	0	0
21 Other serv	0.0071	0.0107	0.009	0.0052	0	0	0	0
22 Household	0.0003	0.0005	0.0004	0.0003	0	0	0	0

Table 1.1 Final Demand
 Region: Brevard County
 Series: 2012 U.S. Benchmark
 [Dollars]

TYPE II - OUTPUT MULTIPLIER
 (SALES)

↓

	319940	319950	319960	311111	311119	311210	311221	311225
	Office supp	Sign manu	All other r	Dog and ca	Other anim	Fleur mill	Wet corn r	Fats and oi
1 Agriculture	0.0005	0.0007	0.0174	0.0008	0	0	0	0
2 Mining, qu	0.0001	0	0	0	0	0	0	0
3 Utilities*	0.007	0.0087	0.0084	0.0059	0	0	0	0
4 Constructi	0.0039	0.0052	0.0045	0.0033	0	0	0	0
→ 5 Durable go	1.0658	1.0971	1.0656	0.0044	0	0	0	0
6 Nondurabl	0.0525	0.0584	0.0344	1.0517	1	1	1	1
7 Wholesale	0.0311	0.0411	0.0342	0.0348	0	0	0	0
8 Retail trad	0.0232	0.0379	0.0298	0.0198	0	0	0	0
9 Transport	0.0141	0.0146	0.0187	0.0122	0	0	0	0
10 Informati	0.0119	0.014	0.0118	0.0059	0	0	0	0
11 Finance an	0.0216	0.0149	0.0246	0.0116	0	0	0	0
12 Real estate	0.0289	0.0451	0.0376	0.021	0	0	0	0
13 Profession	0.0326	0.024	0.0334	0.0145	0	0	0	0
14 Managemt	0.0123	0.0179	0.0125	0.0071	0	0	0	0
15 Administra	0.0109	0.0127	0.0161	0.01	0	0	0	0
16 Education	0.0031	0.0048	0.004	0.0026	0	0	0	0
17 Health car	0.0314	0.0492	0.0401	0.0268	0	0	0	0
18 Arts, enter	0.0029	0.0043	0.0037	0.0023	0	0	0	0
19 Accommod	0.0025	0.0036	0.0034	0.0019	0	0	0	0
20 Food servi	0.0122	0.0178	0.0161	0.0099	0	0	0	0
21 Other serv	0.0131	0.0196	0.0166	0.0113	0	0	0	0