

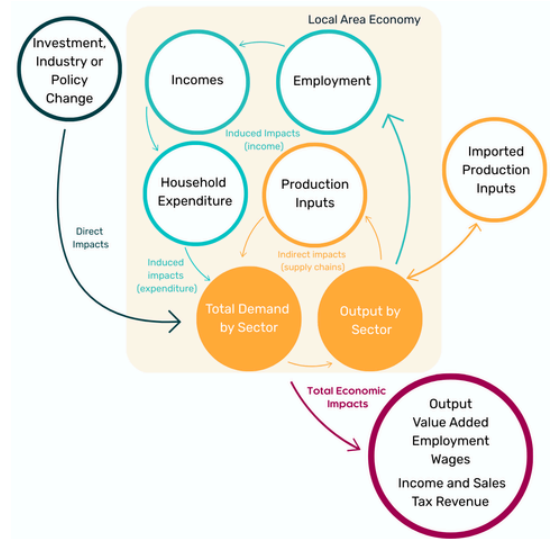


Modeling the Regional Economic Impacts of Policies and Investments

REACT is an input-output modeling tool that enables our clients and partners to deliver a high-quality, comprehensive and tailored quantitative assessment of how local and regional economies will *react* to changes in policy, investment, or industry activity.

The model is a cost effective option for collaborators and clients to efficiently and accurately conduct impact studies and can estimate direct, indirect, induced and total economic impacts for a wide range of policy, investment and industry initiatives and scenarios.

Designed for both in-house use by Cambridge Econometrics and for collaborators and clients to conduct their own impact studies, REACT offers new insights on the ever-changing and complex landscape of US economic policy.



Economic Impacts Assessments With REACT



REACT builds on Cambridge Econometrics' 40 years of regional economic modeling expertise to develop a world-class, cost effective input-output economic impact tool, with an integrated framework of employment, income (wages), output and value added by detailed industry sector.

The model generates results on the supply chain / intermediate impacts (known as indirect) and the effects of the re-spending of wages and income (known as induced) to estimate total economic impacts (known as multiplier effects). It can also estimate state-level tax revenue impacts.

Key benefits of REACT

- Reliable and accurate insights**
Built from the latest US Bureau of Economic Analysis (BEA) and US Bureau of Labor Statistics (BLS) input-output and GDP data.
- Granular and localized analysis**
Customized with detailed, up-to-date industry employment and wage data at the county level from [data-Fab](#).
- Broad and comprehensive industry scope**
Coverage of 166 different sectors
- A holistic approach**
Integrated model system built on sectoral relationships and interactions
- Customizable application**
Regions can be configured for any combination of counties, metro areas, or states
- Versatile across industries and sectors**
Designed for a wide range of applications including construction or development projects, new or expanded industries, tourism and visitation studies, etc.

Regional Economic insights with REACT on projects such as:

Industrial,
commercial and
mixed use
development
projects

Industry expansion
or retraction
studies – capital
and operating

Infrastructure
investments (e.g.,
transportation,
water/sewer,
energy)

Economic studies of
visitor and tourist
attractions (e.g.,
museums,
recreation and
sports facilities)

Economic
contributions of
existing business
parks, key
industry clusters,
etc.

Example Results



New Haven & Northampton Canal Greenway

Source: Cambridge Econometrics REACT model,
NHNCG Economic Impact Analysis (2025)

	Direct Economic Activity	Indirect Impact	Induced Impact	Total Impact
Employment	411	58	52	522
Earnings (millions)	\$16.84	\$3.80	\$3.01	\$23.64
Value Added (millions)	\$29.79	\$10.13	\$6.31	\$46.23
Output (millions)	\$52.41	\$17.76	\$13.34	\$83.51

MASS MoCA's Economic Contribution to Berkshire County

Source: Cambridge Econometrics
REACT model, MASS MoCA Economic
Impact Study (2025).
Totals may not sum due to rounding.

Where we have made a difference

Our recent economic impact analysis work includes:

Economic Impact
Analysis of the New
Haven &
Northampton Canal
Greenway

Devens Business
Profile and
Economic
Contribution
Analysis

Analysis of MASS
MoCA's Economic
Contribution to
Berkshire County

“This impact report [MASS MoCA Economic Impact Study] gives us a far more accurate picture of MASS MoCA's direct economic activity and its ripple effects across the region. Cambridge Econometrics was fantastic to work with and their invaluable findings will guide our work going forward. – MASS MoCA”

Get in touch to discover how REACT can deliver tailored
economic insights for you.

Dan Hodge
dh@camecon.com

