



IMPLAN

case study

How the National Restaurant Association Uses IMPLAN to Drive Industry Insights and Advocacy

The National Restaurant Association (NRA) has long played a vital role in representing and supporting the restaurant industry. To strengthen its advocacy efforts and provide clear insights into the industry's economic contributions, the NRA turned to IMPLAN for its comprehensive economic modeling capabilities.



Meeting the NRA's Data Needs

As the largest foodservice trade association in the world, the NRA faced increasing pressure to provide accurate, detailed economic data to inform policymakers, industry leaders, and the public. Traditional data sources like the Bureau of Economic Analysis (BEA) input-output tables provided useful insights but lacked the granularity required for detailed state, congressional district, and metropolitan-level analysis. The NRA needed a solution that was both robust and user-friendly to empower their internal research team.



IMPLAN: A Superior Solution

Chad Moutray, Senior Vice President of Research and Knowledge and Chief Economist at the NRA, brought his experience with IMPLAN from his previous role at the National Association of Manufacturers. He introduced IMPLAN to the NRA as a superior solution for economic impact analysis, offering a clearer, more precise view of the restaurant industry's economic contributions.

"I wanted the capability to quickly run economic impact analysis in-house, whether it's a quick back-of-the-envelope estimate or a more detailed economic contribution study," said Moutray. "With IMPLAN, I can do both efficiently, without relying on expensive consultants or complicated, manual input-output models."



Chad Moutray

Senior Vice President, Research and Knowledge and Chief Economist, NRA

Driving Advocacy with Data

One of the NRA's primary uses for IMPLAN is supporting advocacy efforts. With IMPLAN's detailed modeling capabilities, the NRA can:



Assess how legislative changes may impact restaurant owners, employees, and local economies.



Quickly produce region-specific economic insights to support advocacy at the state, local, and national levels.



Demonstrate how the restaurant industry drives broader economic benefits through indirect and induced impacts.

For example, when policymakers proposed new regulations that would significantly affect restaurant labor costs, the NRA leveraged IMPLAN to model the potential economic ripple effects. With this data, the NRA effectively demonstrated how those policy changes would not only impact restaurants but also suppliers, delivery services, and other industries.





Enhanced Decision-Making and Member Engagement

IMPLAN has also improved the NRA's ability to provide members with timely, relevant insights. The organization now offers its members clear, detailed reports on how economic shifts impact their businesses.

This data has become crucial in helping NRA members make informed strategic decisions and engage with policymakers.

"Having this tool internally is invaluable for us, and I've heard similar feedback from other association economists who also appreciate its value," said Moutray.



Recommendations for Other Associations

Based on his experience, Moutray encourages other associations to consider IMPLAN for their economic impact analysis needs. He highlights the importance of ensuring data transparency and consistency across reports to maximize credibility.

He also suggests that associations integrate IMPLAN into their advocacy processes to better respond to policy challenges in real-time.



Better Insights, Brighter Future

By adopting IMPLAN, the NRA has transformed its economic analysis capabilities. The organization can now deliver faster, more precise insights that inform policy discussions, influence legislative outcomes, and support its members' success.

For industry associations seeking to strengthen their advocacy efforts and demonstrate their economic impact, IMPLAN offers a powerful and efficient solution. To learn more about IMPLAN or explore its capabilities, visit [IMPLAN.com](https://implan.com).

