

Health Is Wealth



HOP drives economic health in WNC

The Healthy Opportunities Pilot (HOP) has not only made it possible for over **34,000 people** in North Carolina to live healthier lives — it has also become an economic engine for North Carolina's rural communities. A new study using input-output analysis shows HOP investments in Western North Carolina create jobs, raise worker income, and generate revenue for local businesses, many of which are still recovering from Hurricane Helene.

In just three years, HOP spending led to **\$114 million in total business activity** and created **898 full-time jobs** that earned WNC workers **\$36.1 million in employment income**. These impacts include direct spending and ripple effects that stimulate other parts of the economy.

Understanding HOP's Economic Impact



Every service dollar invested in HOP generated an additional **\$0.53 in economic activity** in WNC.



WNC HOP services generated **\$24 million in direct labor income** and an additional **\$12 million in income** for other workers in the region.



WNC HOP services invested **\$36 million in local wages** and **supported nearly 900 jobs** across a wide range of industries and service sectors.

WNC Industries that Benefit from HOP

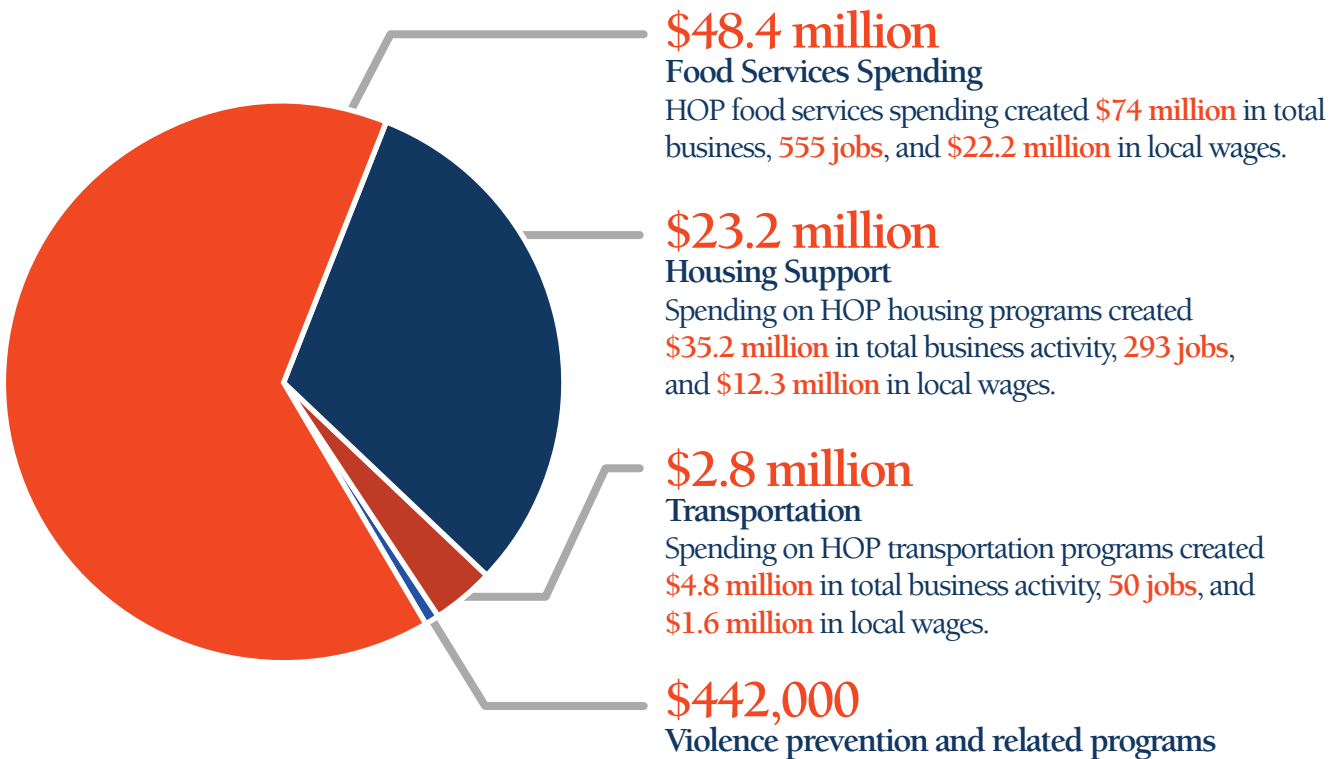
- Agriculture
- Wholesale
- Healthcare
- Construction
- Real Estate
- Insurance
- Retail
- Restaurant
- Nonprofit

“I have personally witnessed the impact HOP made for clients like a single mother who couldn't give her children a bath because the bathroom floor was rotted. HOP also helps people who otherwise would be unemployed. Our construction company was able to hire a single mother of three who we met through HOP. She is now steadily working and has rented a house. The children no longer ask where they are going to stay the night or if they will have a bed to sleep in.”

— Eddie Taylor, owner, TNT Construction Services, Bryson City

HOP Spending by Sector in WNC

\$75M spent → generates \$114M in total business activity



How does input-output analysis work?

I-O analysis shows how spending in one part of the economy generates revenue in other parts. For example, HOP home repair services employ construction workers, who then buy tools and spend money at local restaurants and stores. This stimulates the local economy by producing income for multiple businesses across a variety of sectors.



Learn **More** 828.278.9900
impacthealth.org

Data accessed on June 9, 2025

HOP economic impact data were generated through an IMPLAN analysis conducted by Dr. Alison Davis, professor of agricultural economics and executive director of Blueprint Kentucky, an integrated engagement/research center at the University of Kentucky. Dr. Davis is committed to building relationships across Kentucky and the South to promote a stronger sense of community and an improved economic base in rural areas.