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ECONOMIC IMPACT OF THE PMI, ZYN MANUFACTURING PLANT IN AURORA, COLORADO

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ABOUT COMMON SENSE INSTITUTE

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CSI is committed to independent, in-depth research that examines the impacts of policies, initiatives, and proposed laws so that Coloradans are educated and informed on issues impacting their lives. CSI's commitment to institutional independence is rooted in the individual independence of our researchers, economists, and fellows. At the core of CSI's mission is a belief in the power of the free enterprise system. Our work explores ideas that protect and promote jobs and the economy, and the CSI team and fellows take part in this pursuit of academic freedom. Our team's work is informed by data-driven research and evidence. The views and opinions of fellows do not reflect the institutional views of CSI. CSI operates independently of any political party and does not take positions.

TABLE OF CONTENTS

About the Author1

About Common Sense Institute1

Teams & Fellows Statement.....1

Key Findings.....3

Economic Impact from the Direct Jobs and Investment.....4

Top 10 Impacted Industries by Jobs/Job Type.....6

Incentives Offered Are Much Lower Than the Tax Revenue Generated.....8

The Bottom Line9

References.....10

KEY FINDINGS

The \$1.2 billion PMI, Zyn manufacturing plant in Aurora is anticipated to employ 500 individuals directly.

The investment has broader impacts across the Colorado economy, including:

- During the construction and development phase, generating **6,923 jobs in 2025** and **3,006 jobs in 2026**.
- During the ongoing operations, directly and indirectly support an average of **1,131 jobs annually** once the plant is operational.

The overall economic impact from 2025 through 2030:

- Nearly **\$5.4 billion** in cumulative economic output.
- More than **\$1.8 billion** in personal income to Coloradans.

Tax Revenue

- The estimated revenue generated to the state's General Fund of over **\$64 million** surpasses the estimated incentives received from state and local government of **\$16 million**.
- The return on investment (ROI) of the Zyn manufacturing is already positive, with **\$35 million in tax revenue generated** compared to \$16 million offered over the course of the project, representing an ROI of 2.2x through July 2026.

ECONOMIC IMPACT FROM THE DIRECT JOBS AND INVESTMENT

On July 16, 2024, Phillip Morris International (PMI) announced plans for a \$600 million manufacturing plant in Aurora, Colorado. Recent estimates place the investment at \$1.2 billion. At full capacity, the plant is expected to directly employ 500 individuals. The investment represents one of the most significant advanced manufacturing investments in the state in recent years. Spearheaded by PMI through its U.S. operations, the project signals Colorado's interest in not only staying competitive but leading in value-added manufacturing and large-scale capital investment. Beyond its direct footprint in Aurora, the facility is poised to generate meaningful economic ripple effects across the state through job creation, supply chain activity, tax revenue generation, and induced household spending.

Manufacturing operations of this scale typically support substantial indirect and induced job creation through supplier networks, logistics providers, construction firms, professional services, and local vendors. During the construction phase, the project generated or will have generated 6,923 jobs in the first year of construction and 3,006 in the second, injecting significant capital into Colorado's construction and materials sectors. Ongoing operations began in 2025 at partial capacity. When operating at full capacity, the plant is anticipated to support additional jobs statewide through procurement of inputs, transportation services, equipment maintenance, utilities, and business services, comprising an annual average of 1,131 jobs.

Combining the construction and development phase with the ongoing operations will generate almost \$5.4 billion in economic output from 2025 through 2030.

From a fiscal perspective, the project is expected to contribute to local and state tax bases through income taxes, sales taxes, and related economic activity, to the tune of \$64 million in revenue from 2025 through 2030.

Taken together, the PMI, Zyn manufacturing facility represents a major infusion of capital and employment into Colorado's economy, expanding the economic footprint of the state.

FIGURE 1.

Economic Impact of Zyn Manufacturing Facility in Aurora, Colorado

Measure	2025	2026	2027	2028	2029	2030	Cumulative Impact
Total Employment (Jobs)	7,423	4,032	1,762	1,215	789	542	–
Gross Domestic Product	\$1,039M	\$720M	\$369M	\$263M	\$192M	\$146M	\$2,730M
Output (Business Sales)	\$1,007M	\$1,886M	\$1,371M	\$760M	\$582M	\$387M	\$5,448M
Personal Income	\$714M	\$451M	\$241M	\$180M	\$128M	\$92M	\$1,807M
Disposable Personal Income	\$615M	\$388M	\$208M	\$156M	\$112M	\$81M	\$1,561M

Source: CSI analysis using REMI Tax PI+



TOP 10 IMPACTED INDUSTRIES BY JOBS/JOB TYPE

What type of jobs are created by the PMI, Zyn manufacturing plant in Aurora? Shown in the following Figure 2 are the top jobs created in 2026 (mostly the construction/development phase) and 2030 (ongoing operations). Among the top created jobs in 2026 are construction trade workers (901), retail sales workers (403), material moving workers (376), business operations specialists (335), and other installation, maintenance, and repair occupations (283). Once complete and ongoing operations are well into their fifth year, the top jobs include food and beverage serving workers (104), other production occupations (88), material moving workers (41), retail sales workers (29), and cooks and food preparation workers (29).

FIGURE 2.

Top Jobs Created by the Zyn Manufacturing Facility in Aurora

2026 and 2030

Top 10 Jobs in 2026 and 2030	2026*	2026 Rank	2030	2030 Rank
Construction trades workers	901	1	-88**	
Retail sales workers	403	2	29	4
Material moving workers	376	3	41	3
Business operations specialists	335	4	14	9
Other installation, maintenance, and repair occupations	283	5	19	7
Motor vehicle operators	252	6	22	6
Top executives	227	7	10	10
Information and record clerks	219	8	9	
Food and beverage serving workers	202	9	104	1
Other production occupations	142	10	88	2
Cooks and food preparation workers	101		29	5
Sales representatives, wholesale and manufacturing	78		24	6
Preschool, elementary, middle, secondary, and SPED teachers	76		19	7

Source: CSI analysis using REMI Tax PI+

*The bottom three on this list were in the top 10 in 2030, but not in 2026.

**This figure shows up as -88 because, after completion of the construction phase of the project, construction workers move to other projects, some of which are out of state.

INCENTIVES OFFERED ARE MUCH LOWER THAN THE TAX REVENUE GENERATED

The project received the following tax incentives:

- Colorado Office of Economic Development and International Trade – Job Growth Incentive Tax Credit: \$4.6 million over 8 years (performance based).
- City of Aurora: \$7.1 million.
- Adams County: \$4.3 million.

The sum of incentives—approximately \$16.0 million—is far less than the anticipated \$64 million in tax revenue generated through 2030.

On this note comparing revenue generated with incentives offered: How much revenue has already been generated by the construction and operations of the Zyn manufacturing facility through July 2026? From initial groundbreaking through July 2026, the investment by PMI has generated approximately \$35 million, surpassing the incentives offered PMI over the life of the project by \$19 million.

THE BOTTOM LINE

The PMI, Zyn manufacturing facility marks one of Colorado's most significant recent industrial investments, translating a \$1.2 billion capital commitment into hundreds of direct jobs and an estimated \$5.4 billion in cumulative economic output through 2030. The fiscal terms of the project are favorable for taxpayers, with \$64 million in projected state General Fund revenue outweighing the \$16 million in incentives extended by state and local governments. In fact, through July 2026, the revenue generated from the Zyn manufacturing facility (construction plus operations) already surpasses the incentives offered PMI, with \$35 million in revenue already generated.

Taken together, the investment illustrates the kind of large-scale, high-value manufacturing activity that strengthens Colorado's competitive position and broadens its economic base.

SOURCES

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- ii. Based upon discussions with Phillip Morris representatives.
- iii. Nicotine Insider, "PMI Opens Doors to \$600M ZYN Plant in Colorado," February 11, 2026, <https://nicotineinsider.com/2026/02/11/pmi-opens-doors-to-600m-zyn-plant-in-colorado/>
- iv. Common Sense Institute (CSI), economic impact modeling methodology statement: REMI Tax-PI+, version 6550; three regions (Denver Metro, Denver South, Rest of Colorado); employment and investment modeled separately; investment allocated 75% in 2025 and 25% in 2026; employment modeled at 50% of full level in 2025.
- v. The estimated revenue is calculated as the aggregated tax revenue across all tax types as a share of personal income.
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