

2018 - 2019

Economic Impact Analysis

Prepared for:

Campbellsville
UNIVERSITY

Prepared by:



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Campbellsville University Economic Impact Analysis 2018-2019 Academic Year

Scope and Purpose of Study

Since 2002, Younger Associates has analyzed the economic impact of Campbellsville University's operations on the Taylor County economy. For the 2018-2019 academic year, the University once again engaged Younger Associates to conduct an analysis of the impact of their main campus on the local economy as well as the operations of regional education centers throughout the Commonwealth of Kentucky.

This study quantifies the annual impact related to the operations of Campbellsville University and their eight regional education centers as well as the annual average impact of capital improvements at each location. A separate impact analysis has been performed for the main campus located in Taylor County and three of the eight regional education centers operated by the University. A summary of the combined impact on the Commonwealth of Kentucky from all University operations, as well as, a brief summary for the main campus and each of the separate education centers studied are included in this report.

Each analysis is based on a model of the local economy, which utilizes data from the U.S. Bureau of Economic Analysis specific to the county in which the campus is located. Regional Input-Output Multipliers (RIMS II) have been applied to determine economic impact in terms of dollar value of total economic output, jobs, wages, and local tax revenues generated as a result of Campbellsville University.

From this study, policymakers and planners can gain a systematic understanding of the economic impact of operations and investments on the local economics in which the University has facilities.

Younger Associates has conducted hundreds of economic impact studies across the United States for 30 years. The firm's methodology is recognized by the International Economic Development Council and utilized in courses by the Economic Development Institute. Our economic impact analyses have proven to be highly accurate, yet slightly conservative by design, in projecting tax revenue generation.

Methodology

The U.S. Bureau of Economic Analysis developed RIMS II based on historic economic activity at the county level by each of 396 industry sectors. The RIMS II multipliers account for inter-industry relationships within regions comprised of one or more counties. They are widely used in both the public and private sectors. They were originally developed to estimate the regional impacts of public projects such as military base closings and airport construction. The multipliers eliminate the need for surveys, which can introduce bias into the data.

To effectively use RIMS II multipliers for economic impact analysis, the user must provide geographically and industrially detailed information on the initial changes in output, and earnings or employment. The model utilizes local wage rates, local tax rates, historical local tax collection ratios, local property values, commute patterns and historical regional consumer spending patterns.

Campbellsville University supplied 2018-2019 operating budget information, enrollment data, student spending data, visitor information, and four years of capital investment data for their main campus located in Taylor County as well as this data for the education centers located in Jefferson County, Mercer County and Pulaski County.

The operations of dedicated contractors, who work solely for the University, were also included, where applicable. These operations are those not owned by Campbellsville University, but are integral to University operations.

This analysis is prepared in 2019 constant dollars. In order to arrive at the most accurate projections, no assumptions regarding increases in inflation, interest, or tax rate changes were incorporated in the analysis.

Impact Definitions

Economic Impact – the total dollar value of change in output from all industries, within the local economy, that results from \$1 of change in output from Campbellsville University.

Direct Jobs – the jobs employed directly by the University and its local dedicated contractors.

Indirect Jobs – the number of jobs in all industries in the local economy that are supported by operations of Campbellsville University. This could include jobs (or hours of work, which comprise portions of a job) of vendors, business services, retail, personal services, transportation, and all other industry sectors.

Direct Local Taxes – local occupational taxes paid to the city and county in which the University operates and is based on wages paid to University employees.

Indirect Local Taxes – a projection of local tax revenue generated for the city and county in which the Campbellsville facility operates based on the spending of wages by direct and indirect employees. This category includes occupational tax revenues generated by indirect employment as well as indirect property tax and hotel or transient tax.

Societal and Workforce Impact

An economic impact model captures only a one-dimensional measure of the impact of an educational institution such as Campbellsville University. The model captures dollars flowing through the local economy to businesses, government, and employees as a result of the presence of the University. However, the societal impact and overall value of education cannot be fully measured in this type of analysis.

There are quality of life factors for the community and for individual students for which there are no definitive numeric measures. The economic benefit of having college-educated workers available in the local workforce because of Campbellsville University is one of those measures. The availability of skilled workers is one of the top factors in business growth and expansion, as well as business recruitment.

What can be defined is the difference in the earning capacity between those with college educations and those without. This measure is addressed in this analysis.

Combined Impact from Campbellsville University Operations

The combined annual economic impact generated by all Campbellsville University entities and their related operations total just under \$200 million for the 2018-2019 academic year. This is a measure of the dollars that flow through the Commonwealth of Kentucky economy each year because of Campbellsville University. The table below summarizes the sources of annual impacts, which are further described in the subsequent sections that follow.

Measure	Main Campus-Campbellsville	Harrodsburg	Louisville	Somerset	Total
Impact from Operations	\$137,082,742	\$9,648,816	\$50,166,760	\$2,970,022	\$199,868,340
Jobs Supported (direct & indirect)	1,596	88	280	33	1,997
Wages Paid (direct & indirect)	\$66,702,666	\$3,438,878	\$15,845,990	\$1,238,000	\$87,225,534
Local Taxes Generated (Occupational)	\$1,666,582	\$110,482	\$466,317	\$32,447	\$2,275,828
State and Local Taxes Generated	\$5,849,826	\$301,590	\$1,389,693	\$108,573	\$7,649,682

Impact of the Main Campus in Taylor County, KY

Summary of Overall Impact

The total annual economic impact generated by Campbellsville University and the related operations total \$137 million for the 2018-2019 academic year. This is a measure of the total number of dollars that flow through the Taylor County economy each year because of Campbellsville University.

	Annual Impact	Jobs Supported (Direct & Indirect)	Local Taxes Generated
University Operations	\$114,094,738	1,348	1,479,480
Capital Investment (based on a four-year average)	\$7,718,891	51	\$32,429
Student Spending	\$9,068,704	95	\$46,992
Contractor Services	\$4,342,481	79	88,967
Visitor Spending (Special Programs, Events and Athletics)	1,857,928	23	\$53,934
All University Related Operations	\$137,082,742	1,596	\$1,666,582

Operations Impact

The annual impact generated from the ongoing operations of the University's main campus for the 2018-2019 academic year is \$114 million. Campbellsville University directly employs the full-time equivalent of 572 people in Taylor County.

There are 776 indirect jobs that exist throughout Taylor County because of University operations. These jobs exist across all economic sectors of the Taylor County economy in such areas as retail, business and professional services, wholesale suppliers, transportation, utilities, and construction. In total, 1,348 jobs in Taylor County are supported by Campbellsville University operations.

Capital Investment Impact

Each year, Campbellsville University makes significant capital investments in improvements and expansions to their main campus. In this analysis, an average of actual and planned capital investments over the four-year period of 2017-2020 was used to determine the typical annual impact of Campbellsville University's capital investments. Based on this average annual spending, the annual average economic impact from capital investments is approximately \$7.7 million. This impact supports 51 jobs within the local economy.

Student Spending

Student spending generates a significant portion of the overall impact of the University. It is a factor that differentiates Campbellsville University from other types of economic operations in the county. Other types of businesses (i.e. manufacturing) do not produce a “product” that spends money in the local economy.

Using student spending data from the budgets required by the University for Federal Student Financial Aid, student spending and the economic impact generated by that spending was calculated. The impact from student spending is projected to be \$9 million annually. The impact from student spending supports 95 jobs in Taylor County.

Dedicated Contractor Operations Impact

Services provided by independent contractors who operate solely in support of Campbellsville University’ main campus account for an additional 79 direct and indirect jobs and have an annual economic impact of \$4.3 million.

Visitor Spending

Campbellsville University is host to numerous events, camps, activities and athletic competitions throughout the year, which brings both local residents and visitors from outside the county, region and state to campus. In this analysis, the economic activity generated by visitors to the University from outside Taylor County is calculated. A list of events, including number of participants and number of days versus overnight visitors, was provided by the University.

The economic impact from visitor spending, which includes, accommodations, food services, entertainment and retail trade, is projected to total \$1.9 million annually. Visitor spending supports an additional 23 jobs in the Taylor County economy.

Local Taxes

While the University itself is exempt from many federal, state, and local taxes due to its status as a non-profit organization, spending by the University, wages paid to employees of the University along with occupational tax, and spending by direct and indirect employees generate local taxes.

Direct and indirect occupational taxes paid to Taylor County and the City of Campbellsville due to University and related operations are projected to total \$1.1 million annually. Taylor County property taxes generated by direct and indirect employment of the University are projected to be \$326,569 annually. Total local taxes generated by Campbellsville University and all related operations are projected to be \$1.5 million annually.

Based on the Tax Foundation's ratio of state and local taxes to wages for the state of Kentucky, a total of \$5.2 million state and local taxes is projected to be generated annually due to Campbellsville University and related operations.

Spending with Local Vendors

While the impact of local spending is captured in the overall impact of university operations, it is significant to note the direct spending by the University with local Campbellsville/Taylor County entities, such as utilities, retail stores, wholesale suppliers, and service providers. During the 2018-2019 fiscal year, the University spent \$8 million with local vendors.

The more than \$1.3 million the University spent with the local utility providers represents a significant revenue stream to the utility companies. Without the presence of the University, Taylor County residents would incur more of the cost of producing and distributing the utilities, which is another measure of the economic significance of the University to the City of Campbellsville and Taylor County.

Consumer Spending of Wages in Taylor County

The consumer expenditures generated as a result of the economic activity associated with Campbellsville University's main campus are also important to local businesses and service providers. Wages paid to direct and indirect jobs supported by University operations generate consumer expenditures in Campbellsville and Taylor County.

Spending is identified in this report by major retail and service categories. Overall, local businesses benefit from \$52 million of consumer spending generated annually as a result of Campbellsville University.

Economic Impact of a College Education

Based upon the average wages paid, the economic impact of a typical Kentucky college graduate's earnings over a 25-year career is \$8.4 million while the impact of a typical Kentucky high school graduate's earnings over the same period is \$4.5 million. This impact includes the wages paid to the employee, the impact from the employee's spending, and the economic activity associated with the operation and spending of the employee's employer.

This analysis indicates that the economic impact of a college graduate is approximately 87% greater than the impact of a non-college graduate. This impact created by Campbellsville University is a significant boost to the local economy beyond the impact created by current operations and capital investment.

Comparison to Previous Studies

Younger Associates has been privileged to work with Campbellsville for over a decade, completing a baseline impact analysis for the University's main campus for the 2002-2003 academic year. Subsequent studies were conducted for 2006-2007, 2008-2009, 2010-2011, 2012-2013, and 2014-2015. Over the course of this time period, the economic impact on the Taylor County economy has steadily increased.

The continued growth of the University is documented in the comparison of key factors from the previous studies as shown in the table on the following page.

Comparison of Previous Studies

Impact from ALL University and Related Operations - Main Campus	2018-2019	2016-2017	2014-2015	2012-2013	2010-2011	2008-2009	2006-2007	2002-2003
Total Direct Jobs	641	580	520	555	457	397	299	269
Total Jobs Supported - Direct & Indirect	1,596	1,509	1,343	1,453	1,258	1,403	1,354	1,036
Total Wages Paid to all Jobs	\$66,702,686	\$55,126,933	\$47,464,622	\$48,476,121	\$42,186,637	\$42,584,339	\$48,527,070	\$31,400,000
Total Local Taxes Generated	\$1,666,582	\$1,332,880	\$1,357,340	\$1,286,581	\$1,332,746	\$983,805	N/A	N/A
Total Economic Impact	\$137,082,742	\$106,482,540	\$104,947,645	\$100,995,100	\$93,251,993	\$90,033,155	\$76,108,171	\$57,500,000

Not adjusted for inflation.

Also included in the 2018-2019 study is a separate analysis for three of Campbellsville University's eight regional education centers operating throughout the Commonwealth of Kentucky. These education centers enable students of all ages and interests to expand their opportunities through higher education in their local communities.

Conover Education Center, Harrodsburg, Kentucky

The Conover Education Center in Harrodsburg is a dynamic and thriving regional 250-plus acre location in the heart of Mercer County. The center offers more than 30 academic and certificate programs to more than 600 students in a four-year college environment complete with men's and women's athletic teams, residential housing/dining options, and outreach teams that work hand-in-hand with churches in the surrounding community.

The Center directly employs 59 individuals and indirectly supports five additional jobs in the Mercer County economy. Capital spending projects and student spending support another 24 jobs indirectly for a total of 88 jobs supported in Mercer County by the operations of the center.

Wages paid to direct and indirect jobs total \$3.4 annually and generate \$110,500 in local taxes each year.

The total economic impact of the Conover Education center is \$9.6 million annually. It should be noted, that the center directly spent just over \$1 million with local businesses in the 2018-2019 fiscal year.

Louisville Education Center, Louisville, Kentucky

Campbellsville University's Louisville Education Center offers programs at two locations in the vibrant city of Louisville. The International Student Services and MSITM campus advises and provides graduate programs for international and American students pursuing a Master of Science in Information Technology and Professional MBA. The Louisville Education Center also offers more than 20 certificate and degree programs for traditional undergraduate students as well as providing several other graduate opportunities.

The Louisville Education Center directly employs 83 individuals and indirectly supports another 34 jobs in the Jefferson County economy. Capital improvement projects and student spending support an additional 163 jobs. In total, the center supports (directly and indirectly) 280 jobs in Jefferson County.

Wages paid to the 280 jobs supported by both campuses in Jefferson County are projected to be \$15.8 million annually generating \$466,317 in local taxes.

Overall, the total impact of Campbellsville's Louisville Education Center is \$50.2 million annually. Spending with local businesses in the 2018-2019 fiscal year totaled \$1.8 million.

Noe Education Center, Somerset Kentucky

The Noe Education Center in Somerset, Kentucky is dedicated to the development and educational enhancement of adult learners through accelerated programs with classes offered both day and night. Along with a School of Barbering and School of Cosmetology, students at the Noe Education Center can choose from 13 majors in which to earn a degree. The Somerset campus also allows students to participate in men's basketball and men's golf. The center currently educates approximately 200 students.

There are 20 individuals directly employed at the Noe Education Center with five additional jobs supported from operations. Additionally, eight jobs are supported in the local economy from capital improvement projects and student spending. In total, 33 jobs are supported in Pulaski County.

Wages paid to direct and indirect employees totals \$1.2 million, annually generating \$32,447 in local taxes.

The annual economic impact from the operations of the Noe Education Center is approximately \$3 million. The center spent more than \$250,000 with local businesses in the 2018-2019 fiscal year.

**The Following Sections Contain
the Impact Calculation Tables
and End Notes for:**

**Campbellsville University's Main Campus
Taylor County, Kentucky**

**Conover Education Center, Harrodsburg
Mercer County, Kentucky**

**Louisville Education Center
Jefferson County, Kentucky**

**Noe Education Center, Somerset
Pulaski County, Kentucky**

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Summary

	CU Operations	CU Capital Spending Four-Year Average	CU Student Spending	Contractor Total	Visitor Spending (Special Programs, Events and Athletics)	All CU Related Impact Total
Employment						
Direct Employment	572	-	-	69	-	641
Indirect Employment	776	51	95	10	23	955
Total Jobs Supported	1,348	51	95	79	23	1,596
Salaries & Wages - Annual						
Wages - Direct Employment	\$ 32,974,047	\$ -	\$ -	\$ 1,805,028	\$ -	\$ 34,779,075
Wages - Indirect Employment	\$ 26,671,896	\$ 1,752,921	\$ 2,540,110	\$ 343,710	\$ 614,974	\$ 31,923,611
Total Wages	\$ 59,645,943	\$ 1,752,921	\$ 2,540,110	\$ 2,148,738	\$ 614,974	\$ 66,702,686
State-Local Taxes Generated from Wages Paid to Direct & Indirect Jobs						
City & County Occupational Tax (direct & indirect)	\$ 1,152,911	\$ 32,429	\$ 46,992	\$ 42,460	\$ 11,377	\$ 1,286,169
Local Indirect Property	\$ 326,569	\$ -	\$ -	\$ 46,507	\$ -	\$ 373,076
Local Transient (Hotel/Motel) Tax	\$ -	\$ -	\$ -	\$ -	\$ 7,337	\$ 7,337
Total Local Taxes	\$ 1,479,480	\$ 32,429	\$ 46,992	\$ 88,967	\$ 18,714	\$ 1,666,582
Total State & Local Taxes	\$ 5,230,949	\$ 153,731	\$ 222,768	\$ 188,444	\$ 53,934	\$ 5,849,826
Annual Economic Impact	\$ 114,094,738	\$ 7,718,891	\$ 9,068,704	\$ 4,342,481	\$ 1,857,928	\$ 137,082,742

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Impact from Operations

Annual Impact of Operations	University Operations	
Total Operations Budget/Annual Revenue	\$	86,422,313
Final Demand Output Multiplier ¹		1.3202
Economic Impact	\$	114,094,738
Employment, Direct (<i>Full-time Equivalent</i>)		572
Wages & Benefits, Direct	\$	32,974,047
Final Demand Employment Multiplier ²		15.5924
Total Employment		1,348
Employment, Indirect		776
Taylor County Annual Average Wage ³	\$	34,371
Wages, Indirect	\$	26,671,896
Total Wages (Direct & Indirect)	\$	59,645,943
Local Direct Employment Occupational Tax (city & county) ⁴	\$	659,481
Local Indirect Employment Occupational Tax ⁵	\$	493,430
Total Local Occupational Tax	\$	1,152,911
Local Indirect Property Tax ⁶	\$	326,569
Local Tax Generated from Wages	\$	1,479,480
State-Local Tax Burden ⁷		8.77%
Total State and Local Tax Generated from Wages (direct & indirect)	\$	5,230,949

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Impact from Capital Investment

Capital Spending Impact	FY 17 Spending - Actual	FY 18 Spending Actual	FY 19 Spending Estimated	FY 20 Projected	Total Investment	Four-Year Average
Total Capital Investment	\$ 2,166,657	\$ 3,274,531	\$ 11,721,625	\$ 6,075,299	\$ 23,238,112	\$ 5,809,528
Building and Site Work	\$ 1,122,519	\$ 1,857,053	\$ 9,025,264	\$ 4,355,973	\$ 16,360,809	\$ 4,090,202
Final Demand Output Multiplier ⁸	1.3645	1.3645	1.3645	1.3645		
Economic Impact	\$ 1,531,677	\$ 2,533,949	\$ 12,314,973	\$ 5,943,725	\$ 22,324,324	\$ 5,581,081
Equipment Purchase/Set Up	\$ 1,044,138	\$ 1,417,478	\$ 2,696,361	\$ 1,719,326	\$ 6,877,303	\$ 1,719,326
Final Demand Output Multiplier ⁹	1.2434	1.2434	1.2434	1.2434		
Economic Impact	\$ 1,298,281	\$ 1,762,492	\$ 3,352,655	\$ 2,137,810	\$ 8,551,238	\$ 2,137,810
Total Economic Impact	\$ 2,829,958	\$ 4,296,441	\$ 15,667,628	\$ 8,081,535	\$ 30,875,562	\$ 7,718,891
Final Demand Employment Multiplier ¹⁰	8.7764	8.7764	8.7764	8.7764		
Jobs Supported by Expansions/Renovations	19	29	103	53		51
Taylor County Annual Average Wage ³	\$ 34,371	\$ 34,371	\$ 34,371	\$ 34,371		\$ 32,021
Total Wages	\$ 653,049	\$ 996,759	\$ 3,540,213	\$ 1,821,663	\$ 7,011,684	\$ 1,752,921
Local Occupational Tax - City & County						\$ 32,429
State-Local Tax Burden ⁷	8.77%	8.77%	8.77%	8.77%		
State and Local Tax Generated from Wages	\$ 57,272	\$ 87,416	\$ 310,477	\$ 159,760	\$ 614,925	\$ 153,731

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Impact from Student Spending

Annual Impact From Student Spending	2018-2019
Total Enrollment	1,799
Number of Resident Students	1,010
Number of Commuter Students	789
Academic Year Average Spending - Resident Student*	\$ 4,709
Percentage of Residents Students from Outside Taylor County	98.5%
Academic Year Average Spending - Commuter Student*	\$ 4,698
Percentage of Commuter Students from Outside Taylor County	66.5%
Total Resident Spending by Students From Outside Taylor County	\$ 4,684,749
Total Commuter Spending by Students From Outside Taylor County	\$ 2,464,970
Total Student Spending	\$ 7,149,719
Final Demand Output Multiplier ¹¹	1.2684
Economic Impact from Student Spending	\$ 9,068,704
Final Demand Employment Multiplier ¹²	13.2756
Jobs Supported by Student Spending	95
Annual Average for Retail Trade for Taylor County ¹³	\$ 26,738
Wages for Jobs Supported	\$ 2,540,110
Local Indirect Employment Occupational Tax ⁵	\$ 46,992
State-Local Tax Burden ⁷	8.77%
State and Local Tax Generated from Wages	\$ 222,768

**Based on student budgets. See page 11 for budget details.*

***Assumes 98% of resident students 66.4% of commuter students are from outside Taylor County.*

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Impact from Ancillary Services

Annual Impact of Operations		Contractor Totals
Total Operations Budget/Annual Revenue		Not Disclosed
Final Demand Output Multiplier ¹⁴		Industry Specific
Economic Impact	\$	4,342,481
Employment, Direct (<i>Full-time Equivalent</i>)		69
Wages - Direct	\$	1,805,028
Direct Effect Employment Multiplier ¹⁵		Industry Specific
Total Employment (Direct & Indirect)		79
Employment, Indirect		10
Taylor County Annual Average Wage ³	\$	34,371
Wages, Indirect	\$	343,710
Total Wages	\$	2,148,738
Local Direct Employment Occupational Tax (city & county) ⁴	\$	36,101
Local Indirect Employment Occupational Tax ⁵	\$	6,359
Total Local Occupational Tax	\$	42,460
Local Indirect Property Tax ⁶	\$	46,507
Local Tax Generated from Wages	\$	88,967
State-Local Tax Burden ⁷		8.77%
Total State and Local Tax Generated from Wages (direct & indirect)	\$	188,444

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Impact from Special Events & Programs - Visitor Spending

LODGING		
Number of Overnight Visitors to Campbellsville for CU Events		657
Average Hotel Rate ¹⁶	\$	120.00
Annual Spending for Lodging	\$	78,840
Final Demand Output Multiplier ¹⁷		1.2315
Impact from Lodging		97,091
Final Demand Employment Multiplier ¹⁸		8.8208
Total Jobs Supported from Overnight Guests		1
Local Tourist Development Tax (Hotel/Motel) (5%)	\$	3,942
RETAIL SPENDING		
CU Summer Camp Visitors from Outside Taylor County		6,458
Estimated Local Spending Per Camper	\$	20.00
Total Spending by CU Campers	\$	129,160
Total Visitor Days to Campbellsville for CU Events		8,780
Average Spending per Day Tripper ¹⁹	\$	98.00
Total Spending by Visitors to CE Events	\$	860,440
Total Guest Spending	\$	989,600
Final Demand Output Multiplier ¹¹		1.2684
Impact from Visitor Spending	\$	1,255,209
Final Demand Employment Multiplier ¹²		13.2756
Jobs Supported by Visitor Spending		17
TOTALS		
Total Impact From Visitor Spending	\$	1,352,300
Total Jobs Supported		18
Annual Average for Retail Trade for Taylor County ¹³	\$	26,738
Total Wages from Jobs Supported	\$	481,284
Local Indirect Employment Occupational Tax ⁵	\$	8,904
Local Transient (Hotel/Motel) Tax	\$	3,942
Total Local Tax	\$	12,846
State-Local Tax Burden ⁷		8.77%
State and Local Tax Generated from Wages	\$	42,209

**Data provided by Campbellsville University. See page 12 for a list of events and estimated attendance.*

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Impact from Athletics - Visitor Spending

VISITOR INFORMATION	
Annual Visiting Athletes from Outside Taylor County	2,696
Day Trip (60%)	1,618
Overnight Visitor (40%)	1,078
Annual Visitors from Outside Taylor County for Athletic Events	3,395
Day Trip	3,115
Projected Overnight Visitors	280
LODGING	
Number of Athletes & Visitors Staying Overnight for CU Athletic Events	1,358
Number of Room Nights for Overnight Visitors	679
Average Hotel Rate ¹⁶	\$ 100.00
Annual Visitor Spending for Lodging	\$ 67,900
Final Demand Output Multiplier ¹⁷	1.2315
Impact from Lodging	83,619
Final Demand Employment Multiplier ¹⁸	8.8208
Total Jobs Supported from Overnight Guests	1
Local Tourist Development Tax (Hotel/Motel) (5%)	\$ 3,395
RETAIL SPENDING	
Total Visitor Days to CU Athletics (Day Visitors and Overnight Visitors - Athletes not included)	3,395
Average Spending per Day Tripper ¹⁹	\$ 98.00
Total Athletic Visitor Spending	\$ 332,710
Final Demand Output Multiplier ¹¹	1.2684
Economic Impact from Visitor Spending	\$ 422,009
Final Demand Employment Multiplier ¹²	13.4588
Jobs Supported by Visitor Spending	4
TOTALS	
Total Impact From Athletic Visitor Spending	505,628
Total Jobs Supported	5
Annual Average for Retail Trade for Taylor County ¹³	\$ 26,738
Total Wages from Jobs Supported	\$ 133,690
Local Indirect Employment Occupational Tax ⁵	\$ 2,473
Local Hotel/Motel Tax	\$ 3,395
Total Local Tax	\$ 5,868
State-Local Tax Burden ⁷	8.77%
State and Local Tax Generated from Wages	\$ 11,725

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Local Spending

Select Local Factors		
Spending with Local Vendors	\$	8,050,079
Utilities and Utility Fees Paid to Local Entities	\$	1,354,353

Subset of Total Economic Impact

Campbellsville University, Taylor County, KY
Economic Impact Analysis

Consumer Spending by Category ²⁰					Total University and Related Operations	
Southern Region Annual Average Wages	\$	66,863		Total Wages from CU Operations:	\$	66,702,686
Region Annual Average Expenditures	\$	54,815		Total Expenditures:	\$	52,028,095
Region Annual Average Taxes & Savings	\$	12,048	18.0%		\$	14,674,591
Retail Category		Expenditures	% of Total *			
Food/Groceries	\$	7,117	13.0%	of Expenditures	\$	6,763,652
Food at Home	\$	3,988	56.0%	of Food	\$	3,787,645
Food Away From Home	\$	3,129	44.4%	of Food	\$	3,003,061
Housing/Shelter	\$	10,155	18.5%	of Expenditures	\$	9,625,198
Owned Dwellings	\$	5,914	58.2%	of Housing/Shelter	\$	5,601,865
Mortgage Interest & Charges	\$	2,975	50.3%	of owned Dwellings	\$	2,817,738
Property Taxes	\$	1,388	23.5%	of owned Dwellings	\$	1,316,438
Maintenance, Repair, Insurance	\$	1,551	26.2%	of owned Dwellings	\$	1,467,689
Rented Dwellings	\$	3,608	35.5%	of Housing/Shelter	\$	3,416,945
Other Lodging	\$	635	6.3%	of Housing/Shelter	\$	606,387
Utilities	\$	3,805	6.9%	of Expenditures	\$	3,589,939
Housekeeping Supplies/Services	\$	2,055	3.7%	of Expenditures	\$	1,925,040
Household Furnishings/Equipment	\$	1,784	3.4%	of Expenditures	\$	1,768,955
Apparel	\$	1,675	3.1%	of Expenditures	\$	1,612,871
Transportation	\$	9,347	17.1%	of Expenditures	\$	8,896,804
Vehicle Purchases	\$	4,241	45.4%	of Transportation	\$	4,039,149
Cars & Trucks - New	\$	2,065	48.7%	of Vehicle Purchases	\$	1,967,066
Cars & Trucks - Used	\$	2,139	50.4%	of Vehicle Purchases	\$	2,035,731
Other Vehicles	\$	37	0.9%	of Vehicle Purchases	\$	36,352
Gasoline & Motor Oil	\$	1,953	20.9%	of Transportation	\$	1,859,432
Other Vehicle Expenses	\$	2,626	28.1%	of Transportation	\$	2,500,002
Maintenance & Repair	\$	813	31.0%	of other Vehicle Expenses	\$	775,001
Vehicle Insurance	\$	1,119	42.6%	of other Vehicle Expenses	\$	1,065,001
Vehicle Rental, Leases, Licenses	\$	454	17.3%	of other Vehicle Expenses	\$	432,500
Finance Charges	\$	240	9.1%	of other Vehicle Expenses	\$	227,500
Public Transportation	\$	529	5.7%	of Transportation	\$	507,118
Healthcare	\$	4,669	8.2%	of Expenditures	\$	4,266,304
Health Insurance	\$	3,299	70.7%	of Healthcare	\$	3,016,277
Medical Services	\$	742	15.9%	of Healthcare	\$	678,342
Drugs	\$	491	10.5%	of Healthcare	\$	447,962
Medical Supplies	\$	137	2.9%	of Healthcare	\$	123,723
Personal Care Products/Services	\$	689	1.4%	of Expenditures	\$	728,393
Personal Insurance	\$	5,967	10.9%	of Expenditures	\$	5,671,062
Life & Other Personal Insurance	\$	408	6.8%	of Personal Insurance	\$	385,632
Pensions & Social Security	\$	5,559	93.2%	of Personal Insurance	\$	5,285,430
Entertainment	\$	3,720	6.8%	of Expenditures	\$	3,537,910
Education	\$	1,156	2.1%	of Expenditures	\$	1,092,590
Charity/Cash Contributions	\$	1,828	3.4%	of Expenditures	\$	1,768,955
Miscellaneous	\$	848	1.5%	of Expenditures	\$	780,421
	\$	54,815	100%		\$	52,028,094

*Percentage indicates the average spending by retail category for the Southern Region of the United States in 2017.

Southern Region Includes: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Campbellsville University, Taylor County, KY
Economic Impact Analysis
Impact from Value Added from Advanced Education

	Average Year - State of KY College Graduate	25-Year Total	VS	Average Year - State of KY High School Graduate	25-Year Total
Annual Median Personal Earnings ²¹	\$ 46,916			\$ 28,539	
Employer Paid Benefits ²²	\$ 14,075			\$ 4,281	
Total Wages	\$ 60,991	\$ 1,524,775		\$ 32,820	\$ 820,500
Final Demand Earnings Multiplier ²³	0.3038	0.3038		0.3038	0.3038
Direct Effect Earnings Multiplier ²⁴	1.3072	1.3072		1.3072	1.3072
Ratio of Earnings to Output	0.2324	0.2324		0.2324	0.2324
Wages to Impact	\$ 262,440	\$ 6,560,994		\$ 141,222	\$ 3,530,551
Final Demand Output Multiplier ²⁵	1.2806	1.2806		1.2806	1.2806
Total Economic Impact	\$ 336,081	\$ 8,402,009		\$ 180,849	\$ 4,521,224

Campbellsville University, Taylor County, KY
Student Budget
2018-2019

Resident Student		
Tuition	\$	25,400
Fees	\$	62
Living Expenses (Room & Board)	\$	8,900
Books & Supplies	\$	1,200 *
Personal	\$	2,880 *
Transportation	\$	2,106 *
Total Expenses	\$	40,548
Economic Impact Expenses	\$	5,886
Projected Percentage of Spending in Taylor County		80%
Projected Resident Spending in Taylor County	\$	4,709
Commuter Student		
Tuition	\$	25,400
Fees	\$	62
Living Expenses	\$	7,200 *
Books & Supplies	\$	1,200 *
Personal	\$	2,880 *
Transportation	\$	3,456 *
Total Expenses	\$	40,198
Economic Impact Expenses**	\$	9,396
Projected Percentage of Spending in Taylor County		50%
Projected Resident Spending in Taylor County	\$	4,698

*Items included in economic impact for student spending.

**Assumes 75% of expenses for books & supplies for all students and 30% of commuter student living expenses are subject to sales tax.

Campbellsville University 2018-2019 Events & Activities

2016 Events	Visitor Days	Estimated Number from Outside County	Estimated % of Visitors from Outside County Staying Overnight	Number of Overnight Visitors	Annual Hotel Room Nights (2 per room average)
2018 Derby Rose Gala	430	130	75%	98	49
2018 Family Weekend	400	250	80%	200	100
2018 Homecoming	2,500	1,000	50%	500	250
Ricky Scaggs Concert	400	100	50%	50	25
Fall 2018 Kingdom Advance Network Event	200	100	25%	25	13
Spring 2019 Kingdom Advance Network Event	300	200	25%	50	25
Ignite America Event 2018	150	100	95%	95	48
Go Tell Crusade 2018	3,000	500	50%	250	125
2108 Christmas Tapestry	800	200	10%	20	10
2019 Spring Collingsworth Family Concert	600	240	10%	24	12
	8,780	2,820			657

Notes for Campbellsville University Economic Impact Analysis:

1. U.S. Bureau of Economic Analysis, RIMS II final-demand output multiplier for Taylor County, Kentucky for Colleges, Universities and Professional Schools. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.
2. U.S. Bureau of Economic Analysis, RIMS II final demand employment multiplier for Colleges, Universities and Professional Schools for Taylor County, Kentucky. This multiplier represents the total number of indirect jobs supported per each additional one million dollars of output delivered by the specified industry.
3. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Taylor County, Kentucky for all industry sectors with a 1.5% inflation factor applied for 2019.
4. Actual payments made by Campbellsville University based on a 1% Occupation Tax assessed by Taylor County with an additional 1% assessed by the City of Campbellsville.
5. The local 1% Occupational Tax assessed by Taylor County with an additional 1% assessed by the City of Campbellsville applied to indirect jobs supported in the local economy. All jobs are located in the county and, for the purpose of this study, it is assumed that 85% of the jobs supported will be located in the City of Campbellsville.
6. Calculation based upon U.S. Census Bureau Data for the 2019 median value of housing in Taylor County, Kentucky, used as a proxy for the ratio of the new property value created within Taylor County per each new job created in the local workforce. The new property value may represent new single-family homes, new rental property, commercial property, or expansions or improvements to existing property. The projected tax is based upon the tax rate per thousand of home valuation for Taylor County. This projection was calculated by utilizing the Kentucky Property Tax Calculator for Taylor County at TaxRates.org.
7. Based on the 2017 State of Kentucky annual average State-Local Tax Burden as a Percentage of Income as reported by WalletHub.com. This number represents the total local and state tax dollars realized (generated) based on wages paid to direct and indirect jobs supported by the University.
8. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Taylor County, Kentucky for construction.
9. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Taylor County, Kentucky for wholesale trade.
10. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for construction and wholesale trade for Taylor County, Kentucky.
11. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate output multiplier for Taylor County, Kentucky, for all retail trade, food services and drinking places.
12. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for all retail trade, food services and drinking places for Taylor County, Kentucky.
13. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Taylor County, Kentucky for the retail trade and food service sectors with a 1.5% inflation factor applied for 2019.
14. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate output multiplier for Taylor County, Kentucky, for the specific operations of the dedicated contractors.
15. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate industry-specific employment multiplier for Taylor County, Kentucky, for the specific operations of the dedicated contractors.
16. The average daily rental rate of \$120 for all national chain hotels located in Campbellsville was used based on data provided by the Taylor County Tourist Commission.

17. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate output multiplier for accommodations Taylor County, Kentucky.
18. U.S. Bureau of Economic Analysis, RIMS II final demand employment multiplier for accommodations for Taylor County, Kentucky.
19. Projection based on an average spending of \$98.00 per day per visitor as reported by the Kentucky Department of Tourism 2015 Visitor Profile Report, which indicated this rate for leisure day visitors to the State of Kentucky.
20. Consumer expenditure projections are based upon the U.S. Department of Labor Bureau of Labor and Statistics 2017 Annual Consumer Expenditure Survey, Southern United States.
21. Based upon the 2015 annual average earnings for the State of Kentucky by level of education as reported by the U.S. Department of Labor, Bureau of Labor Statistics, American Community Survey, 5-Year Estimates, 2013-2017.
22. Insurance and related benefits paid by the employer on behalf of the employee, but not included in household income. Based on 15% of the annual average wages of a high school graduate and 30% for a college graduate.
23. U.S. Bureau of Economic Analysis, RIMS II average aggregate final demand earnings multiplier for Taylor County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed in all industries for each additional dollar of output delivered to final demand of the specified industry.
24. Bureau of Economic Analysis, RIMS II, average aggregate direct effect earnings multiplier for Taylor County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the specified industry.
25. U.S. Bureau of Economic Analysis, RIMS II, average aggregate final demand output multiplier for Taylor County, Kentucky for all industries. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.

-All calculations are in constant 2019 dollars. No tax rate increases are assumed.

-RIMS II Multipliers used for this analysis are the 2007/2016 series for Taylor County, Kentucky.

Campbellsville University - Conover Education Center
Harrodsburg, Mercer County, KY
Economic Impact Analysis
Summary

	Operations	Capital Spending Four-Year Average	Student Spending	Harrodsburg Center Total Impact
Employment				
Direct Employment	59	-	-	59
Indirect Employment	5	17	7	29
Total Jobs Supported	64	17	7	88
Salaries & Wages - Annual				
Wages - Direct Employment	\$ 2,168,568	\$ -	\$ -	\$ 2,168,568
Wages - Indirect Employment	\$ 250,515	\$ 826,700	\$ 193,095	\$ 1,270,310
Total Wages	\$ 2,419,083	\$ 826,700	\$ 193,095	\$ 3,438,878
State-Local Taxes Generated from Wages Paid to Direct & Indirect Jobs				
City & County Occupational Tax (direct & indirect)	\$ 34,909	\$ 11,433	\$ 2,671	\$ 49,013
Local Indirect Property	\$ 61,469	\$ -	\$ -	\$ 61,469
Total Local Taxes	\$ 96,378	\$ 11,433	\$ 2,671	\$ 110,482
Total State & Local Taxes	\$ 212,154	\$ 72,502	\$ 16,934	\$ 301,590
Annual Economic Impact	\$ 4,957,872	\$ 3,965,348	\$ 725,596	\$ 9,648,816

Campbellsville University - Conover Education Center
Harrodsburg, Mercer County, KY
Economic Impact Analysis
Impact from Operations

Annual Impact of Operations	Harrodsburg Center Operations
Total Operations Budget/Annual Revenue	\$ 4,103,180
Final Demand Output Multiplier ¹	1.2083
Economic Impact	\$ 4,957,872
Employment, Direct (<i>Full-time Equivalent</i>)	59
Wages & Benefits, Direct	\$ 2,168,568
Direct Effect Employment Multiplier ²	1.0851
Total Employment	64
Employment, Indirect	5
Mercer County Annual Average Wage ³	\$ 50,103
Wages, Indirect	\$ 250,515
Total Wages (Direct & Indirect)	\$ 2,419,083
Local Direct Employment Occupational Tax (city & county) ⁴	\$ 31,444
Local Indirect Employment Occupational Tax ⁵	\$ 3,465
Total Local Occupational Tax	\$ 34,909
Local Indirect Property Tax ⁶	\$ 61,469
Local Tax Generated from Wages	\$ 96,378
State-Local Tax Burden ⁷	8.77%
Total State and Local Tax Generated from Wages (direct & indirect)	\$ 212,154

Campbellsville University - Conover Education Center, Harrodsburg, Mercer County, KY
Economic Impact Analysis
Impact from Capital Investment

Capital Spending Impact	FY 17 Spending - Actual	FY 18 Spending Actual	FY 19 Spending Estimated	FY 20 Projected	Total Investment	Four-Year Average
Total Capital Investment	\$ 572,931	\$ 1,829,154	\$ 7,439,016	\$ 3,667,179	\$ 13,508,280	\$ 3,377,070
Building and Site Work	\$ 560,137	\$ 1,743,655	\$ 7,237,810	\$ 3,567,346	\$ 13,108,948	\$ 3,277,237
Final Demand Output Multiplier ⁸	1.1758	1.1758	1.1758	1.1758		
Economic Impact	\$ 658,609	\$ 2,050,190	\$ 8,510,217	\$ 4,194,485	\$ 15,413,501	\$ 3,853,375
Equipment Purchase/Set Up	\$ 12,794	\$ 85,499	\$ 201,206	\$ 99,833	\$ 399,332	\$ 99,833
Final Demand Output Multiplier ⁹	1.1216	1.1216	1.1216	1.1216		
Economic Impact	\$ 14,350	\$ 95,896	\$ 225,673	\$ 111,973	\$ 447,892	\$ 111,973
Total Economic Impact	\$ 672,959	\$ 2,146,086	\$ 8,735,890	\$ 4,306,458	\$ 15,861,393	\$ 3,965,348
Final Demand Employment Multiplier ¹⁰	4.8500	4.8500	4.8500	4.8500		
Jobs Supported by Expansions/Renovations	3	9	36	18		17
Mercer County Annual Average Wage ³	\$ 50,103	\$ 50,103	\$ 50,103	\$ 50,103		
Total Wages	\$ 150,309	\$ 450,927	\$ 1,803,708	\$ 901,854	\$ 3,306,798	\$ 826,700
Local Indirect Employment Occupational Tax ⁵						\$ 11,433
State-Local Tax Burden ⁷	8.77%	8.77%	8.77%	8.77%		
State and Local Tax Generated from Wages	\$ 13,182	\$ 39,546	\$ 158,185	\$ 79,093	\$ 290,006	\$ 72,502

Campbellsville University - Conover Education Center
Harrodsburg, Mercer County, KY
Economic Impact Analysis
Impact from Student Spending

Annual Impact From Student Spending		2018-2019
Total Enrollment		319
Number of Resident Students (academic year average)		42
Percentage of Resident Students from Outside Mercer County		95%
Number of Commuter Students (academic year average)		277
Percentage of Commuter Students from Outside Mercer County		48%
Academic Year Average Spending - Resident Student*	\$	5,427
Academic Year Average Spending - Commuter Student*	\$	4,698
Total Resident Spending by Students From Outside Mercer County	\$	2,165
Total Commuter Spending by Students From Outside Mercer County	\$	624,646
Total Student Spending	\$	626,811
Final Demand Output Multiplier ¹¹		1.1576
Economic Impact from Student Spending	\$	725,596
Final Demand Employment Multiplier ¹²		11.9319
Jobs Supported by Student Spending		7
Annual Average for Retail Trade for Mercer County ¹³	\$	27,585
Wages Paid to Jobs Supported	\$	193,095
Local Indirect Employment Occupational Tax ⁵	\$	2,671
State-Local Tax Burden ⁷		8.77%
State and Local Tax Generated from Wages	\$	16,934

**Based on student budgets. See page 8 for budget details.*

Campbellsville University - Conover Education Center
Harrodsburg, Mercer County, KY
Economic Impact Analysis
Local Spending

Select Local Factors		
Spending with Local Vendors	\$	1,023,304
Utilities and Utility Fees Paid to Local Entities	\$	95,344

Subset of Total Economic Impact

Campbellsville University - Conover Education Center, Harrodsburg, Mercer County, KY
Economic Impact Analysis

Consumer Spending by Category ¹⁴					Total University and Related Operations	
Southern Region Annual Average Wages	\$	66,863		Total Wages from Operations:	\$	3,438,878
Region Annual Average Expenditures	\$	54,815		Total Expenditures:	\$	2,682,325
Region Annual Average Taxes & Savings	\$	12,048	18.0%		\$	756,553
Retail Category		Expenditures	% of Total *			
Food/Groceries	\$	7,117	13.0%	of Expenditures	\$	348,702
Food at Home	\$	3,988	56.0%	of Food	\$	195,273
Food Away From Home	\$	3,129	44.4%	of Food	\$	154,824
Housing/Shelter	\$	10,155	18.5%	of Expenditures	\$	496,230
Owned Dwellings	\$	5,914	58.2%	of Housing/Shelter	\$	288,806
Mortgage Interest & Charges	\$	2,975	50.3%	of owned Dwellings	\$	145,269
Property Taxes	\$	1,388	23.5%	of owned Dwellings	\$	67,869
Maintenance, Repair, Insurance	\$	1,551	26.2%	of owned Dwellings	\$	75,667
Rented Dwellings	\$	3,608	35.5%	of Housing/Shelter	\$	176,162
Other Lodging	\$	635	6.3%	of Housing/Shelter	\$	31,262
Utilities	\$	3,805	6.9%	of Expenditures	\$	185,080
Housekeeping Supplies/Services	\$	2,055	3.7%	of Expenditures	\$	99,246
Household Furnishings/Equipment	\$	1,784	3.4%	of Expenditures	\$	91,199
Apparel	\$	1,675	3.1%	of Expenditures	\$	83,152
Transportation	\$	9,347	17.1%	of Expenditures	\$	458,678
Vehicle Purchases	\$	4,241	45.4%	of Transportation	\$	208,240
Cars & Trucks - New	\$	2,065	48.7%	of Vehicle Purchases	\$	101,413
Cars & Trucks - Used	\$	2,139	50.4%	of Vehicle Purchases	\$	104,953
Other Vehicles	\$	37	0.9%	of Vehicle Purchases	\$	1,874
Gasoline & Motor Oil	\$	1,953	20.9%	of Transportation	\$	95,864
Other Vehicle Expenses	\$	2,626	28.1%	of Transportation	\$	128,889
Maintenance & Repair	\$	813	31.0%	of other Vehicle Expenses	\$	39,956
Vehicle Insurance	\$	1,119	42.6%	of other Vehicle Expenses	\$	54,907
Vehicle Rental, Leases, Licenses	\$	454	17.3%	of other Vehicle Expenses	\$	22,298
Finance Charges	\$	240	9.1%	of other Vehicle Expenses	\$	11,729
Public Transportation	\$	529	5.7%	of Transportation	\$	26,145
Healthcare	\$	4,669	8.2%	of Expenditures	\$	219,951
Health Insurance	\$	3,299	70.7%	of Healthcare	\$	155,505
Medical Services	\$	742	15.9%	of Healthcare	\$	34,972
Drugs	\$	491	10.5%	of Healthcare	\$	23,095
Medical Supplies	\$	137	2.9%	of Healthcare	\$	6,379
Personal Care Products/Services	\$	689	1.4%	of Expenditures	\$	37,553
Personal Insurance	\$	5,967	10.9%	of Expenditures	\$	292,373
Life & Other Personal Insurance	\$	408	6.8%	of Personal Insurance	\$	19,881
Pensions & Social Security	\$	5,559	93.2%	of Personal Insurance	\$	272,492
Entertainment	\$	3,720	6.8%	of Expenditures	\$	182,398
Education	\$	1,156	2.1%	of Expenditures	\$	56,329
Charity/Cash Contributions	\$	1,828	3.4%	of Expenditures	\$	91,199
Miscellaneous	\$	848	1.5%	of Expenditures	\$	40,235
	\$	54,815	100%		\$	2,682,325

*Percentage indicates the average spending by retail category for the Southern Region of the United States in 2017.

Southern Region Includes: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Campbellsville University - Conover Education Center, Harrodsburg, Mercer County, KY
Economic Impact Analysis
Impact from Value Added from Advanced Education

	Average Year - Mercer County College Graduate	25-Year Total	VS	Average Year - Mercer County High School Graduate	25-Year Total
Annual Median Personal Earnings ¹⁵	\$ 45,387			\$ 30,718	
Employer Paid Benefits ¹⁶	\$ 13,616			\$ 4,608	
Total Wages	\$ 59,003	\$ 1,475,075		\$ 35,326	\$ 883,150
Final Demand Earnings Multiplier ¹⁷	0.2602	0.2602		0.2602	0.2602
Direct Effect Earnings Multiplier ¹⁸	1.1789	1.1789		1.1789	1.1789
Ratio of Earnings to Output	0.2207	0.2207		0.2207	0.2207
Wages to Impact	\$ 267,345	\$ 6,683,620		\$ 160,063	\$ 4,001,586
Final Demand Output Multiplier ¹⁹	1.1669	1.1669		1.1669	1.1669
Total Economic Impact	\$ 311,965	\$ 7,799,116		\$ 186,778	\$ 4,669,451

Campbellsville University - Conover Education Center
Harrodsburg, Mercer County, KY
Student Budget
2018-2019

Resident Student		
Tuition	\$	9,576
Fees	\$	62
Living Expenses (Room & Board)	\$	7,200
Books & Supplies	\$	1,200 *
Personal	\$	2,880 *
Transportation	\$	3,456 *
Total Expenses	\$	24,374
Economic Impact Expenses	\$	7,236
Projected Percentage of Spending in Mercer County		75%
Projected Resident Spending in Mercer County	\$	5,427
Commuter Student		
Tuition	\$	9,576
Fees	\$	62
Living Expenses	\$	7,200 *
Books & Supplies	\$	1,200 *
Personal	\$	2,880 *
Transportation	\$	3,456 *
Total Expenses	\$	24,374
Economic Impact Expenses**	\$	9,396
Projected Percentage of Spending in Mercer County		50%
Projected Resident Spending in Mercer County	\$	4,698

*Items included in economic impact for student spending.

**Assumes 75% of expenses for books & supplies for all students and 30% of commuter student living expenses are subject to sales tax.

Notes for Campbellsville University - Harrodsburg Education Center Economic Impact Analysis:

1. U.S. Bureau of Economic Analysis, RIMS II final-demand output multiplier for Mercer County, Kentucky for Colleges, Universities and Professional Schools. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.
2. U.S. Bureau of Economic Analysis, RIMS II final demand employment multiplier for Colleges, Universities and Professional Schools for Mercer County, Kentucky. This multiplier represents the total number of indirect jobs supported per each additional one million dollars of output delivered by the specified industry.
3. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Mercer County, Kentucky for all industry sectors with a 1.5% inflation factor applied for 2019.
4. Actual payments made by Campbellsville University based on a .45% Occupation Tax assessed by Mercer County with an additional 1% assessed by the City of Harrodsburg.
5. The local .45% Occupational Tax assessed by Mercer County with an additional 1% assessed by the City of Harrodsburg applied to indirect jobs supported in the local economy. All jobs are located in the county and, for the purpose of this study, it is assumed that 85% of the jobs supported will be located in the City of Harrodsburg.
6. Calculation based upon U.S. Census Bureau Data for the 2019 median value of housing in Mercer County, Kentucky, used as a proxy for the ratio of the new property value created within Mercer County per each new job created in the local workforce. The new property value may represent new single-family homes, new rental property, commercial property, or expansions or improvements to existing property. The projected tax is based upon the tax rate per thousand of home valuation for Mercer County. This projection was calculated by utilizing the Kentucky Property Tax Calculator for Mercer County at TaxRates.org.
7. Based on the 2017 State of Kentucky annual average State-Local Tax Burden as a Percentage of Income as reported by WalletHub.com. This number represents the total local and state tax dollars realized (generated) based on wages paid to direct and indirect jobs supported by the University.
8. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Mercer County, Kentucky for construction.
9. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Mercer County, Kentucky for wholesale trade.
10. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for construction and wholesale trade for Mercer County, Kentucky.
11. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate output multiplier for Mercer County, Kentucky, for all retail trade, food services and drinking places.
12. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for all retail trade, food services and drinking places for Mercer County, Kentucky.
13. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Mercer County, Kentucky for the retail trade and food service sectors with a 1.5% inflation factor applied for 2019.
14. Consumer expenditure projections are based upon the U.S. Department of Labor Bureau of Labor and Statistics 2017 Annual Consumer Expenditure Survey, Southern United States.
15. Based upon the 2015 annual average earnings Mercer County by level of education as reported by the U.S. Department of Labor, Bureau of Labor Statistics, American Community Survey, 5-Year Estimates, 2013-2017.

16. Insurance and related benefits paid by the employer on behalf of the employee, but not included in household income. Based on 15% of the annual average wages of a high school graduate and 30% for a college graduate.
17. U.S. Bureau of Economic Analysis, RIMS II average aggregate final demand earnings multiplier for Mercer County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed in all industries for each additional dollar of output delivered to final demand of the specified industry.
18. Bureau of Economic Analysis, RIMS II, average aggregate direct effect earnings multiplier for Mercer County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the specified industry.
19. U.S. Bureau of Economic Analysis, RIMS II, average aggregate final demand output multiplier for Mercer County, Kentucky for all industries. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.

-All calculations are in constant 2019 dollars. No tax rate increases are assumed.

-RIMS II Multipliers used for this analysis are the 2007/2016 series for Mercer County, Kentucky.

Campbellsville University - Louisville Education Center, Jefferson County, KY
Economic Impact Analysis
Summary

	Operations	Capital Spending Four-Year Average	Student Spending	Louisville Center Total Impact
Employment				
Direct Employment	83	-	-	83
Indirect Employment	34	3	160	197
Total Jobs Supported	117	3	160	280
Salaries & Wages - Annual				
Wages - Direct Employment	\$ 8,862,059	\$ -	\$ -	\$ 8,862,059
Wages - Indirect Employment	\$ 1,896,656	\$ 101,035	\$ 4,986,240	\$ 6,983,931
Total Wages	\$ 10,758,715	\$ 101,035	\$ 4,986,240	\$ 15,845,990
State-Local Taxes Generated from Wages Paid to Direct & Indirect Jobs				
City & County Occupational Tax (direct & indirect)	\$ 236,691	\$ 2,223	\$ 109,697	\$ 348,611
Local Indirect Property	\$ 117,706	\$ -	\$ -	\$ 117,706
Total Local Taxes	\$ 354,397	\$ 2,223	\$ 109,697	\$ 466,317
Total State & Local Taxes	\$ 943,539	\$ 8,861	\$ 437,293	\$ 1,389,693
Annual Economic Impact	\$ 38,616,416	\$ 529,765	\$ 11,020,579	\$ 50,166,760

Campbellsville University
Louisville Education Center, Jefferson County, KY
Economic Impact Analysis
Impact from Operations

Annual Impact of Operations	Louisville Center Operations	
Total Operations Budget/Annual Revenue	\$	20,989,464
Final Demand Output Multiplier ¹		1.8398
Economic Impact	\$	38,616,416
Employment, Direct (<i>Full-time Equivalent</i>)		83
Wages & Benefits, Direct	\$	8,862,059
Direct Effect Employment Multiplier ²		1.4039
Total Employment		117
Employment, Indirect		34
Jefferson County Annual Average Wage ³	\$	55,784
Wages, Indirect	\$	1,896,656
Total Wages (Direct & Indirect)	\$	10,758,715
Local Direct Employment Occupational Tax (city & county) ⁴	\$	194,965
Local Indirect Employment Occupational Tax ⁵	\$	41,726
Total Local Occupational Tax	\$	236,691
Local Indirect Property Tax ⁶	\$	117,706
Local Tax Generated from Wages	\$	354,397
State-Local Tax Burden ⁷		8.77%
Total State and Local Tax Generated from Wages (direct & indirect)	\$	943,539

Campbellsville University - Louisville Education Center, Jefferson County, KY
Economic Impact Analysis
Impact from Capital Investment

Capital Spending Impact	FY 17 Spending - Actual	FY 18 Spending Actual	FY 19 Spending Estimated	FY 20 Projected	Total Investment	Four-Year Average
Total Capital Investment	\$ 46,661	\$ 180,495	\$ 952,740	\$ 51,383	\$ 1,231,279	\$ 307,820
Building and Site Work	\$ 9,098	\$ 79,618	\$ 937,035	\$ -	\$ 1,025,751	\$ 256,438
Final Demand Output Multiplier ⁸	1.7286	1.7286	1.7286	1.7286		
Economic Impact	\$ 15,727	\$ 137,628	\$ 1,619,759	\$ -	\$ 1,773,114	\$ 443,279
Equipment Purchase/Set Up	\$ 37,563	\$ 100,877	\$ 15,705	\$ 51,383	\$ 205,528	\$ 51,382
Final Demand Output Multiplier ⁹	1.6832	1.6832	1.6832	1.6832		
Economic Impact	\$ 63,226	\$ 169,796	\$ 26,435	\$ 86,488	\$ 345,945	\$ 86,486
Total Economic Impact	\$ 78,953	\$ 307,424	\$ 1,646,194	\$ 86,488	\$ 2,119,059	\$ 529,765
Final Demand Employment Multiplier ¹⁰	8.9808	8.9808	8.9808	8.9808		
Jobs Supported by Expansions/Renovations	-	2	9	-		3
Jefferson County Annual Average Wage ³	\$ 55,784	\$ 36,740	\$ 36,740	\$ 36,740		
Total Wages	\$ -	\$ 73,480	\$ 330,660	\$ -	\$ 404,140	\$ 101,035
Local Indirect Employment Occupational Tax ⁵						\$ 2,223
State-Local Tax Burden ⁷	8.77%	8.77%	8.77%	8.77%		
State and Local Tax Generated from Wages	\$ -	\$ 6,444	\$ 28,999	\$ -	\$ 35,443	\$ 8,861

Campbellsville University
Louisville Education Center, Jefferson County, KY
Economic Impact Analysis
Student Spending

Student Enrollment Profile		
Total Number of Students Enrolled in Program*		6,360
Number of Students from Outside Jefferson County*		6,353
Number of Visitor Weekends*		12,075
Length of Stay		3 Days/2 Nights
Total Number of Student Days in Jefferson County		36,225
Total Number of Student Overnight Stays in Jefferson County		24,150
LODGING		
Number of Overnight Stays by Students		24,150
Average Hotel Rate ¹¹	\$	118.00
Annual Spending for Lodging	\$	2,849,700
Final Demand Output Multiplier ¹²		1.6629
Impact from Lodging		4,738,766
Final Demand Employment Multiplier ¹³		11.0312
Total Jobs Supported from Overnight Guests		52
Transient Room Tax (Hotel/Motel) (8.5%-Local Portion)	\$	242,225
RETAIL SPENDING		
Number of Student Days		36,225
Average Spending per Day Tripper ¹⁴	\$	98.00
Annual Student Spending	\$	3,550,050
Final Demand Output Multiplier ¹⁵		1.7695
Impact from Visitor Spending	\$	6,281,813
Final Demand Employment Multiplier ¹⁶		17.2654
Jobs Supported by Visitor Spending		108
TOTALS		
Total Impact From Visitor Spending	\$	11,020,579
Total Jobs Supported (Direct & Indirect)		160
Annual Average for Retail Trade for Jefferson County ¹⁷	\$	31,164
Total Wages from Jobs Supported	\$	4,986,240
Local Employment Occupational Tax ⁵	\$	109,697
Local Transient (Hotel/Motel) Tax	\$	242,225
Total Local Tax	\$	351,922
State-Local Tax Burden ⁷		8.77%
State and Local Tax Generated from Wages	\$	437,293

*Data provided by Campbellsville University Louisville Education Center.

Campbellsville University
Louisville Education Center, Jefferson County, KY
Economic Impact Analysis
Local Spending

Select Local Factors		
Spending with Local Vendors	\$	1,775,085
Utilities and Utility Fees Paid to Local Entities	\$	126,196

Subset of Total Economic Impact

Economic Impact Analysis

Consumer Spending by Category ¹⁸				Total University and Related Operations	
Southern Region Annual Average Wages	\$	66,863		Total Wages from Operations:	\$ 15,845,990
Region Annual Average Expenditures	\$	54,815		Total Expenditures:	\$ 12,359,872
Region Annual Average Taxes & Savings	\$	12,048	18.0%		\$ 3,486,118
Retail Category	Expenditures	% of Total *			
Food/Groceries	\$ 7,117	13.0%	of Expenditures	\$	1,606,783
Food at Home	\$ 3,988	56.0%	of Food	\$	899,798
Food Away From Home	\$ 3,129	44.4%	of Food	\$	713,412
Housing/Shelter	\$ 10,155	18.5%	of Expenditures	\$	2,286,576
Owned Dwellings	\$ 5,914	58.2%	of Housing/Shelter	\$	1,330,787
Mortgage Interest & Charges	\$ 2,975	50.3%	of owned Dwellings	\$	669,386
Property Taxes	\$ 1,388	23.5%	of owned Dwellings	\$	312,735
Maintenance, Repair, Insurance	\$ 1,551	26.2%	of owned Dwellings	\$	348,666
Rented Dwellings	\$ 3,608	35.5%	of Housing/Shelter	\$	811,734
Other Lodging	\$ 635	6.3%	of Housing/Shelter	\$	144,054
Utilities	\$ 3,805	6.9%	of Expenditures	\$	852,831
Housekeeping Supplies/Services	\$ 2,055	3.7%	of Expenditures	\$	457,315
Household Furnishings/Equipment	\$ 1,784	3.4%	of Expenditures	\$	420,236
Apparel	\$ 1,675	3.1%	of Expenditures	\$	383,156
Transportation	\$ 9,347	17.1%	of Expenditures	\$	2,113,538
Vehicle Purchases	\$ 4,241	45.4%	of Transportation	\$	959,546
Cars & Trucks - New	\$ 2,065	48.7%	of Vehicle Purchases	\$	467,299
Cars & Trucks - Used	\$ 2,139	50.4%	of Vehicle Purchases	\$	483,611
Other Vehicles	\$ 37	0.9%	of Vehicle Purchases	\$	8,636
Gasoline & Motor Oil	\$ 1,953	20.9%	of Transportation	\$	441,729
Other Vehicle Expenses	\$ 2,626	28.1%	of Transportation	\$	593,904
Maintenance & Repair	\$ 813	31.0%	of other Vehicle Expenses	\$	184,110
Vehicle Insurance	\$ 1,119	42.6%	of other Vehicle Expenses	\$	253,003
Vehicle Rental, Leases, Licenses	\$ 454	17.3%	of other Vehicle Expenses	\$	102,745
Finance Charges	\$ 240	9.1%	of other Vehicle Expenses	\$	54,045
Public Transportation	\$ 529	5.7%	of Transportation	\$	120,472
Healthcare	\$ 4,669	8.2%	of Expenditures	\$	1,013,510
Health Insurance	\$ 3,299	70.7%	of Healthcare	\$	716,552
Medical Services	\$ 742	15.9%	of Healthcare	\$	161,148
Drugs	\$ 491	10.5%	of Healthcare	\$	106,419
Medical Supplies	\$ 137	2.9%	of Healthcare	\$	29,392
Personal Care Products/Services	\$ 689	1.4%	of Expenditures	\$	173,038
Personal Insurance	\$ 5,967	10.9%	of Expenditures	\$	1,347,226
Life & Other Personal Insurance	\$ 408	6.8%	of Personal Insurance	\$	91,611
Pensions & Social Security	\$ 5,559	93.2%	of Personal Insurance	\$	1,255,615
Entertainment	\$ 3,720	6.8%	of Expenditures	\$	840,471
Education	\$ 1,156	2.1%	of Expenditures	\$	259,557
Charity/Cash Contributions	\$ 1,828	3.4%	of Expenditures	\$	420,236
Miscellaneous	\$ 848	1.5%	of Expenditures	\$	185,398
	\$ 54,815	100%		\$	12,359,871

*Percentage indicates the average spending by retail category for the Southern Region of the United States in 2017.

Southern Region Includes: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Campbellsville University - Louisville Education Center, Jefferson County, KY
Economic Impact Analysis
Impact from Value Added from Advanced Education

	Average Year - Jefferson County College Graduate	25-Year Total	VS	Average Year - Jefferson County High School Graduate	25-Year Total
Annual Median Personal Earnings ¹⁹	\$ 48,975			\$ 28,382	
Employer Paid Benefits ²⁰	\$ 14,693			\$ 4,257	
Total Wages	\$ 63,668	\$ 1,591,700		\$ 32,639	\$ 815,975
Final Demand Earnings Multiplier ²¹	0.3624	0.3624		0.3624	0.3624
Direct Effect Earnings Multiplier ²²	1.8253	1.8253		1.8253	1.8253
Ratio of Earnings to Output	0.1985	0.1985		0.1985	0.1985
Wages to Impact	\$ 320,746	\$ 8,018,640		\$ 164,428	\$ 4,110,705
Final Demand Output Multiplier ²³	1.6947	1.6947		1.6947	1.6947
Total Economic Impact	\$ 543,568	\$ 13,589,189		\$ 278,656	\$ 6,966,412

Notes for Campbellsville University – Louisville Education Center

Economic Impact Analysis:

1. U.S. Bureau of Economic Analysis, RIMS II final-demand output multiplier for Jefferson County, Kentucky for Colleges, Universities and Professional Schools. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.
2. U.S. Bureau of Economic Analysis, RIMS II final demand employment multiplier for Colleges, Universities and Professional Schools for Jefferson County, Kentucky. This multiplier represents the total number of indirect jobs supported per each additional one million dollars of output delivered by the specified industry.
3. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Jefferson County, Kentucky for all industry sectors with a 1.5% inflation factor applied for 2019.
4. Actual payments made by Campbellsville University based on a 2.2% Occupation Tax assessed by Louisville Metro/Jefferson County.
5. The local 2.2% Occupational Tax assessed by Louisville Metro/Jefferson County applied to indirect jobs supported in the local economy. All jobs are located in the county and, for the purpose of this study, it is assumed that 85% of the jobs supported will be located in Louisville Metro/Jefferson County.
6. Calculation based upon U.S. Census Bureau Data for the 2019 median value of housing in Jefferson County, Kentucky, used as a proxy for the ratio of the new property value created within Jefferson County per each new job created in the local workforce. The new property value may represent new single-family homes, new rental property, commercial property, or expansions or improvements to existing property. The projected tax is based upon the tax rate per thousand of home valuation for Jefferson County. This projection was calculated by utilizing the Kentucky Property Tax Calculator for Jefferson County at TaxRates.org.
7. Based on the 2017 State of Kentucky annual average State-Local Tax Burden as a Percentage of Income as reported by WalletHub.com. This number represents the total local and state tax dollars realized (generated) based on wages paid to direct and indirect jobs supported by the University.
8. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Jefferson County, Kentucky for construction.
9. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Jefferson County, Kentucky for wholesale trade.
10. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for construction and wholesale trade for Jefferson County, Kentucky.
11. Average hotel rental rate for Metro Louisville/Jefferson County as reported by Cvent Conference and Event Guide, Key Highlights by City, 2019.
12. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate output multiplier for accommodations Jefferson County, Kentucky.
13. U.S. Bureau of Economic Analysis, RIMS II final demand employment multiplier for accommodations for Jefferson County, Kentucky.
14. Projection based on an average spending of \$98.00 per day per visitor as reported by the Kentucky Department of Tourism 2015 Visitor Profile Report, which indicated this rate for leisure day visitors to the State of Kentucky.
15. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate output multiplier for Jefferson County, Kentucky, for all retail trade, food services and drinking places.

16. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for all retail trade, food services and drinking places for Jefferson County, Kentucky.
17. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Jefferson County, Kentucky for the retail trade and food service sectors with a 1.5% inflation factor applied for 2019.
18. Consumer expenditure projections are based upon the U.S. Department of Labor Bureau of Labor and Statistics 2017 Annual Consumer Expenditure Survey, Southern United States.
19. Based upon the 2015 annual average earnings Jefferson County, Kentucky by level of education as reported by the U.S. Department of Labor, Bureau of Labor Statistics, American Community Survey, 5-Year Estimates, 2013-2017.
20. Insurance and related benefits paid by the employer on behalf of the employee, but not included in household income. Based on 15% of the annual average wages of a high school graduate and 30% for a college graduate.
21. U.S. Bureau of Economic Analysis, RIMS II average aggregate final demand earnings multiplier for Jefferson County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed in all industries for each additional dollar of output delivered to final demand of the specified industry.
22. Bureau of Economic Analysis, RIMS II, average aggregate direct effect earnings multiplier for Jefferson County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the specified industry.
23. U.S. Bureau of Economic Analysis, RIMS II, average aggregate final demand output multiplier for Jefferson County, Kentucky for all industries. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.

-All calculations are in constant 2019 dollars. No tax rate increases are assumed.

-RIMS II Multipliers used for this analysis are the 2007/2016 series for Jefferson County, Kentucky.

Campbellsville University - Noe Education Center Somerset, Pulaski County, KY
Economic Impact Analysis
Summary

	Operations	Capital Spending Four-Year Average	Student Spending	Somerst Center Total Impact
Employment				
Direct Employment	20	-	-	20
Indirect Employment	5	2	6	13
Total Jobs Supported	25	2	6	33
Salaries & Wages - Annual				
Wages - Direct Employment	\$ 829,636	\$ -	\$ -	\$ 829,636
Wages - Indirect Employment	\$ 183,700	\$ 55,110	\$ 169,554	\$ 408,364
Total Wages	\$ 1,013,336	\$ 55,110	\$ 169,554	\$ 1,238,000
State-Local Taxes Generated from Wages Paid to Direct & Indirect Jobs				
City & County Occupational Tax (direct & indirect)	\$ 16,048	\$ 832	\$ 2,560	\$ 19,440
Local Indirect Property	\$ 13,007	\$ -	\$ -	\$ 13,007
Total Local Taxes	\$ 29,055	\$ 832	\$ 2,560	\$ 32,447
Total State & Local Taxes	\$ 88,870	\$ 4,833	\$ 14,870	\$ 108,573
Annual Economic Impact	\$ 2,272,705	\$ 236,122	\$ 461,195	\$ 2,970,022

Campbellsville University - Noe Education Center
Somerset, Pulaski County, KY
Economic Impact Analysis
Impact from Operations

Annual Impact of Operations	Somerset Center Operations
Total Operations Budget/Annual Revenue	\$ 1,581,012
Final Demand Output Multiplier ¹	1.4375
Economic Impact	\$ 2,272,705
Employment, Direct (<i>Full-time Equivalent</i>)	20
Wages & Benefits, Direct	\$ 829,636
Direct Effect Employment Multiplier ²	1.2500
Total Employment	25
Employment, Indirect	5
Pulaski County Annual Average Wage ³	\$ 36,740
Wages, Indirect	\$ 183,700
Total Wages (Direct & Indirect)	\$ 1,013,336
Local Direct Employment Occupational Tax (city & county) ⁴	\$ 13,274
Local Indirect Employment Occupational Tax ⁵	\$ 2,774
Total Local Occupational Tax	\$ 16,048
Local Indirect Property Tax ⁶	\$ 13,007
Local Tax Generated from Wages	\$ 29,055
State-Local Tax Burden ⁷	8.77%
Total State and Local Tax Generated from Wages (direct & indirect)	\$ 88,870

Campbellsville University - Noe Education Center Somerset, Pulaski County, KY
Economic Impact Analysis
Impact from Capital Investment

Capital Spending Impact	FY 17 Spending - Actual	FY 18 Spending Actual	FY 19 Spending Estimated	FY 20 Projected	Total Investment	Four-Year Average
Total Capital Investment	\$ 36,121	\$ 452,464	\$ 95,243	\$ 71,948	\$ 655,776	\$ 163,944
Building and Site Work	\$ 36,121	\$ 299,808	\$ 32,053	\$ -	\$ 367,982	\$ 91,996
Final Demand Output Multiplier ⁸	1.5175	1.5175	1.5175	1.5175		
Economic Impact	\$ 54,814	\$ 454,959	\$ 48,640	\$ -	\$ 558,413	\$ 139,603
Equipment Purchase/Set Up	\$ -	\$ 152,656	\$ 63,190	\$ 71,948	\$ 287,794	\$ 71,949
Final Demand Output Multiplier ⁹	1.3415	1.3415	1.3415	1.3415		
Economic Impact	\$ -	\$ 204,788	\$ 84,769	\$ 96,518	\$ 386,075	\$ 96,519
Total Economic Impact	\$ 54,814	\$ 659,747	\$ 133,409	\$ 96,518	\$ 944,488	\$ 236,122
Final Demand Employment Multiplier ¹⁰	9.6379	9.6379	9.6379	9.6379		
Jobs Supported by Expansions/Renovations	-	4	1	1		2
Pulaski County Annual Average Wage ³	\$ 36,740	\$ 36,740	\$ 36,740	\$ 36,740		
Total Wages	\$ -	\$ 146,960	\$ 36,740	\$ 36,740	\$ 220,440	\$ 55,110
Local Indirect Employment Occupational Tax ⁵						\$ 832
State-Local Tax Burden ⁷	8.77%	8.77%	8.77%	8.77%		
State and Local Tax Generated from Wages	\$ -	\$ 12,888	\$ 3,222	\$ 3,222	\$ 19,332	\$ 4,833

Campbellsville University - Noe Education Center
Somerset, Pulaski County, KY
Economic Impact Analysis
Impact from Student Spending

Annual Impact From Student Spending		2018-2019
Total Enrollment		184
Percentage of Students from Outside Pulaski County		40%
Academic Year Average Spending - Commuter Student*	\$	4,548
Total Commuter Spending by Students From Outside Pulaski County**	\$	334,733
Final Demand Output Multiplier ¹¹		1.3778
Economic Impact from Student Spending	\$	461,195
Final Demand Employment Multiplier ¹²		16.5551
Jobs Supported by Student Spending		6
Annual Average for Retail Trade for Pulaski County ¹³	\$	28,259
Wages for Jobs Supported	\$	169,554
Local Indirect Employment Occupational Tax ⁵	\$	2,560
State-Local Tax Burden ⁷		8.77%
State and Local Tax Generated from Wages	\$	14,870

**Based on student budgets. See page 8 for budget details.*

Campbellsville University
Somerset Center, Pulaski County, KY
Economic Impact Analysis
Local Spending

Select Local Factors		
Spending with Local Vendors	\$	250,272
Utilities and Utility Fees Paid to Local Entities	\$	22,733

Subset of Total Economic Impact

Campbellsville University - Noe Education Center Somerset, Pulaski County, KY
Economic Impact Analysis

Consumer Spending by Category ¹⁴					Total University and Related Operations	
Southern Region Annual Average Wages	\$	66,863		Total Wages from Operations:	\$	1,238,000
Region Annual Average Expenditures	\$	54,815		Total Expenditures:	\$	965,640
Region Annual Average Taxes & Savings	\$	12,048	18.0%		\$	272,360
Retail Category		Expenditures	% of Total *			
Food/Groceries	\$	7,117	13.0%	of Expenditures	\$	125,533
Food at Home	\$	3,988	56.0%	of Food	\$	70,298
Food Away From Home	\$	3,129	44.4%	of Food	\$	55,737
Housing/Shelter	\$	10,155	18.5%	of Expenditures	\$	178,643
Owned Dwellings	\$	5,914	58.2%	of Housing/Shelter	\$	103,970
Mortgage Interest & Charges	\$	2,975	50.3%	of owned Dwellings	\$	52,297
Property Taxes	\$	1,388	23.5%	of owned Dwellings	\$	24,433
Maintenance, Repair, Insurance	\$	1,551	26.2%	of owned Dwellings	\$	27,240
Rented Dwellings	\$	3,608	35.5%	of Housing/Shelter	\$	63,418
Other Lodging	\$	635	6.3%	of Housing/Shelter	\$	11,255
Utilities	\$	3,805	6.9%	of Expenditures	\$	66,629
Housekeeping Supplies/Services	\$	2,055	3.7%	of Expenditures	\$	35,729
Household Furnishings/Equipment	\$	1,784	3.4%	of Expenditures	\$	32,832
Apparel	\$	1,675	3.1%	of Expenditures	\$	29,935
Transportation	\$	9,347	17.1%	of Expenditures	\$	165,124
Vehicle Purchases	\$	4,241	45.4%	of Transportation	\$	74,966
Cars & Trucks - New	\$	2,065	48.7%	of Vehicle Purchases	\$	36,508
Cars & Trucks - Used	\$	2,139	50.4%	of Vehicle Purchases	\$	37,783
Other Vehicles	\$	37	0.9%	of Vehicle Purchases	\$	675
Gasoline & Motor Oil	\$	1,953	20.9%	of Transportation	\$	34,511
Other Vehicle Expenses	\$	2,626	28.1%	of Transportation	\$	46,400
Maintenance & Repair	\$	813	31.0%	of other Vehicle Expenses	\$	14,384
Vehicle Insurance	\$	1,119	42.6%	of other Vehicle Expenses	\$	19,766
Vehicle Rental, Leases, Licenses	\$	454	17.3%	of other Vehicle Expenses	\$	8,027
Finance Charges	\$	240	9.1%	of other Vehicle Expenses	\$	4,222
Public Transportation	\$	529	5.7%	of Transportation	\$	9,412
Healthcare	\$	4,669	8.2%	of Expenditures	\$	79,182
Health Insurance	\$	3,299	70.7%	of Healthcare	\$	55,982
Medical Services	\$	742	15.9%	of Healthcare	\$	12,590
Drugs	\$	491	10.5%	of Healthcare	\$	8,314
Medical Supplies	\$	137	2.9%	of Healthcare	\$	2,296
Personal Care Products/Services	\$	689	1.4%	of Expenditures	\$	13,519
Personal Insurance	\$	5,967	10.9%	of Expenditures	\$	105,255
Life & Other Personal Insurance	\$	408	6.8%	of Personal Insurance	\$	7,157
Pensions & Social Security	\$	5,559	93.2%	of Personal Insurance	\$	98,098
Entertainment	\$	3,720	6.8%	of Expenditures	\$	65,664
Education	\$	1,156	2.1%	of Expenditures	\$	20,278
Charity/Cash Contributions	\$	1,828	3.4%	of Expenditures	\$	32,832
Miscellaneous	\$	848	1.5%	of Expenditures	\$	14,485
	\$	54,815	100%		\$	965,640

*Percentage indicates the average spending by retail category for the Southern Region of the United States in 2017.

Southern Region Includes: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Campbellsville University - Noe Education Center Somerset, Pulaski County, KY
Economic Impact Analysis
Impact from Value Added from Advanced Education

	Average Year - Pulaski County College Graduate	25-Year Total	VS	Average Year - Pulaski County High School Graduate	25-Year Total
Annual Median Personal Earnings ¹⁵	\$ 40,866			\$ 24,427	
Employer Paid Benefits ¹⁶	\$ 12,260			\$ 3,664	
Total Wages	\$ 53,126	\$ 1,328,150		\$ 28,091	\$ 702,275
Final Demand Earnings Multiplier ¹⁷	0.3754	0.3754		0.3754	0.3754
Direct Effect Earnings Multiplier ¹⁸	1.4723	1.4723		1.4723	1.4723
Ratio of Earnings to Output	0.2550	0.2550		0.2550	0.2550
Wages to Impact	\$ 208,337	\$ 5,208,431		\$ 110,161	\$ 2,754,020
Final Demand Output Multiplier ¹⁹	1.4240	1.4240		1.4240	1.4240
Total Economic Impact	\$ 296,672	\$ 7,416,806		\$ 156,869	\$ 3,921,724

Campbellsville University
Somerset Center, Pulaski County, KY
Student Budget
2018-2019

Commuter Student		
Tuition	\$	9,576
Fees	\$	62
Living Expenses	\$	7,200 *
Books & Supplies	\$	1,200 *
Personal	\$	2,880 *
Transportation	\$	3,456 *
Total Expenses	\$	24,374
Economic Impact Expenses**	\$	9,096
Projected Percentage of Spending in Pulaski County		50%
Projected Commuter Spending in Pulaski County	\$	4,548

*Items included in economic impact for student spending.

**Assumes 75% of books & supplies and 30% of commuter student living expenses are subject to sales tax.

Notes for Campbellsville University - Somerset Education Center

Economic Impact Analysis:

1. U.S. Bureau of Economic Analysis, RIMS II final-demand output multiplier for Pulaski County, Kentucky for Colleges, Universities and Professional Schools. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.
2. U.S. Bureau of Economic Analysis, RIMS II final demand employment multiplier for Colleges, Universities and Professional Schools for Pulaski County, Kentucky. This multiplier represents the total number of indirect jobs supported per each additional one million dollars of output delivered by the specified industry.
3. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Pulaski County, Kentucky for all industry sectors with a 1.5% inflation factor applied for 2019.
4. Actual payments made by Campbellsville University based on a .1% Occupation Tax assessed by Pulaski County with an additional .6% assessed by the City of Somerset.
5. The local 1% Occupational Tax assessed by Pulaski County with an additional .6% assessed by the City of Somerset applied to indirect jobs supported in the local economy. All jobs are located in the county and, for the purpose of this study, it is assumed that 85% of the jobs supported will be located in the City of Somerset.
6. Calculation based upon U.S. Census Bureau Data for the 2019 median value of housing in Pulaski County, Kentucky, used as a proxy for the ratio of the new property value created within Pulaski County per each new job created in the local workforce. The new property value may represent new single-family homes, new rental property, commercial property, or expansions or improvements to existing property. The projected tax is based upon the tax rate per thousand of home valuation for Pulaski County. This projection was calculated by utilizing the Kentucky Property Tax Calculator for Pulaski County at TaxRates.org.
7. Based on the 2017 State of Kentucky annual average State-Local Tax Burden as a Percentage of Income as reported by WalletHub.com. This number represents the total local and state tax dollars realized (generated) based on wages paid to direct and indirect jobs supported by the University.
8. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Pulaski County, Kentucky for construction.
9. U.S. Bureau of Economic Analysis, RIMS II final-demand aggregate output multiplier for Pulaski County, Kentucky for wholesale trade.
10. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for construction and wholesale trade for Pulaski County, Kentucky.
11. U.S. Bureau of Economic Analysis, RIMS II final demand aggregate output multiplier for Pulaski County, Kentucky, for all retail trade, food services and drinking places.
12. U.S. Bureau of Economic Analysis, RIMS II aggregate final demand aggregate employment multiplier for all retail trade, food services and drinking places for Pulaski County, Kentucky.
13. Projection was based upon data from the Bureau of Labor Statistics: 2018 Annual Average Wage for Pulaski County, Kentucky for the retail trade and food service sectors with a 1.5% inflation factor applied for 2019.
14. Consumer expenditure projections are based upon the U.S. Department of Labor Bureau of Labor and Statistics 2017 Annual Consumer Expenditure Survey, Southern United States.
15. Based upon the 2015 annual average earnings Pulaski County by level of education as reported by the U.S. Department of Labor, Bureau of Labor Statistics, American Community Survey, 5-Year Estimates, 2013-2017.

16. Insurance and related benefits paid by the employer on behalf of the employee, but not included in household income. Based on 15% of the annual average wages of a high school graduate and 30% for a college graduate.
17. U.S. Bureau of Economic Analysis, RIMS II average aggregate final demand earnings multiplier for Pulaski County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed in all industries for each additional dollar of output delivered to final demand of the specified industry.
18. Bureau of Economic Analysis, RIMS II, average aggregate direct effect earnings multiplier for Pulaski County, Kentucky for all industries. This multiplier represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the specified industry.
19. U.S. Bureau of Economic Analysis, RIMS II, average aggregate final demand output multiplier for Pulaski County, Kentucky for all industries. This multiplier represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the specified industry.

-All calculations are in constant 2019 dollars. No tax rate increases are assumed.

-RIMS II Multipliers used for this analysis are the 2007/2016 series for Pulaski County, Kentucky.