
The Economic Impact of St. Ambrose University

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Executive Summary

The economic impact of St. Ambrose University on the economy of the Quad-Cities has been substantial. The University enriches the cultural and social environment of the metro area. It provides an opportunity for area workers to upgrade their skills and increase their productivity. It provides developers with an asset to attract new residents and businesses. In addition to all of these things, St. Ambrose hires workers, buys supplies, builds new facilities, attracts visitors and retains alumni in the Quad Cities. Our mission in this report is to document and estimate the economic impact of these operations and purchases, payrolls and programs, and, of course, to include the local spending by its faculty, staff and students.

In this report you will see that:

- In 2012, St. Ambrose University created \$188 million in business spending, \$73 million additional personal income and the addition of 1,913 jobs in the Quad Cities.
- \$117 million of that business spending was the result of the operations of St. Ambrose.
- Student spending during their year at St. Ambrose resulted in \$46.5 million of that business spending.
- The nearly 82,000 visitors to sports, arts, cultural and special events at St. Ambrose during 2012 spent about \$5.9 million. Once that money entered that spending stream, it resulted in \$9 million of the total new business spending.
- Over the past 10 years, St. Ambrose invested \$89 million in new construction and renovation of its physical plant. As a result, the region saw an average yearly bump of nearly \$15 million in new business spending.
- By 2017, the increase in business activity will grow to \$206 million; the increase in personal income will be \$75 million and the workforce will contain 2,082 additional jobs each year reflecting the impact of St. Ambrose University.

- The addition of a \$30 million proposed athletic complex during its construction period will generate an additional \$50 million in business activity, \$19 million in income and 378 new jobs. Once it is completed, there will be additional spending associated with the operation of the complex and the spending by the additional visitors that it will draw to the Quad Cities.
- In 2012, the spending of St. Ambrose's operations, students, visitors and construction activity directly and indirectly generated about \$356,000 in local option sales tax for the Quad Cities region (about \$138,000 for Davenport). St. Ambrose was also responsible for adding \$2.8 million in property tax to the region (about \$671,000 to Davenport).
- By 2017, the spending of St. Ambrose's operations, students, visitors and construction activity directly and indirectly will generate about \$443,000 in local option sales tax for the Quad Cities region (about \$171,000 for Davenport). St. Ambrose will also be responsible for adding \$3.5 million in property tax to the region (about \$835,000 will go to Davenport).
- The construction phase of the proposed athletic complex will generate an additional \$18.8 million in income in the region, an additional \$5.5 million in Davenport. As a result, it will provide the region with about \$29,000 in additional local sales tax revenue and \$228,000 in additional property tax. The share for Davenport would be an additional \$11,000 in local sales tax and about \$55,000 in property tax.
- Ongoing civic engagement by St. Ambrose students resulted in 61,425 hours of community service during the 2011-12 academic year. These impressive numbers, as well as St. Ambrose's support of volunteering, service-learning and civic engagement, placed the university on the President's Higher Education Community Service Honor Roll for the third straight year.
- In addition to these financial benefits, St. Ambrose provides an educational opportunity for residents of the Quad Cities who account for 39% of its enrollment. When they graduate, 38% of those students take local jobs, raise families and stay in the Quad Cities.

Introduction

The purpose of this study is to identify benefits that St. Ambrose University brings to the citizens and businesses of the Quad Cities metro area. Usually that requires identifying the dollar impact of constructing and maintaining buildings, operating programs, employing people, buying goods and services and attracting visitors to the area. Those tasks are easy to inventory and to measure in dollars and cents. The current study will do that.

In addition, there are many benefits that St. Ambrose provides to the community that are not as easy to quantify but are perhaps just as important. These include the role that St. Ambrose plays in making the Quad Cities a more complete metropolitan community, the role that St. Ambrose plays in providing customized training programs for local employers or the role that St. Ambrose plays in providing cultural and arts events for the community.

Because St. Ambrose draws much of its enrollment from the Quad Cities population and generally retains a large share of the graduates close to home, it continually reinvests in the human capital skill-base of the region. Thus, St. Ambrose is a long-term asset that pays dividends to the communities and businesses in the area. These benefits are important to the quality of life even if we cannot measure them in dollars and cents. For that reason, we have also included that additional discussion in this study.

St. Ambrose Operations – the University as an Enterprise and an Employer

In addition to being an educational institution, St. Ambrose is a substantial employer and purchaser of goods and services. In 2012, the University expenditure budget was nearly \$88 million, \$38 million of which was for faculty and staff. The payroll included 207 full-time faculty, 192 part-time faculty and other employees and 297 full-time staff (total payroll estimated at 600 full time equivalent positions). The University spent nearly \$8 million to maintain their physical plant, \$3 million for office supplies and to run their student bookstore and more than \$10 million in administrative and program costs. Most of those dollars were spent locally. Of the nearly \$88 million, about \$24 million was a pass

through of grants and scholarships. The remaining \$63.5 million was the direct impact of the operations of the University.

The University's purchases from local vendors and payroll to local residents stimulate additional spending in the Quad Cities economy. In order to estimate the economic impact of that stimulated spending, we constructed a regional input-output model for the four counties in the metro area. This model was built with components of the IMPLAN economic impact modeling system. We have included a description of our methodology and of the IMPLAN system in Appendices A and B.

Based on the direct impact of the initial vendor purchases and its compensation to local residents, the economic effect on economic activity (output) was \$117 million. Initially the impact on the business community was \$26.8 million in additional purchasing. That was then reflected in another \$26.8 million in additional vendor purchases and payrolls as the money circulated through the local economy as the consumer-related impact (Table 1).

The \$63.5 million of direct spending generated a total of \$117 million as a result of re-spending in the local economy. That means the St. Ambrose University spending generated a multiplier effect of 1.84 when it circulated throughout the Quad Cities economy ($\$117 \div 63.5\text{M} = 1.84$).

Table 1. Output Impact of St. Ambrose 2012 Operations Spending

Sectors	Direct Impact	Business-Related Impact	Consumer-Related Impact	Total Impact
Agric & Mining	\$0	\$219,076	\$96,615	\$315,690
Manufacturing	\$0	\$1,925,359	\$854,888	\$2,780,247
Transportation/Utilities	\$0	\$4,591,001	\$1,065,321	\$5,656,322
Whsle & Retail Trade	\$0	\$1,383,914	\$3,966,987	\$5,350,900
Services	\$63,501,303	\$14,796,433	\$19,945,757	\$98,243,493
Other	\$0	\$3,915,535	\$840,242	\$4,755,777
Total	\$63,501,303	\$26,831,318	\$26,769,809	\$117,102,430

A second way to look at the same economic impact is to follow the flow of personal income in Table 2. The direct impact of \$31.3 million will result in a total impact of \$48.8 million of additional individual income in the economy.

Table 2. Labor income Impact of St. Ambrose 2012 Operations Spending

Sectors	Direct Impact	Business-Related Impact	Consumer-Related Impact	Total Impact
Agric & Mining	\$0	\$34,984	\$28,190	\$63,174
Manufacturing	\$0	\$299,294	\$133,594	\$432,888
Transportation/Utilities	\$0	\$1,176,534	\$315,765	\$1,492,299
Whsle & Retail Trade	\$0	\$612,935	\$2,086,841	\$2,699,776
Services	\$31,345,682	\$4,424,008	\$6,599,542	\$42,369,231
Other	\$0	\$1,426,105	\$322,108	\$1,748,213
Total	\$31,345,682	\$7,973,860	\$9,486,039	\$48,805,581

A third way to look at the economic impact is to follow the growth of jobs. When people are employed by St. Ambrose University, their paychecks create a direct demand for additional goods and services in the local economy from vendors who will hire additional workers. Table 3 shows the jobs impact and the sectors most affected.

Table 3. Jobs Impact of St. Ambrose 2012 Operations Spending

Sectors	Direct Impact	Business-Related Impact	Consumer-Related Impact	Total Impact
Agric & Mining	0	1	1	2
Manufacturing	0	6	2	8
Transportation/Utilities	0	13	5	18
Whsle & Retail Trade	0	8	60	69
Services	600	157	178	935
Other	0	19	5	23
Total	600	203	252	1,054

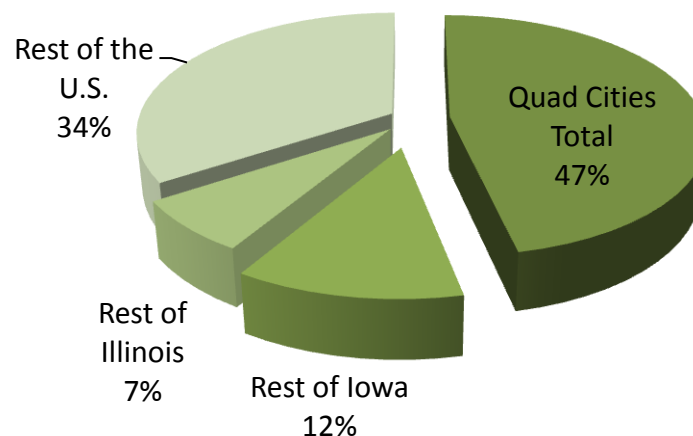
These three tables reflect three different ways to track the impact of St. Ambrose University on the four county Quad Cities metro area economy.

Table 4 and Chart 1 demonstrate the reason why the multiplier effect of the direct spending is so high (1.84 times). It is because 47% of the goods and services purchased by St. Ambrose in 2012 were from local vendors in the Quad Cities, keeping the re-spending local.

Table 4. St. Ambrose Vendor Purchases, 2012

Location of Vendor	Vendor Purchases	Share
Quad Cities Total	\$22,033,149	47%
Davenport	\$19,911,445	42%
Bettendorf	\$639,008	1%
Moline	\$536,552	1%
Rock Island	\$366,675	1%
Le Claire	\$175,411	0%
All Others	\$404,057	1%
Rest of Iowa	\$5,680,628	12%
Rest of Illinois	\$3,345,660	7%
Rest of the U.S.	\$16,141,402	34%
Total Purchases	\$47,200,838	100%

Chart 1. St. Ambrose Vendor Purchases, 2012

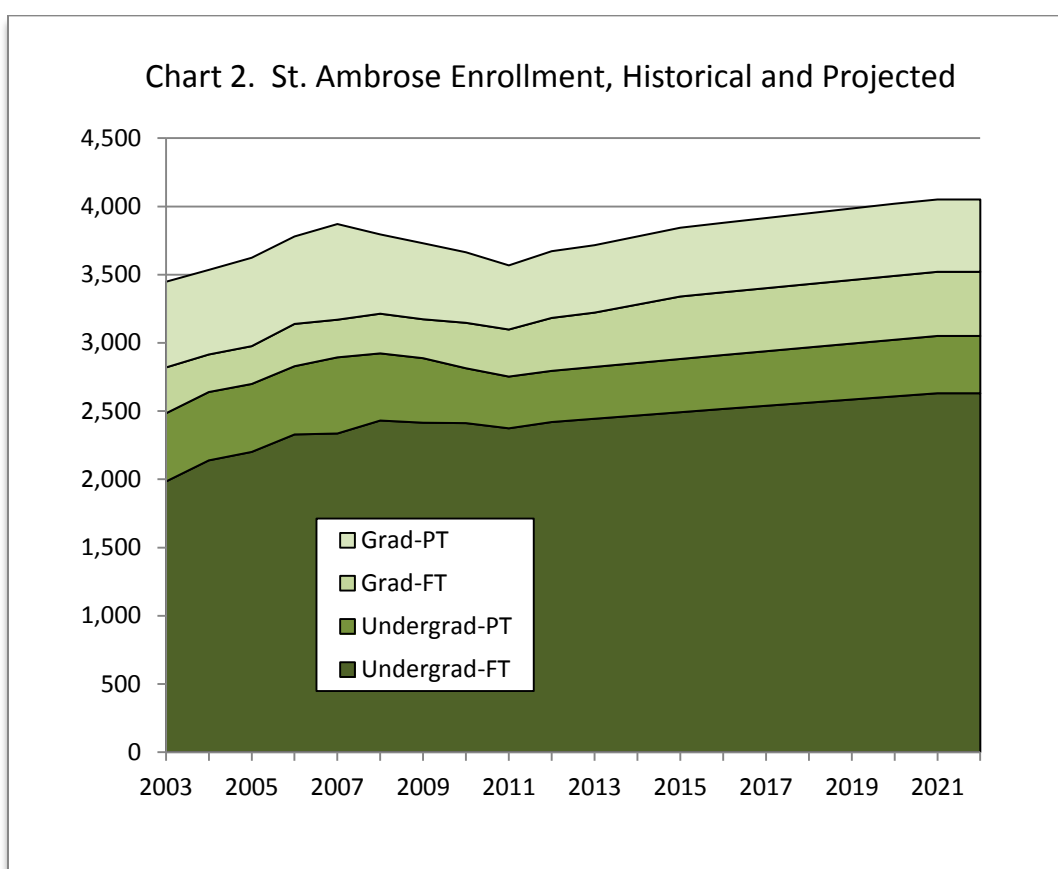


St. Ambrose University – From the Students to the Alumni

In 2012, St. Ambrose enrollment consisted of 3,671 students, 2,807 (76%) full-time and 864 (24%) part-time, 2,794 (76%) undergraduates and 877 (24%) graduate students. The University administration anticipates about a 10% increase in those numbers over the next ten years – with

growth modestly weighted toward the full-time graduate students. Chart 2 shows the enrollment trends for the past ten years and the ten-year projection.

During this same period of time, the total population base in the Quad Cities is expected to grow modestly even as the college-age demographic is expected to show a slight decline (Tables 5 and 6). The enrollment projection provided St. Ambrose is reasonable in light of the demographic growth projection in their primary market.



St. Ambrose students are heavily drawn from the Quad Cities metro counties. Table 5 shows that 39% of the current student body came from residents in the Quad Cities – 94% from Iowa and Illinois.

Table 5. Residence of St. Ambrose Students, 2012

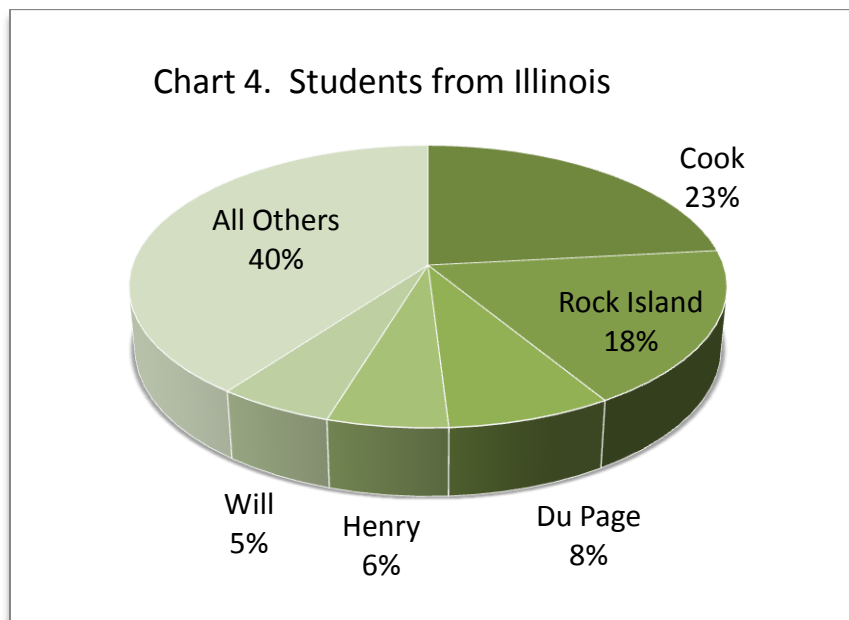
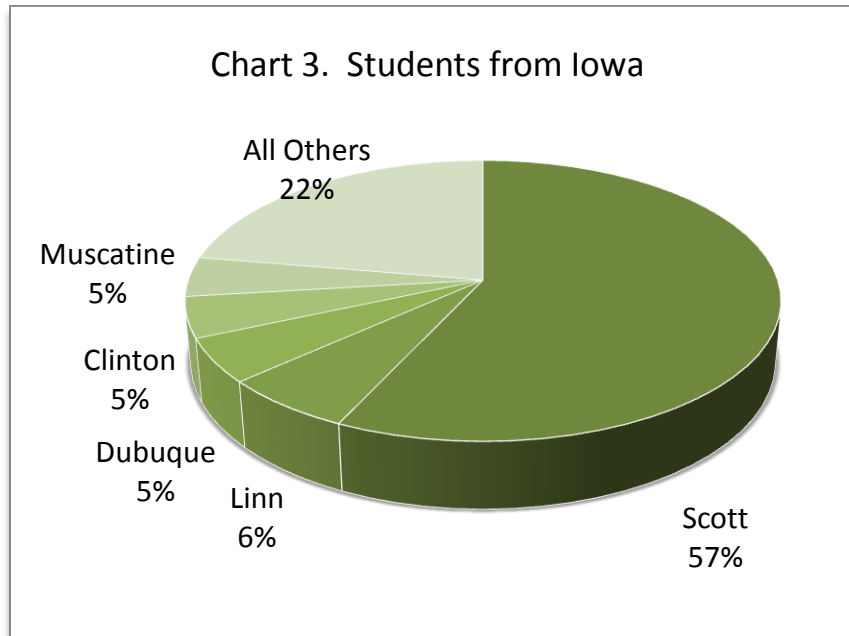
Origin of Students	Count	Share
Quad Cities Total	1,420	39%
Scott	998	27%
Rock Island	301	8%
Henry	95	3%
Mercer	26	1%
Rest of Iowa	754	21%
Rest of Illinois	1,252	34%
Rest of the U.S.	224	6%
Total Enrollment	3,650	100%

Table 6. Quad Cities Metro Area Population Projections

Year	Total Pop	18-24 Pop	Employment
2003	372,975	34,633	224,249
2004	372,740	34,583	227,982
2005	372,876	34,244	231,713
2006	373,762	33,516	232,178
2007	375,121	33,435	233,568
2008	376,467	33,200	234,237
2009	378,108	33,289	225,320
2010	380,222	33,160	226,748
2011	381,051	32,947	229,215
2012	382,032	32,613	231,344
Projections			
2013	383,076	32,372	233,844
2014	384,159	31,858	236,378
2015	385,266	31,204	238,953
2016	386,393	30,816	241,556
2017	387,577	30,442	244,185
2018	388,778	30,207	246,862
2019	389,995	30,280	249,568
2020	391,234	30,434	252,314
2021	392,467	30,894	255,091
2022	393,723	31,216	257,913
2003-12 Chg	2.4%	-5.8%	3.2%
2012-22 Chg	3.1%	-4.3%	11.5%

Source: Woods & Poole Economics, Inc.

Charts 3 and 4 show that within Iowa and Illinois, most of the enrollment in 2012 came from only five counties.



Now let's look at the other end of the pipeline. The St. Ambrose alumni database shows an interesting picture of where those students settle after they have graduated. Of the 23,476 currently listed, 38% reside in the Quad Cities counties - 74% live in Iowa or Illinois (Table 7). Of course, job opportunities play a large part in determining where graduates locate, but a substantial share of St. Ambrose students came from and chose to stay in the Quad Cities area.

Table 7. Residence of St. Ambrose Alumni, 2012

Location of Alumni	Count	Share
Quad Cities Total	8,925	38%
Scott	6,119	26%
Rock Island	2,283	10%
Henry	415	2%
Mercer	108	0%
Rest of Iowa	4,279	18%
Rest of Illinois	4,047	17%
Rest of the U.S.	6,110	26%
Foreign	115	0%
Total Alumni	23,476	100%

Charts 5 and 6 demonstrate that a major portion of the St. Ambrose graduates reside in the Quad Cities counties.

Chart 5. Iowa Alumni Residence

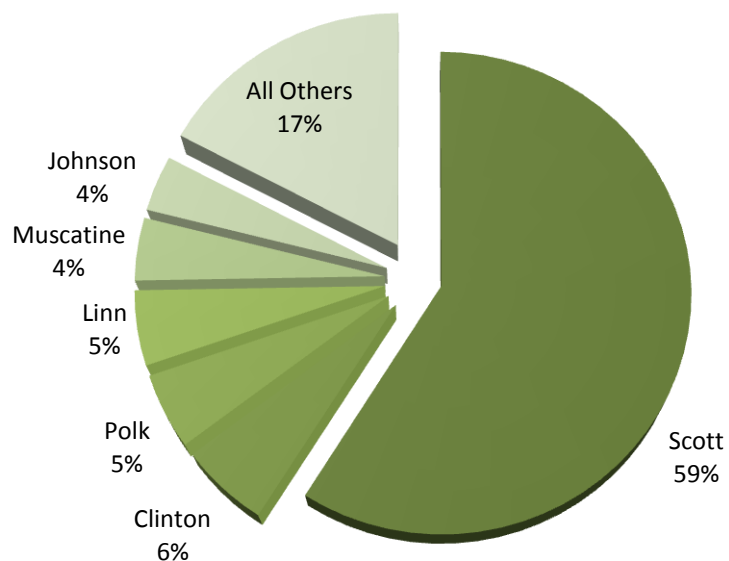
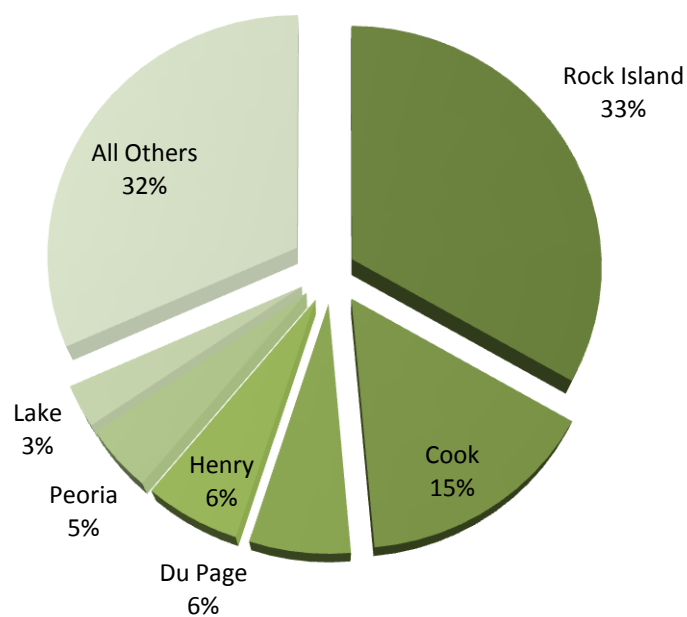


Chart 6. Illinois Alumni Residence



What does all of this show? It shows that while St. Ambrose does attract students from outside of the region, it dominantly provides an educational opportunity for residents of the Quad Cities. And while many of its graduates do leave the region, the largest portion of them take jobs, raise families and stay in the Quad Cities – retaining the benefit of their training and human capital development in the Quad Cities region.

St. Ambrose Students are a substantial purchasing market

College students are a lucrative market. According to National Retail Federation annual purchasing survey author Kathy Grannis, "... average college student's family will spend \$616.13 on new apparel, furniture for dorms or apartments, school supplies and electronics." ¹

"The average family will shell out \$236.94 on computers, cell phones, MP3 players, cameras and other electronics; down from the \$266.08 estimated last year when spending on electronics reached an all-time high. Other expenditures include shoes (\$62.20), collegiate branded gear or supplies (\$36.26) and school supplies (\$62.91). College students will spend significantly more on dorm or apartment furnishings this year, signaling a change from last year when more students lived at home to save their family money. Families are expected to dish out an average of \$96.94 on bedding, microwaves, small refrigerators and chairs, up from \$80.06 last year."

Table 8 shows the result from a national survey of college student spending patterns conducted by the Bureau of Labor Statistics² and for which we have inflation-adjusted to 2012 and 2017 projected numbers.

¹ Kathy Grannis, "Back to School Sales Up As Parents Replenish Children's Needs, According to NRF." National Retail Federation, July 15, 2010.

² Geoffrey D. Paulin, "Expenditures of College-Age Students and Nonstudents", Monthly Labor Review, July, 2001.

Table 8. Average U.S. Student Expenditures, 2012 and 2017 Dollars

Expenditure Category	Percent	2012	2017
Total expenditures	100.0%	\$14,806	\$16,370
Food	17.8%	\$2,631	\$2,909
Food - outside of dining hall	4.5%	\$722	\$799
Housing	26.7%	\$3,949	\$4,367
Apparel and services	6.7%	\$997	\$1,103
Transportation	11.5%	\$1,702	\$1,882
Entertainment	6.5%	\$963	\$1,065
Education	16.1%	\$2,385	\$2,636
Travel and vacation	4.7%	\$699	\$773
Other	10.0%	\$1,479	\$1,635

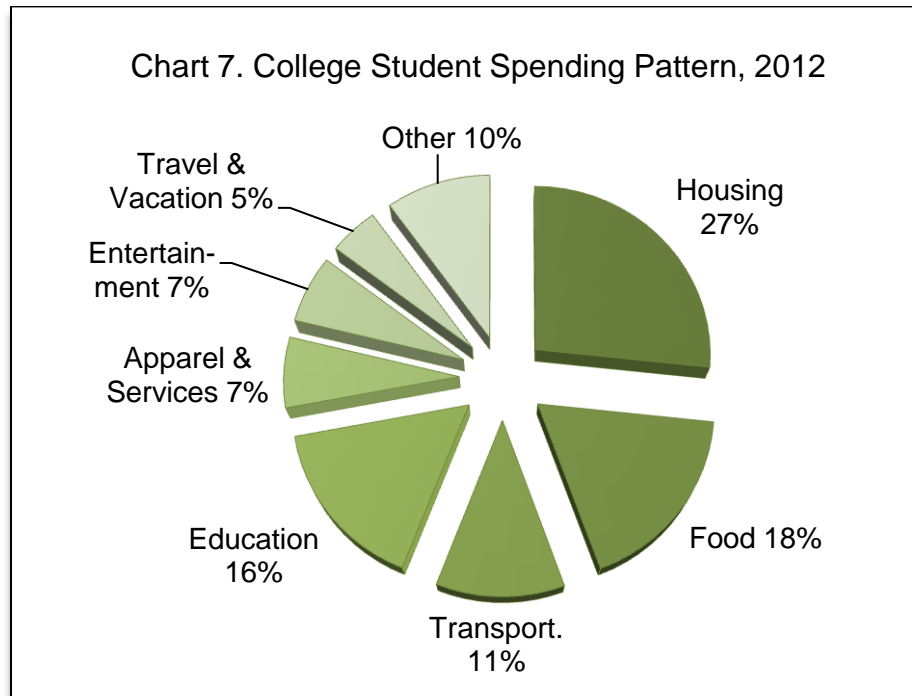


Chart 7 shows the national distribution of college student spending. We have used this national pattern to estimate the consumer spending of current St. Ambrose students.

Students make an important financial contribution to the local economy. During the 2012 academic year, about 39% of St. Ambrose University's students resided in the four Quad Cities counties. The

remaining 61% came from outside of the metro area and brought purchasing power with them. In addition, the 1,420 students who lived within the metro area or who commuted also represented and continue to represent a market to the extent that, were it not for St. Ambrose University, they might have attended college elsewhere. In 2012, 45% of the students lived on campus in University residence facilities (Table 9).

Table 9. St. Ambrose Student Housing Arrangement, 2012

On Campus Students	1,661	45%
Off Campus Students - Home	1,103	30%
Off Campus Students - Rental	907	25%
All Students, 2012	3,671	100%

Table 10 applies the national student spending norms to the number of St. Ambrose students in the various housing arrangements to establish an estimated spending pattern for St. Ambrose students during 2012. We have excluded educational costs as they are already accounted for in our estimate of operations costs. Likewise, we have excluded housing and some food costs in order to avoid double counting when the student is living in a University-owned housing facility³.

Table 10. Estimated Expenditures by St. Ambrose Students, 2012

Budget Category	Student Spending Estimate, 2012	On Campus Students	Off Campus Students - Home	Off Campus Students - Rental	Total Spending
Education	\$2,385	Excluded	Excluded	Excluded	Excluded
Housing	\$3,949	Excluded	Excluded	\$3,583,036	\$3,583,036
Food	\$2,631/\$722	\$1,199,242	\$2,901,132	\$2,387,178	\$6,487,552
Transportation	\$1,702	\$2,827,022	\$1,876,749	\$1,544,271	\$6,248,042
Apparel and services	\$997	\$1,656,017	\$1,099,365	\$904,605	\$3,659,987
Entertainment	\$963	\$1,599,543	\$1,061,874	\$873,756	\$3,535,173
Travel and vacation	\$699	\$1,161,039	\$770,768	\$634,222	\$2,566,029
Other	\$1,480	\$2,458,280	\$1,631,955	\$1,342,845	\$5,433,080
Total expenditures	\$14,806	\$10,901,143	\$9,341,843	\$11,269,913	\$31,512,899

³ The costs of university-owned student housing and the food costs for on-campus students have already been included in the operations spending of the University. On-campus student food costs are an estimate of the cost of food eaten outside of the dining hall from the Gregory Paulin study (cited on p. 11).

Excluding the direct cost of education and housing (for students living on campus or at home), we estimate that the 3,671 St. Ambrose students added about \$31.5 million to the local economy in 2012.

Table 11 shows that the indirect effects of the \$31.5 million in direct student spending in the local economy generated a total estimated \$46.5 million in economic activity, \$15.6 million in personal income and an additional 630 jobs in the region (For detail tables see Appendix C).

Table 11. St. Ambrose Student Spending Impact in 2012

Student Spending	Output	Income	Jobs
Direct Effect	\$31,512,899	\$10,415,808	500
Business-Related Indirect Impact	\$6,156,244	\$2,145,751	50
Consumer-Related Indirect Impact	\$8,864,243	\$3,038,882	81
Total Impact	\$46,533,387	\$15,600,441	630

St. Ambrose Visitors Impact the Local Economy

Visitors to the campus are also contributors to the local economy and support the tourism and hospitality industry as well as area retailers — important sectors of the local economy. St. Ambrose University, its sponsored events and its employees and students attracted nearly 82,000 visits to the campus in 2012. These visitors from out-of-town attended the events and also spent money locally on dining, lodging and retail shopping in nearby stores and entertainment venues (Table 12).

Table 12. St. Ambrose Event Visitor Attendance, 2012

Category	Local Metro Area	Nearby Commuters	Rest of Iowa/Illinois	Out-of-State & Foreign	Total Visitors
Registration, orientation, and admissions	1,993	338	2,477	261	5,070
Special events	1,400	238	1,741	183	3,562
Rogalski Center events	12,014	4,005	0	0	16,019
Arts/cultural events	6,499	2,166	0	0	8,665
Other ticketed events	2,672	891	0	0	3,562
Athletic events	33,653	8,974	2,244	0	44,870
Faculty hiring	0	0	0	42	42
Total	58,231	16,611	6,462	487	81,790

Table 13. St. Ambrose Visitor Spending Estimates by Event, 2012

Category	Food Spending	Lodging Spending	Retail Spending	Total Estimated Spending
Registration, orientation, and admissions	\$228,150	\$285,082	\$178,048	\$691,280
Special events	\$160,290	\$200,289	\$115,919	\$476,497
Rogalski Center events	\$720,855	\$0	\$256,304	\$977,159
Arts/cultural events	\$389,925	\$0	\$138,640	\$528,565
Other ticketed events	\$160,290	\$0	\$56,992	\$217,282
Athletic events	\$2,019,150	\$224,350	\$794,199	\$3,037,699
Faculty hiring	\$1,890	\$4,200	\$2,100	\$8,190
Total	\$3,680,550	\$713,921	\$1,542,202	\$5,936,673

In Table 13 we estimate that the total spending by visitors in the local economy in 2012 was more than \$5.9 million from the seven categories listed above.



This direct spending generated secondary spending as the money continued to circulate in the local economy, resulting in an increase of \$8.9 million in economic activity, \$2.7 million in wage and salary income and an additional 110 local jobs. Those jobs were mostly in the services sectors in the area economy. The detail tables showing the secondary impact can be found in Appendix C.

Table 14. St. Ambrose Visitor Spending Impact in 2012

Visitor Spending	Output	Income	Jobs
Direct Effect	\$5,936,673	\$1,667,057	85
Business-Related Indirect Impact	\$1,507,095	\$522,517	12
Consumer-Related Indirect Impact	\$1,541,065	\$527,612	14
Total Impact	\$8,984,832	\$2,717,186	110

When asked for a few comments, Charlotte Doehler-Morrison, Vice President of Marketing and Communications for the Quad Cities Convention and Visitors Bureau offered the following:

“St. Ambrose University is a valued partner of the Quad Cities Convention & Visitors Bureau. Their arts and cultural offerings enrich our community for visitors and residents alike.”

“Galvin Fine Arts Center brings nationally-recognized musical, dance and theatrical performances that appeal to a variety of audiences. In turn, we market these opportunities through our website, visitors guide, and email campaigns. St. Ambrose University works to bring arts and culture to our schools and works on collaborative projects with the Quad City Symphony. These partnerships and collaborations build audiences and introduce people to the wonderful opportunities to experience arts and culture here in the Quad Cities.”

St. Ambrose Construction Spending is an Economic Stimulus

Since 2003, St. Ambrose University has invested more than \$89 million in new buildings, renovation and expansion of existing buildings, new equipment and furnishings and planned construction projects.

Table 15. St. Ambrose Capital Investment in Buildings and Furnishings

Type	Historical From 2003 to 2012	Projected From 2013 to 2017
Building Construction/Purchase	\$51,928,235	\$13,361,525
Renovation	\$11,501,388	\$5,980,000
Other Building Additions/Improvements	\$2,009,670	\$0
Furniture & Fixtures	\$3,764,446	\$0
Other Equipment	\$6,045,156	\$700,000
Land Acquisition	\$10,369,266	\$1,500,000
Land Improvements	\$3,544,733	\$1,400,000
Total	\$89,162,894	\$22,941,525

The direct economic effect of this construction investment was a total of \$89.2 million in spending in the Metro area over the past decade - averaging nearly \$9 million a year. The University development plans indicate that an additional \$22.9 million in new construction is on the drawing board for the next five years (Table 15).

The construction during the past decade has stimulated additional economic activity in the neighborhood of \$15 million per year with income impacted by about \$5.7 million per year. The annual average increase in jobs was 118 per year over the past 10 years (Table 16).

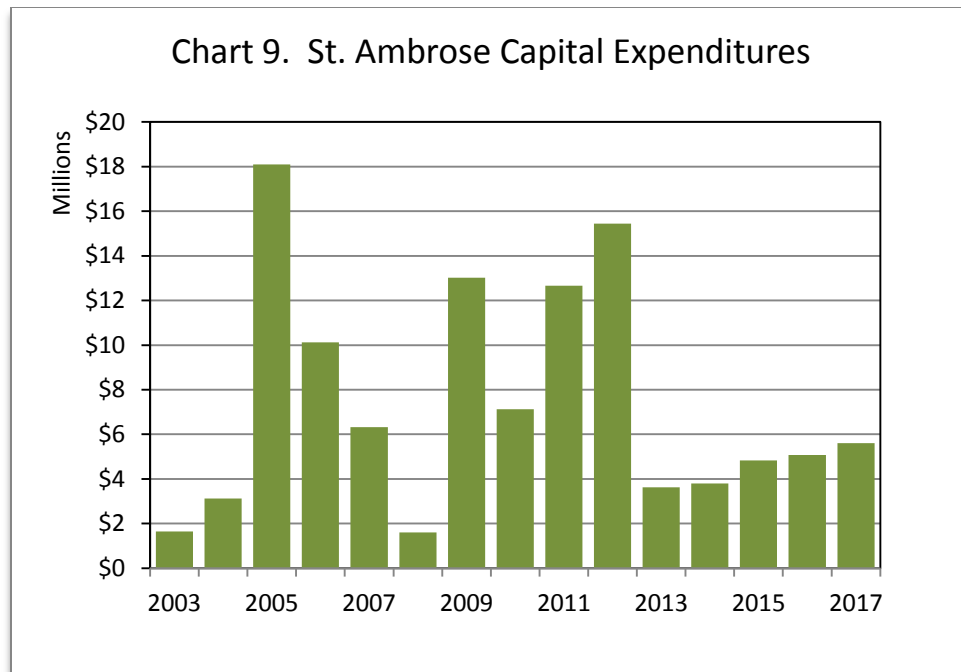


Table 16. St. Ambrose Average Construction Spending Impact, 2003-2012

Construction Spending	Output	Income	Jobs
Direct Effect	\$8,916,289	\$3,592,650	68
Business-Related Indirect Impact	\$2,692,887	\$1,039,316	20
Consumer-Related Indirect Impact	\$3,287,826	\$1,126,405	30
Total Impact	\$14,897,002	\$5,758,372	118

The detail tables that show this component can be found in Appendix C.

St. Ambrose University – An Asset for Attracting Residents and Businesses

Through the arts, sports, education and community service – St. Ambrose University keeps the metro area involved, brings world-renowned attractions to the region and is a contributor to the cultural richness and the quality of life prized by local residents. St. Ambrose contributes to the cultural life of the Quad Cities through performances, exhibitions, films, recitals and lectures by St. Ambrose faculty, visiting lecturers, students and others. Theater, art, music and dance programs are offered to the public throughout the school year.

When asked for a few comments, Bill Martin, Senior Vice President – Economic Development for the Quad Cities Chamber of Commerce had this to say:

“The economic impact of a university is significant, but there are, as you suggest, many other unquantifiable advantages for a community. Here are a few ideas:

- **Administration, faculty and staff provide immeasurable value in their service on the boards of local government, non-profit and charitable organizations. A perfect example is Sister Joan Lescinski, President of St. Ambrose University, who serves on many boards, including Quad Cities First, the business recruitment arm of the Quad Cities Chamber of Commerce.**
- **In addition to providing their expertise, these administrators, faculty and staff provide significant financial contributions to local causes.**
- **Classes often take on projects for local businesses or non-profits, providing real-world learning experience for the students and tremendous research expertise for the local entities.**
- **Many local businesses, including the Quad Cities Chamber and Quad Cities First, use interns from St. Ambrose for special, intensive projects that could not otherwise be completed.**
- **St. Ambrose provides customized training for many local organizations and companies.**
- **Many companies consider the availability of continuing education (advanced degrees, etc.) for their employees an important factor in deciding where to locate new facilities.**
- **Students bring a certain vitality to a community, increasing the demand for entertainment, cultural and recreational activities.”**

St. Ambrose University Enriches the Local Labor Market

St. Ambrose's education programs are a durable asset for Quad Cities residents and employers. This can be illustrated by comparing two tables and two figures. Table 17 shows the response from St. Ambrose's students recorded six months after their graduation. For those who responded to the survey, nearly all of them were employed - some were also enrolled in graduate school. A large portion of those indicated that their jobs are in the area of their major field (Table 17).

Table 17. Status of St. Ambrose Graduates After Six Months

Year Graduated	Survey Response	Attending Grad School FT	Currently Employed	Employed in Major Field
2007	52.0%	16.0%	98.0%	90.0%
2008	50.0%	31.0%	99.0%	86.0%
2009	55.0%	30.0%	97.0%	84.0%
2010	48.0%	25.0%	99.0%	97.0%
2011	66.0%	21.0%	99.0%	83.0%

The St. Ambrose alumni database currently shows that the dominant fields employing alumni in the Quad Cities area are business, sciences, education and public administration (Table 18).

Table 18. St. Ambrose Alumni Located in the Quad Cities

Major Occupation	Count	Share
Business, Economics, Finance and Management	3,955	44%
Science and Engineering	1,172	13%
Education	1,202	13%
Public Administration	908	10%
Mass Communication	353	4%
Nursing	334	4%
Information Technology	269	3%
Arts	245	3%
Languages	218	2%
Health and Fitness	202	2%
Pastoral	94	1%
Total	8,952	100%

This is also reflected in the customized training programs that St. Ambrose provides for many employers in the metro area, including:

- City of Bettendorf - Good to Great sessions
- Diocese of Davenport - MBTI training
- Hammond Henry Hospital - Teambuilding presentation
- Kent Corporation - various
- MetroLink- Workplace Harassment Training
- MidAmerican Energy - Managing Across Generations
- Mississippi Valley Regional Blood Center - Leaders/Supervisors Program
- Modern Woodmen - Leadership Academy
- Rock Island Arsenal - Arsenal Academy and Cost Benefit Analysis (world-wide offerings)
- Western Fraternal Life - Motivational training

St. Ambrose also pairs with more than 100 public and private sector employers to develop specialized programs to build skills and provide continuing educational opportunities for the metro communities. St. Ambrose is recognized for its niche programs including physical and occupational therapy, speech language pathology, engineering, accounting and computer sciences.

Local economic development professionals have attested to the value that this service provides to a community and how it helps to attract new businesses and new employees. While it is not possible to quantify this benefit, we included it as one more valuable asset that St. Ambrose provides to the region.

St. Ambrose University – A Look at the Economic Impact, 2017

By 2017, student enrollment will have grown by 6.6%, according to St. Ambrose officials. With that growth St. Ambrose will need to increase its faculty and staff to maintain a comparable student-teacher ratio⁴. Inflation will also increase the cost of all purchases by about 10.6% in that five-year

⁴ St. Ambrose University officials provided the student enrollment projections through 2022.

period.⁵ With these changes, we project that the cost of operations rise from \$63.5 million in 2012 to \$72.8 million 2017 (Table 19).

Table 19. Growth Assumptions in the St. Ambrose Economic Impact Model

Component	Actual 2012	Projected 2017	Difference	Percent Difference
Total Operating Expense	\$63,501,303	\$72,798,995	\$9,297,692	14.6%
Total Payroll Positions	600	678	78	13.0%
Fall Student Enrollment	3,671	3,914	243	6.6%
On Campus Students	1,661	1,771	110	6.6%
Off Campus Students - Home	1,103	1,176	73	6.6%
Off Campus Students - Rental	907	967	60	6.6%
Campus Visitors	81,790	87,202	5,412	6.6%
Campus Visitors Spending	\$5,936,673	\$6,435,788	\$499,115	8.4%
Construction Average Spending	\$8,916,289	\$4,588,305	-\$4,327,984	-48.5%

Student enrollment and construction spending projections for 2017 were provided by St. Ambrose officials; the other projections were developed by the project staff. Table 21 and 22 summarize the economic impact that we estimate for 2012 and the impact that we project for 2017, based on the assumptions we identified. They include the same components and reflect the effect of the multipliers generated by the IMPLAN model.

The University has plans for \$22.9 million in capital expenditures through 2017 included in the 2013-2017 construction impact. In addition, there is a proposed \$30 million athletic complex that would include a football/track stadium, softball complex and practice fields. Construction of this complex is dependent on future fund raising. If the University is successful in raising the necessary funds, the construction phase would have an additional nearly \$50 million impact on the Quad City region, adding \$18.8 million in income and 378 new jobs. Of course, once built the additional visitor spending associated with this complex will also have an impact on the local economy. Table 20 shows the summary numbers for the construction of the complex. The detail tables can be found in Appendix C.

⁵ Inflation projections from 2012 to 2017 are based on the Budget of the U.S., Economic Assumptions, FY2013.

Table 20. Sports Complex Construction Spending Impact

Construction Spending	Output	Income	Jobs
Direct Effect	\$30,000,000	\$11,576,359	214
Business-Related Indirect Impact	\$9,142,115	\$3,526,166	66
Consumer-Related Indirect Impact	\$10,721,577	\$3,674,915	97
Total Impact	\$49,863,692	\$18,777,441	378

Tables 21 through 23 show the total 2012 and 2017 economic impact of St. Ambrose on the region – not including the proposed athletic complex.

Table 21. Total Impact in the 2012 St. Ambrose Economic Impact Model

Component	Output	Income	Jobs
Operations Spending	\$117,102,430	\$48,805,581	1,054
Student Spending	\$46,533,387	\$15,600,441	630
Visitors Spending	\$8,984,832	\$2,717,186	110
Construction	\$14,897,002	\$5,758,372	118
Total	\$187,517,651	\$72,881,579	1,913

Table 22. Total Impact in the 2017 St. Ambrose Economic Impact Model

Component	Output	Income	Jobs
Operations Spending	\$134,248,257	\$51,217,465	1,192
Student Spending	\$53,607,624	\$17,384,808	703
Visitors Spending	\$10,019,350	\$3,155,115	126
Construction	\$7,657,539	\$2,972,193	61
Total	\$205,532,770	\$74,729,581	2,082

Table 23. St. Ambrose Impact Difference between 2012 and 2017

Component	Output	Income	Jobs
Operations Spending	\$17,145,827	\$2,411,884	138
Student Spending	\$7,074,237	\$1,784,367	73
Visitors Spending	\$1,034,518	\$437,929	16
Construction	-\$7,239,462	-\$2,786,179	-57
Total	\$18,015,119	\$1,848,001	169

Table 23 shows the net difference between the 2012 economic impact and the impact projected for 2017. By 2017, the economic impact of St. Ambrose University in the Quad Cities area will increase by \$18 million, adding an additional \$1.8 million to the personal income level of the community and increasing the employment level in the region by another 169 jobs.

The addition of a new athletic complex produces the additional impact totals listed in Table 20 although we could not determine when the complex would be built.

St. Ambrose University – A Look at the Local Tax Impact

The IMPLAN model generated the estimates of personal income for the four component areas of this study (operations, student, visitor and construction spending) and it also generated estimates of the resulting state and local taxes associated with that spending. The sales and property taxes are directly or indirectly related to the income and jobs provided by St. Ambrose.

Table 24. Tax Distribution Methodology

Personal Income, 2011 (apply to Scott County share)		
Jurisdiction	Value	Share
Scott	7,748,606	48.2%
Henry	1,882,467	11.7%
Mercer	664,979	4.1%
Rock Island	5,774,185	35.9%
Total	16,070,237	100.0%
Population, 2011 (applied to Personal Income)		
Scott County	167,095	
Davenport city	100,802	60.33%
Taxable Retail Sales, 2012 (apply to Sales Tax)		
Scott County	2,465,349,431	
Davenport city	1,981,388,579	80.37%
Total Property Value, 2012 (apply to Property Tax)		
Scott County	11,862,583,798	
Davenport city	5,929,722,358	49.99%

Sources: Personal Income - U.S. Bureau of Labor Statistics, Population - Census Bureau, Taxable Retail Sales and Total Property Value - Iowa Department of Revenue

The Local Option Share (1/7) row refers to the fact that of the total sales taxes estimated in this analysis, only 1/7 of the 7% tax goes to the city and county. The rest goes to the State.

Tables 25 and 26 include the taxes generated for the Quad Cities by each component in this study and then break out the share associated with Scott County based upon Scott County's share of the total personal income for the four-county metro region. Table 24 provides the data that we used to break out the tax revenue for the Quad Cities to the share that went to-, or will go to the City of Davenport.

Last, we allocated the Davenport share of the taxes collected in Scott County by the share of total taxable retail sales (for sales tax) and share of total property value (for property tax).

Table 25. Tax Effect of St. Ambrose Economic Impact, 2012

Spending Component	Total Income	Sales Tax	Property Tax
Operations	\$48,805,581	\$1,202,545	\$1,344,463
Student Spending	\$15,600,441	\$936,401	\$1,046,911
Visitor Spending	\$2,717,186	\$182,506	\$204,045
Construction	\$5,758,372	\$170,178	\$190,261
Total	\$72,881,579	\$2,491,630	\$2,785,680
Local Option Share (1/7)		\$355,947	
Quad Cities Total	\$72,881,579	\$355,947	\$2,785,680
Scott County Share	\$35,128,921	\$171,567	\$1,342,698
Davenport Share	\$21,193,278	\$137,888	\$671,215

Table 26. Tax Effect of St. Ambrose Economic Impact, 2017

Spending Component	Total Income	Sales Tax	Property Tax
Operations	\$51,217,465	\$1,406,632	\$1,572,636
Student Spending	\$17,384,808	\$1,043,505	\$1,166,656
Visitor Spending	\$3,155,115	\$211,920	\$236,931
Construction	\$2,972,193	\$439,188	\$491,017
Total	\$74,729,581	\$3,101,245	\$3,467,240
Local Option Share (1/7)		\$443,035	
Quad Cities Total	\$74,729,581	\$443,035	\$3,467,240
Scott County Share	\$36,019,658	\$213,543	\$1,671,210
Davenport Share	\$21,730,660	\$171,624	\$835,438

Table 27 identifies the local tax impact of the proposed \$30 million athletic complex. While the numbers represent individual years and a growth curve can be drawn between the data for those two years (although arguably only two points can hardly provide the basis for a trend line), the tax data for the athletic complex could occur in one year or be spread over several. In either case it would not be considered an on-going program with recurring spending. For that reason we did not add the economic or the tax impact to the recurring construction spending.

Table 27. Tax Effect of St. Ambrose Economic Impact of Proposed Athletic Complex

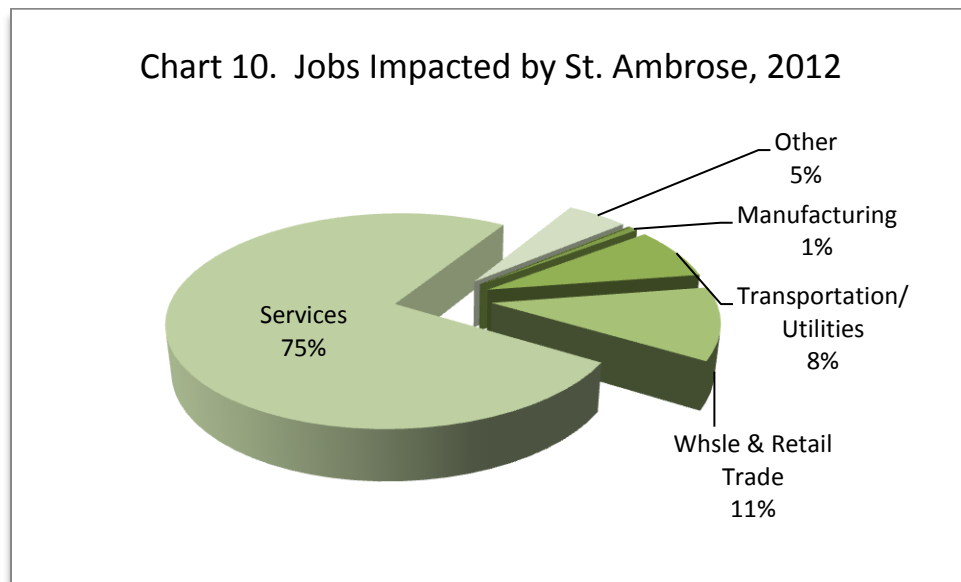
Spending Component	Total Income	Sales Tax	Property Tax
Athletic Complex	\$18,777,441	\$203,582	\$227,607
Total	\$18,777,441	\$203,582	\$227,607
Local Option Share (1/7)		\$29,083	
Quad Cities Total	\$18,777,441	\$29,083	\$227,607
Scott County Share	\$9,050,726	\$14,018	\$109,707
Davenport Share	\$5,460,303	\$11,266	\$54,842

It is likely that once built and opened, the complex will require management and maintenance spending and will most likely attract more visitors to the campus and the community. These will both add to the economic impact of St. Ambrose University and its value to the region.

Summary

In this study we examined four major components of spending in which St. Ambrose University affects the Quad Cities economy: through its operations and purchases, through the spending pattern of its students, through spending patterns of the visitors it attracts to the area for sports, arts, cultural and educational events and through its capital expansion program. In 2012, St. Ambrose University impacted \$188 million in economic activity in the Quad Cities, resulting in a \$73 million increase in the personal income of residents and an increase of 1,913 local jobs.

Most of the jobs that St. Ambrose University affected in 2012 were in the professional and other service sectors. Jobs in the retail and wholesale trade sector accounted for another 11% of the total. Chart 10 shows the distribution of jobs in the Quad Cities economy that were affected by St. Ambrose University in 2012. More details can be found in the IMPLAN tables in Appendix C.



We have shown in this study that St. Ambrose University primarily draws its students from the Quad Cities counties. In 2012, those four counties were the source of 39% of the student body. Also, the Quad Cities counties were the primary destination where St. Ambrose students located after they

graduated. During 2012, 38% of the 23,476 St. Ambrose graduates listed in the alumni database listed a current Quad Cities address. Thus, while St. Ambrose has a diverse enrollment, it substantially serves a local market and its students generally keep that investment in human capital in the Quad Cities. This study demonstrates that St. Ambrose University continues to have an important impact on the metro area by increasing the pool of skilled workers that uniquely meet the needs of area employers.

By 2017, the economic impact is expected to grow to \$206 million, generating nearly \$75 million in personal income and creating 2,082 local jobs in the Quad Cities. With the construction of the construction of a new athletic complex, those numbers will grow during the construction phase by another 25% (tables 28-30).

Table 28. St. Ambrose Total Spending Impact in 2012

Total Spending	Output	Income	Jobs
Direct Effect	\$109,867,164	\$47,021,196	1,252
Business-Related Indirect Impact	\$37,187,544	\$11,681,445	284
Consumer-Related Indirect Impact	\$40,462,943	\$14,178,938	377
Total Impact	\$187,517,651	\$72,881,579	1,913

Table 29. St. Ambrose Total Spending Impact in 2017

Total Spending	Output	Income	Jobs
Direct Effect	\$120,410,935	\$48,297,867	1,365
Business-Related Indirect Impact	\$41,069,099	\$11,956,739	311
Consumer-Related Indirect Impact	\$44,052,736	\$14,474,975	406
Total Impact	\$205,532,770	\$74,729,581	2,082

Table 30. Sports Complex Construction Spending Impact

Construction Spending	Output	Income	Jobs
Direct Effect	\$30,000,000	\$11,576,359	214
Business-Related Indirect Impact	\$9,142,115	\$3,526,166	66
Consumer-Related Indirect Impact	\$10,721,577	\$3,674,915	97
Total Impact	\$49,863,692	\$18,777,441	378

Table 31 shows the estimated tax receipts that would result from the activities of St. Ambrose University 2012 and those for 2017 and for the construction of the athletic complex. The Davenport share of the sales taxes that resulted from all of the spending associated with St. Ambrose University in 2012 was \$137,888. The property tax impact in Davenport was \$671,215. Even though St. Ambrose property and purchases are generally exempt from these taxes, Table 31 shows that the impact of its spending in the Davenport generates-, and will continue to generate substantial taxes for the city, the county and the metro region.

Table 31. Tax Effect of St. Ambrose Economic Impact

Tax Effect in Year 2012			
Jurisdiction	Total Income	Sales Tax	Property Tax
Quad Cities Total	\$72,881,579	\$355,947	\$2,785,680
Scott County Share	\$35,128,921	\$171,567	\$1,342,698
Davenport Share	\$21,193,278	\$137,888	\$671,215
Tax Effect in Year 2017			
Quad Cities Total	\$74,729,581	\$443,035	\$3,467,240
Scott County Share	\$36,019,658	\$213,543	\$1,671,210
Davenport Share	\$21,730,660	\$171,624	\$835,438
Tax Effect of Construction of the Athletic Complex			
Quad Cities Total	\$18,777,441	\$29,083	\$227,607
Scott County Share	\$9,050,726	\$14,018	\$109,707
Davenport Share	\$5,460,303	\$11,266	\$54,842

Appendix A: Methodology

This study is primarily concerned with analyzing the demand-side effects of the University on the local economy. It investigates the University's effects on the area based on the various goods and services that St. Ambrose University and its employees, students, vendors and visitors purchase locally. Those effects are quantifiable. Supply-side effects, or the effects that the University has on the area economy based on the resources it offers are also important to evaluate, although more difficult to quantify. For example, the presence of dedicated centers of academic concentration and highly skilled labor attracts increased business activity to the region.

By providing access to libraries, noncredit courses, continuing education opportunities and cultural and athletic events, St. Ambrose University enhances the quality of life for all citizens of the region. Such unmeasured benefits are likely to be even greater than the measured ones.

The methodology employed in this study involved examining data for four aspects of the activities of the University:

1. **University Operations** – including the management, classroom teaching, operations and maintenance of the service delivery
2. **Student Spending** – including the incidental consumption spending by students and their families at retail and service businesses in the area
3. **Visitor Spending** – including university arts, theatre and cultural programs, academic support centers and institutes, athletic and extra-curricular events and activities, visits by family members and use of University facilities for community, civic and business functions
4. **Building Expansion and Renovation Spending** – including the construction of new student housing and the renovation and expansion of classroom facilities

For each of these components and for the total of all the components, the project staff examined the impact on the area economies using three metrics or indicators:

1. **Output Production** – a measure of the increased value of all goods, services and labor within the service area because of this economic activity. At the national and state levels, it is the

equivalent of the growth in the Gross Domestic Product. At the local level it is often identified with the increase in the value of business production or business spending.

2. **Income** – the measure of increased personal income as a result of this economic activity. Personal income will be realized as spendable income as well as an increase in the value of personal assets.
3. **Jobs** – the estimate of the full-time equivalent job growth that this activity generated.

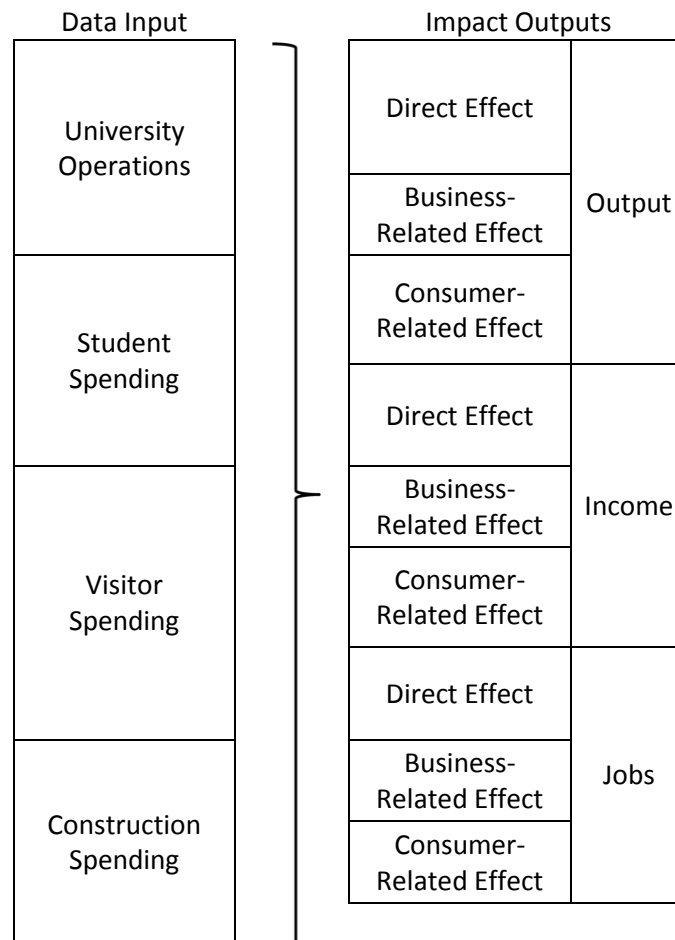
In each case – output, income and jobs – the total impact is the sum of the following factors:

1. **Direct Effect** – the initial economic activity of the University that drives the subsequent effect on other sectors of the economy.
2. **Secondary Effects** – the resulting business-related effect on the vendors and employees of the University and the consumer-related consequence of added payrolls and increased vendor purchases on other vendors in the surrounding community as a result of the direct effect. This is often described as the growth that resulted from the “multiplier effect”.

The project staff analyzed operational, student and visitor and construction data and built economic impact models for each of these four economic areas, as measured by each of the three metrics or indicators (output, income and jobs), identifying the direct economic effect and the secondary impact of that direct spending. The numbers were then routed through the IMPLAN Input-Output Model for the four counties that make up the Quad Cities metro area. (See Appendix B for a more detailed description of the IMPLAN model).

Figure 1 illustrates the structure of the analysis.

Figure 1. Structure of the Analysis



Appendix B – IMPLAN Input-Output Model

The traditional indicators which economists use for measuring the economic importance of an activity include the size of its workforce and payroll, its capital investment and its local purchase of goods and services. Economists call these the 'direct expenditures' or 'direct effects'.

Direct effects refer to the operational characteristics (employment, payroll, sales) of the activities that we studied. The secondary effects include two components: indirect effects and induced effects.

Indirect effects measure the value of supplies and services that were purchased as inputs by the University from businesses and firms within the region. Induced effects occurred when workers in the direct and indirect industries spent their earnings on goods and services from other vendors and businesses within the region. Induced effects are also often called 'household effects'. The total economic impact is the aggregate of the direct, indirect and induced effects. It is the total effect on the economy of transactions that are attributable to the initial direct economic activity of St. Ambrose University.

But the workers and the vendors who receive those indirect and induced expenditures don't bury them in a mattress. They will spend some of the money, save some of it and thus begins the journey by which the dollars travel through many hands before they finally leave the economic region. Economists call this phenomenon the 'multiplier effect'. The multiplier factor is calculated by dividing the sum of the direct, indirect and induced effects by the direct effect.

The multiplier effect for any economy or industry is examined using an 'input-output analysis'. The tool was devised by the 1973 Nobel Prize winning economist Wassily Leontief. It uses a matrix that measures inter-industry relations in an economy and shows how the output (sales) of one industry becomes the input (purchases) for another. The most widely used regional input-output economic impact tool is the IMPLAN model developed and distributed by Minnesota IMPLAN Group, Inc. (MIG). According to MIG, the model is currently in use by more than 1,000 public and private institutions.

The project staff for this study employed the latest version of the IMPLAN model to determine the total impact of the direct expenditures made by St. Ambrose University in 2009 and projected to occur in 2015. The total impact includes the direct, indirect and induced economic effects.

The project team started by developing the spending profile of the University, as identified in its operating budget. The team used the University's total cost of service delivery as the direct effect variable for the modeling of output, total employment as the direct effect variable for the modeling of jobs and total payroll as the direct effect variable for the modeling of income.

In addition to the direct employment and payroll effects, the overall operations of the University generate secondary impacts within the community as services and supplies are purchased and payroll dollars get spent in local businesses. The project staff applied the IMPLAN statewide regional economic input-output model, modified by staff at Iowa State University to determine the magnitude of these secondary impacts.

The results of this Input-Output analysis are presented in the various tables found throughout this report and in Appendix C.

Appendix C – IMPLAN Tables

Total Impact Tables, 2012:

Table C1. Output Impact of St. Ambrose 2012 Total Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$348,352	\$145,047	\$493,399
Manufacturing	\$0	\$3,073,721	\$1,284,741	\$4,358,462
Transportation/Utilities	\$6,476,269	\$5,581,879	\$1,607,676	\$13,665,823
Whsle & Retail Trade	\$9,944,205	\$2,292,499	\$5,976,429	\$18,213,133
Services	\$84,530,401	\$21,455,554	\$30,175,737	\$136,161,692
Other	\$8,916,289	\$4,435,539	\$1,273,313	\$14,625,142
Total	\$109,867,164	\$37,187,544	\$40,462,943	\$187,517,651

Table C2. Labor income Impact of St. Ambrose 2012 Total Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$67,986	\$42,096	\$110,082
Manufacturing	\$0	\$503,784	\$199,403	\$703,188
Transportation/Utilities	\$3,529,926	\$1,474,763	\$471,650	\$5,476,338
Whsle & Retail Trade	\$2,150,475	\$1,035,287	\$3,121,581	\$6,307,342
Services	\$37,748,146	\$6,920,639	\$9,862,786	\$54,531,571
Other	\$3,592,650	\$1,678,986	\$481,422	\$5,753,058
Total	\$47,021,196	\$11,681,445	\$14,178,938	\$72,881,579

Table C3. Jobs Impact of St. Ambrose 2012 Total Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	2	1	3
Manufacturing	0	9	4	13
Transportation/Utilities	151	17	8	176
Whsle & Retail Trade	106	17	90	213
Services	926	218	267	1,411
Other	68	22	7	97
Total	1,252	284	377	1,913

Operations Tables, 2012:

Table C4. Output Impact of St. Ambrose 2012 Operations Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$219,076	\$96,615	\$315,690
Manufacturing	\$0	\$1,925,359	\$854,888	\$2,780,247
Transportation/Utilities	\$0	\$4,591,001	\$1,065,321	\$5,656,322
Whsle & Retail Trade	\$0	\$1,383,914	\$3,966,987	\$5,350,900
Services	\$63,501,303	\$14,796,433	\$19,945,757	\$98,243,493
Other	\$0	\$3,915,535	\$840,242	\$4,755,777
Total	\$63,501,303	\$26,831,318	\$26,769,809	\$117,102,430

Table C5. Labor income Impact of St. Ambrose 2012 Operations Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$34,984	\$28,190	\$63,174
Manufacturing	\$0	\$299,294	\$133,594	\$432,888
Transportation/Utilities	\$0	\$1,176,534	\$315,765	\$1,492,299
Whsle & Retail Trade	\$0	\$612,935	\$2,086,841	\$2,699,776
Services	\$31,345,682	\$4,424,008	\$6,599,542	\$42,369,231
Other	\$0	\$1,426,105	\$322,108	\$1,748,213
Total	\$31,345,682	\$7,973,860	\$9,486,039	\$48,805,581

Table C6. Jobs Impact of St. Ambrose 2012 Operations Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	1	1	2
Manufacturing	0	6	2	8
Transportation/Utilities	0	13	5	18
Whsle & Retail Trade	0	8	60	69
Services	600	157	178	935
Other	0	19	5	23
Total	600	203	252	1,054

Student Spending Tables, 2012:

Table C7. Output Impact of St Ambrose 2012 Student Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$34,706	\$31,063	\$65,768
Manufacturing	\$0	\$439,863	\$276,507	\$716,370
Transportation/Utilities	\$6,476,269	\$631,209	\$350,854	\$7,458,331
Whsle & Retail Trade	\$8,402,004	\$409,024	\$1,292,561	\$10,103,589
Services	\$16,634,627	\$4,271,920	\$6,631,492	\$27,538,039
Other	\$0	\$369,522	\$281,768	\$651,290
Total	\$31,512,899	\$6,156,244	\$8,864,243	\$46,533,387

Table C8. Labor income Impact of St. Ambrose 2012 Student Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$7,343	\$9,009	\$16,351
Manufacturing	\$0	\$80,462	\$42,639	\$123,101
Transportation/Utilities	\$3,529,926	\$188,383	\$100,987	\$3,819,296
Whsle & Retail Trade	\$1,922,696	\$187,964	\$670,095	\$2,780,755
Services	\$4,963,187	\$1,505,717	\$2,112,947	\$8,581,851
Other	\$0	\$175,881	\$103,204	\$279,086
Total	\$10,415,808	\$2,145,751	\$3,038,882	\$15,600,441

Table C9. Jobs Impact of St. Ambrose 2012 Student Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	0	0	0
Manufacturing	0	1	1	2
Transportation/Utilities	151	3	2	156
Whsle & Retail Trade	98	3	19	120
Services	251	40	57	347
Other	0	2	2	4
Total	500	50	81	630

Visitor Spending Tables, 2012:**Table C10. Output Impact of St. Ambrose 2012 Visitors Spending**

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$14,151	\$5,553	\$19,704
Manufacturing	\$0	\$189,941	\$49,076	\$239,017
Transportation/Utilities	\$0	\$165,757	\$61,226	\$226,983
Whsle & Retail Trade	\$1,542,202	\$144,491	\$228,583	\$1,915,276
Services	\$4,394,471	\$882,655	\$1,148,287	\$6,425,413
Other	\$0	\$110,100	\$48,340	\$158,440
Total	\$5,936,673	\$1,507,095	\$1,541,065	\$8,984,832

Table C11. Labor income Impact of St. Ambrose 2012 Visitors Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$2,785	\$1,566	\$4,351
Manufacturing	\$0	\$32,195	\$7,414	\$39,609
Transportation/Utilities	\$0	\$45,780	\$17,545	\$63,324
Whsle & Retail Trade	\$227,779	\$63,674	\$116,239	\$407,692
Services	\$1,439,278	\$318,651	\$366,933	\$2,124,861
Other	\$0	\$59,432	\$17,917	\$77,349
Total	\$1,667,057	\$522,517	\$527,612	\$2,717,186

Table C12. Jobs Impact of St. Ambrose 2012 Visitors Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	0	0	0
Manufacturing	0	1	0	1
Transportation/Utilities	0	1	0	1
Whsle & Retail Trade	9	1	3	13
Services	76	9	10	95
Other	0	1	0	1
Total	85	12	14	110

Construction Spending Tables – 10-Year Total 2003-12:

Table C13. Output Impact of St. Ambrose Total 2003-12 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$804,199	\$118,170	\$922,369
Manufacturing	\$0	\$5,185,581	\$1,042,701	\$6,228,282
Transportation/Utilities	\$0	\$1,939,115	\$1,302,748	\$3,241,863
Whsle & Retail Trade	\$0	\$3,550,695	\$4,882,987	\$8,433,682
Services	\$0	\$15,045,453	\$24,502,017	\$39,547,470
Other	\$89,162,894	\$403,823	\$1,029,632	\$90,596,349
Total	\$89,162,894	\$26,928,866	\$32,878,256	\$148,970,016

Table C14. Labor income Impact of St. Ambrose Total 2003-12 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$228,742	\$33,315	\$262,056
Manufacturing	\$0	\$918,327	\$157,567	\$1,075,894
Transportation/Utilities	\$0	\$640,657	\$373,528	\$1,014,185
Whsle & Retail Trade	\$0	\$1,707,128	\$2,484,070	\$4,191,198
Services	\$0	\$6,722,632	\$7,833,642	\$14,556,274
Other	\$35,926,498	\$175,679	\$381,932	\$36,484,109
Total	\$35,926,498	\$10,393,165	\$11,264,054	\$57,583,717

Table C15. Jobs Impact of St. Ambrose Total 2003-12 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	3	1	4
Manufacturing	0	14	3	17
Transportation/Utilities	0	11	6	17
Whsle & Retail Trade	0	40	73	113
Services	0	130	214	344
Other	679	3	6	688
Total	679	201	303	1,184

Construction Spending Tables – Annual Average 2012:

Table C16. Output Impact of St. Ambrose Average 2003-12 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$80,420	\$11,817	\$92,237
Manufacturing	\$0	\$518,558	\$104,270	\$622,828
Transportation/Utilities	\$0	\$193,911	\$130,275	\$324,186
Whsle & Retail Trade	\$0	\$355,070	\$488,299	\$843,368
Services	\$0	\$1,504,545	\$2,450,202	\$3,954,747
Other	\$8,916,289	\$40,382	\$102,963	\$9,059,635
Total	\$8,916,289	\$2,692,887	\$3,287,826	\$14,897,002

Table C17. Labor income Impact of St. Ambrose Average 2003-12 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$22,874	\$3,331	\$26,206
Manufacturing	\$0	\$91,833	\$15,757	\$107,589
Transportation/Utilities	\$0	\$64,066	\$37,353	\$101,419
Whsle & Retail Trade	\$0	\$170,713	\$248,407	\$419,120
Services	\$0	\$672,263	\$783,364	\$1,455,627
Other	\$3,592,650	\$17,568	\$38,193	\$3,648,411
Total	\$3,592,650	\$1,039,316	\$1,126,405	\$5,758,372

Table C18. Jobs Impact of St. Ambrose Average 2003-12 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	0	0	0
Manufacturing	0	1	0	2
Transportation/Utilities	0	1	1	2
Whsle & Retail Trade	0	4	7	11
Services	0	13	21	34
Other	68	0	1	69
Total	68	20	30	118

Total Impact Tables, 2017:

Table C19. Output Impact of St. Ambrose 2017 Total Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$350,879	\$157,747	\$508,626
Manufacturing	\$0	\$3,201,626	\$1,397,864	\$4,599,490
Transportation/Utilities	\$7,519,234	\$6,290,107	\$1,750,361	\$15,559,702
Whsle & Retail Trade	\$10,878,222	\$2,412,950	\$6,500,894	\$19,792,065
Services	\$97,425,175	\$23,743,106	\$32,858,603	\$154,026,883
Other	\$4,588,305	\$5,070,431	\$1,387,267	\$11,046,004
Total	\$120,410,935	\$41,069,099	\$44,052,736	\$205,532,770

Table C20. Labor income Impact of St. Ambrose 2017 Total Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$60,533	\$42,980	\$103,513
Manufacturing	\$0	\$489,944	\$203,600	\$693,544
Transportation/Utilities	\$3,529,926	\$1,532,574	\$481,547	\$5,544,047
Whsle & Retail Trade	\$2,420,064	\$1,022,764	\$3,186,648	\$6,629,475
Services	\$40,486,530	\$7,079,732	\$10,068,696	\$57,634,959
Other	\$1,861,347	\$1,771,192	\$491,503	\$4,124,042
Total	\$48,297,867	\$11,956,739	\$14,474,975	\$74,729,581

Table C21. Jobs Impact of St. Ambrose 2017 Total Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	2	1	3
Manufacturing	0	10	4	14
Transportation/Utilities	151	19	8	179
Whsle & Retail Trade	120	17	97	234
Services	1,058	240	288	1,586
Other	35	25	8	68
Total	1,365	311	406	2,082

Operations Tables, 2017:

Table C22. Output Impact of St Ambrose 2017 Operations Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$251,152	\$110,761	\$361,913
Manufacturing	\$0	\$2,207,265	\$980,059	\$3,187,323
Transportation/Utilities	\$0	\$5,263,203	\$1,221,303	\$6,484,506
Whsle & Retail Trade	\$0	\$1,586,543	\$4,547,822	\$6,134,365
Services	\$72,798,995	\$16,962,888	\$22,866,162	\$112,628,044
Other	\$0	\$4,488,838	\$963,268	\$5,452,105
Total	\$72,798,995	\$30,759,889	\$30,689,374	\$134,248,257

Table C23. Labor income Impact of St Ambrose 2017 Operations Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$36,489	\$29,403	\$65,891
Manufacturing	\$0	\$312,166	\$139,339	\$451,505
Transportation/Utilities	\$0	\$1,227,133	\$329,345	\$1,556,478
Whsle & Retail Trade	\$0	\$639,296	\$2,176,589	\$2,815,885
Services	\$33,006,668	\$4,614,271	\$6,883,369	\$44,504,307
Other	\$0	\$1,487,438	\$335,961	\$1,823,398
Total	\$33,006,668	\$8,316,792	\$9,894,005	\$51,217,465

Table C24. Jobs Impact of St Ambrose 2017 Operations Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	1	1	2
Manufacturing	0	6	3	9
Transportation/Utilities	0	14	6	20
Whsle & Retail Trade	0	10	68	78
Services	678	177	202	1,057
Other	0	21	5	26
Total	678	229	284	1,192

Student Spending Tables, 2017:

Table C25. Output Impact of St Ambrose 2017 Student Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$40,131	\$34,618	\$74,749
Manufacturing	\$0	\$508,038	\$308,152	\$816,190
Transportation/Utilities	\$7,519,234	\$732,106	\$391,019	\$8,642,359
Whsle & Retail Trade	\$9,748,528	\$472,921	\$1,440,618	\$11,662,067
Services	\$19,320,085	\$4,958,287	\$7,390,938	\$31,669,310
Other	\$0	\$428,917	\$314,032	\$742,949
Total	\$36,587,847	\$7,140,400	\$9,879,377	\$53,607,624

Table C26. Labor income Impact of St. Ambrose 2017 Student Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$8,494	\$10,040	\$18,534
Manufacturing	\$0	\$92,977	\$47,520	\$140,496
Transportation/Utilities	\$3,529,926	\$218,450	\$112,549	\$3,860,925
Whsle & Retail Trade	\$2,230,811	\$217,341	\$746,856	\$3,195,007
Services	\$5,748,838	\$1,747,196	\$2,354,891	\$9,850,924
Other	\$0	\$203,899	\$115,023	\$318,922
Total	\$11,509,574	\$2,488,356	\$3,386,878	\$17,384,808

Table C27. Jobs Impact of St. Ambrose 2017 Student Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	0	0	0
Manufacturing	0	2	1	3
Transportation/Utilities	151	3	2	157
Whsle & Retail Trade	113	4	22	139
Services	291	46	64	401
Other	0	3	2	5
Total	556	58	90	703

Visitor Spending Tables, 2017:**Table C28. Output Impact of St. Ambrose 2017 Visitors Spending**

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$16,538	\$6,269	\$22,807
Manufacturing	\$0	\$224,076	\$55,840	\$279,916
Transportation/Utilities	\$0	\$194,901	\$70,809	\$265,709
Whsle & Retail Trade	\$1,129,694	\$166,986	\$260,483	\$1,557,163
Services	\$5,306,094	\$1,061,562	\$1,337,112	\$7,704,768
Other	\$0	\$132,153	\$56,834	\$188,986
Total	\$6,435,788	\$1,796,215	\$1,787,347	\$10,019,350

Table C29. Labor income Impact of St. Ambrose 2017 Visitors Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$3,340	\$1,818	\$5,158
Manufacturing	\$0	\$38,567	\$8,610	\$47,177
Transportation/Utilities	\$0	\$53,979	\$20,377	\$74,355
Whsle & Retail Trade	\$189,253	\$76,057	\$135,022	\$400,331
Services	\$1,731,025	\$379,176	\$426,183	\$2,536,384
Other	\$0	\$70,899	\$20,811	\$91,710
Total	\$1,920,278	\$622,017	\$612,820	\$3,155,115

Table C30. Jobs Impact of St. Ambrose 2017 Visitors Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	0	0	0
Manufacturing	0	1	0	1
Transportation/Utilities	0	1	0	1
Whsle & Retail Trade	7	1	4	12
Services	89	10	12	111
Other	0	1	0	1
Total	97	14	16	126

Construction Spending Tables – 10-Year Total 2013-17:

Table C31. Output Impact of St. Ambrose 2013-17 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$215,291	\$30,492	\$245,783
Manufacturing	\$0	\$1,311,235	\$269,067	\$1,580,302
Transportation/Utilities	\$0	\$499,484	\$336,156	\$835,640
Whsle & Retail Trade	\$0	\$932,501	\$1,259,852	\$2,192,354
Services	\$0	\$3,801,845	\$6,321,956	\$10,123,801
Other	\$22,941,525	\$102,621	\$265,671	\$23,309,817
Total	\$22,941,525	\$6,862,977	\$8,483,193	\$38,287,696

Table C32. Labor income Impact of St. Ambrose 2013-17 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$61,058	\$8,596	\$69,654
Manufacturing	\$0	\$231,172	\$40,659	\$271,831
Transportation/Utilities	\$0	\$165,062	\$96,382	\$261,444
Whsle & Retail Trade	\$0	\$450,351	\$640,904	\$1,091,255
Services	\$0	\$1,695,446	\$2,021,272	\$3,716,718
Other	\$9,306,735	\$44,780	\$98,546	\$9,450,062
Total	\$9,306,735	\$2,647,869	\$2,906,359	\$14,860,963

Table C33. Jobs Impact of St. Ambrose 2013-17 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	1	0	1
Manufacturing	0	4	1	4
Transportation/Utilities	0	3	2	5
Whsle & Retail Trade	0	11	19	30
Services	0	33	55	88
Other	176	1	2	178
Total	176	51	78	306

Construction Spending Tables – Annual Average 2017:

Table C34. Output Impact of St. Ambrose Average 2017 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$43,058	\$6,098	\$49,157
Manufacturing	\$0	\$262,247	\$53,813	\$316,060
Transportation/Utilities	\$0	\$99,897	\$67,231	\$167,128
Whsle & Retail Trade	\$0	\$186,500	\$251,970	\$438,471
Services	\$0	\$760,369	\$1,264,391	\$2,024,760
Other	\$4,588,305	\$20,524	\$53,134	\$4,661,963
Total	\$4,588,305	\$1,372,595	\$1,696,639	\$7,657,539

Table C35. Labor income Impact of St. Ambrose Average 2017 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$12,212	\$1,719	\$13,931
Manufacturing	\$0	\$46,234	\$8,132	\$54,366
Transportation/Utilities	\$0	\$33,012	\$19,276	\$52,289
Whsle & Retail Trade	\$0	\$90,070	\$128,181	\$218,251
Services	\$0	\$339,089	\$404,254	\$743,344
Other	\$1,861,347	\$8,956	\$19,709	\$1,890,012
	\$1,861,347	\$529,574	\$581,272	\$2,972,193

Table C36. Jobs Impact of St. Ambrose Average 2017 Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	0	0	0
Manufacturing	0	1	0	1
Transportation/Utilities	0	1	0	1
Whsle & Retail Trade	0	2	4	6
Services	0	7	11	18
Other	35	0	0	36
Total	35	10	16	61

Construction Spending Tables – Proposed Athletic Complex:

Table C37. Output Impact of Athletic Complex Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$225,111	\$37,515	\$262,626
Manufacturing	\$0	\$1,793,684	\$333,608	\$2,127,293
Transportation/Utilities	\$0	\$636,266	\$423,750	\$1,060,016
Whsle & Retail Trade	\$0	\$1,064,364	\$1,564,773	\$2,629,138
Services	\$0	\$5,282,992	\$8,021,308	\$13,304,300
Other	\$30,000,000	\$139,697	\$340,623	\$30,480,320
Total	\$30,000,000	\$9,142,115	\$10,721,577	\$49,863,692

Table C38. Labor income Impact of Athletic Complex Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	\$0	\$66,562	\$10,879	\$77,441
Manufacturing	\$0	\$322,576	\$51,457	\$374,033
Transportation/Utilities	\$0	\$210,074	\$122,010	\$332,083
Whsle & Retail Trade	\$0	\$517,933	\$811,403	\$1,329,335
Services	\$0	\$2,349,448	\$2,554,351	\$4,903,799
Other	\$11,576,359	\$59,574	\$124,815	\$11,760,749
Total	\$11,576,359	\$3,526,166	\$3,674,915	\$18,777,441

Table C39. Jobs Impact of Athletic Complex Construction Spending

Sectors	Direct Impact	Business-Related Indirect Impact	Consumer-Related Induced Impact	Total Impact
Agric & Mining	0	1	0	1
Manufacturing	0	5	1	6
Transportation/Utilities	0	4	2	6
Whsle & Retail Trade	0	11	24	35
Services	0	44	69	114
Other	214	1	2	217
Total	214	66	97	378

Appendix D - About the Research Team

Strategic Economics Group (SEG) is the region's only locally- owned economic research consulting firm. It has served businesses and government clients in Iowa and the Midwest since 2001. It was founded by the former State Economist of Iowa, Harvey Siegelman. He assembled a team of some of the sharpest and most able economists in the region. The SEG team develops economic impact studies, cost-benefit models, management information systems and forensic projections.

SEG's government clients include the Federal Reserve Bank of Chicago, U.S. Department of Agriculture, U.S. Small Business Administration, Iowa Legislature, Iowa Department of Agriculture and Land Stewardship, Iowa Department of Economic Development, Iowa Workforce Development and the Treasurer of Iowa.

The list of SEG business clients include Iowa Farm Bureau Federation, Iowa Area Development Group, Iowa Association of Business and Industry, Iowa Association of Realtors, Hubbell Realty, Iowa District Export Council, Service Corps of Retired Executives, Urban Caucus, Chamber Alliance, Greater Dallas County Development Alliance, Greater Des Moines Partnership, Iowa Association of Electric Cooperatives, Iowa Utility Association, Alliant Energy, Mid-American Energy, Principal Financial, American Home Mortgage Corporation, Iowa Credit Union League, Iowa Treasury Management Association, Catholic Health Initiative, Iowans for a Better Future, Iowa Gaming Association, Mediacom Communications, StrategicAmerica, Flynn Wright Advertising, Iowa Off-Highway Vehicle Association and the West Metro Regional Airport Authority.

SEG's academic clients include Drake University, Des Moines Area Community College, Iowa Association of Community College Presidents, Iowa Association of Community College Trustees and the Iowa Student Loan Liquidity Corporation.

Harvey Siegelman is the President and Senior Economic Analyst with Strategic Economics Group. Prior to forming this research-based consulting firm, Mr. Siegelman was Iowa's longest-serving State Economist. He also served as Adjunct Professor of Economics at Drake University. His specialties include project management, strategic planning and development and analysis of state and local government finances. Siegelman earned his Master of Arts in Economics degree from Wichita State

University. Prior to his appointment as State Economist, he was a professor of economics at University of Wisconsin-Whitewater Campus and Findlay University (Ohio). He also was a visiting professor of economics at Wichita State University. From 1973-74, he was an economic advisor in the Finance Ministry of the Government of Israel.

Daniel Otto is a Senior Economic Analyst with Strategic Economics Group. Otto is also Retired Professor of Economics at Iowa State University in Ames, Iowa. He received his doctorate in economics from Virginia Polytechnic Institute in 1981 and joined Iowa State University that same year as an Associate Professor and Extension Economist. His research areas include Community and Regional Economic Modeling and Policy Analysis, Economic and Fiscal Impact Analysis and Project Evaluation. He has also worked with developing databases, economic forecasting and input-output modeling activities.

Michael Lipsman is a Senior Economic Analyst with Strategic Economics Group. Lipsman has earned a Masters in Community and Regional Planning and a Doctorate in Economics from Iowa State University. Over the course of a 31 year professional career in Iowa State government he has worked as a transportation planner, legislative analyst, and tax research analyst and manager.

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