

# The Economic Impact of John Carroll University, FY2011

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Development

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**Cleveland State  
University**



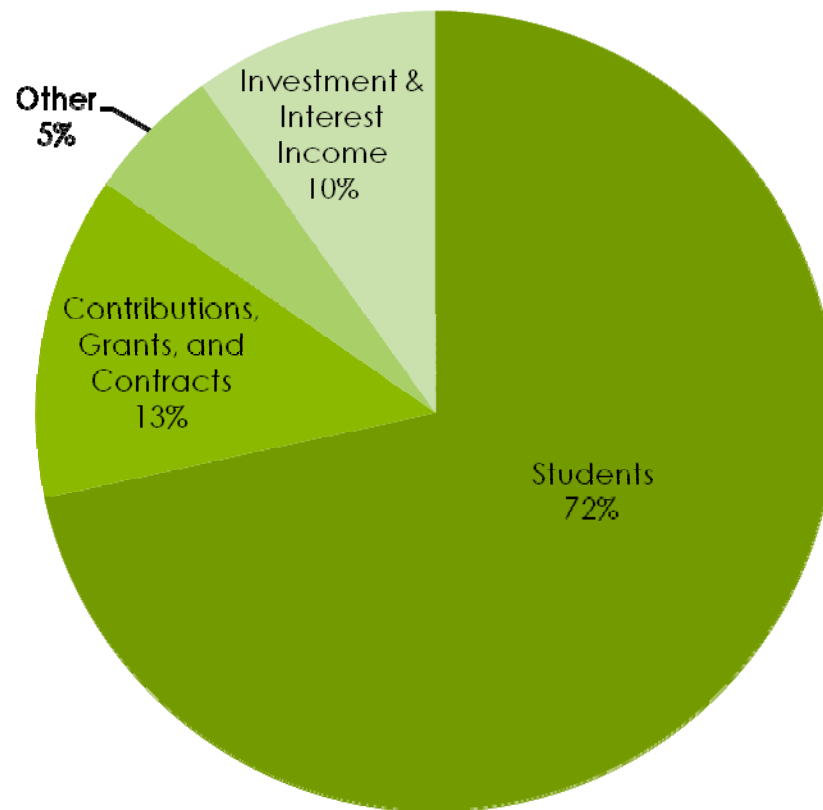
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# John Carroll University

- ◉ Private, coeducational Jesuit Catholic University in University Heights, Ohio
- ◉ 57 majors & 51 minors of study
- ◉ Enrollment of 3,800 students
  - ◉ 81% undergraduate
  - ◉ 19% graduate
- ◉ Employment of 1,990
- ◉ Over \$126 million in construction over past 10 years

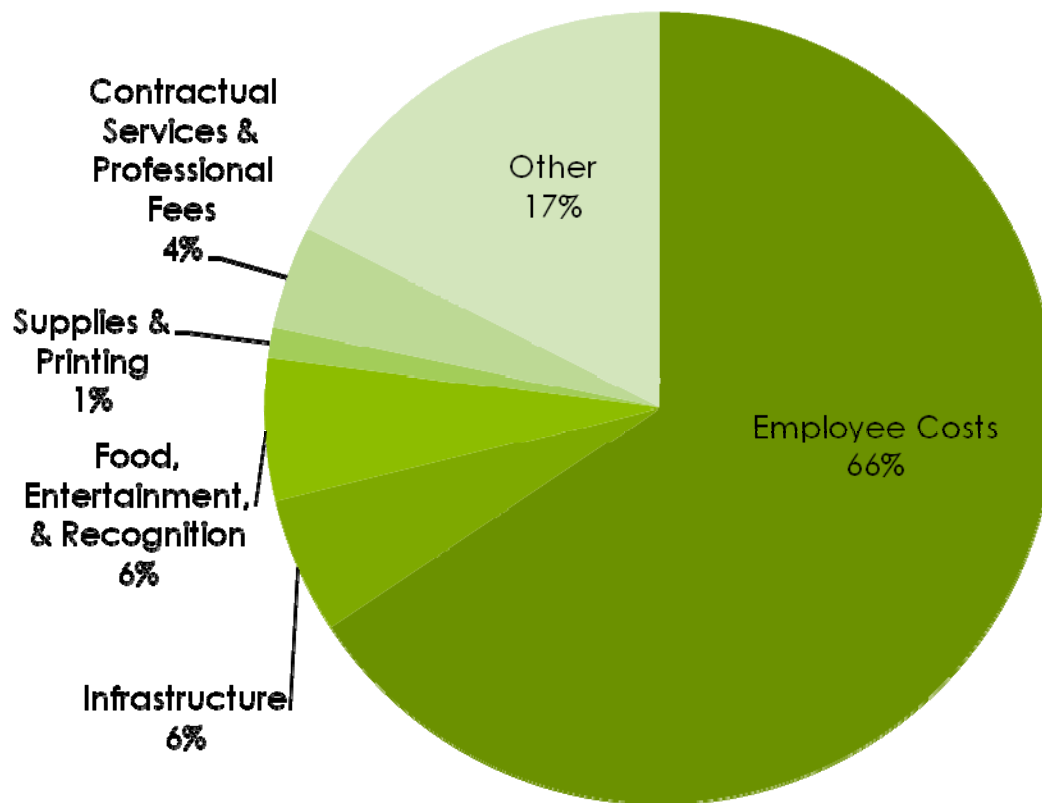
# Revenue

\$84 million in operating revenue in FY2011



# Expenditures

\$80.8 million in expenditures in FY2011



## Contributions to the University Heights Community

- Cleveland Heights-University Heights City School District
- Community Engagement
- Resource Sharing
- Taxes

# Contributions to Northeast Ohio

- We the People
- The Arrupe Scholars Program
- Woodrow Wilson Teaching Fellowship
- University Reading Clinic

## Economic Impact Methodology

- FY2011 data for the 2010-2011 academic year
- NEO defined as five-county MSA
- Only looked at JCU purchases in NEO
- Discounted expenditures by 13.2% to account for substitution effect
- Discounted tuition/fee revenue to account for students that would not have gone to school in NEO but for JCU
- Data disclaimer

## Economic Impact Methodology

- Utilized 2010 data from IMPLAN Version 3.0
- The model assumes that John Carroll University came into existence one day
- This stimulated the local economy through increased demand for goods and services
- The value of this stimulus is known as the change in the final demand, which is defined as the purchases of goods and services by JCU for final consumption

# Economic Impact Methodology

- Three impacts:
  - University Spending
  - Student Spending
  - Visitor Spending

## JCU Spending



## JCU Spending : Employment Impact

Impact Type	Employment
Change in Final Demand	692
Direct Effect	151
Indirect Effect	33
Induced Effect	463
<b>Total Effect</b>	<b>1,339</b>

## JCU Spending : Labor Income Impact

Impact Type	Labor Income
Change in Final Demand	\$41,653,539
Direct Effect	\$4,981,309
Indirect Effect	\$1,833,579
Induced Effect	\$19,407,279
<b>Total Effect</b>	<b>\$67,875,706</b>

## JCU Spending : Output Impact

Impact Type	Output
Change in Final Demand	\$29,323,805
Direct Effect	\$14,009,033
Indirect Effect	\$4,558,663
Induced Effect	\$53,695,225
<b>Total Effect</b>	<b>\$101,586,726</b>

## JCU Spending : Value-Added Impact

Impact Type	Value Added
Change in Final Demand	\$41,653,539
Direct Effect	\$8,072,694
Indirect Effect	\$2,827,518
Induced Effect	\$33,689,217
<b>Total Effect</b>	<b>\$86,242,968</b>

## JCU Spending: Tax Impact

- \$10 million in tax revenue associated with the spending of John Carroll University
  - \$5.8 million was federal tax revenue (57%)
  - \$4.2 million was state and local tax revenue (43%)

# Student Spending



## Student Spending Impact Overview

Impact Type	Employment	Labor Income	Output	Value Added
Direct Effect	341	\$7,812,918	\$11,376,625	\$16,440,800
Indirect Effect	16	\$756,782	\$2,073,061	\$1,340,342
Induced Effect	68	\$2,815,948	\$7,835,627	\$4,935,183
<b>Total Effect</b>	<b>425</b>	<b>\$11,385,648</b>	<b>\$21,285,313</b>	<b>\$22,716,325</b>

# Visitor Spending



## Visitor Spending Impact Overview

Impact Type	Employment	Labor Income	Output	Value Added
Direct Effect	24	\$473,418	\$1,395,416	\$753,000
Indirect Effect	4	\$183,059	\$496,690	\$307,408
Induced Effect	5	\$215,528	\$599,680	\$377,683
<b>Total Effect</b>	<b>33</b>	<b>\$872,005</b>	<b>\$2,491,786</b>	<b>\$1,438,091</b>

# Total Economic Impact of JCU



# Total Economic Impact of JCU

Type of Spending	Employment	Labor Income	Value Added	Output
University	1,339	\$67.9M	\$86.2M	\$101.6M
Student	425	\$11.4M	\$22.7M	\$21.3M
Visitor	33	\$872K	\$1.4M	\$2.5M
<b>Total</b>	<b>1,797</b>	<b>\$80.1M</b>	<b>\$110.3M</b>	<b>\$125.4M</b>

## Total Tax Impact of JCU

Type of Spending	State & Local	Federal	Total
University	\$4.3M	\$5.7M	\$10.0M
Student	\$3.4M	\$2.8M	\$6.3M
Visitor	\$169K	\$190K	\$359K
<b>Total</b>	<b>\$7.8M</b>	<b>\$8.7M</b>	<b>\$16.7M</b>

# Total Economic Impact of JCU

Impact Type	Employment	Labor Income	Value Added	Output
Change in Final Demand	692	\$41.7M	\$41.7M	\$29.3M
Direct Effect	516	\$13.3M	\$25.3M	\$26.8M
Indirect Effect	53	\$2.7M	\$4.3M	\$7.1M
Induced Effect	536	\$22.4M	\$39.0M	\$62.1M
<b>Total Effect</b>	<b>1,797</b>	<b>\$80.1M</b>	<b>\$110.3M</b>	<b>\$125.3M</b>

Thank you!

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