



### Scope & Purpose of Study

This study is designed to quantify the impact of the operations of Campbellsville University within the Taylor County economy. Planned renovations and expansions of university facilities have also been studied to determine the economic impact of those investments.

In this study, economic impact is measured in terms of dollar value of total economic output, jobs, wages, and local tax revenues generated as a result of the business activities related to the operations of Campbellsville University. From this study, policy makers and planners can gain a systematic understanding of the overall economic impact Campbellsville University operations and investments have on Taylor County.

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

### Economic Impact 2018/2019



Annual Impact  
**\$137,082,742**

on Campbellsville - Taylor County, Kentucky



# Annual Impact

# \$137,082,742



## Summary of Economic Impact

Campbellsville University generates economic impact from ongoing operations and by capital investments. Economic impact is also generated by student spending in the local economy. In addition, Campbellsville University operates special programs each year that serve groups of people other than the enrolled students of the University.

Campbellsville University and dedicated contractors directly employ the full-time equivalent of 641 people. There are 955 indirect jobs that exist throughout the local economy because of, and in support of, the various activities of the University. 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, 1,596 jobs in Taylor County are supported by Campbellsville University and related operations.

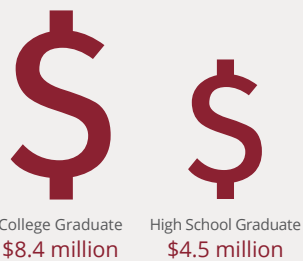
The total economic impact of Campbellsville University and all the related operations is approximately \$137 million annually. This is a measure of the total number of dollars that flow through the Taylor County economy each year because of Campbellsville University.



## Another Measure of Impact

A typical college graduate who remains in the local economy for a 25-year career makes a greater economic impact than a typical high school graduate.

**25-Year Career Local Economic Impact**



## What Campbellsville University Means to Local Businesses

Each year the staff, students, contractors, service providers and other vendors of Campbellsville University spend over \$52 million with local businesses.

Retail Category	% of Total	Annual Spending
Housing/Shelter	18.5%	\$9,625,198
Transportation	17.1%	\$8,896,804
Food/Groceries	13.0%	\$6,763,652
Personal Insurance	10.9%	\$5,671,062
Healthcare	8.2%	\$4,266,304
Utilities	6.9%	\$3,589,939
Entertainment	6.8%	\$3,537,910
Housekeeping Supplies/Services	3.7%	\$1,925,040
Charity/Cash Contributions	3.4%	\$1,768,955
Household Furnishings/Equip.	3.4%	\$1,768,955
Apparel	3.1%	\$1,612,871
Education	2.1%	\$1,092,590
Miscellaneous	1.5%	\$780,421
Personal Care Products & Services	1.4%	\$728,393

**Total** **\$52,028,095**

## What Generates The Impact?

Multiple activities generate Campbellsville University's impact on the economy.



**University Operations**  
Payroll  
Purchases  
Capital Investments



**University Contractors**  
Food Services  
Other providers of service on campus



**Student & Visitor Spending**  
Purchases made by students and visitors from Taylor County Businesses

## Impact Definitions

### Direct Employment

Jobs directly employed by Campbellsville University or their campus contractors.

### Indirect Employment

Jobs that are supported in the local economy because of Campbellsville University operations.

### Economic Impact

Dollars that flow through the local economy each year because of Campbellsville University. This reflects local university, student, and visitor spending being re-spent by local businesses and households until it flows out of the local economy.