



Annual Impact

\$9,648,816



Campbellsville University operates eight regional education centers across 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.

The Harrodsburg Conover Education Center of Campbellsville University is a dynamic regional 250-plus acre campus 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 athletic teams, housing, and outreach teams that work with churches in the surrounding community.

Currently, CU Harrodsburg has multiple capital construction projects focused on enhancing the overall collegiate experience. The capital construction projects include an academic and athletic complex, a facility for the nursing programs, two laser-graded soccer fields, and a competitive track facility.

As a distinct yet integral extension of the main campus, the Harrodsburg Center shares the CU mission and is committed to providing a Christ-centered, high-quality educational experience to students at The Conover Center.



59 DIRECT
29 INDIRECT
88 Jobs



Annual Wages
\$3,438,878



Local Taxes
\$110,482

What Campbellsville Harrodsburg Means to Local Businesses

Each year the staff, students, contractors, service providers and other vendors of Campbellsville University Harrodsburg Center spend over \$2.6 million with local businesses.

Retail Category	% of Total	Annual Spending
Housing/Shelter	18.5%	\$496,230
Transportation	17.1%	\$458,678
Food/Groceries	13.0%	\$348,702
Personal Insurance	10.9%	\$292,373
Healthcare	8.2%	\$219,951
Utilities	6.9%	\$185,080
Entertainment	6.8%	\$182,398
Housekeeping Supplies/Services	3.7%	\$99,246
Charity/Cash Contributions	3.4%	\$91,199
Household Furnishings/Equip.	3.4%	\$91,199
Apparel	3.1%	\$83,152
Education	2.1%	\$56,329
Miscellaneous	1.5%	\$40,235
Personal Care Products & Services	1.4%	\$37,553
Total		\$2,682,325

Scope & Purpose of Study

This study is designed to quantify the impact of the operations of Campbellsville University's Conover Education Center Harrodsburg within the Mercer 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 the Harrodsburg Center. From this study, policy makers and planners can gain a systematic understanding of the overall economic impact the center has on Mercer County.

This study was conducted by



Another Measure of Impact

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

25-Year Career Local Economic Impact



College Graduate
\$7.8 million



High School Graduate
\$4.7 million

Campbellsville
UNIVERSITY
Harrodsburg

1150 Danville Road
Harrodsburg, KY 40330
859.605.1389

harrodsburg.campbellsville.edu