



Economic Contributions to the Santa Cruz Region

An overview of how 2004-05 expenditures by the UC Santa Cruz campus and its employees and students have contributed to the economic health of the regional economy

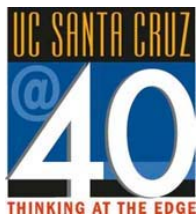


A growing investment

An overview of the 2004-05 report findings...

Bringing resources into the community

The University of California, Santa Cruz, is celebrating its 40th year of existence. With a primary mission to educate California's citizenry and to operate as a national center for research to solve real-world problems, UC Santa Cruz draws nearly all of its funding from outside Santa Cruz County. Yet, the campus spends seven out of every ten dollars it receives in the local economy. *The bottom line:* UC Santa Cruz contributes \$960 million in economic activity within Santa Cruz County which creates over 9,500 additional jobs for local residents.



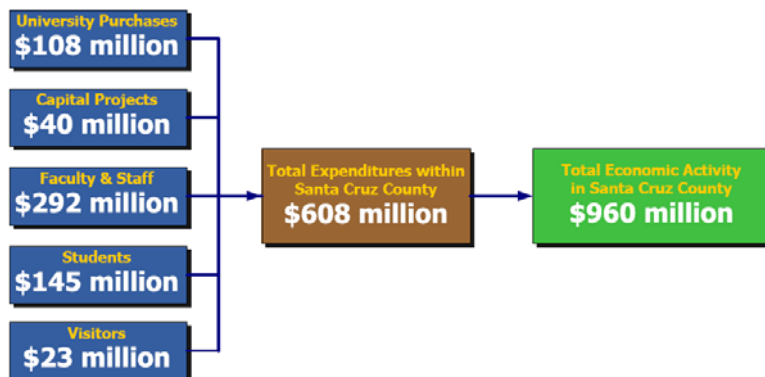
In its first 40 years, UCSC has been, through its direct spending, an engine for positive economic growth in the Santa Cruz County region. From the community's perspective, however, equally important is the economic benefit derived from the knowledge and discoveries that result from campus research and academic excellence. The campus attracts top faculty and talented students to its beautiful setting and, for example, the educational excellence and leadership of UCSC is recognized by *U.S. News & World Report*, which ranked UCSC in the top 20% of national universities in 2006. The campus faculty includes two of the University of California's honored University Professors, twenty four members of the American Academy of Arts and Sciences, thirteen members of the National Academy of Sciences and two members of the Institute of Medicine.

Spending and re-spending in the local economy

UCSC fuels the local economy through its purchases of supplies and materials and its construction, as well as through spending by households with members employed as faculty and staff at the University. Student and visitor spending associated with the University also accounts for substantial impact to area retailers and restaurants.

The full impact of UCSC spending on the Santa Cruz County regional economy is greater than the total of the University's direct spending on salaries and wages, goods and services, and construction. This is because money spent by the

UC Santa Cruz 2004-05 Economic Contributions



University and its students and employees in the local community is spent again by the local businesses and individuals receiving these dollars. In effect, the original dollars are spent and re-spent, creating a "multiplier" effect in the Santa Cruz County economy.

Direct spending by the University and its employees, students, and visitors totaled \$608 million. When calculated using an economic impact modeling system, the total jumps to \$960 million. The economic multiplier is a concept used by economists to measure not just the actual dollars spent, but the value of those dollars when they are spent again. In essence, the economic multiplier shows the ripple effect of each dollar spent in an economy.

Every dollar spent by UC Santa Cruz grows to return more than \$1.60 in Santa Cruz County.

Every State dollar invested in UC Santa Cruz—when combined with student fees and other University resources—generated \$6.50 in economic activity within the local community.

UC Santa Cruz contributed at least \$960 million to the local economy.

UC Santa Cruz is the largest employer in Santa Cruz County.

UC Santa Cruz economic activity generated an additional 9,565 local jobs in 2004-05.

Direct University spending within the county for supplies, equipment, and services—including on-campus housing and food services—totaled \$108 million; local awards for construction projects and local construction labor hired by out-of-county contractors was valued at \$40 million.

Purchases made by University employees play a major role in the economic vitality of the community. Because the majority of the campus's budget is supplied by out-of-county sources, the income spent by University employees is nearly all new to the local economy. In 2004-05, UCSC faculty, staff, and their immediate families spent an estimated \$292 million (over three-quarters of their earnings) on purchases and services within the county.

(The campus's fiscal year runs from July 1 through June 30. The 2004-05 totals are the most current figures available.)

Likewise, student expenditures translate into new spending within the local economy. Disposable student income (after payment of university fees) totaled \$145 million spent within county borders.

The campus also attracts thousands of visitors each year—prospective students and their parents; guests of faculty, staff, and students; summer session students; and others attending special events. These visitors spent \$23 million in the local area.

Beyond economic contributions

A key economic engine in the Santa Cruz region, UC Santa Cruz's distinction as a major research university with an uncommon commitment to teaching and public service helps create a unique place to live and work. The campus brings world-renowned attractions to the region and is a contributor to the cultural richness and the quality of life prized by local residents.

Because of its national reputation for excellence and a quality that attracts external funding and innovative partnerships, the campus helps draw to the local region talented individuals who make intellectual, educational, research, cultural, and service contributions.



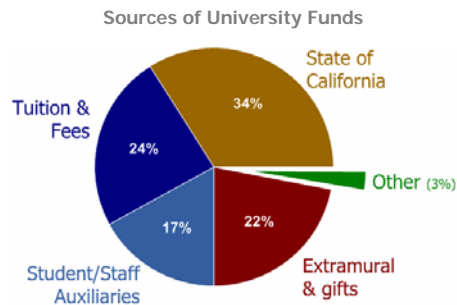
The Cultural Council of Santa Cruz County has received an NEA grant for a collaborative project with UCSC's Arts & Lectures program

UC Santa Cruz spending and economic contribution

The University brings state, federal, and student fee dollars into the local region and each dollar spent by the campus grows to return more than \$1.60 to Santa Cruz County...

Sources and uses of campus funds

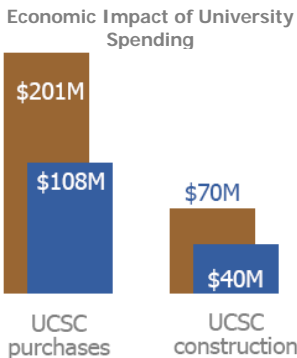
The University's operating expenditures fall into two major categories: (i) salaries and benefits for its employees (nearly 60 percent of the total) and (ii) those related to purchases of supplies, equipment, and services and to new construction. Nearly all of the University's budget comes into Santa Cruz County from outside the local area—in the form of, for example, State of California appropriations; extramural support—including Federal contracts and grants, private gifts, and endowments; student tuition and fees; and students/employees using their personal resources to purchase services from campus auxiliaries—e.g., residence halls, bookstore, parking, etc. Thus, much of the money spent by the University represents new money to the community and generates new economic activity within the region that would otherwise not have occurred without the presence of the campus.



(The economic impact of the salaries the University pays its employees is estimated in the next section.)

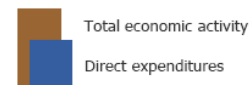
Operating and capital budget expenditures

UCSC spends a large portion of its operating budget in the local economy through purchases of supplies, equipment, and services (including on-campus student housing and food services). During 2004-05, UCSC spent approximately \$198 million in such operating and housing/food services expenditure categories, and it is estimated that, of these expenditures, \$108 million were spent in the local economy.



That local spending generated \$201 million in economic activity which, in turn, created 2,330 additional jobs within the County. In addition, during 2004-05 UCSC local spending on new construction and capital projects is estimated at \$40 million, contributing approximately \$70 million in economic activity and creating 535 additional jobs.

Each of these direct and direct plus induced economic impacts is depicted as a bar chart.



In total, UCSC spent \$47 million on capital projects in 2004-05, primarily for on-campus construction. During that year, more than 110 contracts were awarded for projects

ranging from small maintenance jobs to the construction of major facilities such as those for the humanities and social sciences and for the physical sciences.

Based on 2004-05 spending patterns, the University estimates that 80 percent of total capital expenditures were for contracts awarded to local contractors. In addition, at least half of non-local contract awards used subcontractors based locally, resulting in the capture of additional capital expenditures within the County economy. Based on these estimates, approximately \$40 million of the University's spending on capital projects flowed into the local economy.



The three-building Humanities and Social Sciences Facility is scheduled for completion in fall 2006.

Examples of local expenditures

By far the largest University local expenditure is its investment in employee salaries (who, in turn, spend over three-quarters of their earnings in the local economy), but the campus also purchases supplies, equipment, and services from and awards construction contracts to local firms.

During 2004-05, local purchases of supplies, equipment, and services included:

- Almost 100% of the *fresh and bulk food* served each day to thousands of students in on-campus residence halls and restaurants is purchased locally—of which, 20% is locally-grown, mostly organic, produce (including 2,000 pounds of lettuce weekly). **Each week, the campus purchases ingredients locally to bake 19,000 cookies.**
- 60% of *office supplies* were purchased locally in 2004-05; the campus also rented or leased over \$4 million in off-campus space.
- The campus depends on local agencies for a wide variety of service needs; while too wide-ranging to enumerate here, these contracts represented over \$11 million in 2004-05.

In that same year, the following contracts were among those awarded to local firms:

- The *Humanities and Social Sciences Facility* (pictured above) is being managed by the Santa Cruz branch of a major Bay Area project management and construction firm. Similarly, much of the electrical and mechanical work needed to complete the *Physical Sciences Building* was awarded to local firms.
- Most *seismic corrections* and *major maintenance* projects are handled entirely by local firms—as well as projects involving *electrical and communications upgrades* to support new technologies and departmental *renovations* to support new programmatic needs.
- Nearly all landscape and outdoor projects such as *signage*, *hydroseeding*, and *decking* installation/repair, *parking lot* maintenance/upgrades, and *playing field* work (including those for children of students or employees) were awarded to local contractors.

Faculty, staff, student, and visitor spending

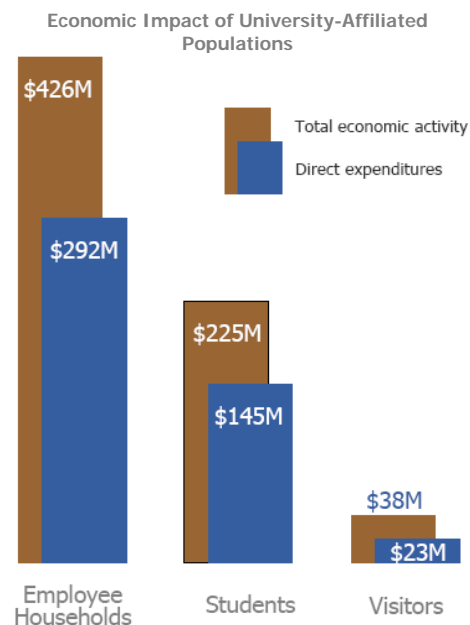
In addition to the dollars spent directly by the University, its students, employees, and the visitors it draws contribute from their personal resources to the Santa Cruz economy...

Overview

The Santa Cruz community is enriched in a myriad of ways through the contributions of University students, faculty, and staff. Students spend countless unpaid hours in local schools and at local non-profit organizations to complete required service learning components of their academic study. Faculty, staff, and students contributed more than 820,000 hours of community service to mostly local agencies—services worth well over \$6.5 million during the 2004-05 academic year.

During 2004-05, nearly 60 percent of the University budget was spent on student, faculty, and staff salaries and benefits—including payments for health, life, dental, and vision insurance; income to local retirees; and unemployment insurance and worker's compensation. The campus also distributed an additional \$43 million in student financial aid.

These University resources—combined with, for example, the additional flow of monies into Santa Cruz from each student's personal (or parental) resources or from visitors to the University—was responsible for nearly \$690 million in economic activity within Santa Cruz County and created nearly 6,700 jobs for non-University Santa Cruz residents.



For example, University employees and their households living in the County spent more than \$292 million locally for goods, services, and housing; students spent \$145 million on off-campus living expenses, entertainment, dining, and retail goods; and spending by visitors in the local economy is estimated at \$23 million. In doing so, these three groups generated an estimated \$426 million, \$225 million, and \$38 million, respectively, in economic activity within Santa Cruz County.

Faculty and staff household spending

UCSC faculty and staff play a major role in the local economy. During the 2004-05 academic year, UC Santa Cruz employed more than 4,500 full-time equivalent faculty and staff, making it the largest employer in Santa Cruz County. According to University reports, approximately 85 percent of faculty and staff—i.e., members of 3,850 households—live in Santa Cruz County. UCSC faculty and staff households contribute to the local and regional economy through their purchases and spending in the area.

It is estimated that University employees and their households living in the County expended \$292 million of their available household income locally for goods and services

Faculty and staff and their guests spend over \$26 million dining in Santa Cruz eateries.

in 2004-05. That spending generated approximately \$426 million in economic activity and created approximately 4,440 additional jobs within Santa Cruz County. Including the 3,850 University employees living in Santa Cruz County, an estimated 8,290 local jobs can be attributed to spending by University households.

Student spending

In addition to their volunteer activities, students also make an important financial contribution to the local economy. During the 2004-05 academic year, more than 14,500 students were enrolled at UCSC with approximately half living off-campus. In addition, 3,300 students enrolled in campus summer sessions during 2004.

Using published student budgets prepared by the UCSC Financial Aid Office, as well as the results of a June 2005 survey of UCSC students, it is estimated that during 2004-05 students spent \$145 million on off-campus living expenses, entertainment, dining, and retail goods. The University survey also shows that most of such spending was new

Guests of students spend over \$10 million at local establishments.

income to the local economy. Student spending in the local economy contributed an estimated \$225 million in economic activity and generated an additional 1,730 jobs in Santa Cruz County.



The *Student Volunteer Connection* connects students who want to volunteer with opportunities in the community.

Visitor spending

Visitors to the campus are additional contributors to the local economy and support tourism—one of the region's primary industry sectors. UCSC and its employees and students attract approximately 180,000 visitors to the County every year. These visitors also spend money on lodging (accounting for an estimated 52,000 room-nights at hotels in Santa Cruz), shopping, and dining in the area.

The University attracts visitors to faculty, staff, and students, visitors to the University Inn and Conference Center, prospective students and their families, and participants in the summer orientation program hosted by the University.

Total spending by visitors in the local economy is estimated at \$23 million in 2004-05. This spending generated \$38 million in economic activity and an additional 525 Santa Cruz County jobs in retail trade, entertainment, lodging, and dining.

Contributing to local tourism

Each year prospective students and their families (accounting for 25,000 visitors in 2004-05) come to UC Santa Cruz to check out the campus.

6,100 new students attended summer orientations in 2004-05.

UCSC conference programs brought in over 10,000 visitors during 2004-05.

The campus and local business leaders have developed programs to encourage these campus visitors to stay at local hotels and spend money at local restaurants, shops, and entertainment venues such as *The Catalyst* or *Kuumbwa Jazz Center*.

Generating jobs on campus and beyond

Providing stable employment and top-quality benefits to families of campus employees and generating jobs, both directly and indirectly, that are buffered more than most from economic downturns...

Overview

UC Santa Cruz employed approximately 4,500 full-time equivalent faculty and staff in 2004-05. As the largest employer in Santa Cruz County, it is significant to note that campus employment is somewhat buffered from downturns in the local economy, as most of the jobs are funded from revenue sources outside Santa Cruz County that are not market dependent. Equally important, the local jobs it generates are buffered more than most from economic downturns.

Compute this: Every \$1 million in UCSC's budget generates more than 22 jobs in the local community.



UC Santa Cruz also plays a role in keeping Santa Cruz a step ahead. Its graduates continually refresh the County's supply of highly talented workers and business innovators. And, as a world-class research university, it draws the best in the nation who, in turn, contribute to the local area as a center for innovation. From high-tech and basic science to the arts, social sciences, and humanities, the campus's research, faculty, and alumni supply the people-power and the brain-power that helps make Santa Cruz County thrive.

"Culturally, there are people from around the world who come to town because of UCSC — musicians, artists, and wonderful writers, who probably otherwise would not be living here. UCSC transformed Santa Cruz from being just a cool beach town to an intellectual hotbed."

Martha Mendoza
Pulitzer Prize-Winning
Associated Press Reporter;
UCSC Lecturer in Journalism
B.A. Individual Major (1988)

Over 64,000 alumni have graduated from UC Santa Cruz since its opening in 1965. UCSC alumni have built many local businesses and many of the innovative and uniquely Santa Cruz enterprises—from the *National Marine Sanctuary and Visitor's Center* to the founding of *New Leaf Community Markets*—have their roots in the talents of UCSC graduates.

Furthermore, to foster local and regional economic development, UC Santa Cruz has taken a leadership role in creating partnerships with government, business, and scientists throughout northern California. Initiatives such as the proposed technology transfer center at 2300 Delaware, the Monterey Bay Education,

Science, and Technology Center (MBEST), and the Silicon Valley Initiative have the potential to foster the creation of local and regional businesses and jobs, expanding the economic base of the region.

Summary of economic and employment benefits

The University generated approximately \$960 million in economic activity within Santa Cruz County during 2004-05. This economic activity created 9,565 additional local jobs. Including the 3,850 university employees living in Santa Cruz County, an estimated 13,415 jobs in the region can be attributed to UCSC.

UC Santa Cruz 2004-05 Economic Contribution to Santa Cruz County			
	Direct Spending	Total Economic Activity	Jobs
University operations spending	\$108,000,000	\$201,000,000	2,335
Capital project spending	40,000,000	70,000,000	535
Faculty & staff compensation	292,000,000	426,000,000	8,290
Student spending	145,000,000	225,000,000	1,730
Visitor spending	23,000,000	38,000,000	525
Total Economic Activity	\$608,000,000	\$960,000,000	13,415

Contributing to regional vitality

UC Santa Cruz is more than an academic institution; its students, faculty, and staff are a key factor in the vitality of the Santa Cruz region. UCSC's talent, entrepreneurship, and research all contribute to job creation and the economic health of the region.

The final section of this report provides several examples of the impact of research, arts, and volunteerism. Additional examples, as well as interviews with UC Santa Cruz alumni, are summarized in a companion document, *Beyond Economic Contributions*. Specifically, that document illustrates how the University

- Fosters local economic development through University-sponsored research and technology initiatives;
- Strengthens the community through student, faculty, and organizational support of public education, volunteer services, cultural life, and community partnerships; and
- Sustains the region and the world through the work of its alumni.

Other contributions to the community

Keeping the Santa Cruz area a step ahead—the campus draws talented individuals who make intellectual, educational, research, cultural, and service contributions to the local region...

Research



UCSC's multidisciplinary approach to environmental toxicology enables scientists to critically assess the complex effects of environmental toxins at molecular, cellular, organismal, and ecosystem levels.

UCSC received more than \$100 million in research contracts and grants in 2004-05, a 10% increase over the previous year and a 64% cumulative increase over five years. The Federal government, the largest funding agency, supplied 82% of the total with NASA as the largest source, followed by the National Science Foundation and the National Institutes of Health.

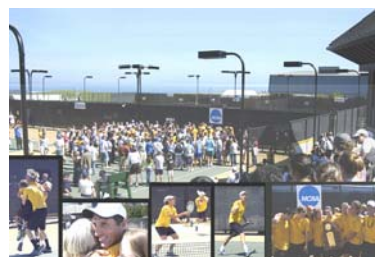
Because the University encourages practical applications of research to benefit society plus the timely transfer of research findings to the commercial sector, UCSC research translates into new knowledge and new jobs.

- *Support to agriculture.* Working with farmers, UCSC researchers have been at the forefront of sustainable agriculture for years, developing alternatives to costly synthetic chemical fertilizers and pesticides.
- *Health and safety.* Researchers at UCSC are working with investigators from across the state and nation to tackle subjects ranging from the mystery of earthquakes to the secrets of life at the molecular level.
- *Monterey Bay research.* UCSC's marine sciences campus, home to one of the premier marine-science research groups in the country, is a hub of activity for research focused on the Monterey Bay National Marine Sanctuary.
- *Information technology.* UCSC faculty, students, and staff are applying advanced technology to the area's business and research interests—ranging from the complex data-handling and computer-graphics tools needed to better understand the flood of data in science and engineering to advanced research and production in animation, rendering, and music composition in support of the arts.

Additional examples can be found at <http://www.ucsc.edu/research/>.

Cultural and educational

Through the arts, sports, education, and community service—UCSC keeps the Santa Cruz community 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.



In 2004-05, the UCSC Men's Tennis won the Fifth National NCAA Team Championship.

- *Arts and culture.* UCSC contributes to the cultural life of Santa Cruz through performances, exhibitions, films, and lectures by UCSC faculty, visiting lecturers, students, and others. Theater, art, music, and dance programs are offered to the public throughout the school year, and the Arts & Lectures series presents top national and international entertainers.



In addition to its Arts & Lectures series, UCSC performances showcase the talents of its students and faculty.

- *Partners in education.* With dozens of collaborative projects with public schools, UCSC is a leader in the effort to improve K-12 education by reaching out and forming partnerships with local and regional schools. UCSC's *Educational Partnership Center* coordinates activities with public schools in the Silicon Valley and Monterey Bay Area in an effort to increase the number of underrepresented students attending four-year colleges and universities. The highly regarded *New Teacher Center* is a leading national resource addressing the need for high-quality professional development programs for teachers.

Additional examples can be found at <http://www.ucsc.edu/about/contributions.asp>.

Community service

The Santa Cruz community is enriched in many ways not only through University programs but as a result of the volunteer activities of its students, faculty, and staff. The June 2005 survey results showed:

- *Students.* Twenty-nine percent of students volunteer or complete an unpaid internship—for charities, public schools, and other non-profits in Santa Cruz County—contributing over 550,000 hours to the community. During 2004-05, students were matched with local agencies by the student-run *Student Volunteer Connection*, including *Beach Flats After-School Tutors and Community Center*, *Big Brothers/Sisters*, *Boys and Girls Club*, *Familia Center*, *Salvation Army*, *Santa Cruz Parks and Recreation*, and *Santa Cruz Libraries*. In addition, UCSC community service project grants are available to students and student groups who are interested in direct-service projects that address community needs or problems within the County and surrounding local communities.
- *Faculty and staff.* Fifty-four percent of faculty and staff volunteer locally—for non-profits, charities, public schools, and religious organizations—contributing over 270,000 hours annually. In fact, 15% of faculty and staff reported that they held a leadership position in a local community group during 2004-05.
- *Alumni.* Even as UCSC students graduate and leave the local community, they bring with them a culture of service. The campus was ranked seventh among mid-sized institutions for the number of alumni in the Peace Corps during 2005. Since that program began in 1961, 576 alumni have served around the world.



“Santa Cruz depends on the university as much as the university depends on the unique atmosphere and ambiance of Santa Cruz. Combined they make the perfect learning environment.”

June 2005 survey respondent

Methodology

Details behind UC Santa Cruz's update of its economic contributions report methodology...

Economic impact studies at UC Santa Cruz

On a periodic basis (since 1979), UC Santa Cruz has analyzed its economic impact on the local economy. In earlier years, the campus created models to analyze the flow of monies through the University into the community. However, with the introduction of regular government surveys of economic activity and sophisticated commercial economic impact modeling systems, it is no longer necessary for the campus to create its own models.

In 2005, the campus commissioned Bay Area Economics (BAE) of Emeryville, California, to review campus methodologies and to create a new economic impact analytic framework for future studies. At the request of the campus, the firm considered two models:

- IMPLAN (IMpact Analysis for PLANning) initially developed by the U.S. Department of Agriculture; and
- RIMS II (Regional Input-Output Modeling System) developed by the U.S. Bureau of Economic Analysis.

Both models examine inter-industry relationships but are distinguished by how they estimate these relationships as well as their data sources. Both IMPLAN and RIMS II use region-level data and relationships and the underlying data tables for both models are available for the Santa Cruz region. While RIMS II multipliers tend to be higher than those of IMPLAN, both are lower than the campus's current methodology which was based upon a governmental sector model developed specifically for Santa Cruz County. During this transition year, calculations were completed using all three methodologies:

<u>Economic Impact Model</u>	<u>Total Impact in Santa Cruz County</u>
IMPLAN	\$ 837,000,000
RIMS II	\$ 960,000,000
Governmental Sector	\$ 1,052,000,000

The campus chose to base its economic analysis on RIMS II model in order to have information that is comparable to a comprehensive University study, "*California's Future: It Starts Here*" (<http://www.universityofcalifornia.edu/itstartshere/>).

Additional details about the Bay Area Economics analysis are available from the UCSC Office of Planning and Budget.

How economic multipliers work

When the University and its students and employees spend dollars in the community, local businesses and individuals receiving these dollars in turn spend a portion of them in the local area. The recipients of that second round of spending also expend a certain amount locally, and the process continues through successive cycles in an ever-diminishing spiral. Because this spending and re-spending are induced by, and would not

occur without, initial expenditures, it is reasonable to attribute the total monetary flow of all such spending cycles to the University.

It is impossible to trace each University-related dollar through the re-spending process in order to determine the exact total of local business volume attributable to the University. However, a standard assumption of economic theory is that those receiving University-related dollars will probably use them as they would money from other sources.

Economists have developed the concept of the "economic multiplier" to help calculate the total economic activity (often characterized as "direct," "indirect," and "induced" spending) which results from these successive rounds of re-spending. Using its accounting records, as well as surveys of students and employees, the University calculates the direct expenditures due to its presence in Santa Cruz. The indirect effects are estimated increases in economic activity after considering the multiplier effects of direct University expenditures; the induced effects represent additional spending due to the household spending patterns of UC students and employees. For simplicity, this report refers to the combination of direct, indirect, and induced effects as simply "total economic activity."

Economic impact modeling systems, such as IMPLAN and RIMS II described above, are used to approximate the total economic activity in a particular geographic area (in this case, Santa Cruz County) based upon the direct spending inputs. These systems draw on several Federal government data sources to describe inter-industry trade flows and regional purchase coefficients. These include:

- US Bureau of Economic Analysis Benchmark I/O Accounts of the US
- US Bureau of Economic Analysis Output Estimates
- US Bureau of Economic Analysis REIS Program
- US Bureau of Labor Statistics Covered Employment and Wages (ES202) Program
- US Bureau of Labor Statistics Consumer Expenditure Survey
- US Census Bureau County Business Patterns
- US Census Bureau Decennial Census and Population Surveys
- US Census Bureau Economic Censuses and Surveys
- US Department of Agriculture Crop and Livestock Statistics
- US Geological Survey

Both the IMPLAN and RIMS II models are well respected as industry standards for projecting economic impacts.

Basis for University expenditures

Direct expenditures by the University for both operating and capital expenditures were provided by the UCSC Office of Planning and Budget based upon information recorded in the campus accounting systems. In the case of capital expenditures, the University estimated on the basis of a review of individual award documents that contracts (or subcontracts) representing eighty percent of total capital expenditures were awarded to firms in Santa Cruz County. In addition, a portion of the expenditures from projects awarded to non-local firms was spent compensating laborers hired from the local community—thus the BAE analysis treated this labor component as local expenditures.

Basis for employee household expenditures

A June 2005 survey of UC Santa Cruz faculty and staff served as the basis to estimate the distribution of UCSC employee household incomes. Using data furnished by the

University, it was also possible to estimate the additional employee compensation provided in the form of non-salary employee benefits. This same ratio of non-salary-to-salary compensation was then applied to the portion of employee household income attributed to sources other than UCSC salary and benefits, for the 3,850 faculty and staff households living in Santa Cruz County. This methodology made it possible to estimate the total value of compensation associated with the non-UCSC salary and benefits portion of UCSC employee household income. The BAE analysis treats the total value of estimated UCSC employee household compensation from UCSC and other sources as the input to the economic impact modeling systems for employee compensation in Santa Cruz County.

Basis for student expenditures

The economic impact on Santa Cruz County of UCSC student spending was based on UCSC financial aid estimates of student expenditures, and responses to a June 2005 survey. The concept of a household income doesn't apply well to students because students sharing a dwelling unit often maintain separate finances and spending patterns, unlike a family household. Furthermore, student spending is often related to the amount of money provided by their families. The UCSC Financial Aid Office estimates the amount of money that students spend on various goods and services. However, it provides significant detail (based upon annual "market basket" surveys) as to the types of goods and services that students purchase. Therefore, the BAE analysis uses the student spending patterns from the Financial Aid Office studies to allocate total dollars spent during the 2004-05 academic year across various retail sectors. The aggregate amounts of student expenditures in each category were entered as direct impacts.

Basis for campus visitor expenditures

Faculty, staff, and students living in Santa Cruz County all generate visitors to the area. These visitors spend money on food, gifts, and other items. It is difficult to determine how many of these people would visit Santa Cruz anyway without the presence of the University and its employees and students. Nevertheless, this analysis offers a general sense of the economic contribution of these visitors.

In the June 2005 surveys of faculty, staff, and students, respondents identified how many visitors they had in the last year from outside the County, how long the guests stayed and whether those guests stayed in paid lodging, and how much money the guests typically spent each day. These findings were used to estimate the total number of visitors to students and faculty and staff households, and the dollars spent locally by these visitors.

In addition, the University sponsors conference, summer orientations, etc., that bring visitors to the County. For example, in summer 2004, 10,300 visitors attended events either on campus or at the University Inn and Conference Center. About half of these visitors were youth. Many attendees stay in local hotels for one to two days before and after their conference. During the conferences, many of the meals are provided on campus (typically breakfast and lunch), but some meals are eaten off-campus. Youth participants also typically visit the Boardwalk during their stay in Santa Cruz. Also in 2004, 6,100 students and family members participated in the campus summer orientation program for incoming freshmen. Summer orientation is an all-day activity running from 7:30 am to 5:00 pm, and participants are not housed on campus. Approximately 65 percent of attendees were from outside the San Francisco and Monterey Bay Areas, and would likely spend a night or two in a local hotel during the event.

Creating this report

Bay Area Economics (BAE) obtained information from the University, conducted independent research, and analyzed the impact of University operations and related University activities. UC Santa Cruz's employment, spending, students, and visitors were all examined in detail to create an overall picture of the University's economic impact on the local economy.

The University provided expenditure data from its records for the 2004-05 academic year (i.e., July 1, 2004, through June 30, 2005), which was the year most data were generally available; surveys were conducted in June 2005. Therefore, to the extent possible, all data collected and analyzed pertain to this period.

Bay Area Economics is headquartered in Emeryville with offices around the U.S.:

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Janet Smith-Heimer, Managing Principal, BAE, oversaw the UC Santa Cruz analysis, which consisted of the development of a detailed economic model, the preparation of tabular results, and the administration and analysis of two opinion surveys. This report—prepared jointly by BAE and the UC Santa Cruz Offices of Public Information and Planning and Budget—summarizes that work.

For more information

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- Research programs and institutes at UC Santa Cruz
<http://www.ucsc.edu/research/>
http://www.ucsc.edu/about/research_impacts.pdf
- Arts & Lectures events at UC Santa Cruz
<http://artslectures.ucsc.edu/>
- UC Santa Cruz resources available to the local community
http://www.ucsc.edu/about/public_resources.asp
- Overview of contributions to the community
<http://www.ucsc.edu/about/contributions.asp>
- Public and private partnerships
<http://www.ucsc.edu/about/partnerships.asp>
- Economic contributions to the Santa Cruz community (*summary of this report*)
http://www.ucsc.edu/about/economic_impact.asp
- About Bay Area Economics
<http://www.bayareaeconomics.com/>