INTRODUCTION:

With more than 550 participating athletes and fourteen national championships in the last ten years, the University of Wisconsin-Whitewater is a pinnacle of NCAA Division collegiate athletics. These athletic events bring an average of 54,910 people to the area every year, which has a profound economic impact on the immediate area.

In 2015, the University of Wisconsin-Whitewater's Fiscal and Economic Research Center (FERC) decided to quantify the economic impact of the university. As a part of the study, researchers examined the university's athletic department.

The FERC developed a survey questionnaire with input from the athletic department faculty to gauge spending habits of attendees, including items such as money spent on refreshments and souvenirs at games. It also looked at money spent on gasoline, groceries, and restaurants in the surrounding area. Two hundred eighty three attendees were chosen at random and asked a series of questions by a researcher. The FERC then used IMPLAN to interpret the results and produce a report about the direct and indirect economic impact of the University of Wisconsin- Whitewater's athletic department on the surrounding area and communities. The following pages detail the results of the study.

ECONOMIC IMPACT:

|  |  |  |  |
| --- | --- | --- | --- |
| Impact Type | Employment | Labor Income | Output |
| Direct Effect | 78.8 | $1,502,978 | $4,675,405 |
| Indirect Effect | 10.1 | $365.723 | $1,271,740 |
| Induced Effect | 9.4 | $324,560 | $1,092,328 |
| Total Effect | 98.3 | $2,193,261 | $7,039,473 |

Direct Effect: The jobs created or spending brought about by attendees of UW-Whitewater athletic events.

Indirect Effect: Refers to the secondary impact caused by changing input needs of directly affected industries; i.e. the positive impact of area business suppliers

Induced Effect: Changes in household spending due to the additional employment generated by direct and indirect effects.

Output: The total of goods and services produced by athletic events.

TOP INDUSTRIES AFFECTED

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Employment | Labor Income | Output |
| Food services and drinking places | 48 | $807,875 | $2,598,550 |
| Retail stores - clothing and clothing accessories | 12 | $219,201 | $733,086 |
| Retail stores- miscellaneous | 7 | $108,654 | $276,606 |
| Hotels and motels (including casino hotels) | 7 | $205,654 | $763,851 |
| Retail stores - food and beverage | 6 | $151,095 | $307,856 |
| Real estate establishments | 2 | $12,854 | $264,236 |
| Retail stores - gasoline stations | 2 | $75,317 | $185,878 |
| Employment services | 1 | $27,846 | $42,767 |
| Services to buildings and dwellings | 1 | $21,813 | $49,045 |
| Wholesale trade businesses | 1 | $39,479 | $103,640 |

TAX IMPACT

Sales tax: $187,901

Personal income tax: $49,934

Corporate income tax: $9,610

Property tax 244,352

Total local and state taxes: $491,797