

# CWIUpfront

## Clemson's economic impact

You don't have to be a resident of Clemson when the students return each August to realize the tremendous impact the University has, not only on the city itself, but on the surrounding counties and even statewide. And that impact is greater than the University's almost 20,000 students and 8,000-plus employees.

A recent economic impact study by researchers in the Strom Thurmond Institute shed some light on the topic. Key points of the study include:

- Since 2001, Clemson's estimated total impact on net state government revenues has exceeded state appropriations by an average of \$31.1 million annually, and by \$77.4 million in 2010.
- More than 31 percent of jobs in Pickens County, over 12 percent in the Tri-County area, 6 percent in the four-county region (including Greenville County), and more than 1 percent in the state were directly or indirectly attributable to Clemson University, its students and visitors in 2010.
- Between 2001 and 2010, Clemson University, through both direct output and all "spillover" effects, generated

on average \$1.65 billion in output in the state economy per year. The total impact on output for that 10-year period was approximately \$16.5 billion.

- Sporting events generate some 1,200 jobs per year in the Tri-County area due to spending by attendees who travel from outside the Clemson area.
- Clemson's activities in Greenville have directly and indirectly generated over 400 jobs in Greenville County since 2001.
- Clemson's activities in Anderson County have directly and indirectly generated over 430 jobs in Anderson County since 2001.
- Clemson's Conference Center and Inn has a \$14 million average impact on the local economy, and more than 345 jobs are maintained through operations and patron spending.

One striking illustration of Clemson's economic impact on the area can be seen as it's broken down to each home football game. **Each home game results in an average of \$733,000 of state government net revenue.** But it also affects employment, output and local revenue.

### Estimated impact of average Clemson home football game

#### Employment\*


Total jobs created statewide 198

Anderson County  42

Oconee County  13

Pickens County  54

Greenville County  73

 = 10 jobs

\*Employment is the number of jobs created by spending by fans and all "ripple effects."

\*\*Output is the dollar value of all goods and services produced within each county as a result of fan spending.

\*\*\*Net local government revenue is the revenue collected by county and city governments, minus expenses, as a result of spending by fans.

For the full study, go to [sti.clemson.edu](http://sti.clemson.edu).

#### Output\*\*

Total money spent by fans \$10,273,000

\$ Anderson County \$1,679,000

\$ Oconee County \$595,000

\$ Pickens County \$1,976,000

\$ Greenville County \$4,394,000

#### Net local government revenue\*\*\*

Local government total revenue \$542,000

\$ Anderson County \$102,000

\$ Oconee County \$40,000

\$ Pickens County \$93,000

\$ Greenville County \$198,000

