## Kentucky Wesleyan College

Owensboro · Est. 1858 · kwc.edu



## **Total Economic Impact: \$54.7 million**

The total economic impact of a university can be measured in terms of the direct and induced economic impact of a university's activity on the local economy.

## Direct Spending: \$37 million

Direct spending is defined as the amount of money spent directly by the university, university employees, students, and visitors.



Direct Spending by Employees: \$9.4 million



Direct Spending by Students: \$6.3 million



Direct Spending by Visitors: \$11.3 million



University Purchases: \$8.2 million



Investment Spending: \$1.8 million

## **Induced Spending: \$17.7 million**

The induced economic impact is the additional employment and expenditures of local industries that result because of direct spending.



**Jobs Created: 531** 



FY 2021-22 Economic Impact Study commissioned by the Association of Independent Kentucky Colleges and Universities, released January 2025

Source: Mark Paul Gius, Ph.D., Professor of Economics, Quinnipiac University, Hamden, Connecticut