University of the Cumberlands

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Total Economic Impact: \$337.6 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: \$261 million

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



Direct Spending by Employees: \$60 million



Direct Spending by Students: \$131.1 million



Direct Spending by Visitors: \$3.3 million

Induced Spending: \$76.5 million

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



University Purchases: \$42 million



Investment Spending: \$24.6 million



Jobs Created: 3,280



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