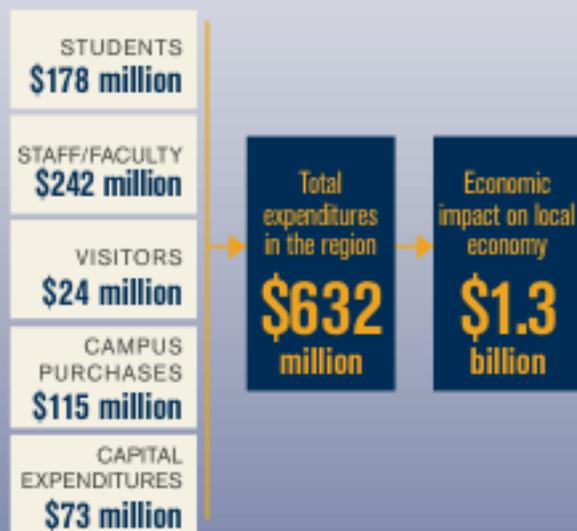




UNIVERSITY OF CALIFORNIA  
**SANTA CRUZ**

## UCSC generates \$1.3 billion in economic activity in the Santa Cruz Regional Economy



Expenditures by UC Santa Cruz, its employees, students, and visitors totaled \$632 million in 2011-12.

When calculated by an economic multiplier formula which shows the ripple effect of each dollar spent, the total economic impact of UC Santa Cruz in the Santa Cruz regional economy is calculated at \$1.3 billion.

## Economic Impact 2011-12

UC Santa Cruz has a vital role in the Santa Cruz regional economy as a major employer and producer of goods and services. UC Santa Cruz's direct spending and payroll generate millions in additional spending and more jobs as UCSC dollars circulate through the economy.



### Students: \$178 million

Students spent \$178 million locally in 2011-12, mostly on off-campus rent, transportation, and food and entertainment.

More than 16,700 students enrolled in UC Santa Cruz in 2011-12. In addition 4,400 students were enrolled in summer session during the summer of 2011.

In a 2012 survey of all UCSC Students, 44 percent stated they participated in community service or volunteer activities.

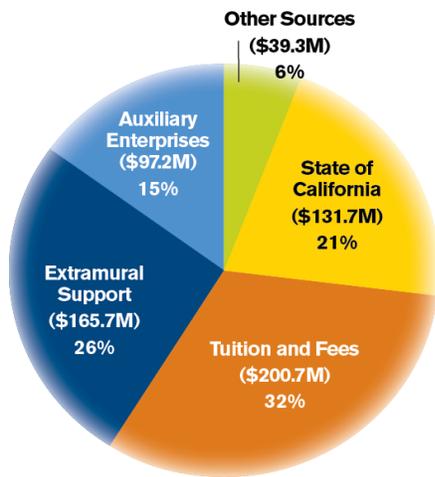
### Faculty and Staff: \$242 million

UCSC faculty and staff contribute to the local and regional economy through their purchases and spending in the area. In 2011-12 faculty and staff spent \$242 million locally for housing, transportation, and goods and services.

During the 2011-12 academic year, UC Santa Cruz employed 4,100 faculty and staff (full and part-time), making it the largest employer in the area. UCSC employed more people than the next four largest employers in the County combined.



## UCSC's Estimated Budget Sources in 2012-13



Most of UCSC's budget comes into Santa Cruz County from outside the local area in the form of student tuition and fees, State of California appropriations, and extramural support (including contracts and grants, private gifts, and endowments). Thus, much of the money spent by the University is new to the community, generating economic activity that would otherwise not have occurred.

## Visitors: \$24 million

The UC Santa Cruz community attracted thousands of visitors to the region in 2011-12, including prospective students and their parents, guests of faculty, staff and students, and others attending conferences and events.

Many of these visitors spent money on lodging, dining, and visiting local attractions, and in 2011-12 spent \$24 million locally.

In addition, the Seymour Center at Long Marine Laboratory welcomed 63,000 visitors.

## University Spending: \$188 million

The University's direct local spending on supplies, equipment, and services - including on-campus housing and food services - totaled \$115 million in 2011-12.

Expenditures on construction projects and for contracts and grants topped \$73 million.

As UCSC approaches its 50<sup>th</sup> birthday in 2015, the campus has emerged as an unparalleled economic engine that helps power the Central Coast while also contributing to the region's cultural, educational, and political vitality.

**For more information on our economic contributions go to:**  
[planning.ucsc.edu/budget/economic\\_impact/](http://planning.ucsc.edu/budget/economic_impact/)

