The Campus

- Auraria Campus has the largest concentration of students in the Denver metro area.
- Three academic institutions (Community College of Denver, Metropolitan State College of Denver, University of Colorado Denver) share the 150 acre Campus, serving nearly 43,100 students.
- The Campus is managed and maintained by the Auraria Higher Education Center (AHEC).

The Study

- Economic and fiscal impacts of all Campus entities and activities.
- Economic Impact refers to exchange of dollars between businesses, organizations and individuals.
- Fiscal Impacts refer to state and local tax revenue generated by the economic activity.
- Economic and fiscal impacts are estimated at City and County and State levels.
The Presentation

- State Economic Impact
- City and County Economic Impact
- Campus Operations Impact
- Student Spending Impact
- Visitor Spending Impact
- Science Building Impact
- Return On Investment
- Beyond the Numbers

State Economic Impact

- Annual direct economic impact of Campus operations, student and visitor spending is nearly $475 million and 7,600 jobs.
- This spending generates about $2.2 million in sales/use tax revenues for the state.
- The direct and indirect economic impact of the Campus on Colorado is just over $1 billion and supports over 14,000 employees.

Denver Economic Impact

- Annual direct economic impact of the Campus is $306 million and creates 2,800 jobs.
- This spending generates about $2.3 million in sales/use tax, property tax, lodging tax and occupational privilege tax revenues.
- The direct and indirect economic impact on Denver is $301 million and supports nearly 3,700 workers.
Campus Operations Impacts
- Operating & capital expenditures (purchases of furniture & equipment) total $339 million, including $216 million in payroll to over 4,000 FTE employees.
- Over 91% of the spending occurs in the state, for a direct economic impact of $359 million and about $655,000 in sales/luxury tax revenue.
- Over half of the $339 million is spent with businesses and individuals in Denver, for a direct economic impact of about $175 million, including $110 million in payroll for nearly 2,100 resident workers.
- This spending generates about $1.1 million in various tax revenues for the city.
- The total direct and indirect impact of Campus operations is $312 million.

Student Spending Impacts
- The 43,100 students (14,300 FTE) at the Campus spend money on housing, transportation, food, medical expenses and other personal expenses.
- These expenditures total about $204 million a year, with nearly 80% occurring in Colorado, resulting in an annual direct economic impact of over $162 million in the state.
- This spending generates about $1.5 million in sales tax revenue for the state.
- With almost 30% of the students residing in Denver, the direct economic impact to the city is $32 million.
- This spending generates $1.1 million in sales and property tax revenue for the city.
- The total direct and indirect impact of student spending is $325 million statewide, of which $84 million occurs in Denver.

Visitor Spending Impacts
- About 9,300 people visit the Campus each year, including about 8,800 overnight visitors.
- These visitors spend approximately $3.4 million annually on both lodging and non-lodging expenses throughout the state, generating about $65,000 in state sales tax revenue.
- The majority of non-lodging spending and half of the lodging spending occur in Denver, with a direct economic impact of $2.5 million annually, generating about $112,000 in sales tax and lodging tax revenue.
- The total direct and indirect impact of visitor spending is $7 million annually for the state, including $4 million for Denver.
Science Building Impacts

- The expansion and renovation of the Science Building is estimated to cost $10 million, with completion scheduled for 2010.
- Roughly $100 million will be spent with construction workers and suppliers throughout the state.
- Of the $10 million, approximately $3 million will flow directly to businesses and individuals located in Denver.
- As these dollars circulate, the total direct and indirect economic impact of the Science Building construction project reaches $281 million throughout the state, with $41 million concentrated in Denver.

Return on Investment

- During the 2009-09 fiscal year, AHEC and the three institutions received about $95.8 million in state appropriations for maintenance operations, grants and resident tuition.
- For every dollar the state invested in the Campus, the direct impact of the Campus-related expenditures created nearly $5 in statewide spending.
- When indirect and induced impacts of Campus-related spending are included, the total spending impact ratio rises to $11 for every dollar the state invests.

Beyond the Numbers

- Beyond the dollars generated, the Auraria Campus provides cultural activities and fine arts productions, enhances the skills of the workforce and provides diversity in the community.
- The combination of these qualitative benefits, along with the economic and fiscal impacts of the Campus, highlights the importance of this Downtown Denver asset.
Conclusions

- The Auraria Higher Education Center is a significant resource to be supported, nurtured and appreciated.

- Opportunities abound to improve the integration of the Campus and the Downtown Denver business Community.

- All Tier One cities nationwide have close proximity to an institution of higher education, making the Auraria Campus an essential economic development asset for Denver and Colorado.

For questions about this report, contact:
Downtown Denver Partnership
511 16th Street Suite 200
Denver, CO 80202
303-534-6161
www.DowntownDenver.com

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