
PART I
ECONOMIC FOOTPRINT
OF AMERICA'S URBAN CAMPUS

III. America's Urban Campus Operations and Expenditures

In this section, we present estimates for total spending by the America's Urban Campus member institutions, their students, and visitors in Chicago. We start with a summary of operations and spending by all of the AUC 22 member schools in FY 2017. We then provide a summary of student and visitor spending. In all of the estimates shown in this chapter, we include total spending, whether it was spent at a Chicago business or not. We present the portion that goes to Chicago businesses, in particular, in the next chapter, "Economic Footprint of America's Urban Campus" on page 17.

COLLEGE AND UNIVERSITY OPERATIONS

America's Urban Campus colleges and universities make significant contributions to Chicago's economy through direct spending on goods and services. These institutions collectively spent over \$13.8 billion on operations in FY 2017, and employed 68,538 faculty and staff members.⁷ Over 31% of operational spending was for student instruction, while 10% of expenditures were for university research, as shown in Table 3 below.

TABLE 3. Total Spending by America's Urban Campus Institutions, FY 2017

Spending Category	Spending (millions)	% of Total
Instruction	\$4,347	31%
Research	\$1,437	10%
Public Services, Academic Support, Student Services, Institutional Support	\$3,293	24%
Athletics ^a	\$177	1%
Auxiliary Enterprises, Independent Operations, and Other Expenses	\$2,022	15%
Hospital Services	\$2,573	19%
Total Operational Spending	\$13,851	100%
Construction Spending ^b	\$743	

Note: Estimates may not sum to total due to rounding.

Source: AEG analysis using base data from IPEDS, AUC institutions, and NCAA

- a. Athletics spending includes spending on salaries and wages, operating (game-day) expenses, recruiting expenses, and unallocated expense.
- b. Construction spending is not included in operational spending.

7. We use the most recently available data on university expenditures from IPEDS for FY 2016 to estimate spending by institutions that did not provide data for FY 2017.

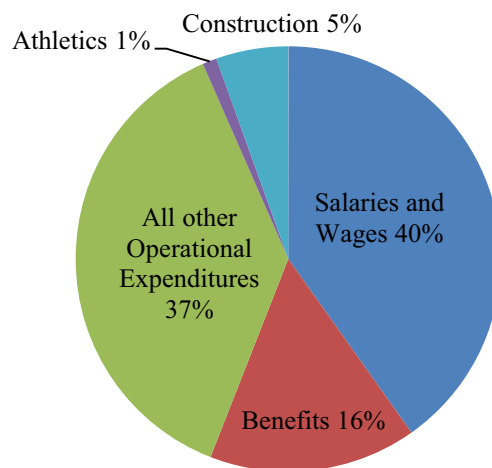
We show America's Urban Campus institution spending by types of payroll and non-payroll expenditure in Figure 2 on page 13.

Employee Payroll and Benefits. In 2017, faculty and staff members at America's Urban Campus earned over \$5.4 billion in salaries and wages, and received an additional \$2.1 billion in employee benefits. The portion of employment and earnings that go to Chicago residents contribute to the economic footprint of America's Urban Campus in the city, which is discussed in "University Payroll Spending" on page 19.

Non-payroll Spending. In total, America's Urban Campus institutions spent nearly \$7.2 billion on non-payroll goods and services in FY 2017. Over \$6.1 billion was spent on supplies, maintenance of plant, and any other operational expenditures. The portion of vendor payments that go to Chicago businesses contribute to the economic footprint of America's Urban Campus in the city, which is discussed in "University Non-Payroll Spending" on page 19.

Figure 2 below provides a breakdown of payroll and non-payroll spending.

FIGURE 2. Spending by America's Urban Campus Institutions, FY 2017



Source: AEG analysis using base data from America's Urban Campus, IPEDS, and NCAA

STUDENT SPENDING

As we discuss in "Student Enrollment" on page 50, America's Urban Campus colleges and universities educate students from across the state, the country, and the world. These students spend money on and off campus, contributing significantly to the Chicago economy. Students spend money not only on tuition, but also on the following categories which we include in our economic footprint estimates:

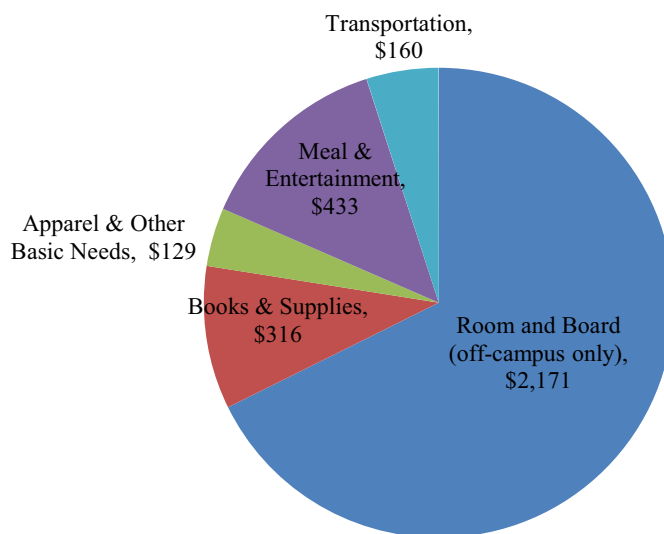
- Off-campus room and board;

- Books and supplies;
- Apparel and other basic needs;
- Meals and entertainment away from campus; and
- Transportation.

We do not include tuition or on-campus room and board in our estimates to avoid double-counting expenditures. These funds go directly to America's Urban Campus colleges and universities, whose spending we have already captured in the above section.

We estimate that in 2017, students spent over \$3.2 billion on these categories of expenditures while attending America's Urban Campus institutions. The majority of student spending (68%) was on off-campus rent and food, followed by spending on off-campus meals and entertainment, which accounted for 13% of student spending. Figure 3 below shows student spending on non-tuition goods and services. See "Student Spending" on page A-6 for how we estimated spending in each category.

FIGURE 3. Spending by Students at America's Urban Campus Institutions, FY 2017 (millions)



Source: AEG analysis using base data from America's Urban Campus, College InSight, and BLS Consumer Expenditure Survey 2017

Much of this spending remained in Chicago, contributing to economic activity in the city. The economic footprint of student spending is discussed in "Economic Footprint of America's Urban Campus" on page 17.

VISITOR SPENDING

America's Urban Campus schools attract visitors to the city for a variety of reasons. Table 4 on page 15 shows estimated number of visits to America's Urban Campus institutions in Chicago. Note that only a portion of these events are likely to include out-of-town visitors.

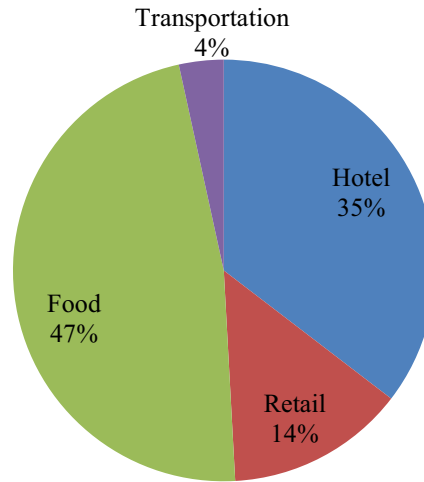
TABLE 4. Visitors to AUC Institutions by Event, 2017

Event	Number of Visitors ^a
Campus Tours	238,209
Commencement	146,675
Alumni Events	16,557
Family and Parents Events	1,571
Art and Sports Events	438,107
Total:	841,119

Source: AEG analysis using base data from America's Urban Campus colleges and universities

- a. This includes visitor data from Adler University, Columbia College Chicago, DePaul University, Illinois Institute of Technology, Loyola University Chicago, National Louis University, Northwestern University, Robert Morris University, School of the Art Institute of Chicago, University of Chicago, and University of Illinois at Chicago.

FIGURE 4. Spending by Visitors to America's Urban Campus, FY 2017



Source: AEG analysis using base data from America's Urban Campus, Choose Chicago, and U.S. General Services Administration

While many of these visitors are current residents of Chicago, others come from outside the city or state. These visitors spend money on off-campus goods and services such as accommodation, food, transportation, and retail. We estimate

that, in 2017, 36% of visitors at America's Urban Campus institutions came from outside of Chicago. They collectively spent over \$44 million during their visits in Chicago. As shown in Figure 4 below, the greatest proportion of expenditures was for meals, which account for 47% of the total spending.