

University of the Pacific Economic Impact Analysis, 2010

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Introduction

The University of the Pacific has three campuses in the Northern California cities of Sacramento, San Francisco and Stockton. Pacific contributes significantly to these communities. This report analyzes some of the ways in which University-related activities produce a significant economic impact. It is one component of a systemic review that the Business Forecasting Center conducted of the University. As such, it is complemented by a separate analysis of the University's contribution to its communities through engagement as well as enhancing knowledge and developing the educational opportunities of its communities'.¹ A summative report integrating the findings of these analyses is also available.²

This report estimates the economic impact of Pacific on the local economies of each of its three campuses as well as the cross-campus impacts on California. The geographic region over which each of the local economic impacts is measured corresponds to the Metropolitan Statistical Area (MSA) where the particular campus is located.³ The Pacific-wide impact is measured over the California economy.

The measurement of economic impacts focuses on short-run "direct expenditures" associated with the University's presence. These direct expenditures are calculated for five primary areas:

1. Employment and payroll expenditures
2. Equipment, supplies and services expenditures
3. Construction and maintenance expenditures
4. Student's off-campus expenditures while attending Pacific
5. Visitor's, including alumni, off-campus expenditures who visit the campus for academic and/or athletic events

Owing to the operational nature of 1 & 2 they are analyzed together within the similarly titled section: "Operational Expenditures". Each of the three other categories of expenditures is analyzed in separate sections. The report calculates the economic impacts for the 2008 fiscal year (FY2008) from July 2007 to June 2008 as this was the most recent completed set of data at the project's initiation. Each section reviews University-wide impacts and then impacts at each campus. The concluding section of the report presents a brief summary of Pacific-wide impacts as well as impacts for each campus.

Given the specialized nature of the professional programs at the Sacramento and San Francisco campuses as well as the lack of alternative institutions of higher education in San Joaquin County, the analysis assumes the totality of these expenditures may be used to calculate the economic impacts. Importantly, the analysis does not attempt to examine the net benefits of the University. The report does not consider counterfactual alternative employment of the University's employees in the local communities in the absence of the University, nor does it examine costs associated with traffic, parking and housing demands generated by the University.

¹ This report: *University of the Pacific Community Engagement and Knowledge Generation Impact Analysis, 2010* is available at: <http://forecast.pacific.edu/impact/>

² This report: *University of the Pacific Impact Analysis, 2010* is available at: <http://forecast.pacific.edu/impact/>

³ The Sacramento MSA includes the following counties: El Dorado, Placer, Sacramento, and Yolo. The San Francisco MSA includes: Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties. The Stockton-Lodi MSA includes San Joaquin County.

Economic Impact Methodology and Definitions

The economic impact analysis was performed using input-output (I/O) models derived for each of the four economies: California, Sacramento MSA, San Francisco MSA, and San Joaquin County. These are detailed representation of the respective economies through which the economic impacts were assessed. In deriving these models we utilized IMPLAN Version 3 software and 2008 county totals data, the most recent data IMPLAN currently has available. The full range of economic impacts that result from the expenditures, the *Total Impact* is the sum of the direct, indirect, and induced effects:

- *Direct effects* are the changes in expenditures and jobs related exclusively to the University. This includes all five categories of expenditures (e.g. goods and service, visitors, construction, etc.).
- *Indirect effects* represent the iterative impacts of inter-industry transactions as supplying industries respond to the increased demands from the direct beneficiaries of the University. An example of an indirect benefit would include a local restaurant's employment and purchases of foodstuff to meet the demand of the University's students.
- *Induced effects* reflect household consumption expenditures of direct and indirect sector employees. Examples of induced benefits include employee's expenditures on items such as retail purchases, housing, medical services, banking, and insurance.

In this analysis, the total, direct, indirect, and induced effects are presented in two ways:

- *Output*, which is also referred to as expenditures, revenue or sales, accounts for the total changes in the value of production in an industry for a given time period. This includes revenue from all sources of income to determine current activity levels.
- *Employment*, demonstrates the number of full- and part-time jobs generated on an annual basis.

Our analysis uses three primary sources to calibrate the model and derive Pacific's direct economic impacts. First, Pacific's financial statements were used to estimate expenditures on salaries, wages, and benefits, as well as operations, maintenance and construction project expenditures. Second, student off-campus expenditures were captured through an inter-campus survey. Finally, visitor numbers and expenditures were estimated through an extensive dialog with each school during development of the community engagement and knowledge generation analyses. These direct expenditures were then applied to I/O models.

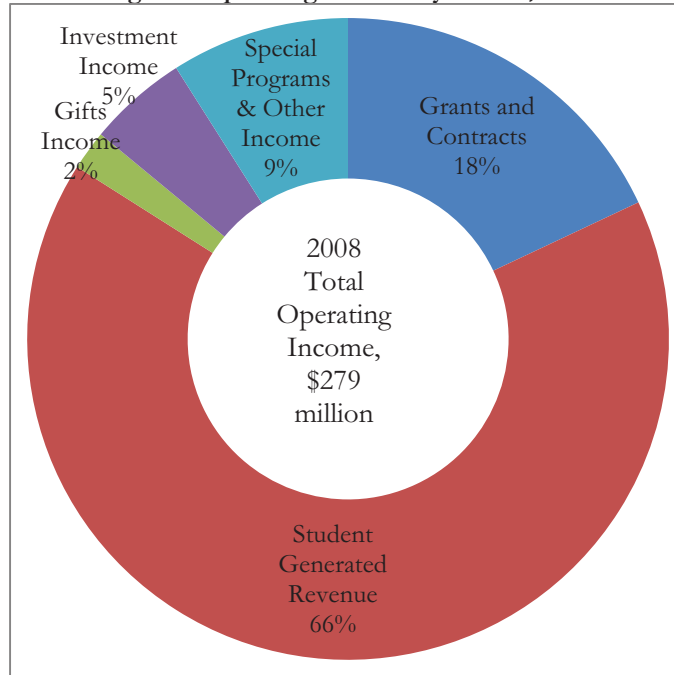
The I/O models are in a sense, general accounting system of economic transactions between industries, businesses, and consumers that estimates the full range of impacts. We use the IMPLAN software to create complete, extremely detailed Social Accounting Matrices (SAMs) and Multiplier Models of local economies that enable in-depth examinations of our focus economies. With SAMs input-output accounts are extended to include institutional, non-market, financial flows, thereby facilitating the examination of all economic transactions within an economy.

IMPLAN was developed in the late-1970s by the United States Forest Service and researchers at the University of Minnesota. The software was initially based on input-output accounts whose analysis was pioneered in the Nobel Prize winning work of Wassily Leontief. As the software evolved, it utilized SAMs in its analysis. A technology transfer agreement with the University of Minnesota led to the Minnesota IMPLAN Group (MIG) taking over development, distribution and support of IMPLAN.

Pacific's Operating Income

Pacific's operating income for 2008 totaled \$278.6 million. In real terms, operating income grew at a compound average annual rate of 3.1 percent, between 2003 and 2008.

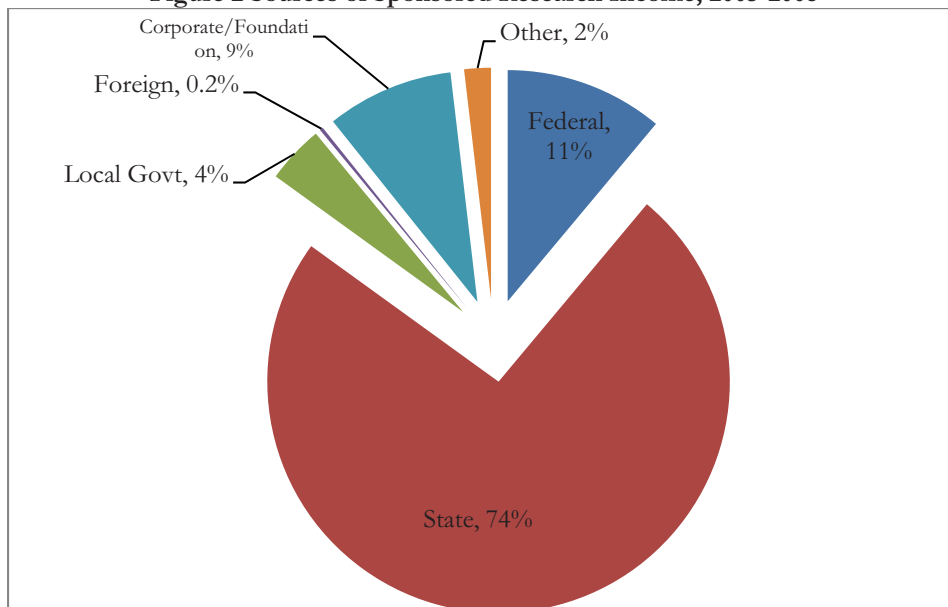
Figure 1 Operating Income by Source, 2008



Grants and Contracts

Grants and contracts income at Pacific totaled \$49.2 million in FY 2008. This was approximately 18 percent, of Pacific's total revenue.

Figure 2 Sources of Sponsored Research Income, 2005-2008

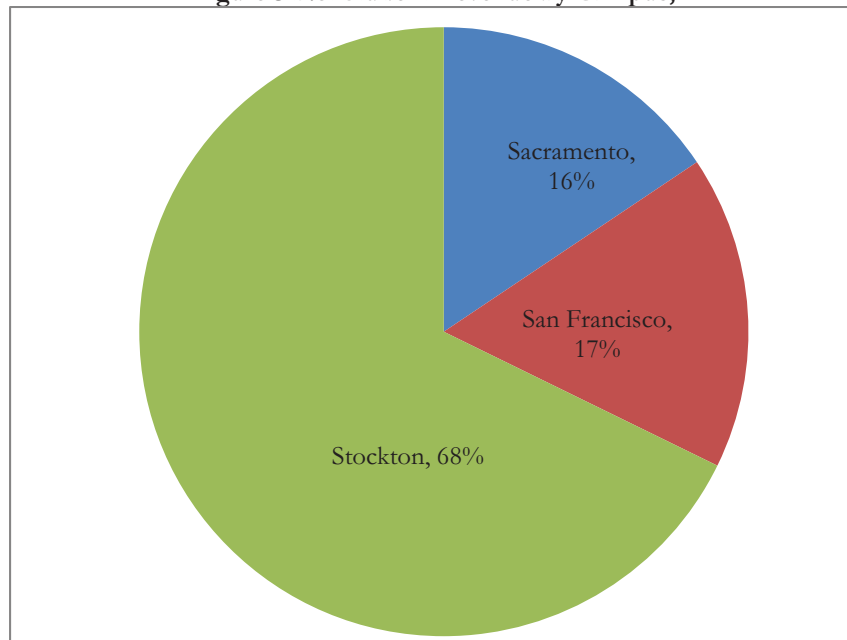


Between FY 2005 to FY 2008 sponsored research income at Pacific grew by 8.3% on a compound annual rate basis.

Student Generated Revenue

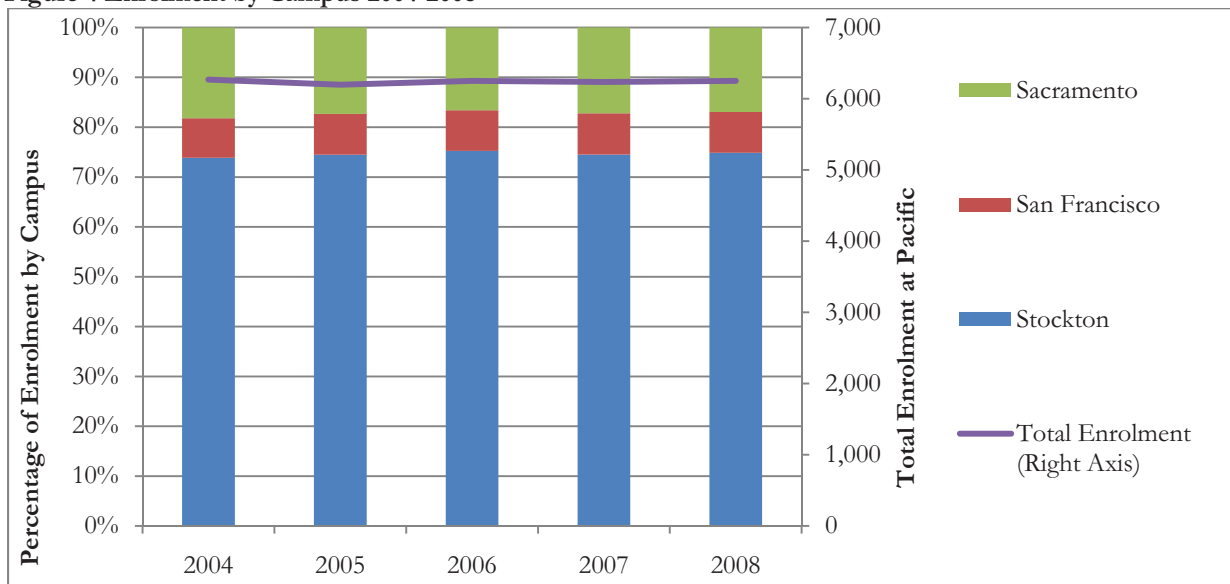
Student generated revenue is calculated by adding tuition, student fees, and room and board then subtracting university and donor sponsored financial aid. In 2008, revenue generated from students accounted for \$183 million, or approximately two-thirds of Pacific's total income.

Figure 3 Net Student Revenue by Campus,



These revenues were generated from a relatively stable number of enrolled students.

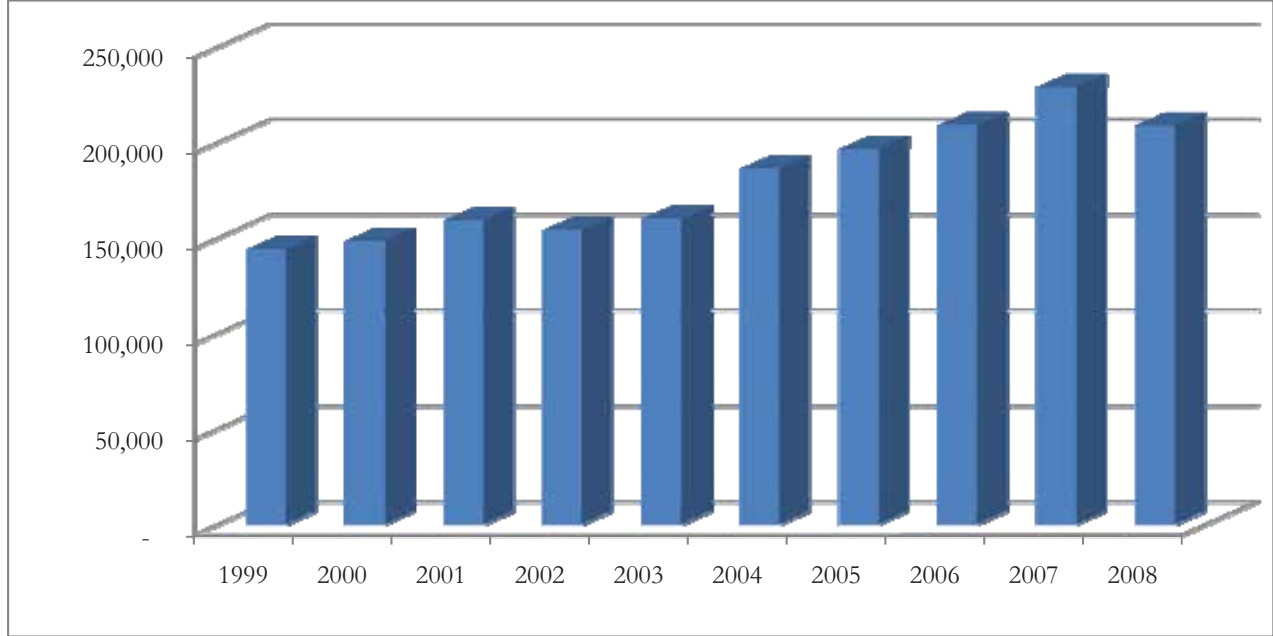
Figure 4 Enrolment by Campus 2004-2008



Investment Income

In real terms Pacific's endowment fund grew at a compound average annual rate of 4.1 percent, between 1999 and 2008.

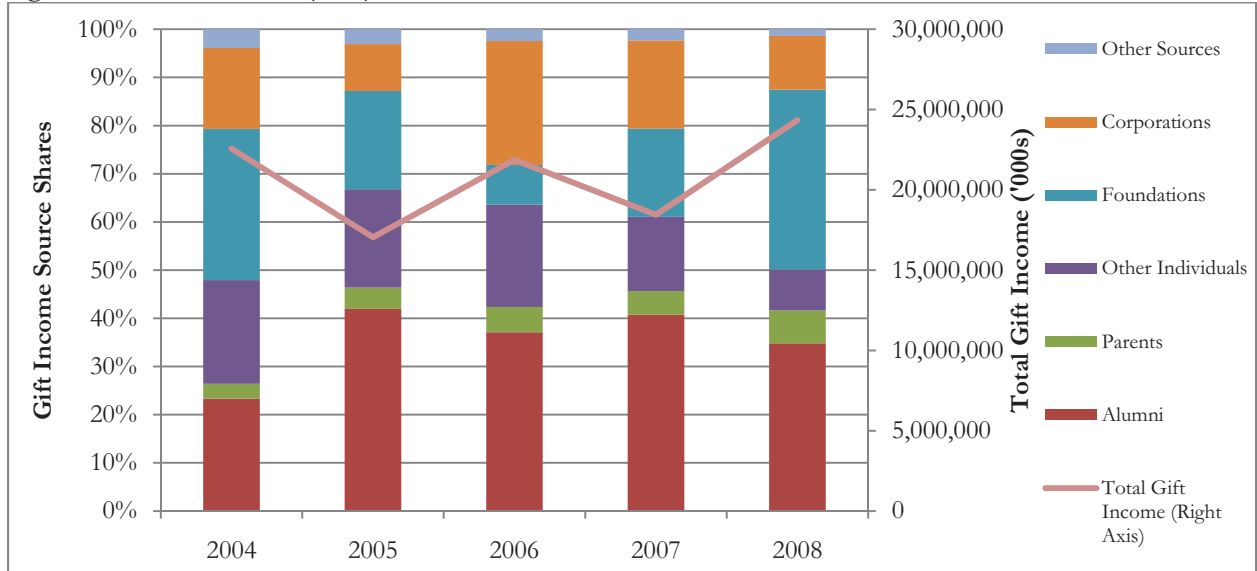
Figure 5 Real (2008) Value of Pacific's Endowment Fund 1999-2008



Gifts and Bequests

In 2008, Pacific received \$24.3 million in gifts, including donations for building renovations and construction. These gifts were historically provided by alumni, but in 2008 the share of contribution from foundations rose markedly from 18% to 37% of all donations.

Figure 6 Sources and Real (2008) Value of Gift Income to Pacific 2004-2008



Because some gifts are made to the endowment or to fund physical capital development not all of that gift income is available for immediate expenditure. Excluding these gifts, Pacific reported \$6.3 million, or 2 percent of all current operating income, in gifts.

Special Programs and Other Income

These revenues included sales and services from auxiliary enterprises, clinic fees, and net assets released from restrictions. In 2008, this income totaled \$25.1 million or nine percent of operating income. Pacific's auxiliary enterprises include the Department of Athletics and continuing education programs. Pacific hosts numerous clinics in areas ranging from dentistry to wellness.

Pacific's Operations Economic Impacts

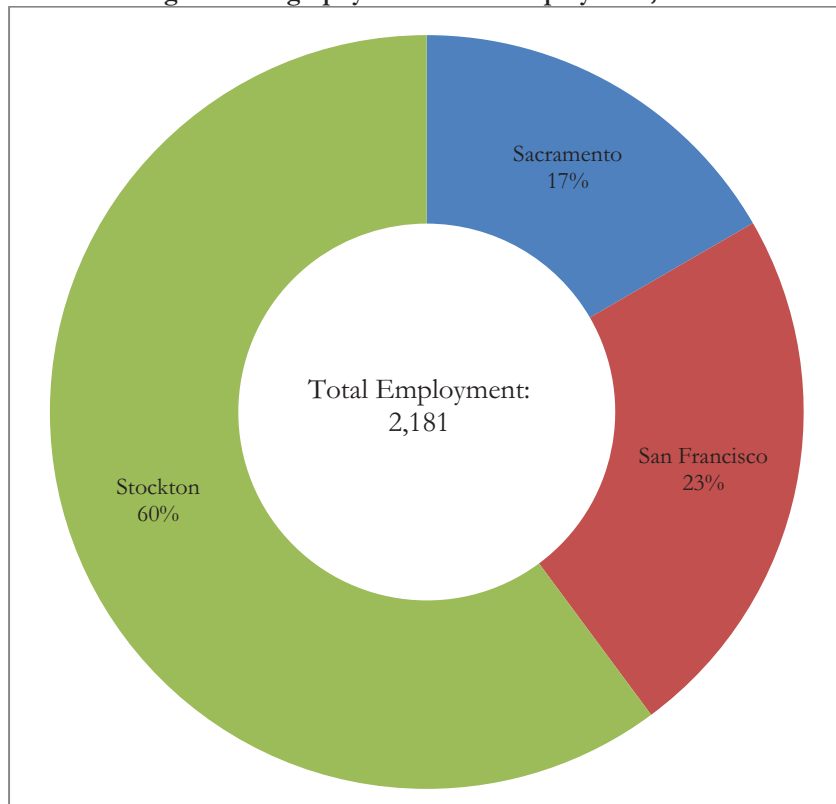
Pacific's operations make significant contributions to the local economies at all three campuses through both the salaries and wages that it pays its employees as well as the goods and services expenditures it makes in support of operations. In 2008, Pacific's total annual expenditures were \$270 million. Geographically, 50% of all operating expenditures occurred at the Stockton campus, the San Francisco campus accounted for a further 21%, and Sacramento 13%. The remaining 16% of operating expenditures took place at Pacific's various off-campus clinics and other projects and programs across the state of California.

Table 1 Goods and Services Expenditures in Support of Operations, 2008

Pacific-wide	Sacramento	San Francisco	Stockton	Other California
\$118,328,368	\$16,991,581	\$26,036,525	\$62,122,649	\$13,177,613

Table 1 reports the geography of the goods and services component in operating expenditures. This distribution is roughly similar to that of overall operational expenditures. Figure 7 reports the geographic distribution of Pacific's 2,181 employees in 2008. As indicated, the majority of Pacific's employees worked at the Stockton Campus, 60%, followed by San Francisco, 23%, and Sacramento 17%. For 2008, total salary and wage expenditures by Pacific were \$152 million.

Figure 7 Geography of Pacific's Employment, 2008



Operational Expenditures Economic Impacts

Pacific-wide Operational Expenditure Impacts in California

In aggregate, Pacific-wide operational expenditures in 2008 were estimated to total \$270.1 million. These operational expenditures were allocated to the Private College sector in the IMPLAN model and customized to reflect University reported employment and employee compensation as well as direct output expenditures.

The economic impacts of these operational expenditures in California are reported in Table 2. Direct employment associated with these expenditures, Pacific's 2008 employment, equaled 2,181 jobs. The \$270.1 million in direct output generated \$148.5 million in indirect effects and \$207.9 million in induced effects for a total effect of \$626.5 million in total economic output. Similarly, direct employment generated 675 indirect jobs and 1,355 induced jobs for a total employment effect of 4,211 jobs.

Table 2 Pacific-wide Operational Expenditures Economic Impacts

Impact Type	Employment	Output
Direct Effect	2,181	\$270,111,008
Indirect Effect	675	\$148,500,994
Induced Effect	1,355	\$207,874,572
Total Effect	4,211	\$626,486,574

Sector specific employment impacts associated with the University's operational expenditures in California are reported in Table 3. Accordingly, all direct employment, 2,181 jobs, occurred in the service sector. Indirect employment effects were largest in the service sector, 407 jobs, followed by the TIPU sector, 86 jobs. Induced employment effects were also largest in the service sector, 904 jobs, followed by the trade sector, 291 jobs. Total employment effects were correspondingly greatest in the service sector, 3,492 jobs, followed by the trade sector, 327 jobs, and the TIPU sector, 153 jobs.

Table 3 Pacific-wide Operational Expenditures Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	2,181	406.5	904.2	3,491.70
Trade	0	35.7	291.4	327.1
TIPU	0	86	66.7	152.7
Manufacturing	0	56.4	46.9	103.3
Government	0	61.2	19.1	80.2
Agriculture	0	18.3	14.7	33
Construction	0	9.8	11.5	21.3
Mining	0	1.4	0.9	2.3
Total	2,181	675	1,355	4,211

The output impacts in California by sector are reported in Table 4. Accordingly, direct output effects were all in the service sector, \$270 million. Indirect output effects were similarly largest in the service sector, \$54 million, followed by the TIPU sector, \$45 million. Induced output effects were also largest in the service

sector, \$124 million, followed by the trade sector, \$30 million. Total output effects were correspondingly greatest in the service sector, \$448 million, followed by the TIPU sector, \$67 million, and the manufacturing sector, \$49 million.

Table 4 Pacific-wide Operational Expenditures Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$270,111,000	\$53,906,211	\$123,613,964	\$447,631,185
TIPU	\$0	\$45,350,846	\$21,206,937	\$66,557,783
Manufacturing	\$0	\$23,809,216	\$25,015,010	\$48,824,225
Trade	\$0	\$6,849,924	\$30,322,387	\$37,172,310
Government	\$0	\$14,120,400	\$3,891,775	\$18,012,176
Agriculture	\$0	\$2,407,425	\$1,795,880	\$4,203,306
Construction	\$0	\$1,206,215	\$1,484,378	\$2,690,592
Mining	\$0	\$850,758	\$544,242	\$1,395,000
Total	\$270,111,000	\$148,500,994	\$207,874,572	\$626,486,577

Sacramento Campus’ Operational Expenditure Impacts in the Sacramento M.S.A.

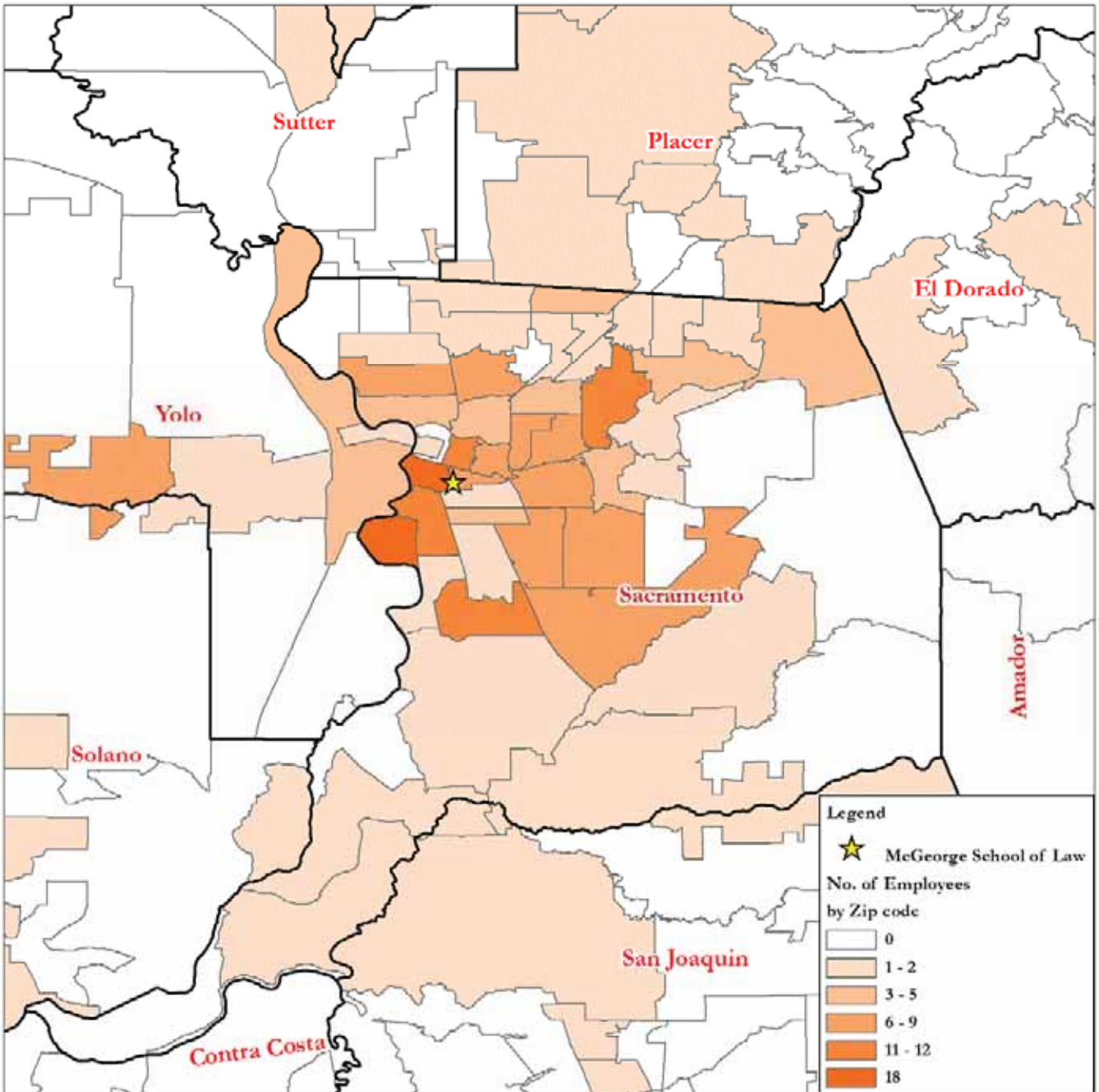
In aggregate, the Sacramento campus’ operational expenditures in 2008 were estimated to total \$35 million. In order to better reflect the local economic impact of the Sacramento campus employees who reside inside the Sacramento M.S.A. data was obtained from the University’s Human Resources Office on employee residency by zip code. With this information, we calculated that 75% of the 341 total Sacramento campus employees, 255 employees, reside in the Sacramento M.S.A. Figure 8 presents geographic details of the Sacramento campus employees’ residence around the Sacramento M.S.A. Given this distribution of employees, when operational expenditures were allocated to the Private College sector in the IMPLAN model they were customized to reflect locally resident employees and their associated compensation as well as the campus’ other direct output expenditures.

The economic impacts of these operational expenditures in the Sacramento M.S.A. are reported in Table 5. Employment directly associated with these expenditures, resident Sacramento campus employees, was estimated to equal 255 jobs. The \$34.6 million in direct output generated \$13.3 million in indirect effects and \$17.8 million in induced effects for a total effect of \$65.7 million in total economic output. Similarly, direct employment generated 77 indirect jobs and 139 induced jobs for a total employment effect of 471 jobs.

Table 5 Sacramento Campus Operational Expenditures Economic Impacts

Impact Type	Employment	Output
Direct Effect	255	\$34,635,068
Indirect Effect	77	\$13,264,463
Induced Effect	139	\$17,785,993
Total Effect	471	\$65,685,524

Figure 8 Sacramento Campus Employee Residence



Sector specific employment impacts associated with the Sacramento Campus’ operational expenditures in the Sacramento M.S.A. are reported in Table 6. Accordingly, all direct employment, 255 jobs, occurred in the service sector. Indirect employment effects were largest in the service sector, 52 jobs, followed by the TIPU sector, 10 jobs. Induced employment effects were also largest in the service sector, 95 jobs, followed by the trade sector, 34 jobs. Total employment effects were correspondingly greatest in the service sector, 403 jobs, followed by the trade sector, 37 jobs, and the TIPU sector, 15 jobs.

Table 6 Sacramento Campus Operational Expenditures Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	255	52.4	95.4	402.8
Trade	0	3.6	33.5	37.1
TIPU	0	9.5	5.1	14.6
Government	0	7.7	1.7	9.4
Manufacturing	0	1.9	1.1	3.1
Construction	0	1.1	1.1	2.2
Agriculture	0	0.8	0.6	1.4
Mining	0	0.2	0	0.2
Total	255	77.2	138.6	470.8

The output impacts in the Sacramento M.S.A. by sector are reported in Table 7. Accordingly, direct output effects were all in the service sector, \$35 million. Indirect output effects were similarly largest in the service sector, \$6 million, followed by the TIPU sector, \$4 million. Induced output effects were also largest in the service sector, \$12 million, followed by the trade sector, \$3 million. Total output effects were correspondingly greatest in the service sector, \$53 million, followed by the TIPU sector, \$5 million, and the trade sector, \$4 million.

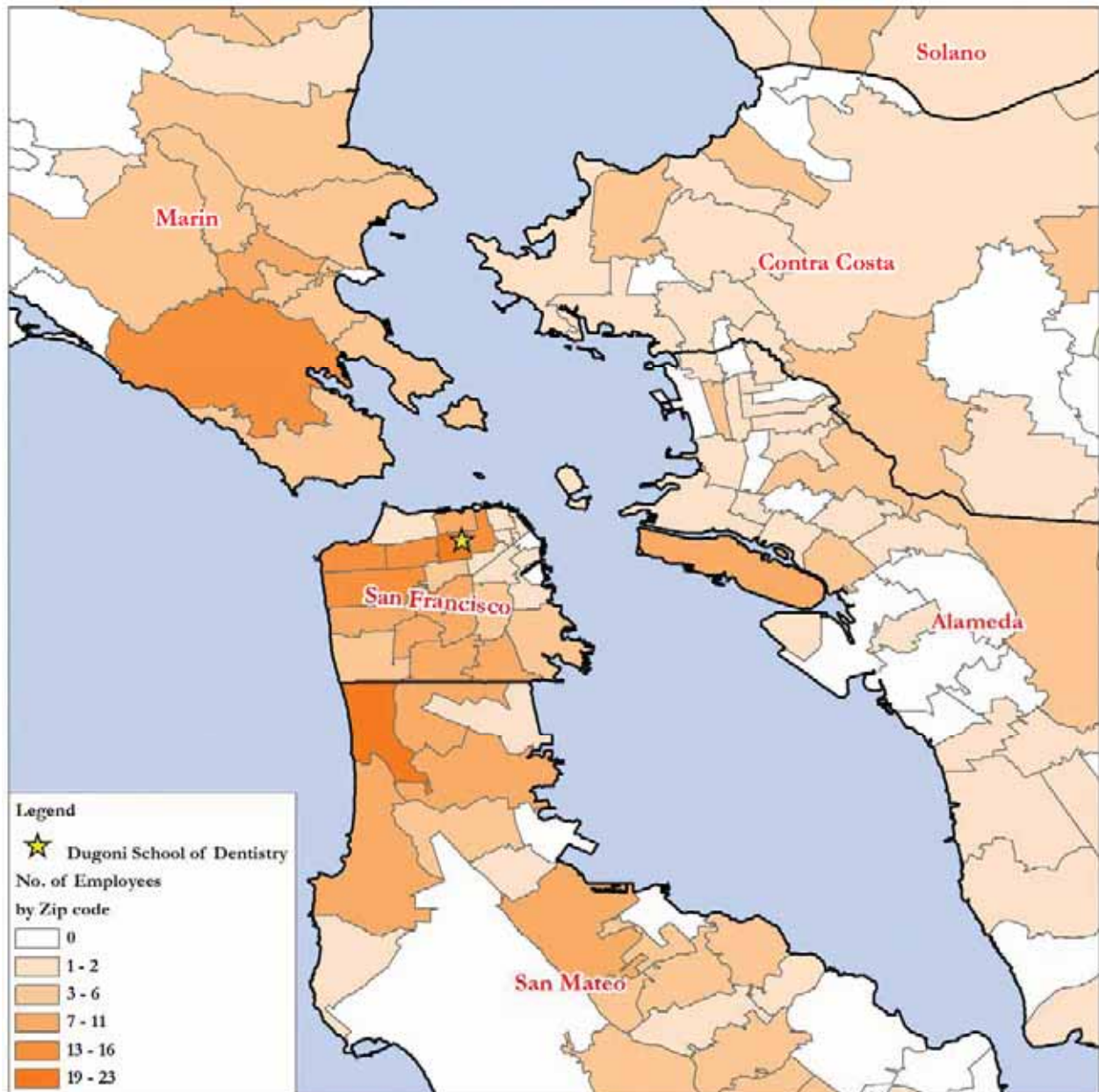
Table 7 Sacramento Campus Operational Expenditures Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$34,635,068	\$6,202,510	\$12,395,111	\$53,232,688
TIPU	\$0	\$3,698,463	\$1,346,925	\$5,045,388
Trade	\$0	\$598,027	\$2,934,955	\$3,532,982
Government	\$0	\$1,637,099	\$325,864	\$1,962,963
Manufacturing	\$0	\$762,271	\$532,125	\$1,294,396
Construction	\$0	\$139,301	\$142,760	\$282,061
Agriculture	\$0	\$122,500	\$84,097	\$206,597
Mining	\$0	\$104,292	\$24,157	\$128,449
Total	\$34,635,068	\$13,264,463	\$17,785,993	\$65,685,524

San Francisco Campus' Operational Expenditure Impacts in the San Francisco M.S.A.

In aggregate, the San Francisco campus' direct operational expenditures in 2008 were estimated to total \$57 million. In order to better reflect the local economic impact of the San Francisco campus employees who reside inside of the San Francisco M.S.A. data was obtained from the University's Human Resources Office on employee residency by zip code. With this information, we calculated that 84% of the 538 total San Francisco campus employees, 454 employees, reside in the San Francisco M.S.A. Figure 9 presents geographic details of the San Francisco campus employees' residence around the San Francisco M.S.A. Given this distribution of employees, when operational expenditures were allocated to the Private College sector in the IMPLAN model they were customized to reflect locally resident employees and their associated compensation as well as the campus' other direct output expenditures.

Figure 9 San Francisco Campus Employee Residence



The economic impacts of these operational expenditures in the San Francisco M.S.A. are reported in Table 8. Employment directly associated with these expenditures, resident San Francisco campus employees, was estimated to equal 454 jobs. The \$56.9 million in direct output generated \$27 million in indirect effects and \$28.9 million in induced effects for a total effect of \$112.8 million in total economic output. Similarly, direct employment generated 117 indirect jobs and 173 induced jobs for a total employment effect of 744 jobs.

Table 8 San Francisco Campus Operational Expenditures Economic Impacts

Impact Type	Employment	Output
Direct Effect	454	\$56,881,836
Indirect Effect	117	\$26,960,842
Induced Effect	173	\$28,922,256
Total Effect	744	\$112,764,934

Sector specific employment impacts associated with the San Francisco Campus' operational expenditures in the San Francisco M.S.A. are reported in Table 9. Accordingly, all direct employment, 454 jobs, occurred in the service sector. Indirect employment effects were largest in the service sector, 75 jobs, followed by the TIPU sector, 16 jobs. Induced employment effects were also largest in the service sector, 120 jobs, followed by the trade sector, 37 jobs. Total employment effects were correspondingly greatest in the service sector, 648 jobs, followed by the trade sector, 43 jobs, and the TIPU sector, 24 jobs.

Table 9 San Francisco Campus Operational Expenditures Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	454	74.5	119.8	648.3
Trade	0	5.3	37.4	42.8
TIPU	0	15.8	8	23.8
Government	0	14.1	3	17.1
Manufacturing	0	5.3	2.9	8.3
Construction	0	1.6	1.4	3
Agriculture	0	0.3	0.3	0.6
Mining	0	0.1	0	0.1
Total	454	117.2	172.8	744

The output impacts in the San Francisco M.S.A. by sector are reported in Table 10. Accordingly, direct output effects were all in the service sector, \$57 million. Indirect output effects were similarly largest in the service sector, \$11 million, followed by the TIPU sector, \$9 million. Induced output effects were also largest in the service sector, \$19 million, followed by the trade sector, \$4 million. Total output effects were correspondingly greatest in the service sector, \$87 million, followed by the TIPU sector, \$11 million, and the trade sector, \$5 million.

Table 10 San Francisco Campus Operational Expenditures Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$56,881,836	\$11,036,231	\$18,916,783	\$86,834,852
TIPU	\$0	\$8,693,637	\$2,733,917	\$11,427,553
Trade	\$0	\$1,168,844	\$4,227,163	\$5,396,007
Manufacturing	\$0	\$2,372,355	\$2,164,023	\$4,536,378
Government	\$0	\$3,362,031	\$616,947	\$3,978,979
Construction	\$0	\$228,635	\$203,802	\$432,437
Mining	\$0	\$59,025	\$27,183	\$86,208
Agriculture	\$0	\$40,084	\$32,437	\$72,521
Total	\$56,881,836	\$26,960,842	\$28,922,256	\$112,764,935

Stockton Campus' Operational Expenditure Impacts in San Joaquin County

In aggregate, the Stockton campus' direct operational expenditures in 2008 were estimated to total \$136 million. In order to better reflect the local economic impact of the Stockton campus employees who reside in San Joaquin County, data was obtained from the University's Human Resources Office on employee residency by zip code. With this information, we calculated that 80% of the 1,302 total Stockton campus employees, 1,043 employees, reside in San Joaquin County and 70% in the City of Stockton itself. Figure 10 presents geographic details of the Stockton campus employees' residence around San Joaquin County. Given this distribution of employees, when operational expenditures were allocated to the Private College sector in the IMPLAN model they were customized to reflect locally resident employees and their associated compensation as well as the campus' other direct output expenditures.

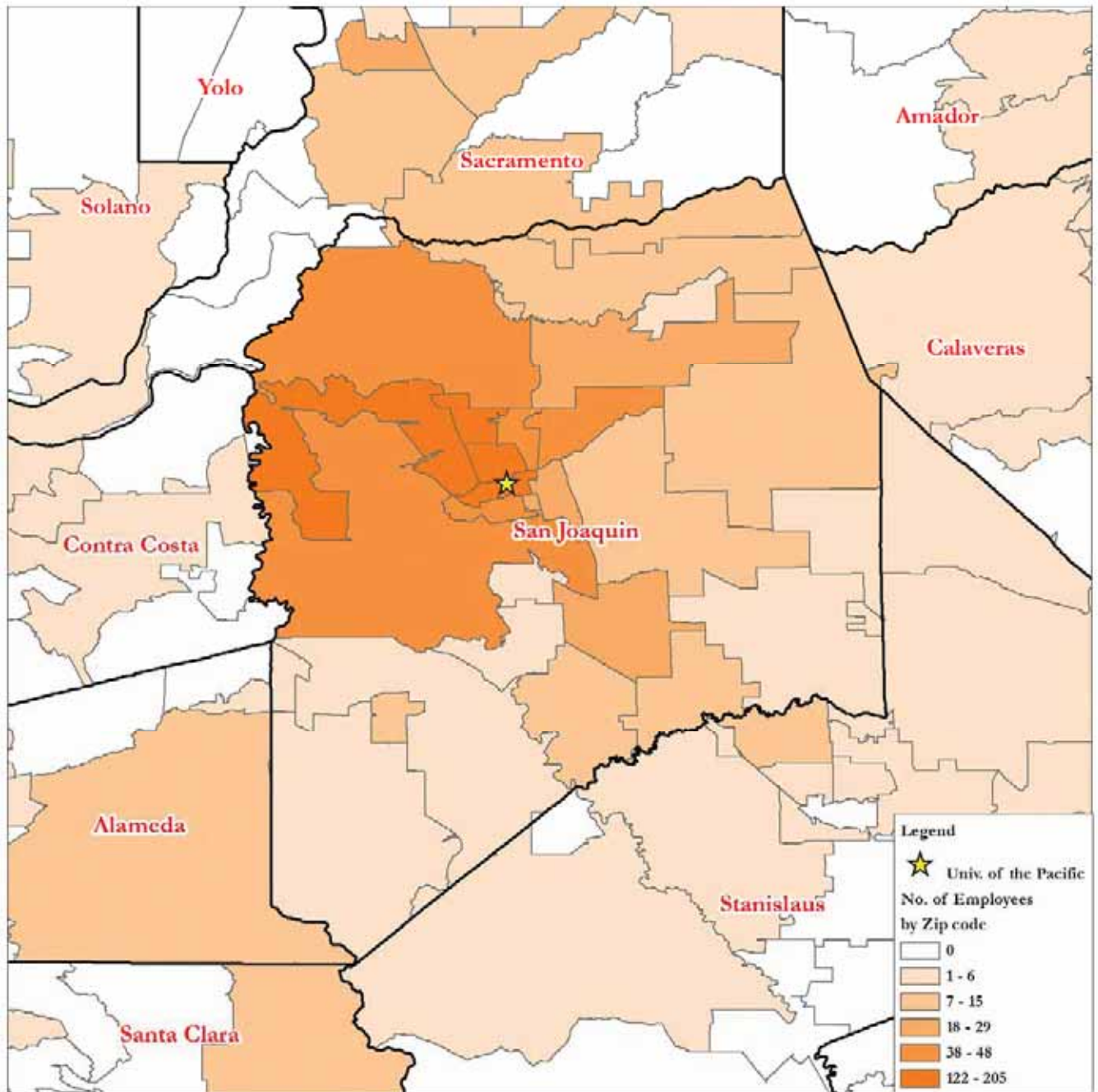
Pacific's Stockton Campus is an important employer in Stockton and the greater San Joaquin County area. As seen in Table 11, in 2009 the University was the second largest private employer in San Joaquin County and was one of the five largest employers overall.

Table 11 Principal Employers in Stockton, 2009

	Employees
San Joaquin County (incl. Hospital)	6,449
Stockton Unified School District	4,000
St. Joseph's Medical Center	2,230
City of Stockton	1,598
University of the Pacific	1,330
Dameron Hospital	1,200
Kaiser Permanente	1,000
San Joaquin Delta College	905
Diamond Walnut	855
Pacific Gas and Electric	817

Source: City of Stockton, *Comprehensive Annual Financial Report (2009)*

Figure 10 Stockton Campus Employee Residence



The economic impacts of the campus' operational expenditures in San Joaquin County are reported in Table 12. Employment directly associated with these expenditures, resident Stockton campus employees, was estimated to equal 1,043 jobs. The \$135.6 million in direct output generated \$33.2 million in indirect effects and \$45.9 million in induced effects for a total effect of \$214.6 million in total economic output. Similarly, direct employment generated 188 indirect jobs and 381 induced jobs for a total employment effect of 1,612 jobs.

Table 12 Stockton Campus Operational Expenditures Economic Impacts

Impact Type	Employment	Output
Direct Effect	1,043	\$135,498,368
Indirect Effect	188	\$33,197,918
Induced Effect	381	\$45,899,525
Total Effect	1,612	\$214,595,811

Sector specific employment impacts associated with the Stockton Campus’ operational expenditures in San Joaquin County are reported in Table 13. Accordingly, all direct employment, 1,043 jobs, occurred in the service sector. Indirect employment effects were largest in the service sector, 111 jobs, followed by the TIPU sector, 28 jobs. Induced employment effects were also largest in the service sector, 252 jobs, followed by the trade sector, 105 jobs. Total employment effects were correspondingly greatest in the service sector, 1,406 jobs, followed by the trade sector, 120 jobs, and the government sector, 33 jobs.

Table 13 Stockton Campus Operational Expenditures Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	1,043.00	110.5	251.9	1,405.50
Trade	0	14.6	105.3	119.9
Government	0	28.1	5	33.1
TIPU	0	22.7	9.9	32.7
Manufacturing	0	6	2.9	8.9
Construction	0	3.3	2.9	6.2
Agriculture	0	2.6	2.5	5
Mining	0	0.2	0	0.2
Total	1,043.00	188	380.6	1,611.60

The output impacts in the San Joaquin County by sector are reported in Table 14. Accordingly, direct output effects were all in the service sector, \$135.5 million. Indirect output effects were similarly largest in the service sector, \$11.4 million, followed by the TIPU sector, \$10 million. Induced output effects were also largest in the service sector, \$31 million, followed by the trade sector, \$8.9 million. Total output effects were correspondingly greatest in the service sector, \$177.9 million, followed by the TIPU sector, \$13 million, and the trade sector, \$11 million.

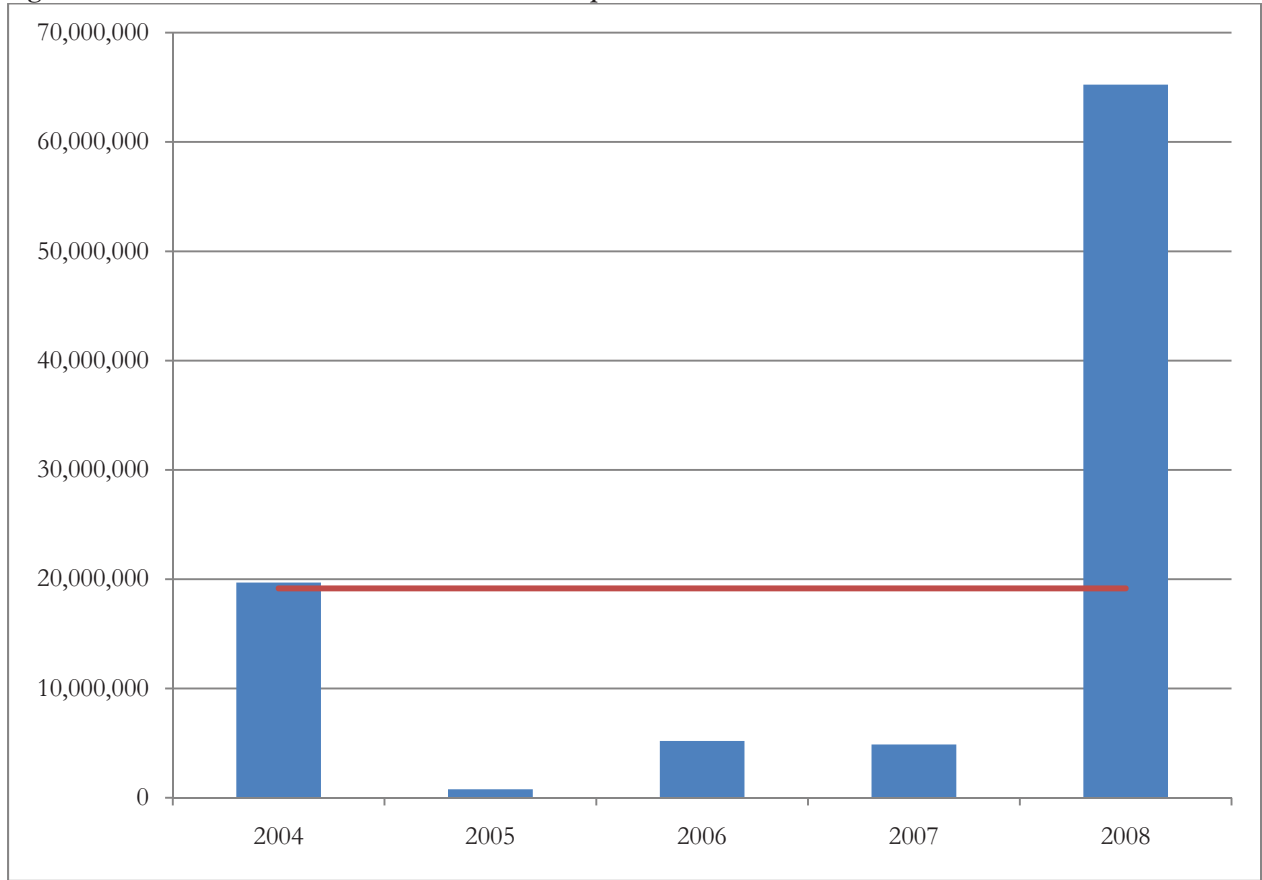
Table 14 Stockton Campus Operational Expenditures Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$135,498,368	\$11,428,479	\$30,945,827	\$177,872,673
TIPU	\$0	\$10,131,292	\$3,028,282	\$13,159,574
Trade	\$0	\$2,322,175	\$8,892,957	\$11,215,132
Government	\$0	\$6,117,165	\$1,077,354	\$7,194,519
Manufacturing	\$0	\$2,404,483	\$1,256,636	\$3,661,119
Construction	\$0	\$378,739	\$365,055	\$743,794
Agriculture	\$0	\$358,604	\$321,125	\$679,729
Mining	\$0	\$56,982	\$12,289	\$69,270
Total	\$135,498,368	\$33,197,918	\$45,899,525	\$214,595,811

Pacific Construction and Maintenance Economic Impacts

Owing to the variability of construction and maintenance project, this analysis utilizes a five years average of expenditures across Pacific’s campuses. These expenditures, \$19 million per year, are reported in Figure 11 and Table 15. Included in this category of expenditures are all facilities projects that were bond financed.

Figure 11 Annual Construction and Maintenance Expenditures 2004 to 2008



The five-year average of expenditures varied across campuses, the largest share occurring at the Stockton campus, followed by the San Francisco campus, and the Sacramento campus.

Table 15 Average (Five Year) Annual Construction and Maintenance Expenditures: 2004-2008

Pacific-wide	Sacramento	San Francisco	Stockton
\$19,158,210	\$210,618	\$692,786	\$18,254,804

Construction and Maintenance Expenditures Economic Impacts

Pacific-wide Construction and Maintenance Expenditure Impacts in California

In aggregate, the Pacific-wide construction and maintenance expenditures in 2008 were estimated to total \$19.2 million. These average construction and maintenance expenditures were then modeled in a sectoral expenditure pattern on state and local government construction of public educational facilities. The sectoral distribution of expenditures is reported in Table 16 below.

Table 16 Sectoral Division of Construction and Maintenance Expenditures

Sectoral Description	Event Value
Construction of other new nonresidential structures	39%
Construction of new nonresidential commercial and health care structures	15%
Wholesale trade	6%
Electronic computer manufacturing	5%
Construction of new residential permanent site single- and multi-family structures	5%
Wood television, radio, and sewing machine cabinet manufacturing	2%
All other chemical product and preparation manufacturing	2%
Vending, commercial, industrial, and office machinery manufacturing	2%
Computer terminals and other computer peripheral equipment manufacturing	2%
Other miscellaneous electrical equipment and component manufacturing	2%
Photographic and photocopying equipment manufacturing	1%
Other industrial machinery manufacturing	1%
Telephone apparatus manufacturing	1%
Computer storage device manufacturing	1%
Mattress manufacturing	1%
Broadcast and wireless communications equipment	1%
Other Sectors	15%

The economic impacts of these construction and maintenance expenditures in California are reported in Table 17. When adjusted for the value of output, rather than gross sales; the total direct value of industry production equals \$14.9 million. Employment directly associated with these expenditures was estimated to equal 83 jobs. The direct output generated \$8.8 million in indirect effects and \$9 million in induced effects for a total effect of \$32.6 million in total economic output. Similarly, direct employment generated 44 indirect jobs and 59 induced jobs for a total employment effect of 186 jobs.

Table 17 Pacific-wide Construction and Maintenance Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	83	\$14,903,807
Indirect Effect	44	\$8,777,852
Induced Effect	59	\$8,957,523
Total Effect	186	\$32,639,183

Sector specific employment impacts of construction and maintenance expenditures in California are reported in Table 18. Accordingly, the largest direct employment effect was in the construction sector, 71 jobs, followed by the trade sector, 6 jobs, and the manufacturing sector, 6 jobs. Indirect employment effects were largest in the service sector, 25 jobs, followed by the manufacturing sector, 7 jobs. Induced employment effects were also largest in the service sector, 39 jobs, followed by the trade sector, 13 jobs. Total employment effects were correspondingly greatest in the construction sector, 71 jobs, followed by the services sector, 64 jobs, and the trade sector, 26 jobs.

Table 18 Pacific-wide Construction and Maintenance Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	70.5	0.4	0.5	71.4
Service	0	25.2	39.1	64.3
Trade	6	6.8	12.6	25.5
Manufacturing	5.8	6.9	2	14.7
TIPU	0.4	4	2.9	7.3
Government	0	0.5	0.8	1.4
Agriculture	0	0.3	0.6	1
Mining	0	0.3	0	0.3
Total	82.8	44.4	58.5	185.8

The output impacts in California by sector are reported in Table 19. Accordingly, the largest direct output effect was in the construction sector, \$11 million, followed by the trade sector, \$2 million, and the manufacturing sector, \$1 million. Indirect output effects were largest in the service sector, \$4 million, followed by the trade sector, \$3 million. Induced output effects were also largest in the service sector, \$5 million, followed by the manufacturing sector, \$1 million. Total output effects were correspondingly greatest in the construction sector, \$11 million, followed by the service sector, \$9 million, and the trade sector, \$6 million.

Table 19 Pacific-wide Construction and Maintenance Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	\$11,250,543	\$43,796	\$64,304	\$11,358,642
Service	\$7,221	\$3,591,472	\$5,339,624	\$8,938,317
Trade	\$2,437,913	\$2,791,642	\$1,068,242	\$6,297,797
Manufacturing	\$1,157,000	\$998,094	\$1,307,039	\$3,462,133
TIPU	\$49,926	\$1,106,517	\$911,425	\$2,067,868
Government	\$1,206	\$89,309	\$167,050	\$257,565
Agriculture	\$0	\$52,433	\$76,566	\$128,999
Mining	\$0	\$104,589	\$23,276	\$127,865
Total	\$14,903,809	\$8,777,853	\$8,957,525	\$32,639,187

Sacramento Campus Construction and Maintenance Expenditure Impacts in the Sacramento MSA

In aggregate, the Sacramento campus construction and maintenance expenditures off-campus in 2008 were estimated to total \$211 thousand. As with the Pacific-wide impacts, these average construction and maintenance expenditures were then modeled similar in a sectoral expenditure pattern on state and local government construction of public educational facilities. Details of the sectoral distribution of expenditures can be found in Table 16 above.

The economic impacts of these construction and maintenance expenditures in the Sacramento MSA are reported in Table 20. When adjusted for the value of output, rather than gross sales; the total direct value of industry production equals \$105 thousand. The direct output generated \$36 thousand in indirect effects and \$45 thousand in induced effects for a total effect of \$186 thousand in total economic output.

Table 20 Sacramento Campus Construction and Maintenance Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	1	\$104,914
Indirect Effect	0	\$36,290
Induced Effect	0	\$45,113
Total Effect	1	\$186,316

Sector specific employment impacts of construction and maintenance expenditures in the Sacramento MSA are reported in Table 21.

Table 21 Sacramento Campus Construction and Maintenance Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	0.6	0	0	0.6
Service	0	0.2	0.2	0.4
Trade	0.1	0	0.1	0.2
Total	0.6	0.2	0.4	1.2

The output impacts in the Sacramento MSA by sector are reported in Table 22. Accordingly, the largest direct output effect was in the construction sector, \$92 thousand, followed by the trade sector, \$9 thousand, and the manufacturing sector, \$3 thousand. Indirect output effects were largest in the service sector, \$21 thousand, followed by the manufacturing sector, \$6 thousand. Induced output effects were also largest in the service sector, \$31 thousand, followed by the trade sector, \$8 thousand. Total output effects were correspondingly greatest in the construction sector, \$92 thousand, followed by the service sector, \$52 thousand, and the trade sector, \$22 thousand.

Table 22 Sacramento Campus Construction and Maintenance Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	\$91,748	\$211	\$364	\$92,323
Service	\$70	\$20,474	\$31,473	\$52,017
Trade	\$9,293	\$4,862	\$7,456	\$21,611
Manufacturing	\$3,409	\$5,531	\$1,333	\$10,272
TIPU	\$383	\$4,280	\$3,395	\$8,058
Government	\$12	\$460	\$821	\$1,294
Agriculture	\$0	\$248	\$210	\$459
Mining	\$0	\$223	\$61	\$284
Total	\$104,914	\$36,290	\$45,113	\$186,316

San Francisco Campus Construction & Maintenance Expenditure Impacts in San Francisco MSA

In aggregate, the San Francisco campus construction and maintenance expenditures off-campus in 2008 were estimated to total \$693 thousand. As with the Pacific-wide impacts, these average construction and maintenance expenditures were then modeled similar in a sectoral expenditure pattern on state and local government construction of public educational facilities. Details of the sectoral distribution of expenditures can be found in Table 16 above. The economic impacts of these construction and maintenance expenditures in the San Francisco MSA are reported in Table 23. When adjusted for the value of output, rather than gross sales; the total direct value of industry production equals \$457 thousand. The direct output generated \$187 thousand in indirect effects and \$190 thousand in induced effects for a total effect of \$834 thousand in total economic output.

Table 23 San Francisco Campus Construction and Maintenance Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	3	\$457,157
Indirect Effect	1	\$187,290
Induced Effect	1	\$190,036
Total Effect	5	\$834,482

Sector specific employment impacts of construction and maintenance expenditures in the San Francisco MSA are reported in Table 24.

Table 24 San Francisco Campus Construction and Maintenance Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	2.3	0	0	2.3
Service	0	0.6	0.8	1.4
Trade	0.2	0.1	0.2	0.6
Manufacturing	0.1	0.1	0	0.2
TIPU	0	0.1	0.1	0.1
Total	2.5	0.9	1.1	4.6

The output impacts in the San Francisco MSA by sector are reported in Table 25. Accordingly, the largest direct output effect was in the construction sector, \$398 thousand, followed by the trade sector, \$37 thousand, and the manufacturing sector, \$21 thousand. Indirect output effects were largest in the service sector, \$94 thousand, followed by the manufacturing sector, \$46 thousand. Induced output effects were also largest in the service sector, \$125 thousand, followed by the trade sector, \$28 thousand. Total output effects were correspondingly greatest in the construction sector, \$400 thousand, followed by the service sector, \$219 thousand, and the trade sector, \$85 thousand.

Table 25 San Francisco Campus Construction and Maintenance Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	\$397,758	\$932	\$1,345	\$400,035
Service	\$263	\$94,274	\$124,559	\$219,095
Trade	\$36,721	\$20,653	\$27,722	\$85,096
Manufacturing	\$21,001	\$45,596	\$14,083	\$80,679
TIPU	\$1,372	\$21,020	\$17,900	\$40,292
Government	\$43	\$2,266	\$4,039	\$6,348
Mining	\$0	\$2,175	\$177	\$2,353
Agriculture	\$0	\$373	\$211	\$585
Total	\$457,157	\$187,290	\$190,036	\$834,482

Stockton Campus Construction and Maintenance Expenditure Impacts in San Joaquin County

In aggregate, the Stockton campus construction and maintenance expenditures off-campus in 2008 were estimated to total \$18.3 million. As with the Pacific-wide impacts, these average construction and maintenance expenditures were then modeled similar in a sectoral expenditure pattern on state and local government construction of public educational facilities. Details of the sectoral distribution of expenditures can be found in Table 16 above.

The economic impacts of these construction and maintenance expenditures in San Joaquin County are reported in Table 26. When adjusted for the value of output, rather than gross sales; the total direct value of industry production equals \$8 million. Employment directly associated with these expenditures was estimated to equal 52 jobs. The direct output generated \$1.8 million in indirect effects and \$2.1 million in induced effects for a total effect of \$11.8 million in total economic output. Similarly, direct employment generated 12 indirect jobs and 18 induced jobs for a total employment effect of 82 jobs.

Table 26 Stockton Campus Construction and Maintenance Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	52	\$7,954,870
Indirect Effect	12	\$1,756,395
Induced Effect	18	\$2,113,375
Total Effect	82	\$11,824,640

Sector specific employment impacts of construction and maintenance expenditures San Joaquin County are reported in Table 27. Accordingly, the largest direct employment effect was in the construction sector, 46 jobs, and the trade sector, 5 jobs. Indirect employment effects were largest in the service sector, 7 jobs, followed by the trade sector, 3 jobs. Induced employment effects were also largest in the service sector, 12 jobs, followed by the trade sector, 5 jobs. Total employment effects were correspondingly greatest in the construction sector, 46 jobs, followed by the services sector, 18 jobs, and the trade sector, 13 jobs.

Table 27 Stockton Campus Construction and Maintenance Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	45.8	0.1	0.1	46
Service	0	6.5	11.6	18.1
Trade	5.3	3.2	4.9	13.4
Manufacturing	0.3	1.3	0.1	1.8
TIPU	0.2	1	0.5	1.7
Government	0	0.2	0.2	0.4
Agriculture	0	0	0.1	0.2
Mining	0	0.1	0	0.1
Total	51.6	12.4	17.6	81.5

The output impacts in San Joaquin County by sector are reported in Table 28. Accordingly, the largest direct output effect was in the construction sector, \$7 million, followed by the trade sector, \$826 thousand, and the manufacturing sector, \$63 thousand. Indirect output effects were largest in the service sector, \$738 thousand, followed by the manufacturing sector, \$388 thousand. Induced output effects were also largest in the service

sector, \$1 million, followed by the trade sector, \$410 thousand. Total output effects were correspondingly greatest in the construction sector, \$7 million, followed by the service sector, \$2 million, and the trade sector, \$2 million.

Table 28 Stockton Campus Construction and Maintenance Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Construction	\$7,038,065	\$11,232	\$16,988	\$7,066,285
Service	\$3,076	\$737,639	\$1,427,179	\$2,167,893
Trade	\$826,062	\$335,160	\$410,433	\$1,571,655
Manufacturing	\$62,963	\$387,852	\$56,558	\$507,373
TIPU	\$23,979	\$235,355	\$138,144	\$397,477
Government	\$726	\$25,795	\$49,056	\$75,577
Agriculture	\$0	\$7,476	\$14,458	\$21,934
Mining	\$0	\$15,887	\$558	\$16,445
<i>Total</i>	\$7,954,870	\$1,756,395	\$2,113,375	\$11,824,640

Pacific's Students Economic Impacts

Expenditures by Pacific students are based on a detailed cross-campus survey of student's off-campus expenditures conducted by the Business Forecasting Center (BFC) for this analysis.⁴ Students at each campus were invited to participate in an on-line survey through cross-campus emails. Student responses were collected between April 19 and May 11, 2010 participation was voluntary, but a respondent prize was awarded. The survey response rate is reported in Table 29, while the overall response rate was just under ten percent rates varied from eight percent at the Stockton campus, to nine percent at the San Francisco campus and 18% at the Sacramento campus.

Table 29 Survey Response Rate

	Sacramento	San Francisco	Stockton	Pacific-Wide
Spring 2010 Enrollment	1,081	514	4,806	6,401
Survey Responses	192	48	397	637
Response Rate	17.76%	9.34%	8.26%	9.95%

In order to validate the results of the survey we compared our findings with the cost estimates used for the Free Application for Federal Student Aid (FAFSA). The primary source of these cost estimates is the California Student Aid Commission (CSAC) Student Expenses Budgets for FY 2008. This budget is based on the state-wide Student Expenses and Resources Survey (SEARS) that was conducted in 2003-2004 and adjusted for four years of inflation. The SEARS forms the basis of most California higher education institutions' estimates of student expenditures.⁵

Table 30 Comparative Student Expenditure Estimates

	Sacramento Campus	San Francisco Campus	Stockton Campus	Grand Totals
CSAC FY2008 Student Expenses Budget	\$11,396,484	\$6,992,160	\$32,020,074	\$50,408,718
BFC Survey	\$13,512,133	\$11,275,548	\$29,850,222	\$54,637,903

Table 30 presents comparative student expenditures for FY2008 based on the CSAC budget and the BFC survey. As seen in Table 30, the student expenditures based on the CSAC budget are \$4.2 million less than those of the BFC Survey. The aggregate difference reflects campus specific variances in the BFC Survey from the state-wide CSAC Student Expenses Budget. Specifically, CSAC estimates for the Sacramento campus are \$2.1 million, 16%, less than the BFC Survey and CSAC estimates for the San Francisco campus are \$4.3 million, 38%, less than the BFC Survey. In contrast, CSAC estimates for the Stockton Campus are \$2.2 million, 7%, more than the BFC Survey. We believe these variances represent nuanced campus specific expenditure details. In particular, the San Francisco and Sacramento campuses house two professional programs, dentistry and law respectively, whose students are likely to spend disproportionately more off campus than a state-wide average of graduate and under-graduate institutions. Secondly, each city varies above (San Francisco & Sacramento) and below (Stockton) the state average cost of living in-line with the variances recorded in the BFC Survey.

⁴ See Appendix One for a copy of the questionnaire.

⁵ For more information see the California Student Aid Commission website: <http://www.csac.ca.gov/>

Table 31 Respondents' Declared Place of Permanent Residence by Campus

	Sacramento Campus	San Francisco Campus	Stockton Campus
Sacramento County	49%	4%	8%
San Francisco County	1%	66%	1%
San Joaquin County	1%	2%	28%
Santa Clara County	1%	6%	10%
Los Angeles County	6%	2%	7%
Alameda County	4%	0%	4%
Stanislaus County	2%	0%	4%
San Mateo County	1%	0%	3%
Other California Counties	27%	12%	23%
Other US State	8%	6%	9%
Other Country	2%	2%	1%

The survey also asked the students their place of residence and gender. Results for each campus and Pacific as a whole are reported in Table 31 and 32. The Sacramento Campus respondents reported Sacramento County (49%) as their place of residence most frequently, followed by one of California's other 50 Counties (27%), and one of the other 49 States (8%). The San Francisco Campus respondents reported San Francisco County (66%) as their place of residence most frequently, followed by one of California's other 50 Counties (12%), and an equal percentage between Santa Clara (6%) and one of the other 49 States (6%). The Stockton Campus respondents reported San Joaquin County (28%) as their place of residence most frequently, followed by one of California's other 50 Counties (23%), and one Santa Clara County (10%).

Table 32 Respondents' Gender by Campus

	Sacramento	San Francisco	Stockton	Pacific-Wide
Female	58%	50%	72%	66%
Male	42%	50%	28%	34%

Overall, the majority, 66% of respondents were female, which was higher than the 55% of women in the student body across Pacific. At the Sacramento campus, 58% of respondents were female, which was also higher than the 51% of women in the student body. Respondents were equally distributed by gender at the San Francisco campus, which was nearly equal to the 49% of women in their student body. Lastly, 72% of respondents from the Stockton campus were female, compared to 57%.

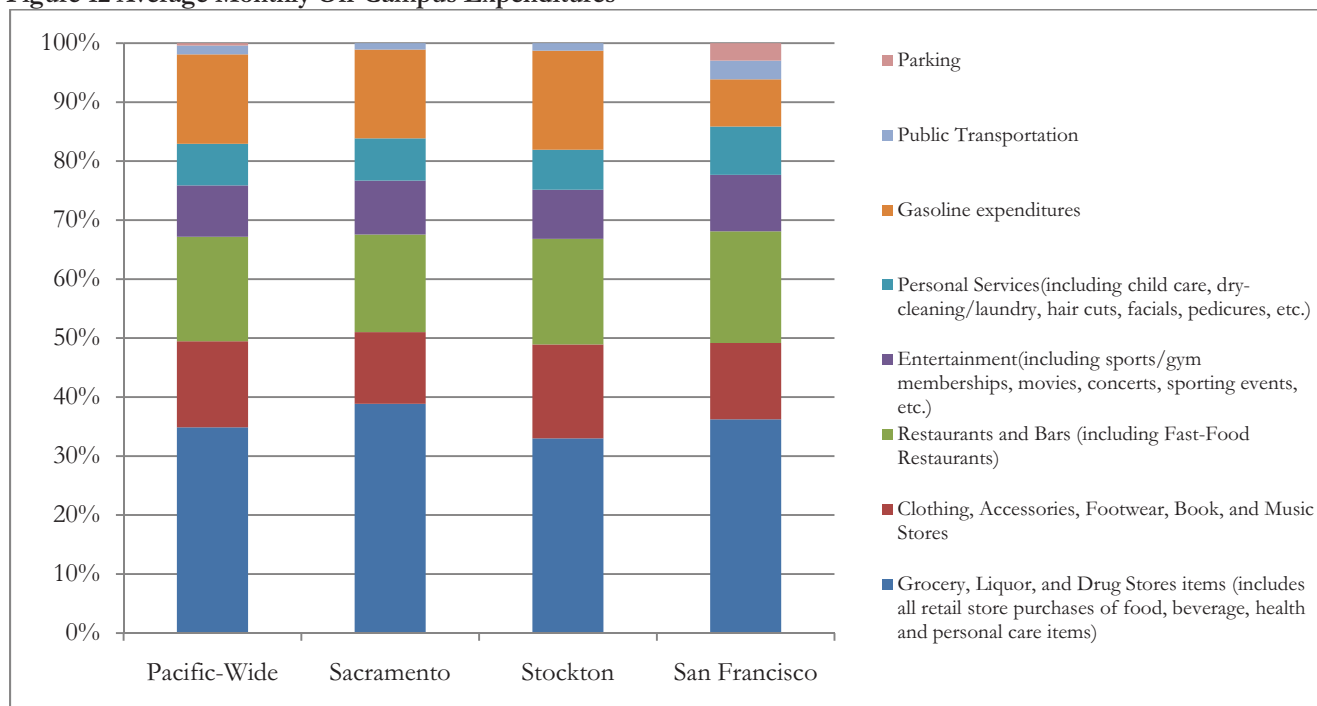
The average monthly off-campus expenditures reported by Pacific students are presented in Table 33 and Figure 12. Across most of the categories San Francisco campus student expenditures were the highest, exceptions being gasoline expenditures, information and communication technology (ICT) expenditures

(internet, cable television, mobile phone, etc.), and utilities.⁶ Between Sacramento and Stockton, the Sacramento campus students reported higher average expenditures in all categories compared to the Stockton campus.⁷

Table 33 Average Off-Campus Expenditures

Average Monthly Off-Campus Expenditures	Pacific-Wide	Sacramento	Stockton	San Francisco
Grocery, Liquor, and Drug Stores items (includes all retail store purchases of food, beverage, health and personal care items)	\$176	\$274	\$139	\$309
Clothing, Accessories, Footwear, Book, and Music Stores	\$74	\$86	\$67	\$111
Restaurants and Bars (including Fast-Food Restaurants)	\$90	\$117	\$75	\$162
Entertainment (including sports/gym memberships, movies, concerts, sporting events, etc.)	\$44	\$64	\$35	\$82
Personal Services (including child care, dry-cleaning/laundry, haircuts, facials, pedicures, etc.)	\$36	\$51	\$28	\$70
Gasoline expenditures	\$77	\$106	\$71	\$69
Public Transportation	\$8	\$8	\$5	\$27
Parking	\$2			\$25
ICT	\$95	\$110	\$94	\$71
Utilities	\$53	\$82	\$45	\$66
Rent	\$591	\$712	\$476	\$1,368
Ownership	\$1,049	\$1,465	\$1,070	
<i>Total per month by Campus</i>	<i>\$937</i>	<i>\$1,416</i>	<i>\$725</i>	<i>\$1,835</i>

Figure 12 Average Monthly Off-Campus Expenditures



Total annual aggregate expenditures by category and respective campus county are reported in Table 34. These total values, campus grand totals, and Pacific grand totals were estimated based on the number of full-

⁶ None of the students from the San Francisco campus reported home ownership; as such there are no average costs.
⁷ Information about non-university expenditures on parking while attending Pacific was not gathered from students at the Sacramento and Stockton campuses.

time equivalent (FTE) students at the respective campuses. After allowing for known on-campus resident populations at each campus, proportionate numbers of rental and ownership expenses were made based on campus sample populations.

Table 34 Total Annual Student Expenditures by County

	Sacramento County	San Francisco County	San Joaquin County	<i>Pacific-Wide Total</i>
Student Population Fall 2007	1,073	516	4,646	6,235
Grocery, Liquor, and Drug Stores items (includes all retail store purchases of food, beverage, health and personal care items)	\$2,616,047	\$1,898,944	\$5,714,945	\$10,229,936
Clothing, Accessories, Footwear, Book, and Music Stores	\$817,359	\$678,996	\$2,758,445	\$4,254,800
Restaurants and Bars (including Fast-Food Restaurants)	\$1,114,242	\$992,790	\$3,098,527	\$5,205,558
Entertainment (including sports/gym memberships, movies, concerts, sporting events, etc.)	\$613,641	\$501,547	\$1,443,489	\$2,558,676
Personal Services (including child care, dry-cleaning/laundry, haircuts, facials, pedicures, etc.)	\$481,969	\$429,059	\$1,169,740	\$2,080,767
Gasoline expenditures	\$1,014,246	\$420,869	\$2,910,122	\$4,345,237
Public Transportation	\$72,668	\$165,548	\$220,325	\$458,541
Parking		\$155,153		\$155,153
ICT	\$842,203	\$436,550	\$2,013,346	\$3,292,099
Utilities	\$781,336	\$406,068	\$1,850,341	\$3,037,745
Rent	\$4,066,773	\$5,189,024	\$4,233,810	\$13,489,606
Ownership	\$1,091,650		\$4,437,133	\$5,528,782
Grand Total	\$13,512,133	\$11,274,548	\$29,850,222	\$54,636,903

Owing to the size of the student body at the Stockton Campus, the greatest associated total expenditures across every category, except rental payments, were recorded in San Joaquin County. The Sacramento Campus recorded second largest totals across most categories, except rental payments and public transportation expenditures. The San Francisco Campus recorded the largest total expenditures in rental payments.

Sacramento Campus Student Expenditure

Details of the Sacramento Campus expenditures are presented in Table 35. Average expenditures were differentiated between students living in University owned accommodation and those either renting, staying rent free (with parents) or in owner occupied accommodation. Monthly total and annual total expenditures were then estimated. For the Sacramento Campus, annual expenditures were estimated for nine months to correspond with the academic year. Expenditures made outside of the academics year and during summer school were therefore not included in the estimates.

Table 35 Sacramento Campus Expenditures

	Annual in County	Campus Monthly Average	Monthly Total	Non-Pacific Owned	Non-Pacific Renting	Non-Pacific No Rent	Pacific Owned
Student Population Fall 2007	1073		1073	86	647	130	210
Grocery, Liquor, and Drug Stores items (includes all retail store purchases of food, beverage, health and personal care items)	\$2,616,047	\$274	\$290,672	\$274	\$274	\$274	\$274
Clothing, Accessories, Footwear, Book, and Music Stores	\$817,359	\$86	\$90,818	\$86	\$86	\$86	\$86
Restaurants and Bars (including Fast-Food Restaurants)	\$1,114,242	\$117	\$123,805	\$118	\$118	\$118	\$112
Entertainment (including sports/gym memberships, movies, concerts, sporting events, etc.)	\$613,641	\$64	\$68,182	\$67	\$67	\$67	\$55
Personal Services (including child care, dry-cleaning/laundry, haircuts, facials, pedicures, etc.)	\$481,969	\$51	\$53,552	\$52	\$52	\$52	\$46
Gasoline expenditures	\$1,014,246	\$106	\$112,694	\$118	\$118	\$118	\$58
Public Transportation	\$72,668	\$8	\$8,074	\$5	\$5	\$5	\$19
Parking							
ICT	\$842,203	\$110	\$93,578	\$165	\$108	\$84	
Utilities	\$781,336	\$82	\$86,815	\$218	\$99	\$44	
Rent	\$4,066,773	\$712	\$451,864		\$712		
Ownership	\$1,091,650	\$1,465	\$121,294	\$1,465			
Total per month by Campus		\$1,416	\$1,501,348	\$2,568	\$1,639	\$848	\$648
Grand Total	\$13,512,133						

The total monthly off-campus expenditures of Sacramento Campus students resident in Pacific accommodation equaled \$648 per month. The composition of these expenditures is reported in Figure 13. The largest share of their monthly expenditures went towards retail grocery, liquor, and drug store items: 42%. The comparative total for Sacramento Campus students who resided in non-university accommodation was \$720 and is reported in Figure 14. Further comparative details of accommodation costs for Sacramento Campus students in non-university accommodation are provided in Figure 15 and 16. These figures indicate that owner occupied housing is nearly twice as expensive as that of rented accommodation.

Figure 13 Sacramento Pacific Resident Off-Campus Expenditures

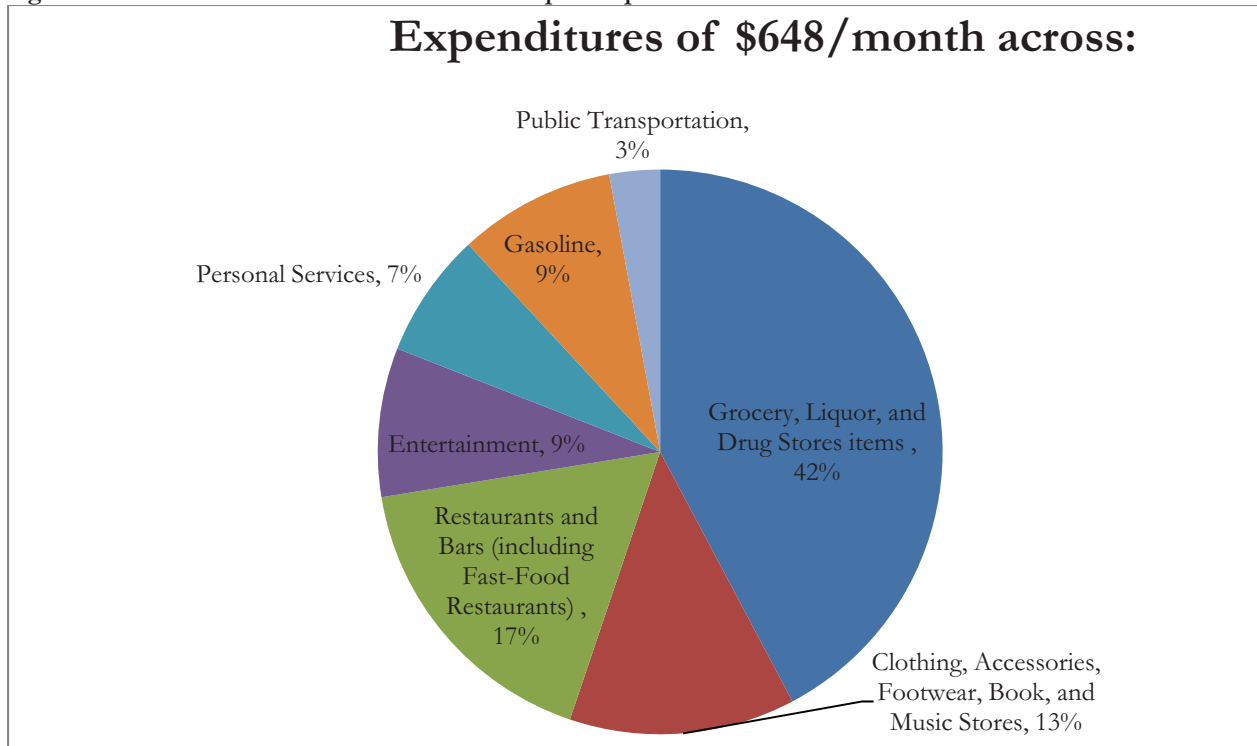


Figure 14 Sacramento Non-Pacific Resident Off-Campus Expenditures

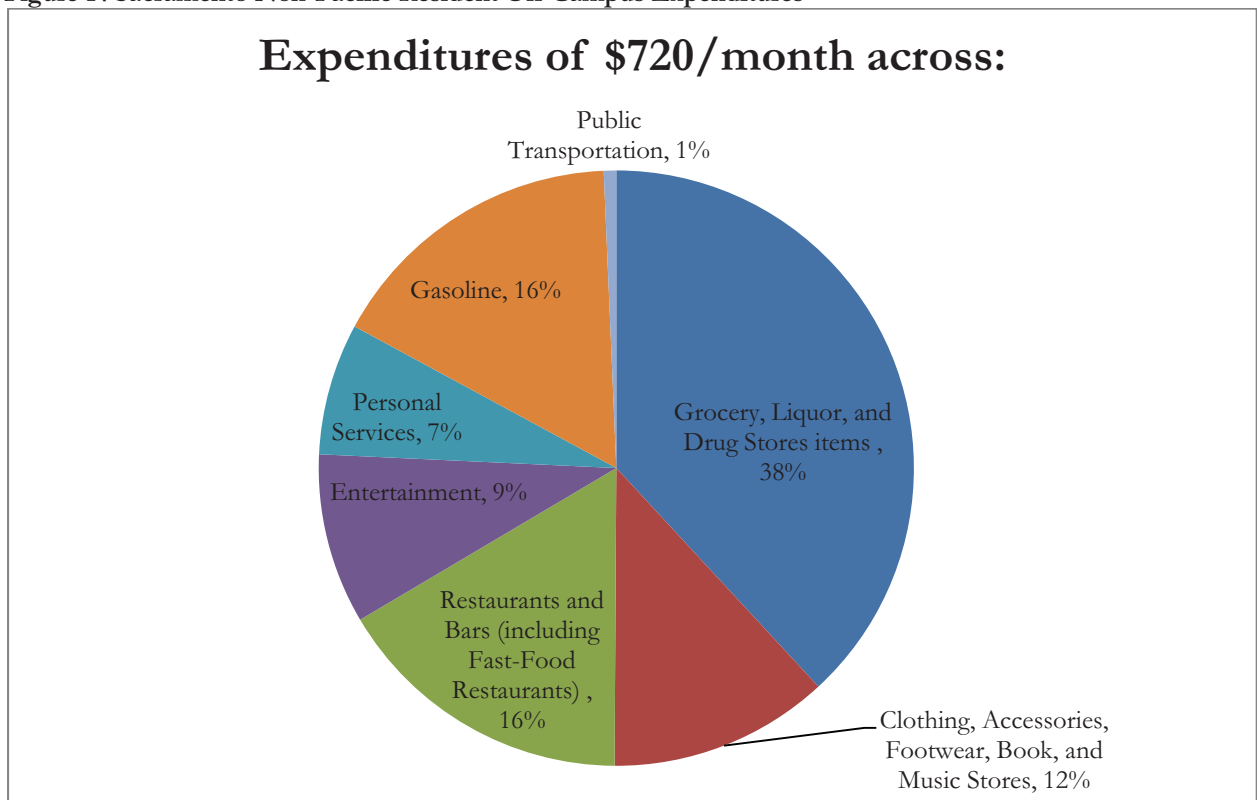


Figure 15 Sacramento Non-Pacific Resident Utilities and ICT Expenditures

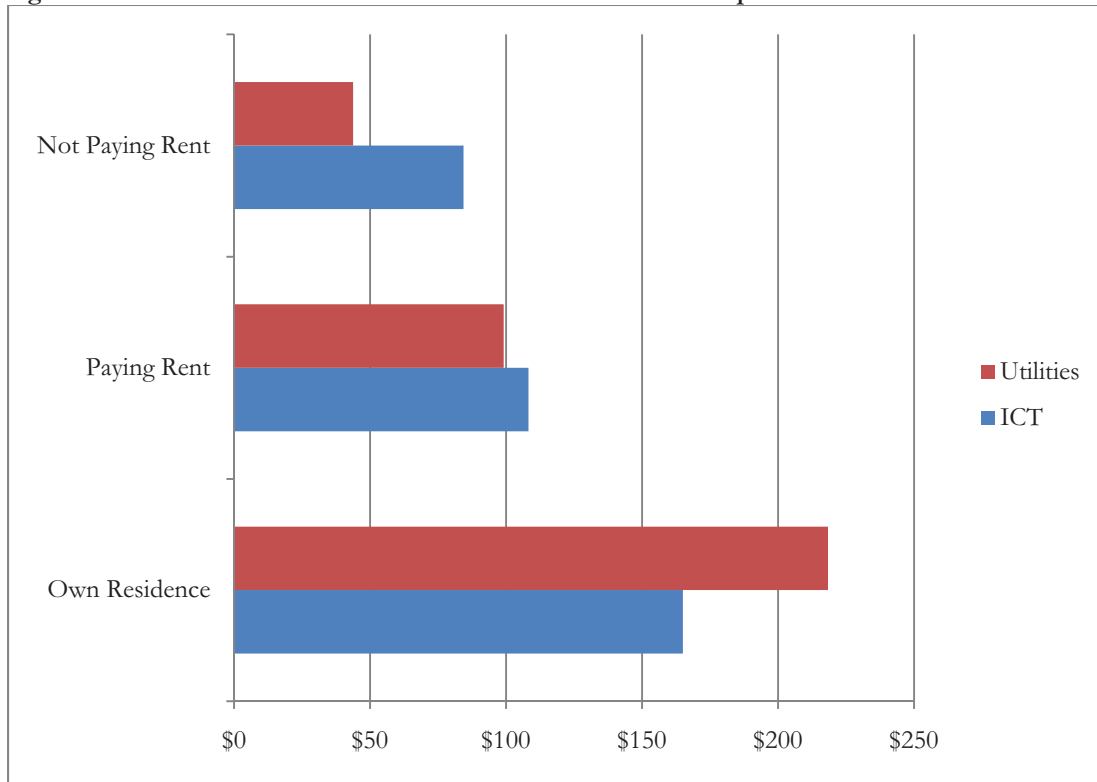
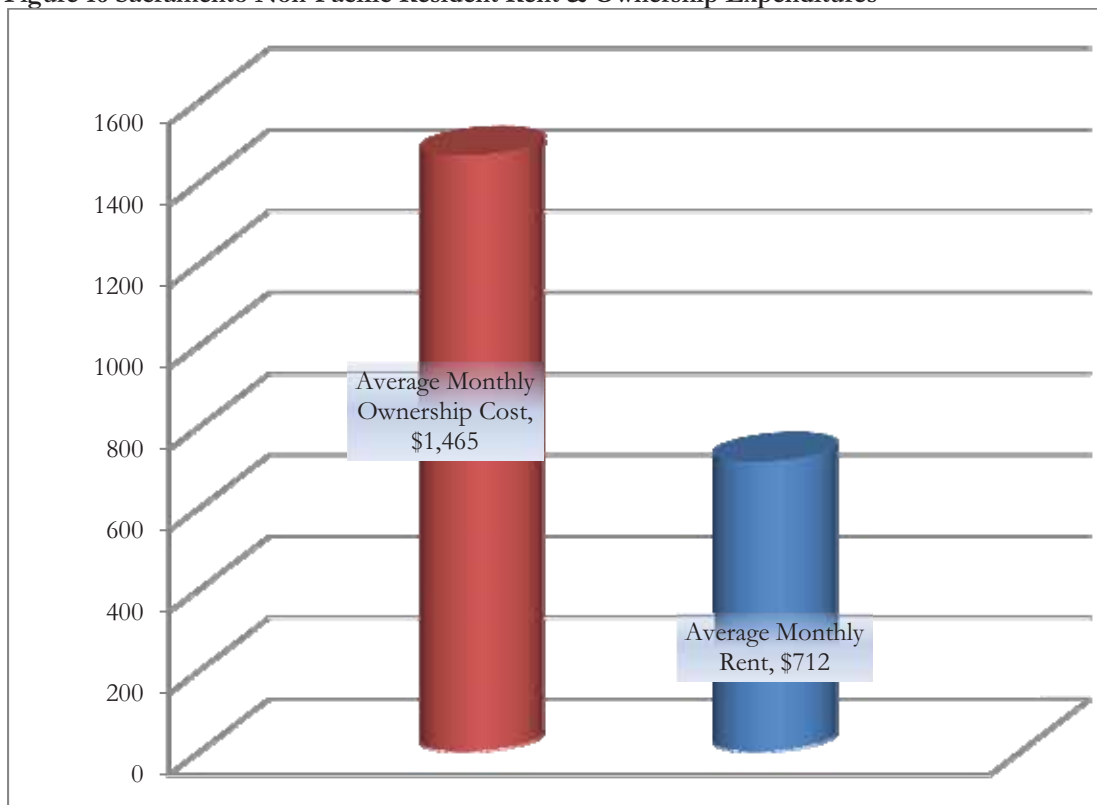


Figure 16 Sacramento Non-Pacific Resident Rent & Ownership Expenditures



San Francisco Campus Student Expenditure

Details of the San Francisco Campus expenditures are presented in Table 36. Average expenditures were differentiated between students living in University owned accommodation and those either renting, staying rent free (with parents) or in owner occupied accommodation. Monthly total and annual total expenditures were then estimated. For the San Francisco Campus, annual expenditures were estimated for twelve months to correspond with the academic year.

Table 36 San Francisco Campus Expenditures

	Annual in County	Campus Monthly Average	Monthly Total	Non-Pacific Renting	Non-Pacific No Rent	Pacific Owned
Student Population Fall 2007	516		516	319	12	185
Grocery, Liquor, and Drug Stores items (includes all retail store purchases of food, beverage, health and personal care items)	\$1,898,944	\$309	\$158,245	\$332	\$332	\$268
Clothing, Accessories, Footwear, Book, and Music Stores	\$678,996	\$111	\$56,583	\$119	\$119	\$95
Restaurants and Bars (including Fast-Food Restaurants)	\$992,790	\$162	\$82,732	\$144	\$144	\$192
Entertainment (including sports/gym memberships, movies, concerts, sporting events, etc.)	\$501,547	\$82	\$41,796	\$84	\$84	\$77
Personal Services (including child care, dry-cleaning/laundry, haircuts, facials, pedicures, etc.)	\$429,059	\$70	\$35,755	\$86	\$86	\$42
Gasoline expenditures	\$420,869	\$69	\$35,072	\$77	\$77	\$53
Public Transportation	\$165,548	\$27	\$13,796	\$28	\$28	\$25
Parking	\$155,153	\$25	\$12,929	\$30	\$30	\$18
ICT	\$436,550	\$71	\$36,379	\$113	\$75	
Utilities	\$406,068	\$66	\$33,839	\$104	\$75	
Rent	\$5,189,024	\$1,368	\$432,419	\$1,368		
Total per month by Campus		\$1,835	\$939,546	\$2,485	\$1,051	\$769
Grand Total	\$11,274,548					

The total monthly off-campus expenditures of San Francisco Campus students resident in Pacific accommodation equaled \$769 per month. The composition of these expenditures is reported in Figure 17. The largest share of their monthly expenditures went towards retail grocery, liquor, and drug store items: 35%. The comparative total for San Francisco Campus students who resided in non-university accommodation was \$901 and is reported in Figure 18. Further comparative details of accommodation costs for San Francisco Campus students in non-university accommodation are provided in Figure 19. Rental costs for students in non-Pacific accommodation equaled \$1,368 per month.

Figure 17 San Francisco Pacific Resident Expenditures

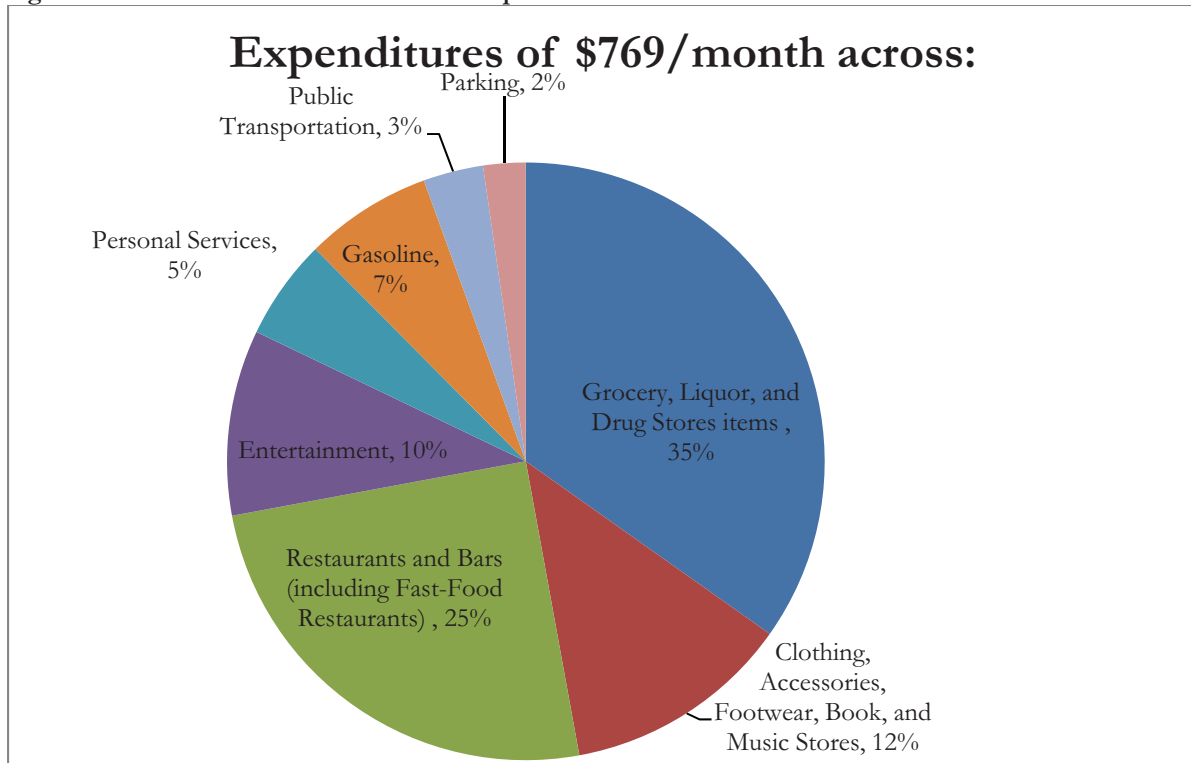


Figure 18 San Francisco Non-Pacific Resident Expenditures

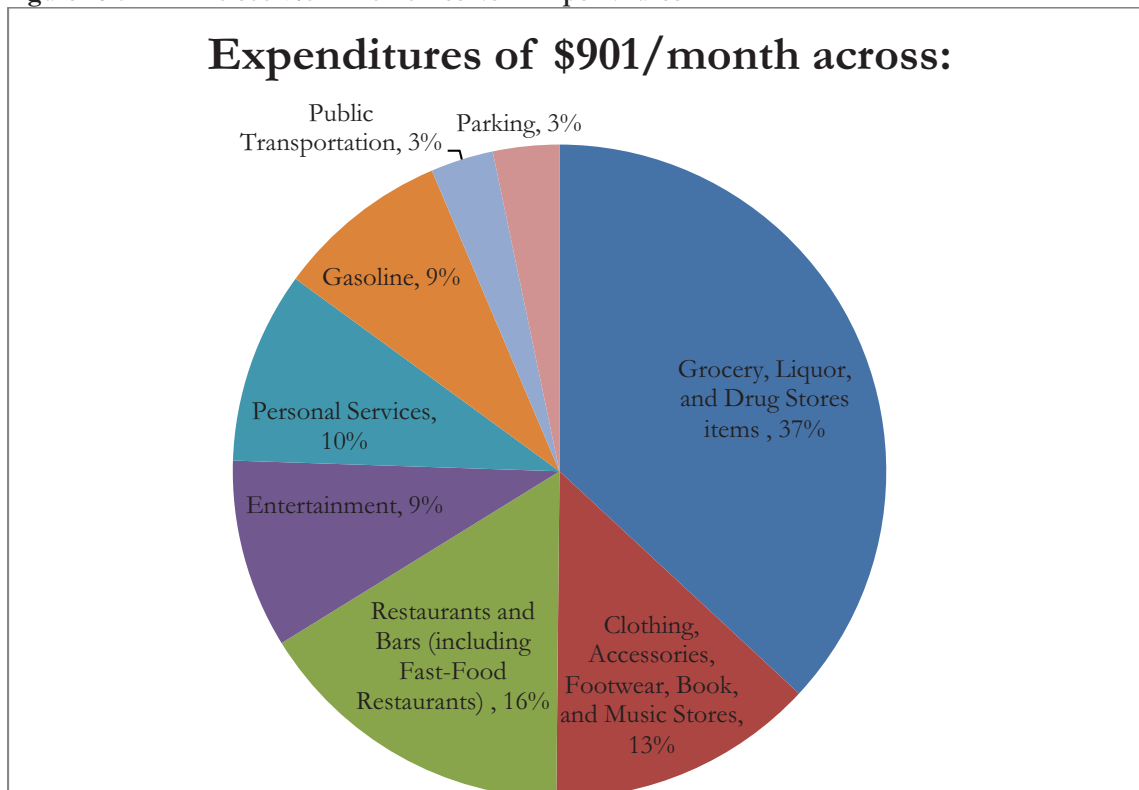
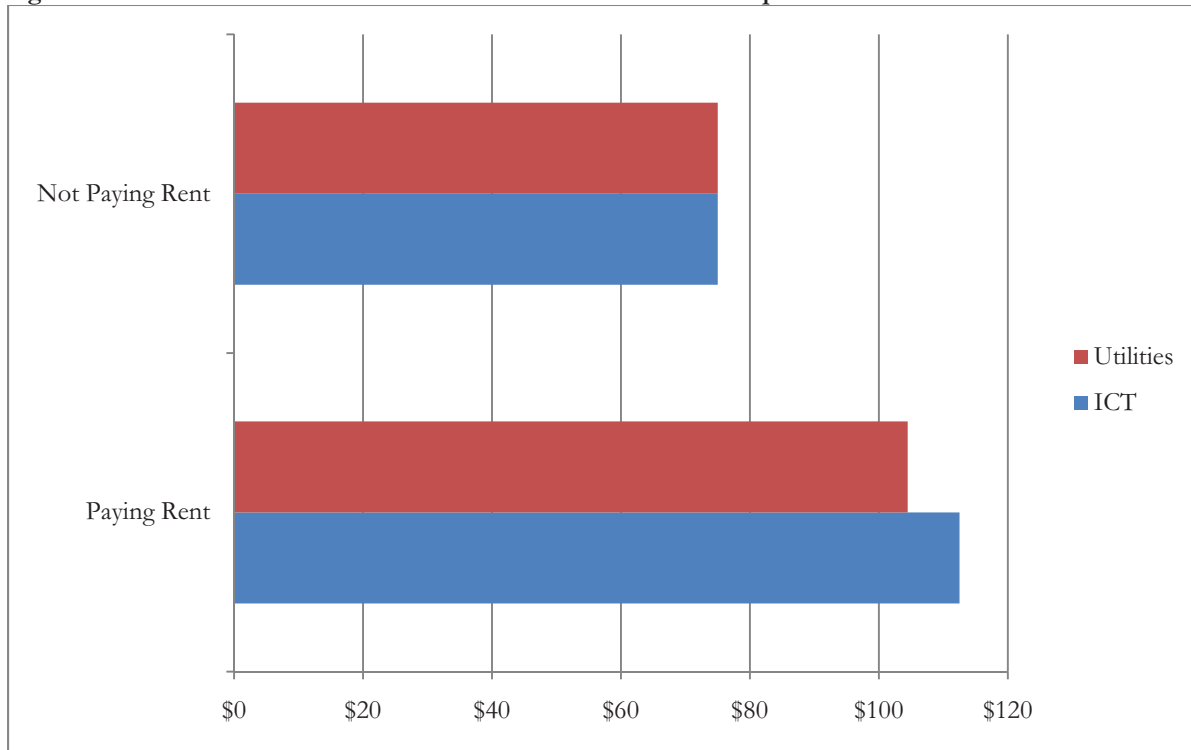


Figure 19 San Francisco Non-Pacific Resident Utilities and ICT Expenditures



Stockton Campus Student Expenditures

Details of the Stockton Campus expenditures are presented in Table 37. Average expenditures were differentiated between students living in University owned accommodation and those either renting, staying rent free (with parents) or in owner occupied accommodation. Monthly total and annual total expenditures were then estimated. For the Stockton Campus, annual expenditures were estimated for nine months to correspond with the academic year.

The total monthly off-campus expenditures of Stockton Campus students resident in Pacific accommodation equaled \$256 per month. This smaller monthly average than the other two campuses is believed to be associated with the greater range of University food services at the Stockton Campus. The composition of these expenditures is reported in Figure 20. The largest share of monthly expenditures again went towards retail grocery, liquor, and drug store items: 30%. The comparative total for Stockton Campus students who resided in non-university accommodation was \$571 and is reported in Figure 21. Further comparative details of accommodation costs for Stockton Campus students in non-university accommodation are provided in Figure 22 and 23. These figures indicate that owner occupied housing is nearly twice as expensive as that of rented accommodation.

Table 37 San Joaquin County Expenditures

	Annual in County	Campus Monthly Average	Monthly Total	Non-Pacific Owned	Non-Pacific Renting	Non-Pacific No Rent	Pacific Owned
Student Population Fall 2007	4,646		4,646	465	1,004	988	2,189
Grocery, Liquor, and Drug Stores items (includes all retail store purchases of food, beverage, health and personal care items)	\$5,714,945	\$139	\$634,994	\$195	\$195	\$195	\$78
Clothing, Accessories, Footwear, Book, and Music Stores	\$2,758,445	\$67	\$306,494	\$86	\$86	\$86	\$46
Restaurants and Bars (including Fast-Food Restaurants)	\$3,098,527	\$75	\$344,281	\$92	\$92	\$92	\$57
Entertainment(including sports/gym memberships, movies, concerts, sporting events, etc.)	\$1,443,489	\$35	\$160,388	\$44	\$44	\$44	\$25
Personal Services(including child care, dry-cleaning/laundry, hair cuts, facials, pedicures, etc.)	\$1,169,740	\$28	\$129,971	\$43	\$43	\$43	\$13
Gasoline expenditures	\$2,910,122	\$71	\$323,347	\$106	\$106	\$106	\$32
Public Transportation	\$220,325	\$5	\$24,481	\$5	\$5	\$5	\$5
Parking							
ICT	\$2,013,346	\$94	\$223,705	\$140	\$92	\$72	
Utilities	\$1,850,341	\$45	\$205,593	\$176	\$89	\$39	
Rent	\$4,233,810	\$476	\$470,423		\$476		
Ownership	\$4,437,133	\$1,070	\$493,015	\$1,070			
Total per month by Campus		\$725	\$3,316,691	\$1,957	\$1,228	\$683	\$256
Grand Total	\$29,850,222						

Figure 20 San Joaquin Pacific Resident Expenditures

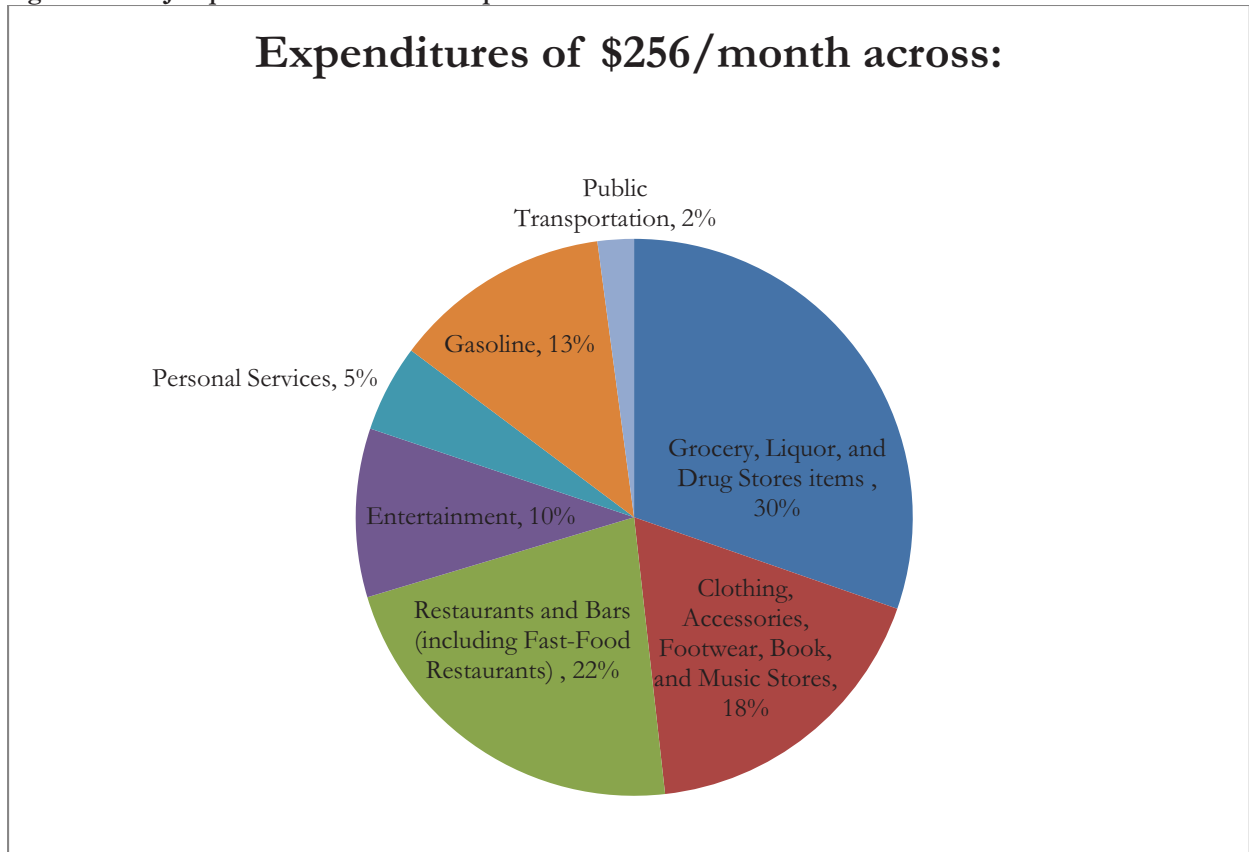


Figure 21 San Joaquin Non-Pacific Resident Expenditures

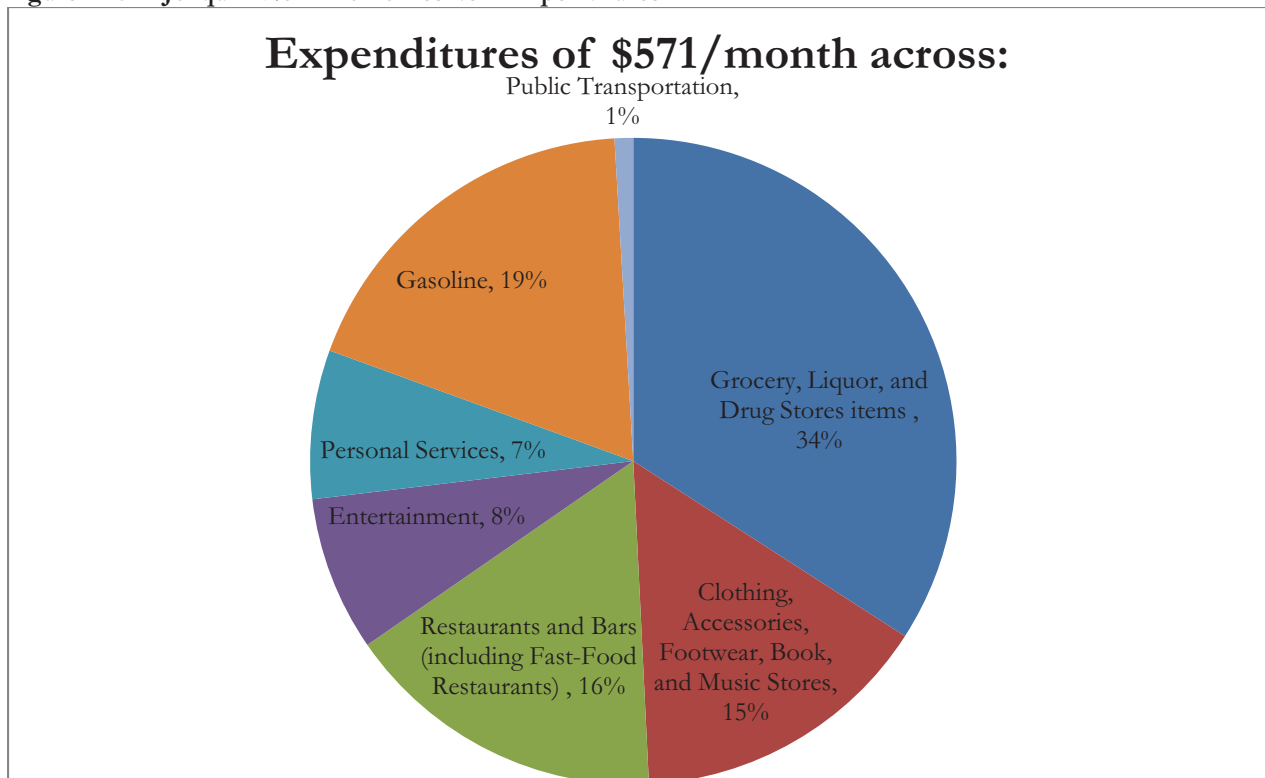


Figure 22 San Joaquin Non-Pacific Resident Utilities and ICT Expenditures

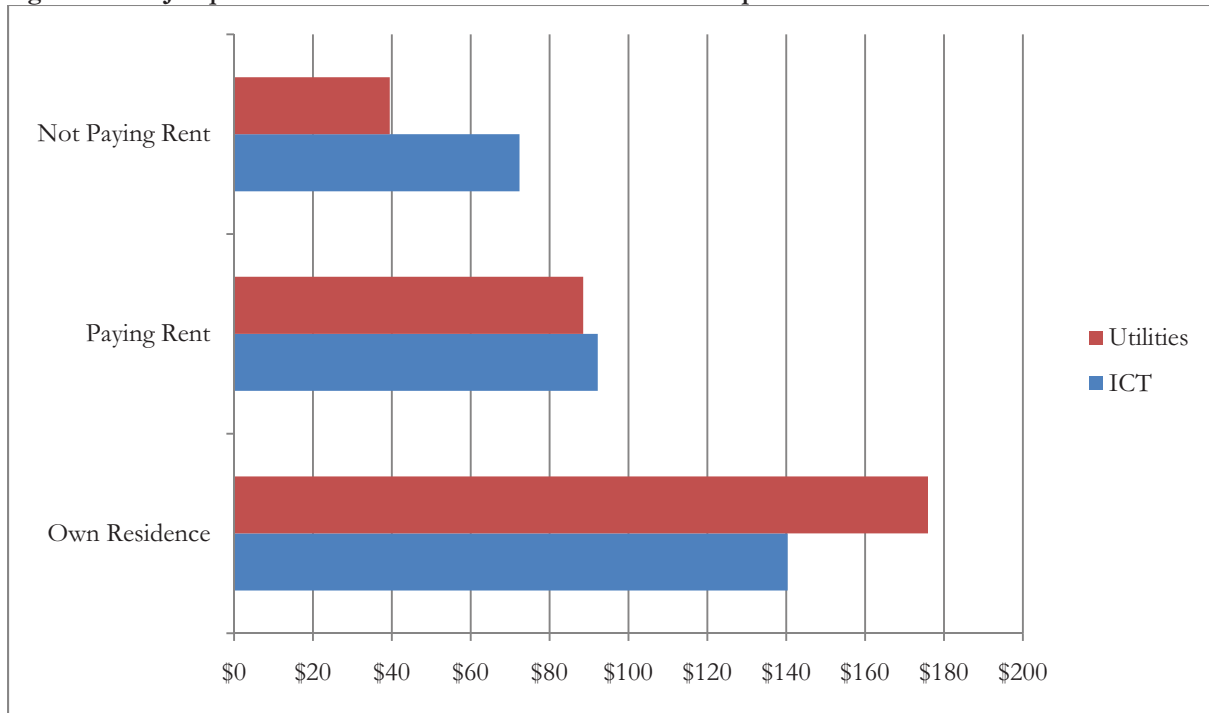
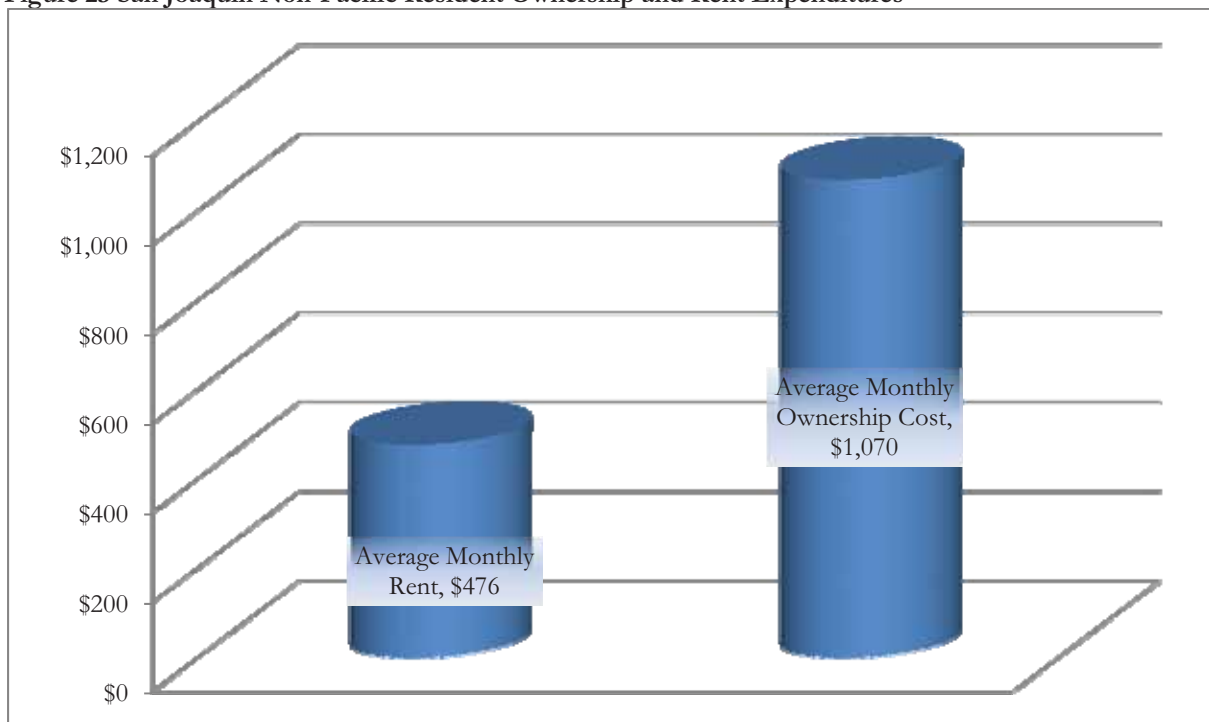


Figure 23 San Joaquin Non-Pacific Resident Ownership and Rent Expenditures



Student Expenditure Economic Impacts

Pacific-Wide Student Expenditure Impacts in California

In aggregate, Pacific's direct student expenditures off-campus in 2008 were estimated to total \$54.6 million. Based on the survey these expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 38. The largest component of these expenditures, 25%, went to the Real Estate establishments sector, which represents rents paid for accommodation. The second largest expenditure, 19%, was to the Retail Food and Beverage Sector.

Table 38 Pacific Student Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Retail - Food & Beverage	\$10,229,936	100%
Retail - General Merchandise	\$4,254,800	100%
Motion Pictures and Video Industries	\$852,807	100%
Promoters of performing arts	\$852,807	100%
Fitness and recreational sports centers	\$852,807	100%
Food Services and Drinking Places	\$5,205,558	100%
Dry-cleaning and Laundry Services	\$936,345	100%
Child day care services	\$208,077	100%
Personal care	\$936,345	100%
Retail - Gasoline	\$4,345,237	100%
Transit	\$458,541	100%
Other personal services	\$155,153	100%
Telecommunications	\$3,292,099	100%
Water, Sewage, et al	\$607,549	100%
Electric Power	\$1,215,098	100%
Natural Gas	\$1,215,098	100%
Real Estate establishments	\$13,489,606	100%
Non-depository credit intermediation	\$5,528,782	100%
Total Event Value	\$54,636,645	

The State-wide economic impacts of these student expenditures are reported in Table 39. When adjusted for the value of output, rather than gross sales, occurring in the retail sectors the total direct value of industry production equals \$40.7 million. Employment directly associated with these expenditures was estimated to equal 340 jobs. The direct output generated \$16.9 million in indirect effects and \$18 million in induced effects for a total effect of \$75.7 million in total statewide economic output. Similarly, direct employment generated 93 indirect jobs and 118 induced jobs for a total employment effect of 551 jobs.

Table 39 Pacific Student Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	340	\$40,688,453
Indirect Effect	93.3	\$16,935,665
Induced Effect	117.8	\$18,031,983
Total Effect	551.1	\$75,656,101

Sector specific state-wide employment impacts of student expenditures are reported in Table 40. Accordingly, the largest direct employment effect was in the service sector, 260 jobs, followed by the trade sector, 59 jobs, and the TIPU sector, 21 jobs. Indirect employment effects were largest in the service sector, 68 jobs, followed by the TIPU sector, 11 jobs. Induced employment effects were also largest in the service sector, 79 jobs, followed by the trade sector, 25 jobs. Total employment effects were correspondingly greatest in the service sector, 407 jobs, followed by the trade sector, 88 jobs, and the TIPU sector, 38 jobs.

Table 40 Pacific Student Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	259.9	68.5	78.6	407
Trade	59	3.6	25.4	88
TIPU	21.1	10.7	5.8	37.6
Manufacturing	0	3.9	4.1	8
Government	0	2.7	1.7	4.3
Construction	0	2.8	1	3.8
Agriculture	0	0.9	1.3	2.1
Mining	0	0.2	0.1	0.3
Total	340	93.3	117.8	551.1

The state-wide output impacts by sector are reported in Table 41. Accordingly, the largest direct output effect was in the service sector, \$28 million, followed by the TIPU sector, \$8 million, and the trade sector, \$5 million. Indirect output effects were largest in the service sector, \$10 million, followed by the TIPU sector, \$4 million, and the manufacturing sector, \$2 million. Induced output effects were also largest in the service sector, \$11 million, followed by the trade sector, \$3 million, and the manufacturing sector \$2 million. Total output effects were correspondingly greatest in the service sector, \$49 million, followed by the TIPU sector, \$14 million, and the trade sector, \$8 million.

Table 41 Pacific Student Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$28,165,480	\$9,560,612	\$10,745,465	\$48,471,557
TIPU	\$7,641,192	\$4,058,619	\$1,835,391	\$13,535,201
Trade	\$4,881,781	\$590,925	\$2,631,041	\$8,103,746
Manufacturing	\$0	\$1,701,728	\$2,153,022	\$3,854,750
Government	\$0	\$437,521	\$336,454	\$773,975
Construction	\$0	\$348,385	\$129,356	\$477,741
Agriculture	\$0	\$113,714	\$154,351	\$268,065
Mining	\$0	\$124,161	\$46,903	\$171,063
Total	\$40,688,453	\$16,935,665	\$18,031,983	\$75,656,100

Sacramento Campus Student Expenditure Impacts in Sacramento MSA

In aggregate the Sacramento Campus' direct student expenditures off-campus in 2008 were estimated to total \$13.5 million. Based on the survey these expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 42. The largest component of these expenditures, 30%, went to the Real Estate establishments sector, which represents rents paid for accommodation. The second largest expenditure, 19%, was to the Retail Food and Beverage Sector.

Table 42 Sacramento Campus Student Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Retail - Food & Beverage	\$2,616,047.00	100.00%
Retail - General Merchandise	\$817,359.00	100.00%
Food Services and Drinking Places	\$1,114,242.00	100.00%
Motion Pictures and Video Industries	\$204,526.55	100.00%
Promoters of performing arts	\$204,526.55	100.00%
Fitness and recreational sports centers	\$204,526.55	100.00%
Personal care	\$216,886.05	100.00%
Dry-cleaning and Laundry Services	\$216,886.05	100.00%
Child day care services	\$48,196.90	100.00%
Retail - Gasoline	\$1,014,246.00	100.00%
Transit	\$72,668.00	100.00%
Telecommunications	\$842,203.00	100.00%
Electric Power	\$312,534.40	100.00%
Natural Gas	\$312,534.40	100.00%
Water, Sewage, et al	\$156,267.20	100.00%
Real Estate establishments	\$4,066,773.00	100.00%
Non-depository credit intermediation	\$1,091,650.00	100.00%
Total Event Value	\$13,512,073	

The economic impacts of these student expenditures in the Sacramento MSA are reported in Table 43. When adjusted for the value of output, rather than gross sales, occurring in the retail sectors the total direct value of industry production equals \$10.2 million. Employment directly associated with these expenditures was estimated to equal 127 jobs. The direct output generated \$3.2 million in indirect effects and \$4 million in induced effects for a total effect of \$17.4 million in total economic output. Similarly, direct employment generated 22 indirect jobs and 31 induced jobs for a total employment effect of 180 jobs.

Table 43 Sacramento Campus Student Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	127.1	\$10,223,014
Indirect Effect	21.6	\$3,157,884
Induced Effect	31.2	\$4,002,387
Total Effect	179.9	\$17,383,285

Sector specific employment impacts of student expenditures in the Sacramento MSA are reported in Table 44. Accordingly, the largest direct employment effect was in the service sector, 72 jobs, followed by the trade sector, 49 jobs, and the TIPU sector, 6 jobs. Indirect employment effects were largest in the service sector, 17 jobs, followed by the TIPU sector, 2 jobs. Induced employment effects were also largest in the service sector, 22 jobs, followed by the trade sector, 8 jobs. Total employment effects were correspondingly greatest in the service sector, 111 jobs, followed by the trade sector, 57 jobs, and the TIPU sector, 10 jobs.

Table 44 Sacramento Campus Student Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	72.4	16.8	21.5	110.7
Trade	48.7	0.7	7.6	57
TIPU	6.1	2.4	1.1	9.6
Construction	0	0.7	0.3	1
Government	0	0.6	0.4	0.9
Manufacturing	0	0.3	0.3	0.5
Agriculture	0	0.1	0.1	0.2
Mining	0	0.1	0	0.1
Total	127.1	21.6	31.2	179.9

The output impacts in the Sacramento MSA by sector are reported in Table 45. Accordingly, the largest direct output effect was in the service sector, \$7 million, followed by the TIPU sector, \$2 million, and the trade sector, \$1 million. Indirect output effects were largest in the service sector, \$2 million, followed by the TIPU sector, \$0.7 million. Induced output effects were also largest in the service sector, \$3 million, followed by the trade sector, \$0.7 million. Total output effects were correspondingly greatest in the service sector, \$12 million, followed by the TIPU sector, \$3 million, and the trade sector, \$2 million.

Table 45 Sacramento Campus Student Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$7,163,687	\$2,052,542	\$2,792,010	\$12,008,239
TIPU	\$1,900,734	\$685,066	\$301,382	\$2,887,182
Trade	\$1,158,593	\$91,301	\$661,396	\$1,911,290
Manufacturing	\$0	\$92,673	\$118,367	\$211,040
Government	\$0	\$91,590	\$72,905	\$164,495
Construction	\$0	\$88,375	\$32,282	\$120,657
Mining	\$0	\$45,497	\$5,378	\$50,875
Agriculture	\$0	\$10,840	\$18,667	\$29,507
Total	\$10,223,014	\$3,157,884	\$4,002,387	\$17,383,285

San Francisco Campus Student Expenditure Impacts in San Francisco MSA

In aggregate the San Francisco Campus' direct student expenditures off-campus in 2008 were estimated to total \$11.3 million. Based on the survey these expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 46. The largest component of these expenditures, 46%, went to the Real Estate establishments sector, which represents rents paid for accommodation. The second largest expenditure, 17%, was to the Retail Food and Beverage Sector.

Table 46 San Francisco Campus Student Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Retail - Food & Beverage	\$1,898,944	100.00%
Retail - General Merchandise	\$678,996	100.00%
Food Services and Drinking Places	\$992,790	100.00%
Motion Pictures and Video Industries	\$167,166	100.00%
Promoters of performing arts	\$167,166	100.00%
Fitness and recreational sports centers	\$167,166	100.00%
Personal care	\$193,077	100.00%
Dry-cleaning and Laundry Services	\$193,077	100.00%
Child day care services	\$42,906	100.00%
Retail - Gasoline	\$420,869	100.00%
Transit	\$165,548	100.00%
Other personal services	\$155,153	100.00%
Telecommunications	\$436,550	100.00%
Electric Power	\$162,427	100.00%
Natural Gas	\$162,427	100.00%
Water, Sewage, et al	\$81,214	100.00%
Real Estate establishments	\$5,189,024	100.00%
Total Event Value	\$11,274,498	

The economic impacts of these student expenditures in the San Francisco MSA are reported in Table 47. When adjusted for the value of output, rather than gross sales, occurring in the retail sectors; the total direct value of industry production equals \$9.1 million. Employment directly associated with these expenditures was estimated to equal 94 jobs. The direct output generated \$2.8 million in indirect effects and \$2.9 million in induced effects for a total effect of \$14.9 million in total economic output. Similarly, direct employment generated 15 indirect jobs and 17 induced jobs for a total employment effect of 127 jobs.

Table 47 San Francisco Campus Student Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	94	\$9,088,367
Indirect Effect	15.2	\$2,824,874
Induced Effect	17.6	\$2,935,458
Total Effect	126.8	\$14,848,699

Sector specific employment impacts of student expenditures in the San Francisco MSA are reported in Table 48. Accordingly, the largest direct employment effect was in the service sector, 58 jobs, followed by the trade sector, 30 jobs, and the TIPU sector, 5 jobs. Indirect employment effects were largest in the service sector, 12 jobs, followed by the TIPU sector, 2 jobs. Induced employment effects were also largest in the service sector, 12 jobs, followed by the trade sector, 4 jobs. Total employment effects were correspondingly greatest in the service sector, 82 jobs, followed by the trade sector, 35 jobs, and the TIPU sector, 8 jobs.

Table 48 San Francisco Campus Student Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	58.3	11.9	12.2	82.4
Trade	30.4	0.5	3.8	34.6
TIPU	5.4	1.5	0.8	7.7
Government	0	0.5	0.3	0.8
Construction	0	0.6	0.1	0.7
Manufacturing	0	0.3	0.3	0.6
Agriculture	0	0	0	0.1
Mining	0	0	0	0
Total	94	15.2	17.6	126.8

The output impacts in the San Francisco MSA by sector are reported in Table 49. Accordingly, the largest direct output effect was in the service sector, \$7 million, followed by the TIPU sector, \$1 million, and the trade sector, \$0.8 million. Indirect output effects were largest in the service sector, \$2 million, followed by the TIPU sector, \$0.6 million. Induced output effects were also largest in the service sector, \$2 million, followed by the trade sector, \$0.3 million. Total output effects were correspondingly greatest in the service sector, \$11 million, followed by the TIPU sector, \$2 million, and the trade sector, \$1 million.

Table 49 San Francisco Campus Student Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$7,100,357	\$1,811,004	\$1,924,850	\$10,836,212
TIPU	\$1,175,332	\$577,579	\$276,300	\$2,029,211
Trade	\$812,678	\$82,199	\$428,055	\$1,322,932
Manufacturing	\$0	\$171,091	\$217,113	\$388,204
Government	\$0	\$93,039	\$62,345	\$155,384
Construction	\$0	\$77,829	\$20,795	\$98,625
Mining	\$0	\$6,661	\$2,738	\$9,398
Agriculture	\$0	\$5,472	\$3,261	\$8,733
Total	\$9,088,367	\$2,824,874	\$2,935,458	\$14,848,699

Stockton Campus Student Expenditure Impacts in San Joaquin County

In aggregate, the Stockton Campus' direct student expenditures off-campus in 2008 were estimated to total \$29.9 million. Based on the survey these expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 50. The largest component of these expenditures, 19%, went to the retail food and beverage sector. The next largest component, 15%, was to the non-depository credit intermediation sector, which represents payments for owner occupied housing. The third largest component, 14%, was to the real estate establishments sector, which represents rents paid for accommodation.

Table 50 Stockton Campus Student Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Retail - Food & Beverage	\$5,714,945	100.00%
Retail - General Merchandise	\$2,758,445	100.00%
Food Services and Drinking Places	\$3,098,527	100.00%
Motion Pictures and Video Industries	\$481,115	100.00%
Promoters of performing arts	\$481,115	100.00%
Fitness and recreational sports centers	\$481,115	100.00%
Personal care	\$526,383	100.00%
Dry-cleaning and Laundry Services	\$526,383	100.00%
Child day care services	\$116,974	100.00%
Retail - Gasoline	\$2,910,122	100.00%
Transit	\$220,325	100.00%
Telecommunications	\$2,013,346	100.00%
Electric Power	\$740,136	100.00%
Natural Gas	\$740,136	100.00%
Water, Sewage, et al	\$370,068	100.00%
Real Estate establishments	\$4,233,810	100.00%
Non-depository credit intermediation	\$4,437,133	100.00%
Total Event Value	\$29,850,079	

The economic impacts of these student expenditures in San Joaquin County are reported in Table 51. When adjusted for the value of output, rather than gross sales, occurring in the retail sectors; the total direct value of industry production equals \$21.4 million. Employment directly associated with these expenditures was estimated to equal 207 jobs. The direct output generated \$4.7 million in indirect effects and \$4.4 million in induced effects for a total effect of \$30.4 million in total economic output. Similarly, direct employment generated 31 indirect jobs and 36 induced jobs for a total employment effect of 275 jobs.

Table 51 Stockton Campus Student Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	207.3	\$21,377,076
Indirect Effect	31.2	\$4,656,137
Induced Effect	36.1	\$4,350,515
Total Effect	274.6	\$30,383,728

Sector specific employment impacts of student expenditures in San Joaquin County are reported in Table 52. Accordingly, the largest direct employment effect was in the service sector, 154 jobs, followed by the trade sector, 36 jobs, and the TIPU sector, 17 jobs. Indirect employment effects were largest in the service sector, 23 jobs, followed by the TIPU sector, 3 jobs. Induced employment effects were also largest in the service sector, 24 jobs, followed by the trade sector, 10 jobs. Total employment effects were correspondingly greatest in the service sector, 201 jobs, followed by the trade sector, 48 jobs, and the TIPU sector, 21 jobs.

Table 52 Stockton Campus Student Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	154.1	23.2	23.9	201.1
Trade	36.4	1.6	10	48
TIPU	16.9	3.3	0.9	21.1
Government	0	1.2	0.5	1.7
Construction	0	1.2	0.3	1.4
Manufacturing	0	0.5	0.3	0.8
Agriculture	0	0.1	0.2	0.4
Mining	0	0	0	0
Total	207.3	31.2	36.1	274.6

The output impacts in San Joaquin County by sector are reported in Table 53. Accordingly, the largest direct output effect was in the service sector, \$14 million, followed by the TIPU sector, \$5 million, and the trade sector, \$3 million. Indirect output effects were largest in the service sector, \$3 million, followed by the TIPU sector, \$1 million. Induced output effects were also largest in the service sector, \$3 million, followed by the trade sector, \$0.8 million. Total output effects were correspondingly greatest in the service sector, \$19 million, followed by the TIPU sector, \$6 million, and the trade sector, \$4 million.

Table 53 Stockton Campus Student Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$13,901,440	\$2,602,077	\$2,935,728	\$19,439,245
TIPU	\$4,565,127	\$1,337,544	\$285,602	\$6,188,274
Trade	\$2,910,509	\$215,780	\$843,980	\$3,970,270
Manufacturing	\$0	\$169,139	\$117,666	\$286,805
Government	\$0	\$173,544	\$101,507	\$275,050
Construction	\$0	\$131,686	\$34,801	\$166,487
Agriculture	\$0	\$18,181	\$30,074	\$48,256
Mining	\$0	\$8,185	\$1,156	\$9,341
Total	\$21,377,076	\$4,656,137	\$4,350,515	\$30,383,727

Pacific's Visitors Economic Impacts

Pacific has a range of visitors to its campuses annually. Unfortunately, it was not within the scope of the present analysis to survey these visitors nor was it possible to survey the University, its departments, programs, clinics, faculty, staff, and students about their visitors to Pacific. Despite this our intensive discussions with units across the University derived some visitor numbers. Many visitors to Pacific are either local or day visitors. While these visitors were of interest to our analysis of community engagement and knowledge generation, they were not considered in the analysis of visitors' economic impacts. With this context in mind, the remainder of this section examines the direct, indirect, induced and total economic impact of overnight visitors to Pacific.

Direct Visitor Expenditures

Expenditures by visitors to Pacific totaled \$476,295. Among the campuses 46% of visitor expenditures were associated with the Stockton Campus, a further 40% of visitor expenditures were associated with the San Francisco campus, and the remaining 14% of visitor expenditures were from the Sacramento Campus.

Sacramento Campus Visitor Expenditures

Visitor expenditures totaling \$65,281 were estimated for the Sacramento campus from two events: graduation and the annual ethics trial competition. Given that McGeorge provides a range of multi-day continuing education courses and hosts a variety of guest lecturers as well as legal clinic clients and visiting scholars, the estimate is considered to be highly conservative. Table 54 reports visitor expenditures associated with the Annual National Ethics Trial Competition. The ethics trial is three days long and consists of 18 teams; each team has 6 members, so there are 102 participants. The ethics trial also has 25 visiting Judges, but as it was not possible to determine how many of these individuals would require accommodation their expenditures were not included. Participant expenditures only included off-campus accommodation and food expenditures. Daily accommodation expenditures were derived from Sacramento Visitor Bureau data on Midtown Sacramento accommodation costs. Food costs were estimated from a regional survey of daily visitor expenditures.

Table 54 Sacramento Campus Ethics Trial Visitor Expenditures

Description	IMPLAN Sector Name	Participants	Visit Days	Daily Costs	Sector Costs
Room Cost	Hotels and motels	102	3	\$137.65	\$42,120.90
Food Cost	Food services & drinking places	102	3	\$17.78	\$5,440.68
Totals		127			\$47,561.58

Graduation visitor expenditures were estimated from a five year average of graduates and their associated non-resident visitors' who would require accommodation. Based on the five year average of 329 graduates annually, we estimated 114 overnight non-local visitors to the Sacramento Campus. Their expenditures are reported in Table 55.

Table 55 Sacramento Campus Graduation Visitor Expenditures

Description	IMPLAN Sector Name	Participants	Visit Days	Daily Costs	Sector Costs
Room Cost	Hotels and motels	114	1	\$137.65	\$15,692.10
Food Cost	Food services & drinking places	114	1	\$17.78	\$2,026.92
Totals		658			\$17,719.02

San Francisco Campus Visitor Expenditures

Visitor expenditures totaling \$190,910 were estimated for the San Francisco campus from two events: the annual Alumni association meeting and Continuing Dental Education courses. These are exclusive of visitors to other major local events such as the White Coat Ceremony and Graduation as well as clinical patients, dignitaries and guests from schools around the world who visit the Arthur A. Dugoni School of Dentistry. Table 56 reports visitor expenditures associated with the Annual Alumni Association meeting. The annual average attendance is around 1,150 individuals. We estimate the percentage of locally resident alumni and then assume half of the remaining attendees will need one night's accommodation and food. Daily accommodation and food expenditures were derived from San Francisco Convention and Visitor Bureau data on average daily general visitor overnight expenditures.

Table 56 San Francisco Campus Alumni Association Visitor Expenditures

Description	IMPLAN Sector Name	Participants	Visit Days	Daily Costs	Sector Costs
Room Cost	Hotels and motels	102	334	\$171.49	\$57,277.66
Food Cost	Food services & drinking places	102	334	\$87.41	\$29,194.94
Totals		1,150			\$86,472.60

Dental Professional Training visitors to the San Francisco campus annually exceed 2,100 individuals. Expenditures by these individuals were generated for a share of the estimated non-resident visitors. These daily food expenditures were derived from San Francisco Convention and Visitor Bureau data on average daily expenditures for visitors. Their expenditures are reported in Table 57.

Table 57 San Francisco Campus Continuing Dental Education Courses Visitor Expenditures

Description	IMPLAN Sector Name	Participants	Visit Days	Daily Costs	Sector Costs
Food Cost	Food services & drinking places	609	1	\$171	\$104,437
Totals		2,100			\$104,437

Stockton Campus Visitor Expenditures

Visitor expenditures totaling \$220,104 were estimated for the Stockton campus from five events: 1) Campus visits 2) Student Athletes 3) Alumni Weekend 4) Commencement 5) Parent's Weekend and Orientation. These annual events and activities are important sources of visitors to the San Joaquin County area, but other events such as the many community engagement initiatives, arts and cultural events, entertainment events, guest lecturers, visit scholars as well as health care clinic patients are not included in these estimates. Table 58 reports visitor expenditures associated with the potential students and their families on a campus visit. The total recorded number of campus visitors in FY 2008 was 12,096. We estimated a small percentage of these visitors would stay overnight in San Joaquin County and that a slightly larger percentage would incur local food expenditures. Daily accommodation expenditures were derived from the costs of Stockton Conference and Visitor Bureau accommodation referrals on a basis of double occupancy. Food costs were estimated from a regional survey of daily visitor expenditures.

Table 58 Stockton Campus Potential Student Campus Visitor Expenditures

Description	IMPLAN Sector Name	Participants	Visit Days	Daily Costs	Sector Costs
Room Cost	Hotels and motels	483	½	\$123.73	\$29,858.61
Food Cost	Food services & drinking places	803	1	\$17.78	\$14,277.34
Totals		12,096			\$44,135.95

There is no estimation of the economic impact of spectators to Pacific’s intercollegiate sports teams; however visiting team expenditures in San Joaquin County were estimated. First, the minimum travel squads for each of the 15 intercollegiate sports that Pacific competes were estimated. Next, each of these teams’ schedules for FY 2008 was reviewed to generate an estimate on the number of visiting team hotel nights. Lastly, daily accommodation expenditures were derived from the costs of Stockton Conference and Visitor Bureau accommodation referrals. Food costs were estimated from a regional survey of daily visitor expenditures.

Table 59 Stockton Campus Visiting Athletes’ Visitor Expenditures

Description	IMPLAN Sector Name	Visiting Team Overnights	Room Nights	Daily Costs	Sector Costs
Room Cost	Hotels and motels	119	976	\$123.73	\$120,822.35
Food Cost	Food services & drinking places	119	976	\$17.78	\$17,362.17
Totals		119			\$138,184.52

Table 60 reports visitor expenditures associated with the Annual Alumni Weekend event. The estimated attendance for 2008 was 850 individuals. We estimate the percentage of non-locally resident alumni attendees and then assume these attendees will need one night’s accommodation and food. Daily accommodation expenditures were derived from the costs of Stockton Conference and Visitor Bureau accommodation referrals. Food costs were estimated from a regional survey of daily visitor expenditures.

Table 60 Stockton Campus Alumni Weekend Visitor Expenditures

Description	IMPLAN Sector Name	Participants	Visit Days	Daily Costs	Sector Costs
Room Cost	Hotels and motels	92	1	\$123.73	\$11,383.16
Food Cost	Food services & drinking places	92	1	\$17.78	\$1,635.76
Totals		850			\$13,018.92

Commencement visitor expenditures were estimated from the number of graduate visitors, 4,820 individuals, and their associated non-resident visitors’ who would require accommodation, 92 individuals. Daily accommodation expenditures were derived from the costs of Stockton Conference and Visitor Bureau accommodation referrals. Food costs were estimated from a regional survey of daily visitor expenditures. These expenditures were then assumed to be on a double occupancy basis and reported in Table 61.

Table 61 Stockton Campus Graduation Visitor Expenditures

Description	IMPLAN Sector Name	Participants	Visit Days	Daily Costs	Sector Costs
Room Cost	Hotels and motels	184	½	\$123.73	\$11,383.16
Food Cost	Food services & drinking places	184	½	\$17.78	\$1,635.76
Totals		4,820			\$13,018.92

Orientation and Parent’s Weekend visitor expenditures were estimated for Fall 2007 freshman enrollees visitors, 766 individuals, and their associated non-resident visitors’, 165 individuals, who would require accommodation. Daily accommodation expenditures were derived from the costs of Stockton Conference and Visitor Bureau accommodation referrals. Food costs were estimated from a regional survey of daily visitor expenditures. These expenditures, on a double occupancy basis, are reported in Table 62.

Table 62 Stockton Campus Orientation & Parent’s Weekend Visitor Expenditures

Description	IMPLAN Sector Name	Visitors	Visit Days	Daily Costs	Sector Costs
Room Cost	Hotels and motels	165	½	\$123.73	\$10,269.59
Food Cost	Food services & drinking places	165	½	\$17.78	\$1,475.74
Totals		766			\$11,745.33

Visitor Expenditure Economic Impacts

Pacific-Wide Visitor Expenditure Impacts in California

In aggregate, Pacific's direct visitor expenditures off-campus in 2008 was estimated to total \$476,295. These expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 63

Table 63 Pacific Visitor Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Hotels and motels	\$298,808	100.00%
Food services & drinking places	\$177,487	100.00%
Total Event Value	\$476,295	

The economic impacts of these visitor expenditures in California are reported in Table 64 When adjusted for the value of output, rather than gross sales in retail sectors; the total direct value of industry production was \$476,295. Employment directly associated with these expenditures was estimated to equal 6 jobs. The direct output generated a total effect of \$966,910 in total statewide economic output.

Table 64 Pacific Visitor Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	5.6	\$476,295
Indirect Effect	1.3	\$239,647
Induced Effect	1.6	\$250,967
Total Effect	8.5	\$966,910

Sector specific employment impacts of visitor expenditures in California are reported in Table 65.

Table 65 Pacific Visitor Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	5.6	0.9	1.1	7.6
Trade	0	0.1	0.4	0.4
TIPU	0	0.1	0.1	0.2
Manufacturing	0	0.1	0.1	0.1
Government	0	0.1	0	0.1
Total	5.6	1.3	1.6	8.5

The output impacts in California by sector are reported in Table 66. Accordingly, the largest direct, indirect and induced output effect was in the service sector.

Table 66 Pacific Visitor Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$476,295	\$112,849	\$149,343	\$738,486
TIPU	\$0	\$57,475	\$25,584	\$83,059
Manufacturing	\$0	\$39,469	\$30,124	\$69,593
Trade	\$0	\$11,561	\$36,612	\$48,173
Government	\$0	\$10,262	\$4,693	\$14,955
Construction	\$0	\$3,852	\$1,795	\$5,647
Agriculture	\$0	\$3,094	\$2,162	\$5,256
Mining	\$0	\$1,085	\$656	\$1,741
Total	\$476,295	\$239,647	\$250,967	\$966,910

Sacramento Campus Visitor Expenditure Impacts in the Sacramento MSA

In aggregate, the Sacramento campus' direct visitor expenditures off-campus in 2008 was estimated to total \$65,281. These expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 67

Table 67 Sacramento Campus Visitor Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Hotels and motels	\$57,813	100.00%
Food services & drinking places	\$7,468	100.00%
Total Event Value	\$65,281	

The economic impacts of these visitor expenditures in the Sacramento MSA are reported in Table 68

Table 68 Sacramento Campus Visitor Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	0.7	\$65,281
Indirect Effect	0.2	\$22,208
Induced Effect	0.2	\$23,456
Total Effect	1.1	\$110,945

Sector specific employment impacts of visitor expenditures in the Sacramento MSA are reported in Table 69.

Table 69 Sacramento Campus Visitor Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	0.7	0.1	0.1	1
Total	0.7	0.2	0.2	1.1

The output impacts in the Sacramento MSA by sector are reported in Table 70. Accordingly, the largest direct, indirect and induced output effect was in the service sector.

Table 70 Sacramento Campus Visitor Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$65,281	\$13,624	\$16,351	\$95,256
TIPU	\$0	\$5,000	\$1,773	\$6,773
Manufacturing	\$0	\$591	\$3,872	\$4,464
Trade	\$0	\$1,363	\$429	\$1,792
Government	\$0	\$915	\$699	\$1,615
Construction	\$0	\$565	\$189	\$754
Agriculture	\$0	\$53	\$110	\$164
Mining	\$0	\$96	\$32	\$128
Total	\$65,281	\$22,208	\$23,456	\$110,945

San Francisco Campus Visitor Expenditure Impacts in the San Francisco MSA

In aggregate, the San Francisco campus' direct visitor expenditures off-campus in 2008 was estimated to total \$190,910. These expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 71

Table 71 San Francisco Campus Visitor Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Hotels and motels	\$57,278	100.00%
Food services & drinking places	\$133,632	100.00%
Total Event Value	\$190,910	

The economic impacts of these visitor expenditures in the San Francisco MSA are reported in Table 72

Table 72 San Francisco Campus Visitor Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	2.4	\$190,910
Indirect Effect	0.4	\$73,594
Induced Effect	0.4	\$67,254
Total Effect	3.2	\$331,758

Sector specific employment impacts of visitor expenditures in the San Francisco MSA are reported in Table 73.

Table 73 San Francisco Campus Visitor Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	2.4	0.3	0.3	2.9
Trade	0	0	0.1	0.1
TIPU	0	0	0	0.1
Total	2.4	0.4	0.4	3.2

The output impacts in the San Francisco MSA by sector are reported in Table 74. Accordingly, the largest direct, indirect and induced output effect was in the service sector.

Table 74 San Francisco Campus Visitor Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$190,910	\$38,766	\$44,006	\$273,681
TIPU	\$0	\$15,273	\$6,353	\$21,626
Trade	\$0	\$4,995	\$9,826	\$14,821
Manufacturing	\$0	\$9,581	\$5,023	\$14,604
Government	\$0	\$3,636	\$1,434	\$5,069
Construction	\$0	\$1,069	\$474	\$1,543
Agriculture	\$0	\$160	\$75	\$236
Mining	\$0	\$114	\$63	\$177
Total	\$190,910	\$73,594	\$67,254	\$331,758

Stockton Campus Visitor Expenditure Impacts in San Joaquin County

In aggregate, the Stockton campus' direct visitor expenditures off-campus in 2008 was estimated to total \$220,104. These expenditures were allocated to specific sectors in the IMPLAN model as detailed in Table 75

Table 75 Stockton Campus Visitor Expenditure Sectoral Allocation

Sector	Industry Sales	Local Purchase %
Hotels and motels	\$183,717	100.00%
Food services & drinking places	\$36,387	100.00%
Total Event Value	\$220,104	

The economic impacts of these visitor expenditures in San Joaquin County are reported in Table 76

Table 76 Stockton Campus Visitor Expenditure Economic Impacts

Impact Type	Employment	Output
Direct Effect	3	\$220,104
Indirect Effect	0.4	\$53,543
Induced Effect	0.4	\$49,098
Total Effect	3.8	\$322,745

Sector specific employment impacts of visitor expenditures in San Joaquin County are reported in Table 77.

Table 77 Stockton Campus Visitor Expenditure Employment Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	3	0.3	0.3	3.5
Trade	0	0	0.1	0.1
Total	3	0.4	0.4	3.8

The output impacts in San Joaquin County by sector are reported in Table 78. Accordingly, the largest direct, indirect and induced output effect was in the service sector.

Table 78 Stockton Campus Visitor Expenditure Output Impacts

Sector	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Service	\$220,104	\$24,995	\$33,142	\$278,241
TIPU	\$0	\$18,135	\$3,217	\$21,352
Trade	\$0	\$2,185	\$9,529	\$11,714
Government	\$0	\$3,788	\$1,143	\$4,931
Manufacturing	\$0	\$2,565	\$1,322	\$3,888
Construction	\$0	\$1,626	\$394	\$2,020
Agriculture	\$0	\$214	\$338	\$552
Mining	\$0	\$34	\$13	\$47
Total	\$220,104	\$53,543	\$49,098	\$322,745

Conclusion

Pacific-Wide Economic Impacts in California

The University's \$345 million in total direct expenditures (\$326 million in output) generated \$175 million in total indirect output impacts and \$235 million in total induced output. Table 79, Line 79.2, summarizes these impacts as well as Pacific's total output impact, which was just over \$736 million. Put another way, for every dollar spent by Pacific an additional \$1.26 in economic activity was generated in California.

Employment directly associated with the University's operations, construction and maintenance expenditures, as well as student and visitor expenditures was estimated to total 2,609 in 2008. This direct employment generated a further 814 indirect jobs as well as 1,533 induced jobs statewide, Table 79, Line 79.1. Pacific's entire employment effects in fiscal year 2008 thereby totaled 4,957 on an annualized basis.

Pacific employed 2,181 individuals and spent \$270 million to operate its three campuses and other activities across California in 2008. As reported in Table 79, Line 79.3 & 79.4, this employment and expenditures generated a total of \$627 million in statewide economic output and 4,212 jobs in fiscal year 2008.

Annual expenditures of \$19 million (\$15 million in output) on building construction and renovations as well as the 83 directly associated jobs were estimated from a five year average of these relatively variable expenditures. Table 79, Line 79.5 & 79.6 indicates that, in total, the effect of this spending was \$33 million and 186 jobs.

In Table 79, Line 79.7 & 79.8, the combined effects of visitor and student spending are reported. This spending is an important source of support for employment in local industries such as restaurants, hotels and local stores across all the communities where Pacific has campuses. The 346 jobs directly supported by Pacific visitors and students in the local communities generated a further 95 indirect and 119 induced jobs in California. In terms of output effects, student and visitor spending in 2008 generated an estimated \$76 million in total statewide economic output.

Table 79 Pacific's Direct, Indirect, and Induced Impacts

Line		Direct	Indirect	Induced	Total
79.1	Pacific's Total Employment Impacts	2,609	814	1,533	4,957
79.2	Pacific's Total Output Impacts (Millions)	\$326	\$175	\$235	\$736
		Direct	Indirect	Induced	Total
79.3	Pacific's Payroll & Purchasing Employment Impacts	2,181	675	1,355	4,211
79.4	Pacific's Payroll & Purchasing Output Impacts (Millions)	\$270	\$149	\$208	\$627
		Direct	Indirect	Induced	Total
79.5	Pacific's Construction & Maintenance Employment Impacts	83	44	59	186
79.6	Pacific's Construction & Maintenance Output Impacts (Millions)	\$15	\$9	\$9	\$33
		Direct	Indirect	Induced	Total
79.7	Pacific's Student & Visitor Spending Employment Impacts	346	95	119	560
79.8	Pacific's Student & Visitor Spending Output Impacts (Millions)	\$41	\$17	\$18	\$76

Source:

Sacramento Campus' Economic Impacts in the Sacramento MSA

During fiscal year 2008, the Sacramento campus and its associated economic activities employed approximately 384 individuals and generated \$54 million in direct expenditures (\$45 million in output). Forty three percent, or \$24 million, of these expenditures went to salaries, wages and benefits of Sacramento campus employees. A further \$17 million of these expenditures went to outlays for goods and services in support of operations. There was another \$14 million in expenditures (\$10 million in output) by Sacramento campus students and visitors in the Sacramento MSA. Using a five year average of capital expenditures between 2004 and 2008, estimated annual expenditures on building construction and renovation totaled \$210,000 (\$105,000 in output).

Our analysis of these direct expenditures, reported in Table 80 Line 80.2, equaled \$83 million when combined with indirect and induced effects. Put another way, for every dollar spent at the Sacramento campus an additional \$0.85 in economic activity was generated in the Sacramento metropolitan statistical area (MSA). The total indirect output impact associated with the Sacramento campus was \$16 million and the total induced output impact was \$22 million. Sacramento's entire employment effects in 2008 totaled 653 jobs on an annualized basis. In addition to the direct employment effects, the campus generated a further 99 indirect jobs as well as 170 induced jobs in the Sacramento area, Table 80, Line 80.1.

Adjusting for the 25% of employees who reside outside of the Sacramento MSA, we estimated that the campus employed 255 local residents. Direct employment and payroll values were accordingly adjusted to account for the residency of these employees. Therefore, operations at the Sacramento campus generated a further 77 indirect and 139 induced jobs for a total employment effect of 471 jobs in the Sacramento area. As reported in Table 80, Line 80.3 & 80.4, this employment and associated operating expenditures generated \$66 million of total economic output locally.

Table 80, Line 80.7 & 80.8, reports the combined effects of visitor and student spending at local industries in the Sacramento MSA during fiscal year 2008. The 128 jobs directly supported by Pacific visitors and students locally generated a further 22 indirect and 31 induced jobs. In terms of output effects, student and visitor spending generated an estimated \$17 million in total local economic output impacts.

Additionally, there was an annual average of \$210,618 (\$105,000 in output) in construction and maintenance projects at the Sacramento campus over the five years period between 2004 and 2008. This direct impact generated a total output effect of \$186,000, Table 80, Line 80.5 & 80.6.

Table 80 Sacramento Campus' Direct, Indirect, and Induced Impacts

Line		Direct	Indirect	Induced	Total
80.1	Sacramento's Total Employment Impacts	384	99	170	653
80.2	Sacramento's Total Output Impacts (Millions)	\$45	\$16	\$22	\$83
		Direct	Indirect	Induced	Total
80.3	Sacramento's Payroll & Purchasing Employment Impacts	255	77	139	471
80.4	Sacramento's Payroll & Purchasing Output Impacts (Millions)	\$35	\$13	\$18	\$66
		Direct	Indirect	Induced	Total
80.5	Sacramento's Construction & Maintenance Employment Impacts	1	0	0	1
80.6	Sacramento's Construction & Maintenance Output Impacts (Thousands)	\$105	\$36	\$45	\$186
		Direct	Indirect	Induced	Total
80.7	Sacramento's Student & Visitor Spending Employment Impacts	128	22	31	181
80.8	Sacramento's Student & Visitor Spending Output Impacts (Millions)	\$10	\$3	\$4	\$17

Source:

San Francisco Campus' Economic Impacts in the San Francisco MSA

During fiscal year 2008, the Dugoni campus, and its associated economic activities, employed approximately 553 individuals and generated \$75 million in total expenditures (\$67 million in output). Forty nine percent, or \$37 million, of these expenditures went to salaries, wages and benefits of San Francisco campus employees. A further 35% of these expenditures, \$26 million, went to outlays for goods and services in support of operations. There was another \$11 million in expenditures by San Francisco campus students and visitors in the San Francisco. Using a five year average of capital expenditures between 2004 and 2008, estimated annual expenditures on building construction and renovation totaled \$690,000 (\$457,000).

Our analysis of the total impacts, reported in Table 81, Line 81.2, equaled \$129 million when direct were combined with indirect and induced effects. Put another way, for every dollar spent at the San Francisco campus an additional \$0.93 in economic activity was generated in the San Francisco MSA. The total indirect output impact associated with the San Francisco campus was \$30 million and the total induced output impact was \$32 million. San Francisco's entire employment effects in fiscal year 2008 totaled 879 jobs on an annualized basis. In addition to the direct employment effects, the campus generated a further 134 indirect jobs as well as 192 induced jobs in the San Francisco area, Table 81, Line 81.1.

Adjusting for the 16% of employees who reside outside the San Francisco MSA, we estimate that the campus employed 454 local residents. Direct employment and payroll values were accordingly adjusted to account for the residency of these employees. Therefore, operations at the San Francisco campus generated a further 117 indirect and 173 induced jobs for a total employment effect of 744 jobs in the San Francisco area. As reported in Table 81, Line 81.3 & 81.4, this employment and associated operating expenditures generated \$113 million of total economic output locally.

Table 81, Line 81.7 & 81.8, reports the combined effects of visitor and student spending at local industries in the San Francisco area during fiscal year 2008. The 96 jobs estimated to be directly supported by Pacific visitors and students locally generated a further 16 indirect and 18 induced jobs. In terms of output effects, student and visitor spending generated an estimated \$15 million in total local economic output impacts.

Additionally, there was an annual average of \$690,000 (\$457,000 in output) in construction and maintenance projects at the Sacramento campus over the five years period between 2004 and 2008. This direct impact generated a total output effect of \$835,000, Table 81, Line 81.5 & 81.6.

Table 81 San Francisco's Direct, Indirect, & Induced Impacts

Line		Direct	Indirect	Induced	Total
81.1	San Francisco's Total Employment Impacts	553	134	192	879
81.2	San Francisco's Total Output Impacts (Millions)	\$67	\$30	\$32	\$129
		Direct	Indirect	Induced	Total
81.3	San Francisco's Payroll & Purchasing Employment Impacts	454	117	173	744
81.4	San Francisco's Payroll & Purchasing Output Impacts (Millions)	\$57	\$27	\$29	\$113
		Direct	Indirect	Induced	Total
81.5	San Francisco's Construction & Maintenance Employment Impacts	3	1	1	5
81.6	San Francisco's Construction & Maintenance Output Impacts (Thousands)	\$457	\$187	\$190	\$834
		Direct	Indirect	Induced	Total
81.7	San Francisco's Student & Visitor Spending Employment Impacts	96	16	18	130
81.8	San Francisco's Student & Visitor Spending Output Impacts (Millions)	\$9	\$3	\$3	\$15

Stockton Campus' Economic Impacts in San Joaquin County

During fiscal year 2008, the Stockton campus and its associated economic activities employed approximately 1,302 individuals and generated \$202 million in direct expenditures (\$165 million in output). Forty five percent, or \$92 million, of these expenditures went to salaries, wages and benefits of Stockton campus employees. A further 31% of these expenditures, \$62 million, went to outlays for goods and services in support of operations. There was another \$30 million in expenditures by Stockton campus students and visitors in the San Joaquin County area. Using a five year average of capital expenditures between 2004 and 2008, estimated annual expenditures on building construction and renovation totaled \$18 million (\$8 million).

Our analysis of the total impacts, reported in Table 82, Line 82.2, equaled \$257 million when direct were combined with indirect and induced effects. Put another way, for every dollar spent at the Stockton campus an additional \$0.56 in economic activity was generated in San Joaquin County. The total indirect output impact associated with the Stockton campus was \$40 million and the total induced output impact was \$52 million. Stockton's entire employment effects in 2008 totaled 1,972 jobs on an annualized basis. In addition to the direct employment effects, the campus generated a further 232 indirect jobs as well as 435 induced jobs in the San Joaquin County area, Table 82, Line 82.1.

Adjusting for the 20% of employees who reside outside San Joaquin County, we estimate that the campus employed 1,043 local residents. Direct employment and payroll values were accordingly adjusted to account for the residency of these employees. Therefore, operations at the Stockton campus generated a further 188 indirect and 381 induced jobs for a total employment effect of 1,612 jobs in San Joaquin County. As reported in Table 82, Lines 82.3 & 82.4, this employment and associated operating expenditures generated \$214 million of total economic output locally.

Table 82, Lines 82.7 & 82.8, reports the combined effects of visitor and student spending at local industries in San Joaquin County during fiscal year 2008. The 210 jobs directly supported by Pacific visitors and students locally generated a further 32 indirect and 36 induced jobs. In terms of output effects, student and visitor spending generated an estimated \$31 million in total local economic output impacts.

Additionally, there was an annual average of \$18 million (\$8 million in output) in construction and maintenance projects at the Stockton campus over the five years period between 2004 and 2008. This direct impact generated a total output effect of \$12 million, Table 82, Line 82.5 & 82.6.

Table 82 Stockton's Direct, Indirect, and Induced Impacts

Line		Direct	Indirect	Induced	Total
82.1	Stockton's Total Employment Impacts	1,305	232	435	1,972
82.2	Stockton's Total Output Impacts (Millions)	\$165	\$40	\$52	\$257
		Direct	Indirect	Induced	Total
82.3	Stockton's Payroll & Purchasing Employment Impacts	1,043	188	381	1,612
82.4	Stockton's Payroll & Purchasing Output Impacts (Millions)	\$135	\$33	\$46	\$214
		Direct	Indirect	Induced	Total
82.5	Stockton's Construction & Maintenance Employment Impacts	52	12	18	82
82.6	Stockton's Construction & Maintenance Output Impacts (Thousands)	\$8	\$2	\$2	\$12
		Direct	Indirect	Induced	Total
82.7	Stockton's Student & Visitor Spending Employment Impacts	210	32	36	278
82.8	Stockton's Student & Visitor Spending Output Impacts (Millions)	\$22	\$5	\$4	\$31

Source: *Pacific Economic Impact Report* (2010)

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