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# UW-LA CROSSE

ECONOMIC AND FISCAL IMPACT ANALYSIS



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## EXECUTIVE SUMMARY

This study, conducted by the UW-Whitewater Fiscal and Economic Research Center (FERC), explores and quantifies the economic impact of the university on La Crosse county.

UW-La Crosse has a considerable effect on the local economy, bringing money, employment, and volunteerism into the area. University and student spending together account for the largest impact on the region, augmented by events, athletics, and camps. All together, UW-La Crosse supports 2,675 jobs and leads to \$461,750,000 in annual economic activity. In addition to this regional impact, the university generates an estimated \$21,400,000 in annual tax revenue for the state, including sales, and income tax.

The results of this research provide insight on the affects that the University of Wisconsin-La Crosse has on individual taxpayers and the regional economy, and should be available to policymakers at all levels seeking to better understand the benefits of funding a post-secondary educational institution such as UW-La Crosse as well as the University of Wisconsin System administrators looking for tangible evidence of the extent to which state universities interact with and impact their local communities.



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## ABOUT UW-LA CROSSE

Founded in 1909 and Wisconsin's second best public university, the University of Wisconsin-La Crosse has evolved into a prominent four-year university known for academic excellence, affordability, and practical, hands-on learning. The university emphasizes real-world experience through partnerships with industry and community engagement, preparing students for high-demand careers.

UW-La Crosse provides more than 130 academic programs—Undergraduate to Doctoral levels in Arts, Social Science and Humanities, Science and Health, Business, and Education. Students benefit from small class sizes, experienced faculty, and modern facilities, all within a supportive and inclusive campus environment. The university also features a vibrant student life with numerous organizations and NCAA Division III athletics. Committed to making quality education accessible, UW-La Crosse offers some of the most affordable tuition rates in the state. Its campus fosters a student-centered experience. Under the leadership of Dr. James M. Beeby—appointed as the university's 11th chancellor in 2024—the institution continues to focus on student success by nurturing a culture dedicated to holistic student development and workforce readiness.



# IMPLAN

There are two primary forms of economic impact for UW-La Crosse: direct and indirect. To calculate the impact of expenditures by businesses affected by the University, an IMPLAN input/output (I/O) model was used. IMPLAN (short for "impact analysis for planning") is an economic analysis software system utilized to determine the overall economic impact of initial spending on the local economy. The IMPLAN model uses data gathered in our research and estimates to what extent different spending categories affect the local economy in terms of initial, direct, indirect, and induced effects. This input/output (I/O) model provides a means to capture and measure these effects. It uses the following three effects to measure economic impact.

## DIRECT EFFECT

The direct effect refers to production change associated with a change in demand for the good itself. It is the initial impact on the economy, which is exogenous to the model. In this case, it is the spending brought about by businesses affected by UW-La Crosse.

## INDIRECT EFFECT









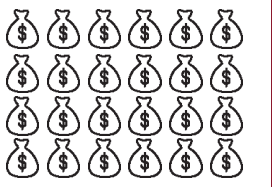
The indirect effect refers to the secondary impact caused by changing input needs of directly affected industries (e.g., additional input purchases to produce extra output). It concerns inter-industry transactions: Businesses in the La Crosse county area demand locally produced materials to procure their services; their success affects all of the suppliers that provide inputs.

## INDUCED EFFECT

The induced effect refers to changes in household spending due to the additional employment generated by direct and indirect effects. The induced effect measures the impact of the changes in household income: employees of businesses involved with the University and employees of those business' suppliers spending money at restaurants, grocery stores, and shops.


# ECONOMIC IMPACT OF UW-LA CROSSE STUDENTS



	EMPLOYMENT	LABOR INCOME	OUTPUT
DIRECT EFFECT	 125 JOBS	 \$4,850,000	 \$17,250,000
INDIRECT AND INDUCED EFFECT	 70 JOBS	 \$4,300,000	 \$14,500,000
TOTAL EFFECT	 195 JOBS	 \$9,150,000	 \$31,750,000

## ECONOMIC IMPACT OF UW-LA CROSSE OPERATIONS



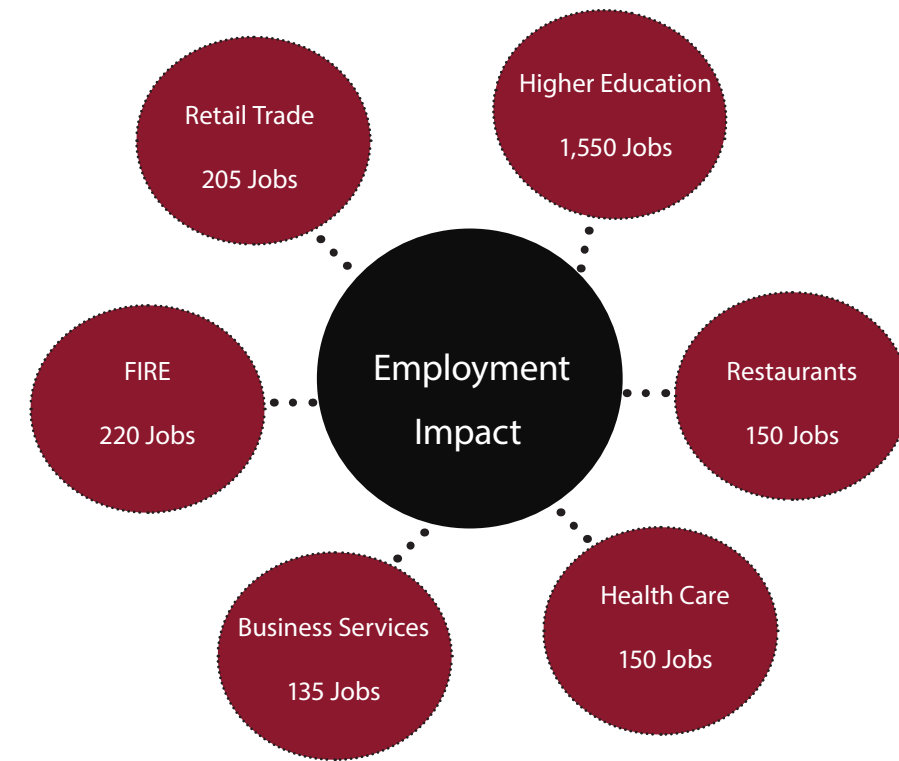
	EMPLOYMENT	LABOR INCOME	OUTPUT
DIRECT EFFECT	 1,500 JOBS	 \$130,000,000	 \$245,000,000
INDIRECT AND INDUCED EFFECT	 980 JOBS	 \$55,000,000	 \$185,000,000
TOTAL EFFECT	 2,480 JOBS	 \$185,000,000	 \$430,000,000

## INDUSTRIES IMPACT

This illustrates the varying contributions of different industries to job creation, providing a clear visual representation of their impact.

At the top center of the diagram, the higher education industry has the greatest number of jobs created of 1,550. FIRE follows with 220 jobs.

This potential suggests the UW-La Crosse will create new substantial jobs for businesses focusing on the higher education, FIRE, and retail trade industries.



## ABOUT THE FERC

**The University of Wisconsin-Whitewater Fiscal and Economic Research Center** provides research services for area businesses, not-for-profits organizations and government entities, including:

- Economic Analysis
- Geographic Information Systems (GIS) analysis
- Market research, marketing strategy and planning
- Statistical analysis
- Simulation analysis
- Ecological and biological analysis
- Government and public policy analysis
- Entrepreneurship
- Economic forecasting and business development

### **Editing & Brochure Design**

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