

ECONOMIC AND COMMUNITY IMPACTS

OF THE UNIVERSITY OF MISSOURI-ST. LOUIS



UMSL

2024

GENERATING IMPACT

THROUGHOUT MISSOURI FY2023

STATE OF MISSOURI IMPACTS

- **\$555.1 million** generated in total economic impact
 - \$148.8 million direct impact
 - \$406.3 million indirect/induced impact
- **7,131 jobs** supported and sustained
 - 2,904 direct jobs
 - 4,227 indirect/induced jobs
- **\$28.9 million** generated in state and local taxes

ST. LOUIS METRO IMPACTS

- **\$522.5 million** generated in total economic impact
 - \$140.1 million direct impact
 - \$382.4 million indirect/induced impact
- **6,698 jobs** supported and sustained
 - 2,904 direct jobs
 - 3,794 indirect/induced jobs
- **\$27.2 million** generated in state and local taxes

ST. LOUIS COUNTY IMPACTS

- **\$248.2 million** generated in total economic impact
 - \$114.3 million direct impact
 - \$133.9 million indirect/induced impact
- **3,181 jobs** supported and sustained
 - 2,293 direct jobs
 - 888 indirect/induced jobs
- **\$13.7 million** generated in state and local taxes

CITY OF ST. LOUIS IMPACTS

- **\$176.3 million** generated in total economic impact
 - \$47.5 million direct impact
 - \$128.8 million indirect/induced impact
- **2,261 jobs** supported and sustained
 - 925 direct jobs
 - 1,336 indirect/induced jobs
- **\$9.2 million** generated in state and local taxes





CHARITABLE GIVING AND VOLUNTEERISM¹

- **State of Missouri**
\$24.6 million in donated time and charitable giving by staff, faculty, and students
- **St. Louis Metro**
\$23.2 million in donated time and charitable giving by staff, faculty, and students
- **St. Louis County**
\$16.1 million in donated time and charitable giving by staff, faculty, and students
- **City of St. Louis**
\$5.4 million in donated time and charitable giving by staff, faculty, and students

ALUMNI AND WORKFORCE

- **State of Missouri**
81,875 alumni living and working in Missouri
\$14.3 billion in overall economic impact generated by alumni in Missouri
- **St. Louis Metro**
80,389 alumni living and working in the St. Louis Metro
\$14.0 billion in overall economic impact generated by alumni in the St. Louis Metro
- **St. Louis County**
52,762 alumni living and working in St. Louis County
\$9.2 billion in overall economic impact generated by alumni in St. Louis County
- **City of St. Louis**
16,736 alumni living and working in the City of St. Louis
\$2.9 billion in overall economic impact generated by alumni in the City of St. Louis

¹These benefits are in addition to the annual economic impact that UMSL generates for the state.



ABOUT THE UNIVERSITY OF MISSOURI–ST. LOUIS

The University of Missouri–St. Louis (UMSL) is a public tier-one research university in St. Louis, Missouri. Established in 1963, UMSL is part of the University of Missouri System and is the only public university in the St. Louis Metro Region.

UMSL is dedicated to fostering student success through innovative teaching methods, cutting-edge research, and community engagement. The university prioritizes student-centered learning, personalized support services, and experiential learning opportunities to prepare graduates for career and community success. Offering a wide range of undergraduate, graduate, and professional degree programs, UMSL serves as a hub for academic excellence and innovation in the St. Louis region and beyond.

A land-grant university in the heart of northern St. Louis County, UMSL provides Missouri's most culturally diverse, economically dynamic region with outstanding educational, research, and engagement experiences that have prepared and inspired over 117,000 alumni.

UMSL is a metropolitan research university, ranked #135 among the nation's top public universities by U.S. News & World Report (USNWR). It is also recognized as No. 92 nationally and No. 1 in Missouri on the USNWR list of Top Performers on Social Mobility; highlighting its success in graduating students with significant financial need. Over 94% of recent graduates are employed, volunteering, or continuing their education. UMSL has received INSIGHT Into Diversity magazine's Higher Education Excellence in Diversity Award for the fifth consecutive year.



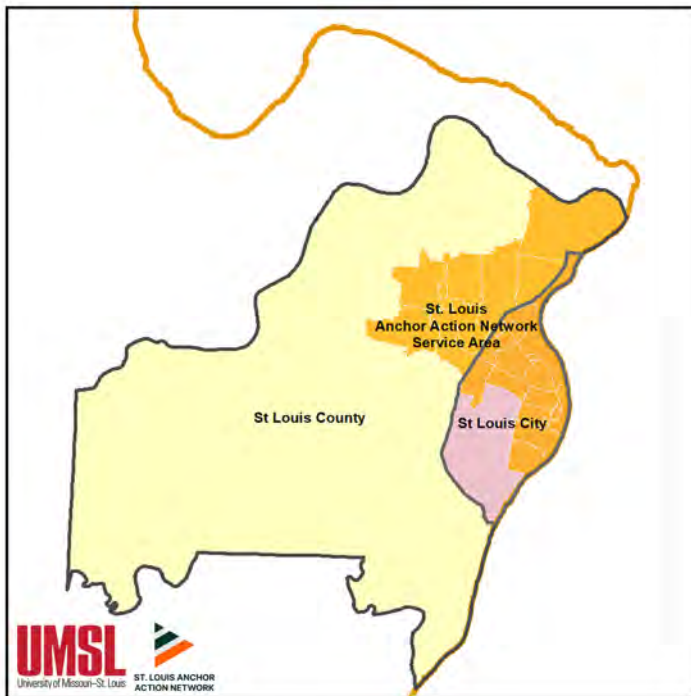
ABOUT THE ST. LOUIS ANCHOR ACTION NETWORK

In 2021, UMSL became a co-lead with Edward Jones, of the St. Louis Anchor Action Network (STLAAN), a group of approximately 20 large anchor institutions in the St. Louis area. This award-winning private and public sector initiative has taken measurable steps toward increasing collective spending and employment within a 22-zip code area in North St. Louis. The UMSL staffed STLAAN conducted listening sessions and informational interviews with over 125 community partners and residents, stakeholders - including local businesses, and nonprofits - to understand the community's needs and develop its initial action plan.

To date, UMSL and STLAAN have made significant strides working to leverage economic and organizational resources to collectively advance intentional hiring and career development, intentional purchasing and community investment.

STLAAN has established an online, searchable Community Business Tool, instrumental in promoting the discovery of local, diverse businesses and opened doors for more than 100 small and diverse businesses to bid on contracts with STLAAN members, fostering a sense of optimism and growth in the community. STLAAN has facilitated multiple career expos to connect residents with anchor member employment opportunities. Anchors have hired hundreds of applicants.

STLAAN is implementing a transformational strategic plan to increase staffing and continue its efforts to remove barriers and build a future where everyone, everywhere in St. Louis can thrive.



UMSL STLAAN SERVICE AREA IMPACTS

\$91.4 million generated in total economic impact

\$25.2 million direct impact

\$66.2 million indirect/induced impact

1,172 jobs supported and sustained

667 direct jobs

505 indirect/induced jobs

\$4.8 million generated in state and local taxes

CHARITABLE GIVING AND VOLUNTEERISM¹

\$2.3 million in donated time and charitable giving by staff, faculty, and students

ALUMNI AND WORKFORCE

7,703 alumni living and working in the STLAAN Service Area

\$1.3 billion in overall economic impact generated by alumni in the STLAAN Service Area

UMSL DELIVERS SIGNIFICANT ECONOMIC IMPACT

In early 2024, UMSL commissioned Tripp Umbach² to conduct an economic impact study to quantify UMSL's economic and social impact on UMSL's primary service area,³ St. Louis City, St. Louis County, and St. Louis Metro,⁴ and State of Missouri. This independent study, based on rigorous research and analysis, provides a factual basis for understanding the significant economic contributions of UMSL. This study demonstrates how UMSL catalyzes job growth and economic development in the St. Louis region and statewide through its role as a leading employer, driver of workforce and business development, promoter of innovation, and contributor to the local cultural and social fabric.



UMSL'S CONTRIBUTIONS TO THE LOCAL AND REGIONAL ECONOMY

Local Economic Contributor: UMSL plays a vital role in the local economy by supporting businesses within North St. Louis and throughout the St. Louis Metro. Through its purchases of goods and services from local businesses, employment of faculty and staff who live locally, and attracting students and visitors from throughout the United States and worldwide, the university contributes to the economic health of multiple geographies in Missouri and the St. Louis region. Spending by faculty, staff, students, and visitors in the area further boosts economic activity, allowing businesses to invest in growth and development. Increased spending attributable to UMSL benefits the businesses directly receiving the university's spending and stimulates additional investment from these businesses, creating a multiplier effect in the local economy.

Employment Hub: UMSL positively impacts job growth in North St. Louis County and throughout the St. Louis region by directly employing administration, faculty, staff, and support personnel. This directly boosts local employment rates and provides residents with stable career options. Moreover, UMSL's presence attracts students whose spending increases demand for goods and services in its primary service area and throughout the St. Louis area. This stimulates economic activity in the housing, hospitality, retail, and transportation sectors, creating additional job opportunities for residents. UMSL also significantly fosters innovation and entrepreneurship through academic programs and research initiatives. By supporting student and faculty-led projects, the university contributes to developing new businesses and industries in the region, further driving job growth and economic prosperity.

² Tripp Umbach, based in Kansas City, has completed more than 500 similar impact studies for colleges and universities throughout the United States since 1990, including multiple statewide studies for the University of Missouri, University of Nebraska, University of Iowa, Kansas State University, the University of Virginia, The University of Pittsburgh, and the University of Minnesota.

³ Defined as a 22-zip code area in north St. Louis city and county. The STLAAN service area includes the following zip codes: 63101, 63102, 63103, 63104, 63106, 63107, 63112, 63113, 63114, 63115, 63118, 63120, 63121, 63133, 63134, 63135, 63136, 63137, 63138, 63140, 63147, 63155. This area serves as the geography for the St. Louis Anchor Action Network, which UMSL started and now includes approximately 20 other anchor institutions in the St. Louis region.

⁴ St. Louis metropolitan statistical area (MSA) is defined as the City of St. Louis; the Illinois counties of Bond, Calhoun, Clinton, Jersey, Macoupin, Madison, Monroe, and St. Clair (known collectively as the Metro East); and the Missouri counties of Crawford (only the City of Sullivan), Franklin, Jefferson, Lincoln, St. Charles, St. Louis (separate from and not inclusive of the City of St. Louis), and Warren.

Local Tax Generator: UMSL's contribution to the St. Louis regional tax base is significant, primarily through the generation of real estate property and payroll taxes from faculty, staff, and students who own and rent housing in the region. As one of the largest employers in North St. Louis County, the university employs a diverse faculty, staff, and administrators whose wages, salaries, and benefits contribute directly to the local and state tax base and support schools, public safety, and infrastructure. The economic activity generated by UMSL extends beyond its payroll, encompassing spending by students, faculty, staff, and visitors. This spending contributes to sales tax revenue that flows into the city and county through various means.

UMSL's role as an educational institution and cultural hub enhances the overall attractiveness and economic prosperity of underserved communities in North St. Louis, leading to increased property values and property tax revenue for local governments. The university's presence attracts students and their families and encourages alumni to maintain connections with the region, leading to philanthropic contributions and further economic support.

Community and Economic Development: UMSL has been vital to St. Louis since its founding in 1963 as an urban land grant institution. The university encourages students to engage with the community through service-learning projects, volunteer opportunities, and partnerships with local organizations. Tripp Umbach estimates that UMSL faculty, staff, and students annually generated \$24.6 million in charitable donations and volunteer services to the State of Missouri in FY23.

Graduates Impact the Economy: With 80% of UMSL graduates choosing to stay in the St. Louis region, the university positively impacts the economy and the community's civic well-being. UMSL graduates bring diverse skills and knowledge acquired during their education, and by staying in the St. Louis region, they contribute to building a skilled workforce that can meet the demands of local businesses and industries. Many graduates choose to start their businesses or ventures in the region, strengthening communities near campus and throughout the region. This entrepreneurial spirit fosters innovation and creates new job opportunities, driving economic growth and diversification.

Graduates who get involved in community organizations, volunteering, and local government strengthen social networks, promote civic participation, and contribute to the community's well-being. Graduates who remain in the St. Louis region contribute to consumer spending, supporting small businesses and services. UMSL alums in the region foster collaboration between the university and local businesses, government agencies, and community organizations. This collaboration is essential in driving joint research projects, internships, and other initiatives that benefit the university and the community.



MISSOURI IMPACTS

Economic Impact

In FY23, UMSL generated more than **\$555.1 million** in economic impact for the state of Missouri. This total represents the direct impact of spending in the state (\$148.8 million) and the indirect spending that occurs due to the university's presence (\$406.3 million).

UMSL Supports and Sustains Jobs

In FY23, UMSL directly supported 2,904⁵ (full-time and part-time) jobs throughout the state. UMSL spending on capital projects, development, and planning projects, and suppliers supports an additional 4,227 indirect jobs throughout Missouri. In total, the university's presence supports **7,131 jobs** in Missouri.

UMSL Strengthens State and Local Governments

State and local taxes generated by UMSL totaled **\$28.9 million** in direct and indirect/induced tax payments in Missouri for state and local governments. Through its local spending and direct and indirect support of jobs, UMSL's presence strengthens the local and statewide tax base.

Charitable Giving and Volunteerism

Tripp Umbach estimates UMSL employees donated \$3.3 million in voluntary time in the State of Missouri, and UMSL students donated \$21.3 million in voluntary time. In total, UMSL students and employees donated **\$24.6 million** in voluntary time during fiscal year 2023.



\$555.1 MILLION
TOTAL ECONOMIC IMPACT



7,131 JOBS
SUPPORTED AND SUSTAINED



\$28.9 MILLION
STATE AND LOCAL TAXES GENERATED



\$24.6 MILLION
DONATED TIME AND CHARITABLE GIVING

⁵ Total direct jobs include 1,896 executive leadership, faculty, and staff jobs and 1,008 student employee jobs.

ST. LOUIS METRO IMPACTS

Economic Impact

In fiscal year 2023, UMSL contributed more than **\$522.5 million** to the economic impact of the St. Louis Metro area. This figure includes \$382.4 million from direct spending within the Metro and an additional \$140.1 million generated indirectly due to the university's presence.

UMSL Supports and Sustains Jobs

During FY23, UMSL provided direct support for 2,904 jobs⁶ (both full-time and part-time) across the St. Louis Metro area. Indirectly, UMSL's expenditures on capital projects, development and planning initiatives, and suppliers contributed to an additional 3,794 jobs throughout the metro. Overall, the university's presence sustains **6,698 jobs** in the St. Louis Metro.

UMSL Strengthens State and Local Governments

State and local taxes generated by UMSL totaled **\$27.2 million** in direct and indirect/induced tax payments in the St. Louis Metro for state and local governments. Through its local spending and direct and indirect support of jobs, UMSL's presence strengthens the local and statewide tax base.

Charitable Giving and Volunteerism

Tripp Umbach estimates UMSL employees donated \$3.1 million in voluntary time in the St. Louis Metro, and UMSL students donated \$20.1 million in voluntary time. In total, UMSL students and employees donated **\$23.2 million** in voluntary time during fiscal year 2023.



⁶ Total direct jobs include 1,896 executive leadership, faculty, and staff jobs and 1,008 student employee jobs.

ST. LOUIS COUNTY IMPACTS

Economic Impact

In fiscal year 2023, UMSL contributed more than **\$248.2 million** to the economic impact of St. Louis County. This figure includes \$114.3 million from direct spending within the county and an additional \$133.9 million generated indirectly by the university's presence.

UMSL Supports and Sustains Jobs

During FY23, UMSL provided direct support for 2,293 jobs⁷ (both full-time and part-time) across St. Louis County. Indirectly, UMSL's expenditures on capital projects, development and planning initiatives, and suppliers contributed to an additional 888 jobs throughout the county. Altogether, the university's presence sustains a total of **3,181 jobs** in St. Louis County.

UMSL Strengthens State and Local Governments

State and local taxes generated by UMSL totaled **\$13.7 million** in direct and indirect/induced tax payments in St. Louis County for state and local governments. Through its local spending and direct and indirect support of jobs, UMSL's presence strengthens the local and statewide tax base.

Charitable Giving and Volunteerism

Tripp Umbach estimates that UMSL employees donated \$2.4 million in voluntary time in St. Louis County, and UMSL students donated \$13.7 million in voluntary time. In total, UMSL students and employees donated **\$16.1 million** in voluntary time during fiscal year 2023.



\$248.2 MILLION
TOTAL ECONOMIC IMPACT



3,181 JOBS
SUPPORTED AND SUSTAINED



\$13.7 MILLION
STATE AND LOCAL TAXES GENERATED



\$16.1 MILLION
DONATED TIME AND CHARITABLE GIVING

⁷ Total direct jobs include 1,463 executive leadership, faculty, and staff jobs and 830 student employee jobs.

CITY OF ST. LOUIS IMPACTS

Economic Impact

In fiscal year 2023, UMSL contributed over **\$176.3 million** to the economic impact of the City of St. Louis. This figure includes \$47.5 million from direct spending within the city and an additional \$128.8 million generated indirectly due to the university's presence.

UMSL Supports and Sustains Jobs

During FY23, UMSL provided direct support for 925 jobs⁸ (both full-time and part-time) throughout the City of St. Louis. Indirectly, UMSL's expenditures on capital projects, development and planning initiatives, and suppliers contributed to an additional 1,336 jobs across the city. Overall, the university's presence sustains **2,261 jobs** in the City of St. Louis.

UMSL Strengthens State and Local Governments

State and local taxes generated by UMSL totaled **\$9.2 million** in direct and indirect/induced tax payments in the City of St. Louis for state and local governments. Through its local spending and direct and indirect support of jobs, UMSL's presence strengthens the local and statewide tax base.

Charitable Giving and Volunteerism

Tripp Umbach estimates that UMSL employees donated \$1.1 million in voluntary time in the City of St. Louis, and UMSL students donated \$4.3 million in voluntary time. In total, UMSL students and employees donated **\$5.4 million** in voluntary time during fiscal year 2023.



\$176.3 MILLION
TOTAL ECONOMIC IMPACT



2,261 JOBS
SUPPORTED AND SUSTAINED



\$9.2 MILLION
STATE AND LOCAL TAXES GENERATED



\$5.4 MILLION
DONATED TIME AND CHARITABLE GIVING

⁸ Total direct jobs include 675 executive leadership, faculty, and staff jobs and 250 student employee jobs.

STLAAN SERVICE AREA IMPACTS (22 ZIP CODES)

Economic Impact

In the fiscal year 2023, UMSL contributed more than **\$91.4 million** to the economic activity of the core service area. This figure includes \$25.2 million from direct spending in the region and an additional \$66.2 million generated indirectly because of the university's presence.

UMSL Supports and Sustains Jobs

During FY23, UMSL directly sustained 667 jobs⁹ (both full-time and part-time) across the core service area. Indirectly, UMSL's expenditures on capital projects, development and planning initiatives, and suppliers bolstered an additional 505 jobs throughout the core service area. Altogether, the university's presence supports **1,172 jobs** in the core service area.

UMSL Strengthens State and Local Governments

UMSL generated **\$4.8 million** in state and local tax revenue through direct and indirect/induced tax payments within the core service area. The university's local spending and its support for jobs, both directly and indirectly, strengthen the tax base at both local and statewide levels.

Charitable Giving and Volunteerism

Tripp Umbach estimates that UMSL employees donated \$488,124 in voluntary time in the core service area, and UMSL students donated \$1.8 million in voluntary time. In total, UMSL students and employees donated **\$2.3 million** in voluntary time during fiscal year 2023.



\$91.4 MILLION
TOTAL ECONOMIC IMPACT



1,172 JOBS
SUPPORTED AND SUSTAINED



\$4.8 MILLION
STATE AND LOCAL TAXES GENERATED



\$2.3 MILLION
DONATED TIME AND CHARITABLE GIVING

⁹ Total direct jobs include 298 executive leadership, faculty, and staff jobs and 369 student employee jobs.

UMSL GRADUATES IMPACT THE ECONOMY

With 80% of UMSL graduates living and working in Missouri and the St. Louis Metropolitan area, UMSL alums create a substantial economic impact through their professional achievements, industry contributions, and civic engagement. Excelling in their respective fields, UMSL graduates drive economic growth and innovation by taking on leadership roles, fostering entrepreneurship, and participating in various economic sectors. Furthermore, their ongoing involvement with the university as donors and student mentors bolsters UMSL's mission and provides opportunities for current students, thereby amplifying the university's economic influence. UMSL alumni are key drivers of economic development and prosperity both within their communities and beyond.

Alumni in the State of Missouri

- **81,875 UMSL alumni** living in the State of Missouri.
- **\$14.3 billion** generated by alumni spending in the State of Missouri in FY23 (including direct, indirect, and induced economic impact).

Alumni in St. Louis Metro

- **80,389 UMSL alumni** living in the St. Louis Metro.
- **\$14.0 billion** generated by alumni spending in the St. Louis Metro in FY23 (including direct, indirect, and induced economic impact).

Alumni in St. Louis County

- **52,762 UMSL alumni** living in St. Louis County.
- **\$9.2 billion** generated by alumni spending in St. Louis County in FY23 (including direct, indirect, and induced economic impact).

Alumni in City of St. Louis

- **16,736 UMSL alumni** living in the City of St. Louis.
- **\$2.9 billion** generated by alumni spending in the City of St. Louis in FY23 (including direct, indirect, and induced economic impact).

Alumni in the STLAAN Service Area

- **7,703 UMSL alumni** living in the STLAAN Service Area.
- **\$1.3 billion** generated by alumni spending in the STLAAN Service Area in FY23 (including direct, indirect, and induced economic impact).



APPENDIX A: METHODOLOGY

To fully quantify UMSL's impact on the STLAAN, City of St. Louis, St. Louis County, St. Louis Metro, and the state of Missouri, Tripp Umbach used IMPLAN data and software to conduct the analysis. UMSL supplied the data used in this study, and FY23 figures were used for all inputs. All impacts are presented in 2023 dollars. Economic impact begins when an organization spends money. Economic impact studies measure the direct effect of an organization's spending plus additional indirect spending in the economy caused by direct expenditures. The financial impact has nothing to do with dollars collected by organizations, their profitability, or their sustainability since all operating organizations have a positive economic impact when they spend money and attract spending.

The direct economic impact measures the dollars generated within a specified region because of the presence of UMSL. This includes not only spending on goods and services with vendors within the region and the spending of its staff and visitors but also the business volume generated by businesses within the area that benefit from the spending and operations of UMSL.

The total economic impact includes the "multiplier" of spending from companies with UMSL. Support businesses may include lodging establishments, restaurants, vendors, temporary agencies, etc. Spending multipliers attempt to estimate the ripple effect in the economy where the spending occurs. For example, UMSL's spending with local vendors provides these vendors with additional dollars that they re-spend in the local economy, causing a "multiplier effect."

Tripp Umbach utilized IMPLAN, one of the preferred methodologies by the Association of Public and Land-grant Universities (APLU) and other leading academic associations, to complete this assignment. IMPLAN (IMpact analysis for PLANning) data and software utilize classic input-output analysis in combination with regionally specific social accounting matrix and multiplier models. The IMPLAN modeling system has been used since 1979 and is currently used by more than 500 private consulting firms, university research centers, and government agencies. The IMPLAN modeling system combines the U.S. Bureau of Economic Analysis' input-output Benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market transactions for consumption in each period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. Bureau of Economic Analysis and follow a balanced account format recommended by the United Nations.



APPENDIX B: TRIPP UMBACH QUALIFICATIONS

Tripp Umbach is the national leader in providing economic impact analysis to leading universities, health-care organizations, and academic medical centers. Since 1990, Tripp Umbach has completed more than 300 economic impact studies for such clients as Boston University, Indiana University, Michigan State University, Pennsylvania State University, Ohio State University, University of Connecticut, University at Buffalo, University of Arizona, University of Michigan, University of Minnesota, University of Pittsburgh, University of Vermont, University of Virginia, University of Washington, and University of Alabama at Birmingham.





UMSL

