



**WESTERN**  
COLORADO UNIVERSITY

**Economic  
Impact Report**

2021-2023

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# WESTERN COLORADO UNIVERSITY

## Economic Impact, 2021-2023

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**Leeds** School of Business  
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# ECONOMIC CONTRIBUTION OF WESTERN COLORADO UNIVERSITY SUMMARY

Western Colorado University, located in Gunnison, Colorado, prepares “intellectually adventurous students to thrive professionally through a combination of more than 100 cutting-edge programs, a traditional liberal arts curricula and immersive real-world experiences.” Established in 1901, with an enrollment of 3,551, Western Colorado University is a four-year public university with over 110 areas of study.

The University is at the core of Gunnison’s economy, an economic driver in the City of Gunnison and in Gunnison County. It employs hundreds of workers, buying from local vendors, importing investment, educating the local workforce, and providing student interns, course and graduate projects to local agencies, non-profits, and businesses needs and operations. This study provides a snapshot of the university’s economic contribution to Gunnison County, the Gunnison Region, and the state of Colorado for FY2021-2023.<sup>1</sup>

Western Colorado University generated a total economic impact of \$189.1 million for the state of Colorado in FY2023, and \$511.5 million to Colorado between 2021 and 2023. The University supported approximately 1,452 jobs in the state in 2023, and an average of 1,224 jobs per year between FY2021 and FY2023. The University also generated labor income of \$61.5 million in 2023 and \$166.6 million between FY2021 and FY2023.

**TABLE 1: WESTERN COLORADO UNIVERSITY ECONOMIC CONTRIBUTION, COLORADO, 2021-2023**

Category	2021	2022	2023	Total (2021-2023)	Average (2021-2023)
Employment	1,058	1,163	1,452	3,673	1,224
Labor Income (M)	\$51.7	\$53.4	\$61.5	\$166.6	\$55.5
Value Added (M)	\$114.4	\$124.8	\$136.2	\$375.3	\$125.1
<b>Output (M)</b>	<b>\$154.8</b>	<b>\$167.7</b>	<b>\$189.1</b>	<b>\$511.5</b>	<b>\$170.5</b>

Note: Economic impact includes the direct, indirect, and induced effects. Values reflect university employment in addition to the effects derived from university expenditures and visitors.

As the University is a hub of activity in Gunnison County, a majority of the economic activity is concentrated in Gunnison County and the Gunnison Region. Western Colorado University generated a total impact of \$159.8 million in the Gunnison Region, with 96%, or \$153.4 million, of the impact generated in Gunnison County.

<sup>1</sup> The Gunnison Region expands to surrounding counties, including Montrose, Ouray, Chaffee, Saguache, Delta, Pitkin, Hinsdale, and Mesa counties.

**TABLE 2: WESTERN COLORADO UNIVERSITY ECONOMIC CONTRIBUTION, GUNNISON REGION, FY2021-2023**

Category	2021	2022	2023	Total (2021-2023)	Average (2021-2023)
Employment	969	1,065	1,327	3,361	1,120
Labor Income (M)	\$45.5	\$46.7	\$52.9	\$145.1	\$48.4
Value Added (M)	\$103.6	\$113.0	\$121.2	\$337.9	\$112.6
<b>Output (M)</b>	<b>\$134.1</b>	<b>\$144.9</b>	<b>\$159.8</b>	<b>\$438.7</b>	<b>\$146.2</b>

Notes: Economic impact includes the direct, indirect, and induced effects. Values reflect university employment in addition to the effects derived from university expenditures and visitors. The Gunnison Region expands to surrounding counties, including Montrose, Ouray, Chaffee, Saguache, Delta, Pitkin, Hinsdale, and Mesa counties.

**TABLE 3: WESTERN COLORADO UNIVERSITY ECONOMIC CONTRIBUTION, GUNNISON COUNTY, FY2021-2023**

Category	2021	2022	2023	Total (2021-2023)	Average (2021-2023)
Employment	941	1,036	1,292	3,269	1,090
Labor Income (M)	\$44.2	\$45.2	\$51.2	\$140.6	\$46.9
Value Added (M)	\$101.1	\$110.3	\$118.0	\$329.5	\$109.8
<b>Output (M)</b>	<b>\$129.1</b>	<b>\$139.5</b>	<b>\$153.4</b>	<b>\$422.1</b>	<b>\$140.7</b>

Notes: Economic impact includes the direct, indirect, and induced effects. Values reflect university employment in addition to the effects derived from university expenditures and visitors.

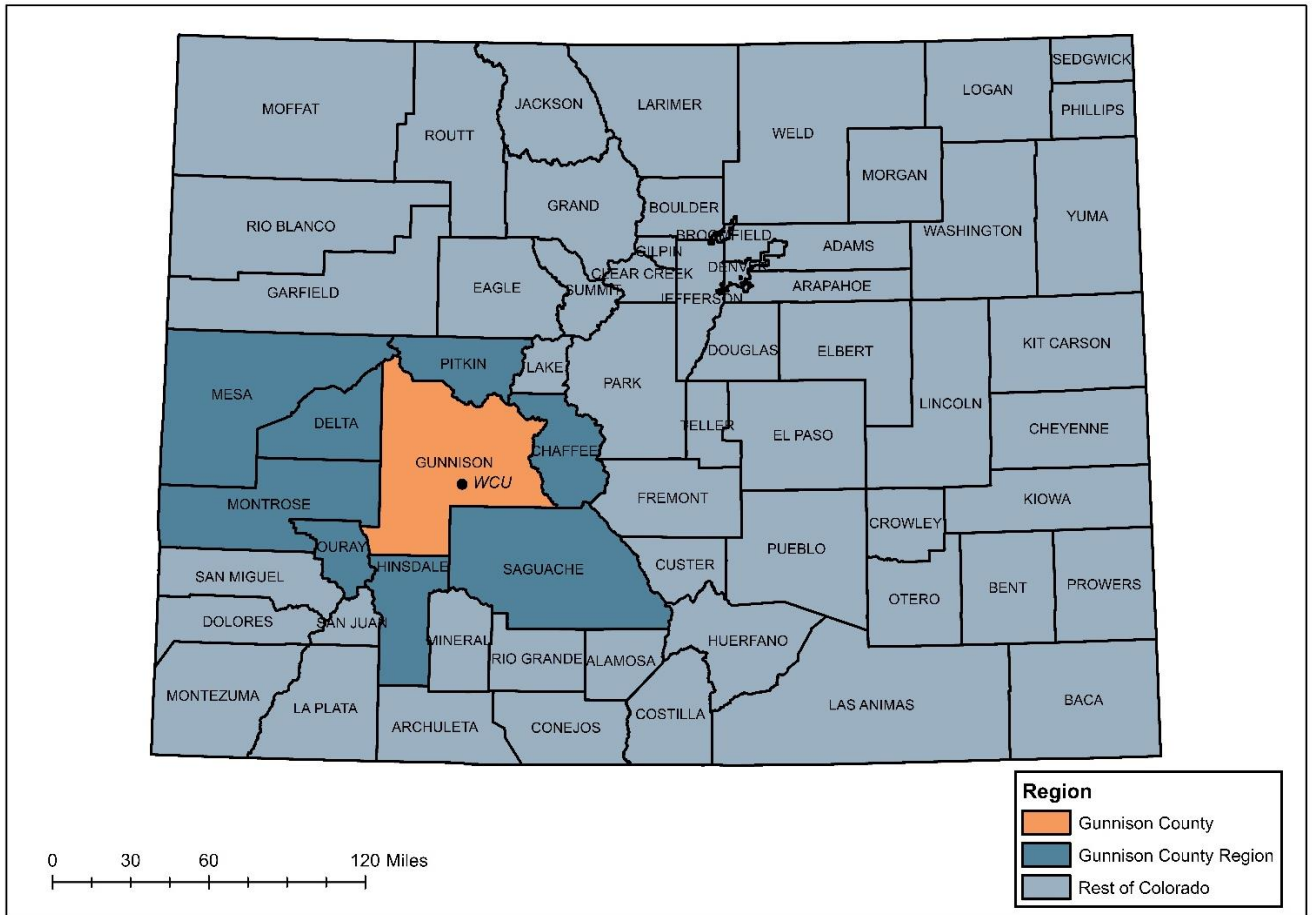
## METHODOLOGY

### *Economic Contribution and Impact*

Economic contributions on Gunnison County, the Gunnison Region, and Colorado were estimated by examining operating expenditures and capital expenditures, including employee salaries and benefits. This approach accounted for the leakage that occurs when purchases are made outside the state. Additional economic contributions were estimated from student and visitor expenditures.

Furthermore, this study estimated the multiplicative impacts of direct expenditures on other industries in the economy through input-output modeling using IMPLAN, a widely used economic modeling software. This study did not estimate the economic contributions of alumni working in Colorado.

**FIGURE 1: REGION MAP**



**Data**

Data requests were made to Western Colorado University to obtain information on employment, salaries, and expenditures. Additional information was sourced from publicly available data on the Western Colorado University website and hotel data sites, including CoStar.

Expenditure data were provided by vendor ZIP code in order to identify leakage of the (1) in-state versus out-of-state spending and (2) the counties where spending occurred. Expenditures were then aggregated to Gunnison County, the Gunnison Region, rest of Colorado, and out of state.<sup>2</sup> Expenditures that were unable to be linked to a specific location were reallocated based on the known regional ratio of spending activity. The research team believes this process conservatively estimates the economic contribution of Western Colorado University since some vendors are located in the state, but the parent company’s accounting office, where the check is mailed, is located in another state. Additional research could be conducted to reclassify these expenditures.

<sup>2</sup> Gunnison Region includes Gunnison County and the eight adjacent counties. Rest of Colorado is an aggregation of the 55 counties outside of the Gunnison region in the state. Out of state refers to spending occurring outside of Colorado.

Operating expenditures were assigned as Junior Colleges, Colleges, Universities, and Professional Schools in the IMPLAN model.

Employment and wage data were provided by worker type by the University for FY2021-2023. Employees spend their earnings on a broad range of goods and services, including housing, energy, food, clothes, etc. Students were modeled separately from other faculty and staff based on their relative income profiles. Commuting rate and income adjustments were made to the IMPLAN model using the known ZIP codes of employees and associated wages to ensure a more accurate estimate of leakages.

Capital construction expenditures were provided by Western Colorado University for FY2021-2023. Estimated construction expenditures were assigned as Construction of New Educational and Vocational Structures in the IMPLAN model. It is important to note that this report solely contains capital construction expenditures made by Western Colorado University and does not include capital construction that has occurred on campus but was funded by a private donor, such as the Paul M Rady School of Computer Science and Engineering, or the Mountaineer Bowl Events Complex.

For student expenditures, the research team utilized a survey conducted by the University of Colorado Boulder in 2016 with inflation-adjusted values for 2021-2023. The student spending survey values were then estimated and benchmarked with state budget estimates.<sup>3</sup> The per-student spending expenditures were then applied to the number of students who would not be in Colorado if they were not enrolled in the university. This ratio was quantified by estimating the total number of students who would have attended college in another state if not for their enrollment at Western Colorado University, and those who would have left Colorado and not attended college altogether. Student expenditures were also adjusted based on student type, meal plan status, and housing status.

For visitation data, the university provided a detailed survey of university-related events, including the estimated number of visitors and nights of lodging utilized. Visitor data included sports, conferences, performances and concerts, commencement, campus tours, speaker events, and homecoming. Total visitor days were calculated by multiplying visitors by the duration of each respective event. Visitor days were then multiplied by an estimated daily spending amount to estimate visitor spending. Lodging spending was estimated in a similar fashion: multiplying lodging rooms by an average daily rate for hotels in Gunnison County.

## DEFINITIONS

**Economic Benefits:** The dollars generated and distributed throughout the economy due to the existence of an establishment. The sources of impacts that sum to economic benefits include capital expenditures, operating expenditures, off-site employee effects, secondary effects, and visitor impacts.

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<sup>3</sup> Recommendation for Approval of FY 2024-25 Student Budget Parameters prepared for Colorado Commission on Higher Education (CCHE) in November 2023; [https://cdhe.colorado.gov/sites/highered/files/FY%202024-25%20Student%20Budget%20Parameters\\_Final.pdf](https://cdhe.colorado.gov/sites/highered/files/FY%202024-25%20Student%20Budget%20Parameters_Final.pdf)



**Employment:** Also referred to as headcount. This includes full-time, part-time, and seasonal employment.

**Gross Domestic Product (GDP):** A measure of economic activity, GDP is the total value added by resident producers of final goods and services.

**Gross Output (Output):** The total value of production is gross output. Unlike GDP, gross output includes intermediate goods and services.

**Gunnison Region:** The Gunnison Region expands to surrounding counties, including Montrose, Ouray, Chaffee, Saguache, Delta, Pitkin, Hinsdale, and Mesa counties.

**Labor Income:** This includes employee compensation (wages, salaries, and benefits) and proprietor income.

**Value Added:** The contribution of an industry or region to total GDP, value added equals gross output, net of intermediate input costs.

**Direct Impact:** Initial economic activity (e.g., sales, expenditures, employment, production, etc.) by a company or industry.

**Indirect Impact:** The upstream (backward) economic activity impacted by purchases of goods and services from other companies.

**Induced Impact:** Economic activity derived from workers spending their earnings on goods and services in the economy.

## STUDENTS

Western Colorado University recorded a total of 3,551 students in Fall 2023, with 1,676 undergraduate students, 1,187 concurrent students, and 453 graduate students, and 235 non-degree/Center for Learning and Innovation (CLI) students. Total enrollment decreased by 3.7% in 2023 from 2022, driven by a 3.5% decrease in the number of undergraduate and concurrent students.

**TABLE 4: STUDENT ENROLLMENT**

Category	2021	2022	2023
Undergraduate	1,681	1,728	1,676
Non-Degree/CLI	176	275	235
Concurrent	892	1,238	1,187
Graduate	454	448	453
<b>Total</b>	<b>3,203</b>	<b>3,689</b>	<b>3,551</b>

Source: Western Colorado University.

## EMPLOYMENT AND WAGES

Together the faculty and staff of Western Colorado University form a collaborative community that supports the University’s mission of promoting intellectual maturity and personal growth in its students and preparing them to take on constructive roles in local, national and global communities. A wide range of employees with a variety of skills is needed to support these pillars, including faculty administrators; and support staff.

Based on comprehensive data provided by the University, there were 835 faculty and staff in FY2023 and 654 student workers, with salaries and wages nearing \$35.4 million (including benefits), increasing 10.8% over the prior year. *This is a count of individuals (not full-time equivalent jobs).*

**TABLE 5: TOTAL EMPLOYMENT, FY2021-2023**

Type	FY 2021	FY 2022	FY 2023
Full Time Faculty and Staff	330	338	362
Part Time Faculty and Staff	119	146	312
Temporary Faculty and Staff	102	153	161
Student Workers	735	827	654
<b>Total</b>	<b>1,286</b>	<b>1,464</b>	<b>1,489</b>

Source: Western Colorado University.

**TABLE 6: TOTAL WAGES (\$ MILLIONS), FY2021-2023**

Type	FY 2021	FY 2022	FY 2023
Full Time Faculty and Staff	\$23.1	\$23.5	\$25.1
Part Time Faculty and Staff	\$1.2	\$1.3	\$1.8
Temporary Faculty and Staff	\$4.2	\$4.7	\$6.0
Student Workers	\$2.1	\$2.4	\$2.4
<b>Total</b>	<b>\$30.6</b>	<b>\$31.9</b>	<b>\$35.4</b>

Source: Western Colorado University.

## OPERATIONS

Western Colorado University recorded operating expenditures totaling \$28.9 million in FY 2023, up 19.8% from FY 2022, and 34.9% from 2021. Capital expenditures totaled \$4.9 million, up 60.4% from FY 2022, and the University’s total budget reached \$83.7 million in FY 2023, up 6.8% from the prior year.

**TABLE 7: UNIVERSITY BUDGET (\$ MILLIONS), FY2021-2023**

Operations	FY 2021	FY 2022	FY 2023
Operating Expenditures	\$21.5	\$24.2	\$28.9
Capital Expenditures	\$2.6	\$3.0	\$4.9
<b>Total Budget</b>	<b>\$70.8</b>	<b>\$78.3</b>	<b>\$83.7</b>

Source: Western Colorado University. Summarized by Business Research Division.

Note: Total budget also includes salaries and depreciation.

## NONEDUCATION SPENDING AND VISITATION

Student spending is similar in nature to offsite employee spending, with expenditures ranging from food and rent to clothing and entertainment. However, student spending habits tend to vary from employee spending as well as sources of funds. While student and visitor spending surveys were not available for Western Colorado University, survey data from students enrolled in the University of Colorado System were utilized to help quantify spending habits. These student spending amounts were also benchmarked with a 2023 report from the Colorado Commission on Higher Education (CCHE).<sup>4</sup>

It is important to note that the survey results are for students who would not be in Colorado if they were not enrolled at the university; thus, this is spending that otherwise would not have occurred in the state nor in the metropolitan areas. In 2023, spending by Western Colorado University students was estimated at \$30.3 million, with 48% of average spending identified as housing expenditures, followed by groceries (12%), and books (8.7%).

**TABLE 8: ESTIMATED STUDENT SPENDING**

Category	2021	2022	2023
Housing	\$8,133	\$8,855	\$9,564
Utilities	\$1,041	\$1,134	\$1,224
Groceries	\$2,035	\$2,216	\$2,393
Restaurants	\$1,264	\$1,376	\$1,486
Personal Goods & Services	\$1,080	\$1,176	\$1,271
Transportation	\$513	\$559	\$603
Entertainment	\$608	\$662	\$715
Medical	\$319	\$347	\$375
Hotels	\$72	\$79	\$85
Recreation	\$274	\$298	\$322
Books	\$1,465	\$1,595	\$1,723
Total Per Student	\$16,805	\$18,298	\$19,762
<b>Total Student Spending</b>	<b>\$24,830,286</b>	<b>\$29,654,829</b>	<b>\$30,312,216</b>

Source: Business Research Division calculations based on 2016 University of Colorado System. Values grossed up for inflation and enrollment. Note: Daily spending estimate for 2021 and 2022 calculated from 2023 amount in 2022 and 2021 dollars using corresponding annual CPI rate for Denver-Aurora-Lakewood.

Note: Housing, utility, and grocery expenses were applied to a discounted student count based on student type, housing status, and meal plan status.

### Visitors

Visitors bring substantial ancillary benefit to university communities. The university provided a detailed survey of university-related events, including the estimated number of visitors and nights of lodging utilized by event. Events categorized in the visitor data included sporting events, conferences,

<sup>4</sup> [https://cdhe.colorado.gov/sites/highered/files/FY%202024-25%20Student%20Budget%20Parameters\\_Final.pdf](https://cdhe.colorado.gov/sites/highered/files/FY%202024-25%20Student%20Budget%20Parameters_Final.pdf)

performances and concerts, commencement, campus tours, and speaker events. In 2023, the university estimated approximately 22,045 visitors to campus, up 1.9% from 2022, and 4.9% from 2021. In 2023, nearly 8,000 visitors attended conferences at the university, followed by sporting events (6,789), and commencement (4,000).

**TABLE 9: WESTERN COLORADO UNIVERSITY VISITORS, 2021-2023**

Activity	2021	2022	2023
Conference	6,446	7,474	7,921
Sports	7,772	6,785	6,789
Commencement	4,100	4,100	4,000
Campus Tour	833	1,196	1,268
Performance/Concert	885	715	1,005
Other Event	971	1,373	987
Speaker	0	0	75
<b>Total</b>	<b>21,007</b>	<b>21,643</b>	<b>22,045</b>

Source: Western Colorado University. Summarized by Business Research Division.

To estimate the amount of spending activity by visitors to the university, visitors were multiplied by the duration of each respective event, which were then multiplied by an estimated daily spending amount. In 2023, there were 26,954 visitor days, down from 28,159 in 2021, but a slight increase from 2022.

**TABLE 10: WESTERN COLORADO UNIVERSITY VISITOR DAYS, 2021-2023**

Activity	2021	2022	2023
Commencement	8,100	8,100	8,000
Sports	7,772	6,785	6,789
Conference	3,020	4,250	4,070
Performance/Concert	5,122	1,050	3,490
Other Event	3,312	3,746	2,967
Campus Tour	833	1,196	1,338
Speaker	0	0	300
<b>Total</b>	<b>28,159</b>	<b>25,127</b>	<b>26,954</b>

Source: Western Colorado University. Summarized and calculated by Business Research Division.

Visitor days were then multiplied by an estimated daily spending amount, which was sourced from a 2022 Longwoods Travel report produced for the Colorado Tourism Office.<sup>5</sup> In 2023, total visitor spending activity (excluding lodging spending) was estimated at \$2.4 million.

<sup>5</sup>

[https://oedit.colorado.gov/sites/coedit/files/documents/2022%20Colorado%20Travel%20USA%20Report\\_Longwoods%20International.pdf](https://oedit.colorado.gov/sites/coedit/files/documents/2022%20Colorado%20Travel%20USA%20Report_Longwoods%20International.pdf)

**TABLE 11: WESTERN COLORADO UNIVERSITY VISITOR SPENDING ESTIMATE, 2021-2023**

Activity	2021	2022	2023
Visitor Daily Spending	\$75	\$82	\$88
Visitor Days	28,159	25,127	26,954
<b>Total Visitor Spending</b>	<b>\$2,110,426</b>	<b>\$2,052,535</b>	<b>\$2,377,898</b>

Source: Business Research Division calculations based on Longwoods International visitor spending estimates.

Note: Excludes hotel lodging. Daily spending estimate for 2021 and 2022 calculated from 2023 amount in 2022 and 2021 dollars using corresponding annual CPI rate for Denver-Aurora-Lakewood.

Overnight visitors also generate economic activity as they occupy and pay for lodging rooms in Gunnison County. In 2023, there were an estimated 13,574 room nights booked related to Western Colorado University events, up 8.3% from 2022. It is important to note that room nights were discounted under the assumption that two visitors were staying in each room.

To estimate the lodging revenue associated with university events, room nights were then multiplied by the average daily rate for hotels in Gunnison County. In 2023, there was approximately \$2.4 million in lodging revenue linked to Western Colorado University events.

**TABLE 12: ESTIMATED LODGING REVENUE, 2021-2023**

Lodging Spending	2021	2022	2023
Lodging Room Nights	14,102	12,537	13,574
ADR	\$142	\$174	\$175
<b>Total Lodging Revenue</b>	<b>\$2,002,537</b>	<b>\$2,181,503</b>	<b>\$2,375,494</b>

Source: Western Colorado University, CoStar. Summarized by Business Research Division.

Note: ADR sourced from Gunnison County hospitality properties in hotel data sites and CoStar.

Of the total University impact, the economic impact attributed to visitors for the state of Colorado totaled \$21.9 million between 2021 and 2023. In 2023, the visitor impact totaled \$7.7 million.

**TABLE 13: WESTERN COLORADO UNIVERSITY ECONOMIC (VISITOR) CONTRIBUTION, COLORADO, 2021-2023**

Category	2021	2022	2023	Total (2021-2023)	Average (2021-2023)
Employment	62	59	67	188	63
Labor Income (M)	\$2.4	\$2.3	\$2.6	\$7.2	\$2.4
Value Added (M)	\$4.2	\$4.0	\$4.5	\$12.7	\$4.2
<b>Output (M)</b>	<b>\$7.3</b>	<b>\$6.9</b>	<b>\$7.7</b>	<b>\$21.9</b>	<b>\$7.3</b>

Note: Economic impact includes the direct, indirect, and induced effects.

The Gunnison Region and Gunnison County retained a majority of the impact, highlighting the importance that university visitors have to the local economy in Gunnison County. Gunnison County

accounted for \$7 million, or 91.1% of the total visitor impact in 2023, while the Gunnison Region accounted for \$7.2 million, or 93.6% of the total visitor impact.

**TABLE 14: WESTERN COLORADO UNIVERSITY ECONOMIC (VISITOR) CONTRIBUTION, GUNNISON REGION, 2021-2023**

Category	2021	2022	2023	Total (2021-2023)	Average (2021-2023)
Employment	60	57	65	182	61
Labor Income (M)	\$2.2	\$2.1	\$2.4	\$6.8	\$2.3
Value Added (M)	\$4.0	\$3.7	\$4.2	\$11.9	\$4.0
<b>Output (M)</b>	<b>\$6.8</b>	<b>\$6.4</b>	<b>\$7.2</b>	<b>\$20.4</b>	<b>\$6.8</b>

Notes: Economic impact includes the direct, indirect, and induced effects. The Gunnison Region expands to surrounding counties, including Montrose, Ouray, Chaffee, Saguache, Delta, Pitkin, Hinsdale, and Mesa counties.

**TABLE 15: WESTERN COLORADO UNIVERSITY ECONOMIC (VISITOR) CONTRIBUTION, GUNNISON COUNTY, 2021-2023**

Category	2021	2022	2023	Total (2021-2023)	Average (2021-2023)
Employment	59	56	64	179	60
Labor Income (M)	\$2.2	\$2.1	\$2.3	\$6.6	\$2.2
Value Added (M)	\$3.9	\$3.6	\$4.1	\$11.6	\$3.9
<b>Output (M)</b>	<b>\$6.6</b>	<b>\$6.3</b>	<b>\$7.0</b>	<b>\$19.9</b>	<b>\$6.6</b>

Note: Economic impact includes the direct, indirect, and induced effects.

## CONCLUSION

Western Colorado University is an economic driver for Gunnison County and the Gunnison Region. Students enroll at the university to earn an education, many of whom will enter the Colorado workforce. This labor force not only fills local employment and entrepreneurial needs, but also becomes a draw for businesses looking to locate in Colorado. The economic impacts of the university are ultimately driven by the educational mission of the university, which result in operating and capital expenditures in the state of Colorado. The \$116.7 million in direct spending associated with university operations, capital projects, and student and visitor spending resulted in economic activity of \$189.1 million to the state of Colorado. Direct and indirect employment supported by university operations totaled 1,452.

## APPENDIX 1: TOTAL ECONOMIC CONTRIBUTIONS

**TABLE 16: WESTERN COLORADO UNIVERSITY ECONOMIC CONTRIBUTION, COLORADO, FY2023**

Total Impact	Employment	Labor Income (M)	Value Added (M)	Output (M)
Direct	1,075	\$42.9	\$100.1	\$116.7
Indirect	182	\$9.9	\$17.1	\$39.2
Induced	196	\$8.7	\$18.9	\$33.1
<b>Total</b>	<b>1,452</b>	<b>\$61.5</b>	<b>\$136.2</b>	<b>\$189.1</b>

Notes: Values reflect university employment in addition to the effects derived from university expenditures and visitors. Includes visitor impact detailed in Appendix 2.

**TABLE 17: WESTERN COLORADO UNIVERSITY ECONOMIC CONTRIBUTION, GUNNISON REGION, FY2023**

Total Impact	Employment	Labor Income (M)	Value Added (M)	Output (M)
Direct	1,075	\$42.9	\$100.1	\$116.7
Indirect	98	\$3.9	\$7.0	\$18.2
Induced	154	\$6.1	\$14.0	\$24.9
<b>Total</b>	<b>1,327</b>	<b>\$52.9</b>	<b>\$121.2</b>	<b>\$159.8</b>

Notes: Values reflect university employment in addition to the effects derived from university expenditures and visitors. The Gunnison Region expands to surrounding counties, including Montrose, Ouray, Chaffee, Saguache, Delta, Pitkin, Hinsdale, and Mesa counties. Includes visitor impact detailed in Appendix 2.

**TABLE 18: WESTERN COLORADO UNIVERSITY ECONOMIC CONTRIBUTION, GUNNISON COUNTY, FY2023**

Total Impact	Employment	Labor Income (M)	Value Added (M)	Output (M)
Direct	1,075	\$42.9	\$100.1	\$116.7
Indirect	83	\$3.2	\$5.8	\$15.2
Induced	134	\$5.1	\$12.1	\$21.5
<b>Total</b>	<b>1,292</b>	<b>\$51.2</b>	<b>\$118.0</b>	<b>\$153.4</b>

Notes: Values reflect university employment in addition to the effects derived from university expenditures and visitors. Includes visitor impact detailed in Appendix 2.

## APPENDIX 2: VISITOR IMPACT

**TABLE 19: WESTERN COLORADO UNIVERSITY ECONOMIC (VISITOR) CONTRIBUTION, COLORADO, FY2023**

Total Impact	Employment	Labor Income (M)	Value Added (M)	Output (M)
Direct	49	\$1.8	\$3.1	\$4.8
Indirect	10	\$0.4	\$0.7	\$1.7
Induced	8	\$0.3	\$0.7	\$1.3
<b>Total</b>	<b>67</b>	<b>\$2.6</b>	<b>\$4.5</b>	<b>\$7.7</b>

**TABLE 20: WESTERN COLORADO UNIVERSITY ECONOMIC (VISITOR) CONTRIBUTION, GUNNISON REGION, FY2023**

Total Impact	Employment	Labor Income (M)	Value Added (M)	Output (M)
Direct	49	\$1.8	\$3.1	\$4.8
Indirect	9	\$0.3	\$0.6	\$1.4
Induced	7	\$0.3	\$0.6	\$1.1
<b>Total</b>	<b>65</b>	<b>\$2.4</b>	<b>\$4.2</b>	<b>\$7.2</b>

Note: The Gunnison Region expands to surrounding counties, including Montrose, Ouray, Chaffee, Saguache, Delta, Pitkin, Hinsdale, and Mesa counties.

**TABLE 21: WESTERN COLORADO UNIVERSITY ECONOMIC (VISITOR) CONTRIBUTION, GUNNISON COUNTY, FY2023**

Total Impact	Employment	Labor Income (M)	Value Added (M)	Output (M)
Direct	49	\$1.8	\$3.1	\$4.8
Indirect	9	\$0.3	\$0.5	\$1.3
Induced	6	\$0.2	\$0.5	\$0.9
<b>Total</b>	<b>64</b>	<b>\$2.3</b>	<b>\$4.1</b>	<b>\$7.0</b>