

MacMurray College's economic impact on Morgan County and the surrounding area

An IMPLAN-based analysis conducted by the Rural Economic
Technical Assistance Center,
Illinois Institute for Rural Affairs at WIU

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Section One: Introduction

MacMurray College plays a significant role in the Morgan County economy. The economic benefits associated with the College flow through its various activities... One of the most obvious source of impacts are revenues derived through its operational expenditures and employment. The county also benefits from personal expenditures by its students and household expenditures of retired MacMurray staff and faculty continuing to reside in the area. The area also benefits from a strengthened workforce as a result of a portion of graduates choosing to remain in Jacksonville and Morgan County. The household income, and related local expenditures, of this cohort experiences an appreciable rise stemming from the increase in educational attainment. Lastly, the College generates economic value to the region through related tourism expenditures by non-local visitors. Attractions include MacMurray's events and activities (i.e., Commencement, "Home" games for sports teams, and cultural events) and non-MacMurray events held on the College campus. As the result of these activities and the related downstream economic interactions, MacMurray College generates and/or supports the following annual economic impacts in Morgan County:

- **More than \$35 million in production and sale of goods and services (Economic Output);**
- **More than 410 full and part-time employment positions;**
- **More than \$14.6 million in labor income and employment compensation; and**
- **Almost \$5 million in public revenues across Local, State, and Federal levels.**

The impact for each of these activities was modeled using IMPLAN, a nationally recognized input output economic impact modeling software. This report consists of the following sections: Introduction, Methodology, and Results. The study was conducted for MacMurray College by the Rural Economic Technical Assistance Center, RETAC, a unit within the Illinois Institute for Rural Affairs at Western Illinois University.

Section Two: Methodology

IMPLAN Economic Impact Modeling Process

The following analysis estimated the effects of MacMurray College's influence on the local and regional economy across a broad range of economic activities. These include:

- *Annual operational expenditures and employment at MacMurray College;*
- *Average annual capital expenditures by MacMurray College;*
- *Annual non-academic spending by MC student;*

- *Pensions and retirement payments to retired MC faculty and staff residing within Morgan County and the region;*
- *Estimated annual earnings of MC graduates retained within the area (57 locally-retained graduates reflecting 50% of the 114 student 2018 MC graduating class); and*
- *Tourism expenditures by non-local visitors attending MC events and non-MC events held at MC facilities.*

The impacts are reported at different degrees of economic distance to the change, including:

- **Direct Effects:** Impacts associated with the operations and employment at the point of change;
- **Indirect Effects:** Changes in inter-industry purchases by the Direct Industry with its suppliers and consumers, and purchases and sales, stemming from the Direct economic activity, among their suppliers and consumers;
- **Induced Effects:** Changes the changes in household spending by employees created/supported relative to the Direct and Indirect demand; and
- **Total Effects:** The sum of changes at the Direct, Indirect, and Induced levels of economic impact.

An example of an economic activity examined in this analysis is MacMurray College’s annual operational expenditures and employment. Annual operational revenues and employment at MacMurray College are reported as Direct impacts. To operate, the College requires a variety of inputs, including goods and services such as utilities, legal and banking services, paper and printing, and miscellaneous supplies. A portion of these inputs are sourced from within Morgan County. In order to provide these goods and services to the College, the local vendors must also purchase inputs and hire employees. Again, a portion of these inputs are sourced from within the county. Local providers of these inputs also hire employees and purchase inputs (some local) and so forth and so on. The sum of these locally-sourced business interactions are reported as Indirect effects. Induced effects represent the sum total of household spending by University employees and employees of local businesses in the input-related supply chain relative to the initial annual demand by the University.

The impacts are reported as several types of economic characteristics. In this study, these characteristics include:

- **Output:** Total value of production or revenues through the sale of goods or services;
- **Employment:** Total combined full and part-time employment;

- **Labor Income:** Employee compensation (wages, salaries, bonuses, benefits, social insurance contributions) and Income of Sole-Proprietors; and
- **Public Revenues:** Annual increase in revenues for state/local and federal entities from activities within the study area.

Regions of Analysis

The geographic regional of analysis for this study is Morgan County located in western Illinois. This area represents the University’s laborshed and the region within which it a majority of its inputs are sourced.

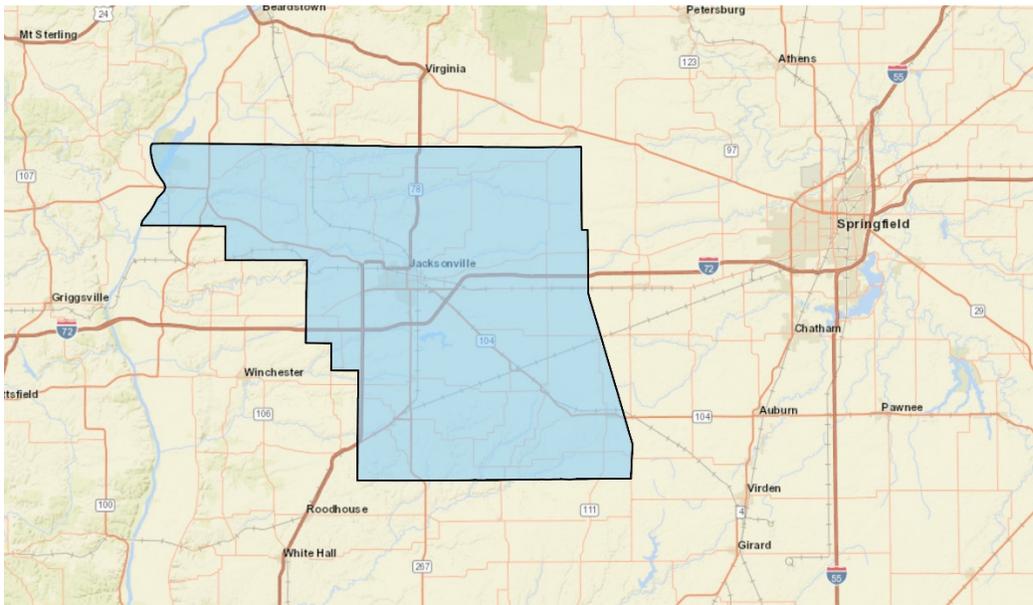


Figure 1 Morgan County, IL: Region of Analysis for MacMurray College Economic Impact Study

Economic and demographic snapshot of Morgan County

- Total Population: 34,442;
- Total number of households: 13,894 Households;
- Percent of population at or below poverty level within the past 12 months: 5.5 percent;

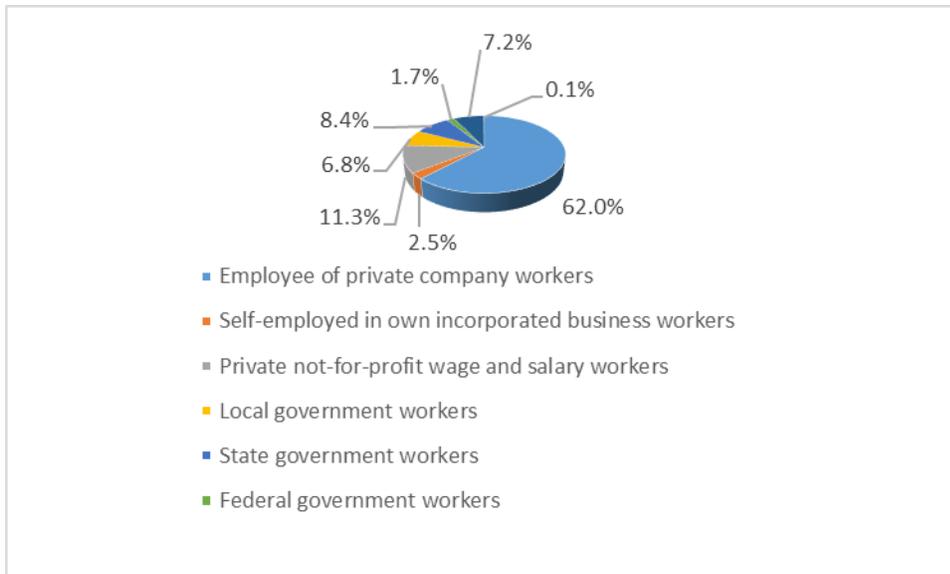


Figure 2 Distribution of Morgan County employment by type

Table 1 Top 10 industries in Morgan County (by Employment)

Industry	Employment	Labor Income	Output
Employment and payroll of local gov't, education	9,620 positions	\$571.0 million	\$645.3 million
Hospitals	9,201 positions	\$582.2 million	\$1,383.5 million
Employment and payroll of state gov't, non-education	8,496 positions	\$887.2 million	\$1,001.0 million
Wholesale Trade	8,398 positions	\$601.6 million	\$1,902.2 million
Employment and payroll of local gov't, non-education	5,842 positions	\$352.5 million	\$398.6 million
Limited-service restaurants	5,728 positions	\$98.6 million	\$482.1 million
Offices of physicians	5,642 positions	\$662.2 million	\$930.3 million
Employment services	5,221 positions	\$160.4 million	\$349.2 million
Full-service restaurants	4,959 positions	\$92.3 million	\$229.2 million
Real estate	4,286 positions	\$105.1 million	\$602.6 million

Section Three: Economic impacts of MacMurray College on Morgan County

MacMurray College delivers a significant economic benefit to Morgan County. The University’s role in the local economy stems from a variety of activities including its operations and employment and annual expenditures for its own capital improvements. In addition, the region benefits through local spending by its students, locally-retained retirees, and students choosing to remain in the area following graduation. A final set of measures through which the University benefits Morgan County are the tourism expenditures of non-local visitors attending both MC events and other activities at MC facilities/campus. When aggregated, the annual gains to Morgan County associated with MacMurray College include more than \$35 million in economic Output, more than 410 full and part-time employment positions, and almost \$15 million in Labor Income. As a result of these activities, public coffers at local, state, and federal levels realized gains in excess of \$5 million annually (see Table 2).

Table 2 Annual impacts associated with MacMurray College’s involvement in regional economy

Type of Involvement by MacMurray College	Employment	Labor Income	Output	Public Revenues
Operating	359.3 positions	\$10.7 million	\$28.9 million	\$3.5 million
Capital Expenditures	12.1 positions	\$595K	\$1.9 million	\$161K
Student Spending	14.3 positions	\$397K	\$1.6 million	\$248K
Retired Faculty	2.4 positions	\$468K	\$323K	\$44K
1st Year Earnings of retained graduates	8.5 positions	\$2.0 million	\$1.1million	\$149K
Tourism associated with MacMurray events	7.4 Positions	\$196K	\$1.2K	\$102K
Tourism associated with non-MacMurray events held at MacMurray facilities	10.2 Positions	\$264K	\$1.6K	\$138K
Total	414.2 positions	\$14.6 million	\$36.6 million	\$4.9 million

A. Annual impacts associated with operations and employment at MacMurray College on Morgan County economy

In 2018, MacMurray College’s operating revenues totaled \$21.4 million and employed almost 300 full and part-time staff, faculty, and student positions. Annualized employment

compensation for the workforce totaled \$8.6 million, including wages, salaries, bonuses, benefits, social insurance, and retirement contributions.

When downstream economic interactions the total annual impacts associated with operation and employment at MacMurray College account for almost \$29 million in Output (sale of goods and services) in Morgan County. These activities also generated or supported almost 360 positions (including its own) and \$10.7 million in labor income (see Table 3). Direct, Indirect, and Induced activities that year resulted in almost \$4 million in annual revenues among local, state, and federal governments.

MacMurray’s influence on the Morgan County economy can also be represented in terms of “multipliers”. A multiplier is a ratio demonstrating the relative influence on the local economy. Multipliers for operations and employment expenditures by MacMurray College are 1.35 (Output), 1.20 (Employment), and 1.24 (Labor Income). For each dollar MacMurray spends in its annual operations, an additional \$.35 in goods and services are purchased by local businesses and households. Each position employed by MacMurray College, and each dollar paid by as labor income at the College, an additional .2 positions and \$.24 in labor income is generated or supported within the Morgan County economy.

Table 3 Annual economic impacts associated with operational and employment expenditures by MacMurray College on Morgan County

Impact Level	Employment	Labor Income	Output
Direct Effect	299.0 positions	\$8.6 million	\$21.4 million
Indirect Effect	22.4 positions	\$737K	\$2.8 million
Induced Effect	37.9 positions	\$1.4 million	\$4.8 million
Total Effect	359.3 positions	\$10.7 million	\$28.9 million
Multipliers	1.20 positions	\$1.24	\$1.35
State/Local Governments			\$1.5 million
Federal Government			\$2.1 million
Total annual change in Public Revenues			\$3.7 million

The impacts of these expenditures and compensation are distributed across a range of industries within the region. The top 10 most-affected industries (by Output) are presented in Table 4.

Table 4 Top 10 Morgan County industries most-affected by the MacMurray College operations and employment (by Output)

<i>Most-affected Industries</i>	<i>Output</i>
Junior colleges, colleges, universities, and professional schools	\$21.5 MM
Owner-occupied dwellings	\$842K
Real estate	\$740K
Hospitals	\$484K
Wholesale trade	\$358K
Electric power transmission and distribution	\$334K
Limited-service restaurants	\$307K
Monetary authorities and depository credit intermediation	\$255K
Insurance carriers	\$206K
Full-service restaurants	\$194K

B. Annual impacts associated with MacMurray College’s capital expenditures on Morgan County economy

A second set of activities in which MacMurray College supports the region’s economy is through its capital expenditures. Over the past five years, the College has invested more than \$6.7 million through capital expenditures for construction and renovation of in its campus and facilities. Annual average capital expenditures total approximately \$1.3 million. As a result of this spending, and including downstream business and household interactions, the Morgan County economy regional gains total \$1.9 million in economic Output, twelve full and part-time employment positions, and almost \$600K in related Labor Income (see Table 5). The College’s capital expenditures, and the related activities, generate more than \$160K in public revenues annually across local, state, and federal levels.

Multipliers associated with these expenditures are 1.46 (Output), 1.49 (Employment) and 1.36 (Labor Income). For every \$1 spent by MacMurray for capital expenditures, an additional \$.46 of Output is generated or supported within the region. For every employment position and \$1 in Labor Income created as a result of its capital expenditures, MacMurray’s investments add .49 positions and \$.36 in Labor Income is generated or supported in Morgan County.

Table 5 Annual economic impacts associated with average capital expenditures by MacMurray College on Morgan County, IL

Impact Level	Employment	Labor Income	Output
Direct Effect	8.1 positions	\$439K	\$1.3 million
Indirect Effect	1.8 positions	\$77K	\$230K
Induced Effect	2.2 positions	\$79K	\$274K
Total Effect	12.1 positions	\$595K	\$1.9 million
Multipliers			
	1.49 positions	\$1.36	\$1.46
State/Local Governments			
			\$55K
Federal Government			
			\$106K
Total annual change in Public Revenues			
			\$161K

Impacts among the region’s industries most effected by the University’s operations and employment, and downstream business and household interactions, are presented in Table 10.

Table 6 Top 10 Morgan County industries most-affected by MacMurray College’s average annual capital expenditures (by Output)

Most-affected Industries	Output
Maintenance/repair construction of nonresidential structures	\$676K
Construction of new educational and vocational structures	\$674K
Wholesale trade	\$61K
Owner-occupied dwellings	\$49K
Hospitals	\$27K
Truck transportation	\$27K
Architectural, engineering, and related services	\$25K
Monetary authorities and depository credit intermediation	\$17K
Retail - Building material/garden equipment and supplies	\$16K
Limited-service restaurants	\$14K

C. Annual impacts associated with expenditures by MacMurray College students on Morgan County Economy

In 2018, MacMurray’s enrollment stood at 544 students with 90 percent (490 students) residing in on-campus housing. An additional 54 students (10 percent) lived in off-campus housing. According to the US Department of Education (FAFSA), non-academic expenditures per student averaged \$3,213 (see Table 7). These expenditures, for transportation, food/eating, recreation and other expenses, totaled \$2,216 in spending by on-campus students and \$11,056 by those residing off-campus. The great majority of spending by the latter group was for housing leases.

Table 7 Annual average non-academic expenditures by on-campus and off-campus MacMurray College students

Expense Category	Annual per Student Spending	Total Annual Student Spending
Transportation	\$663	\$361K
Telephone Services	\$324	\$176K
Clothing/Laundry	\$530	\$288K
Recreation	\$581	\$316K
Personal	\$281	\$153K
Lodging	\$834*	\$454K
TOTAL	\$3,213	\$1.7 million
<p><i>Based on 54 Off-campus students in rental units (not residing at home). *\$834 per student spending in off-campus housing is the total off-campus housing expenditure (\$8,400/year x 54 “off-campus” students) divided by the total student population (\$453,600/554 total students=\$834). Source: FAFSA annual student expenditure estimates.</i></p>		

Total student expenditures were applied as retail sales in industries containing the types of businesses included in the Expense Categories. For example, Transportation spending was distributed among rail, gas station purchases, and automotive expenses. Spending for Telephone Services was distributed among wireless service providers and Internet service providers. Spending for Personal expenditures was distributed across various retail sectors, health, and food/drink, and eating places. The amount for lodging expenditures was applied to the model as revenue in the Real estate sector.

This level of student spending, and related economic activities generate or support \$1.6 million in economic output, more than 14 employment positions, and almost \$400K in Labor income, annually (see Table 8). Retail spending creates in lower levels of economic impacts than that among most other types of industry spending. This is the result of the source and cost of goods sold. Only a portion of each dollar spent in most retail environments is retained by that local venue. The balance “leaks” out of the region to non-local corporate ownership. Student spending and the related downstream interactions among regional businesses and households resulted in an annual gain of \$248K in revenues among local, state, and federal governments, annually. In addition, with leakage and typically lower jobs, multipliers associated with retail activity are also lower: \$1.34/ Output, 1.28/Employment, and \$1.41/Labor Income.

Table 8 Annual economic impacts associated with expenditures by MacMurray College students on Morgan County, IL

Impact Level	Employment	Labor Income	Output
Direct Effect	11.2 positions	\$282K	\$1.2 million
Indirect Effect	1.7 positions	\$64K	\$220K
Induced Effect	1.4 positions	\$52K	\$180K
Total Effect	14.3 positions	\$397K	\$1.6 million
Multipliers			
	1.28 positions	\$1.41	\$1.34
State/Local Governments		\$151K	
Federal Government		\$97K	
Total annual change in Public Revenues		\$248K	

The top 10 Morgan County industries most-affected (by Output) by student expenditures and downstream interactions are presented in Table 9.

Table 9 Top 10 Morgan County industries most-affected by expenditures of MacMurray College students in Morgan County (by Output)

Most-affected Industries	Output
Real estate	\$475K
Limited-service restaurants	\$169K
Wireless telecommunications carriers (except satellite)	\$140K
Dry-cleaning and laundry services	\$72K

Other amusement and recreation industries	\$64K
Retail - General merchandise stores	\$61K
Satellite, telecommunications resellers, and all other telecommunications	\$45K
Retail - Gasoline stores	\$43K
Retail - Food and beverage stores	\$41K
Automotive repair and maintenance, except car washes	\$41K

D. Annual impacts of associated with annuities/pension payments received by locally-retained retired MacMurray College faculty and staff on the Morgan County economy

MacMurray College faculty and staff continue to support Morgan County and the regional economy even after retirement. In 2018, retired faculty and staff residing in Morgan County and surrounding areas received approximately \$365K in payments through the College’s TIAA retirement system. This amount was modeled by distributing it among several household income cohorts. Since the inputs reflect only household spending, the results are reported as Induced effects. These impacts represent household spending in categories such as housing, groceries, entertainment, and other household expenditures. When the total annual payments (\$364K) were modeled, the impacts included \$323K/Output, 2.4 full and part-time positions, and \$467 in income. This latter included both the Labor Income and the retirement income. The annual retirement income, and related interactions, generates or supports \$44K public revenues among local, state, and federal entities (see Table 10), annually.

Table 10 Annual economic impacts associated with retirement payments to MacMurray College retirees residing in Morgan County and surrounding area.

Impact Level	Employment	Labor Income & Retire income	Output
Total impact	2.4 positions	\$467K	\$323K
State/Local Governments			\$21K
Federal Government			\$23K
Total annual change in Public Revenues			\$44K

The top 10 Morgan County industries most-affected by annual household income and spending of retired MacMurray personnel are reported in Table 11. These reflect providers of goods and services primarily targeting households and individuals.

Table 11 Top 10 Morgan County industries most-affected by annual retirement payments to MacMurray College retirees residing in Morgan County and surrounding area (by Output)

<i>Most-affected Industries</i>	<i>Output</i>
Owner-occupied dwellings	\$41K
Hospitals	\$24K
Wholesale trade	\$16K
Monetary authorities and depository credit intermediation	\$14K
Insurance carriers	\$14K
Offices of physicians	\$13K
Real estate	\$12K
Limited-service restaurants	\$11K
Wireless telecommunications carriers (except satellite)	\$9K
Electric power transmission and distribution	\$7K

E. Annual impacts associated with potential earnings by locally-retained MacMurray College students graduates on Morgan County economy

In addition to their expenditures while attending, a portion of MacMurray students will provide economic benefits by remaining in the Morgan County area after graduation. This cohort will enhance the region’s workforce and, quite possibly, start businesses of their own. The study modeled the impact of this group under the following assumptions:

- 50 percent of MacMurray College graduates will decide to remain in Morgan County and the surrounding area. We will assume, for example, that 57 of the 114 2018 graduating class will choose to live and work in the Morgan County area. This retention level is below that identified by a survey of local colleges and a report by the Illinois Department of Education. Survey respondents from local colleges suggested that 75 percent of graduating students remained in Morgan County. The IDoEd reported that 70 percent of Illinois grads live and work within 100 miles of their alma maters;
- Increases in educational attainment is the greatest determinant of increases in income. Among Illinois residents age 25 to 34, average income for those with a Bachelor’s degree is \$29K higher than those with just a high school diploma (\$ versus \$); and
- The net amount of annual income earned by the locally-retained portion of the Class of 2018 totals \$1.7 million. This amount was evenly distributed among three groups of household income (\$40K-\$50K, \$50K-\$70K, and \$70K-\$100K); and

- The results reported represent the annual future annual earnings associated with a single graduating class. The actual amount will rise with the number of retained MacMurray graduates. In addition to the economic benefits associated with their earnings, the retained graduates will also strengthen and diversify the County’s workforce.

The model for this component does not assume the identities of the cohort’s future employers. As such, the reported results do not include the direct level effects nor the downstream business-related interactions that might occur. Accordingly, the impacts reported include only the Induced effects associated with the annual household income. When the \$1.7MM in net income was modeled, the annual benefits realized by the Morgan County economy include \$1.1 million in economic Output, 8.5 full and part-time positions, and an additional \$2.1 million in Labor income. This last amount includes the earnings of the retained MacMurray grads. The annual earnings and household spending also generates or supports an additional \$149K in combined public revenues (see Table 12).

Table 12 Annual economic impacts associated with the increase in Household Income related to increased educational attainment among locally-retained MacMurray College graduates on Morgan County

Impact Level	Employment	Labor Income	Output
Total impact	8.5 positions	\$311K	\$1.1 million
State/Local Governments			\$78K
Federal Government			\$71K
Total annual change in Public Revenues			\$149K

The top 10 industries within Morgan County that would be most-affected by earnings of retained MacMurray College graduates are reported in Table 13. These reflect providers of goods and services primarily targeting households and individuals.

Table 13 Top 10 Morgan County industries most-affected by the increase in household income stemming from the increase in educational attainment among locally-retained MacMurray graduates (by Output)

<i>Most-affected Industries</i>	<i>Output</i>
Owner-occupied dwellings	\$176K
Hospitals	\$111K
Limited-service restaurants	\$49K
Wholesale trade	\$41K
Insurance carriers	\$41K
Monetary authorities and depository credit intermediation	\$40K

Offices of physicians	\$31K
Real estate	\$28K
Retail - General merchandise stores	\$27K
Junior colleges, colleges, universities, and professional schools)	\$23K

F. Annual impacts associated with annualized expenditures of tourism attracted by MacMurray events and other events occurring at MacMurray College facilities on Morgan County economy

A final, and far less obvious manner in which MacMurray College influences the Morgan County economy is through tourism expenditures by non-local visitors attending events and activities at its campus and facilities. These can include MacMurray-related events such as Commencement, recruiting visits, “home” sporting events, and cultural activities. MacMurray College also hosts a wide range of non-College related events and activities that attract large numbers of non-local visitors to Jacksonville and Morgan County throughout the year.

The impact of non-local visitors attracted by MacMurray-related and unrelated events were modeled separately. The total number of visitors estimated for each category was provided by MacMurray College. The numbers of local/non-local visitors were established by the proportion of students residing within versus outside of a 75 mile radius of Jacksonville, IL. Roughly 38 percent of visitors attending MacMurray events would be considered “local” and 62 percent considered as “non-local”. The proportions for attendees of non-MacMurray events was modified to reflect limited populations within the region. For example, local attendance at sports tournaments and camps is limited by the number of athletes within the age groups participating. The proportion of local versus non-local attendees for non-MacMurray events were estimated as 22 percent and 78 percent, respectively. Accordingly, the number of non-local visitor-days for non-local attendees of MacMurray events and non-MacMurray events totaled 7,057 and 9,496 visitors-days, respectively.

Tourism expenditures associated with the non-local visitors were determined using Illinois’ Tourism Bureau’s average daily spending for leisure travelers in downstate Illinois. The average amount spent by this group, approximately \$\$83 per day, includes spending by both single day travelers and those whose travel requires an overnight stay. The spending by sub-category is presented in Table 14. Based on these amounts, annual spending by

non-local visitors attending MacMurray events and non-MacMurray events totaled \$585K and \$787K, respectively.

Table 14 Average daily expenditures for leisure travelers in downstate Illinois

Spending Category	Daily amount spent (average)
<i>Transportation</i>	\$16.90
<i>Food and Beverage</i>	\$23.10
<i>Lodging</i>	\$12.70
<i>Shopping</i>	\$15.80
<i>Entertainment</i>	\$10.80
<i>Other</i>	\$3.60
Total daily expenditures	\$82.90

MacMurray College events and activities

Activities at MacMurray College that draw non-local tourism include a range of events, including:

- Commencement;
- Cultural events;
- Homecoming & alumni;
- Admissions and Recruitment;
- Career Services Events;
- “At-home” sports events and games:
 - Soccer;
 - Baseball;
 - Softball;
 - Volleyball;
 - Basketball;
 - Wrestling; and
- Others.

The tourism related to these events deliver substantial economic benefits to Morgan County each year. The annual benefits associated with the spending, and the downstream economic interactions total \$1.2 million in economic output, 7.2 full and part-time positions, and almost \$200K in Labor income. The spending also generates or supports more than \$100K in public revenues each year.

Table 15 Annual economic impacts associated with tourism expenditures by non-local visitors attending MacMurray College events and activities on Morgan County, IL

Impact Level	Employment	Labor Income	Output
Direct Effect	-	-	\$585K
Indirect Effect	6.9 positions	\$171K	\$490K
Induced Effect	0.5 positions	\$25K	\$88K
Total Effect	7.4 positions	\$196K	\$1.2MM
State/Local Governments			
			\$59K
Federal Government			
			\$43K
Total annual change in Public Revenues			\$102K

The top 10 Morgan County industries most-affected (by Output) by non-local tourism expenditures related to MacMurray College events, and downstream interactions, are presented in Table 16.

Table 16 Top 10 Morgan County industries most-affected by tourism expenditures by non-local visitors attending MacMurray College events and activities (by Output)

Most-affected Industries	Output
Hotels and motels, including casino hotels	\$72K
Limited-service restaurants	\$70K
Full-service restaurants	\$68K
All other food and drinking places	\$35K
Other amusement and recreation industries	\$34K
Junior colleges, colleges, universities, and professional schools	\$28K
Automotive repair and maintenance, except car washes	\$26K
Performing arts companies	\$25K
Retail - General merchandise stores	\$21K
Other accommodations	\$18K

Other events occurring at MacMurray facilities

- Weddings and receptions;
- Jacksonville Shootout;
- Coach Creal's High School Bball League;
- Volleyball HS League;
- Summer camps; and
- Others.

The tourism related to these events deliver substantial economic benefits to Morgan County each year. The annual benefits associated with the spending, and the downstream economic interactions total \$1.6 million in economic output, 10.2 full and part-time positions, and almost \$265K in Labor income. The spending also generates or supports more than \$138K in public revenues each year.

Table 17 Annual economic impacts associated with tourism expenditures by non-local visitors attending non-MacMurray College events held at MacMurray College facilities

Impact Level	Employment	Labor Income	Output
Direct Effect	-	-	\$787K
Indirect Effect	9.2 positions	\$230K	\$660K
Induced Effect	0.9 positions	\$34K	\$119K
Total Effect	10.2 positions	\$264K	\$1.6MM
State/Local Governments			\$80K
Federal Government			\$58K
Total annual change in Public Revenues			\$138K

The top 10 Morgan County industries most-affected (by Output) by non-local tourism expenditures related to non-MacMurray College events held at MC facilities and campus, and the downstream interactions, are presented in Table 18.

Table 18 Top 10 Morgan County industries most-affected by tourism expenditures by non-local visitors attending non-MacMurray College events held at MacMurray College facilities (by Output)

Most-affected Industries	Output
Hotels and motels, including casino hotels	\$97K
Limited-service restaurants	\$94K
Full-service restaurants	\$91K
All other food and drinking places	\$47K
Other amusement and recreation industries	\$46K
Junior colleges, colleges, universities, and professional schools	\$37K
Automotive repair and maintenance, except car washes	\$35K
Performing arts companies	\$34K
Retail - General merchandise stores	\$28K
Other accommodations	\$24K

G. Impact of MacMurray College’s activities in Morgan County on Morgan County and the balance of Illinois, combined

The impacts of MacMurray College’s economic activities in Morgan County extend far beyond the County’s borders. While Direct spending for operations, capital expenditures, related tourism, and household spending by various groups delivers benefits within the County, a portion of the demand for goods and services, and the related employment, is unmet. Spending “leaks” from Morgan County for goods and services from within the balance of Illinois. The economic impact on the remaining 101 counties in Illinois associated with the various economic activities driven or influenced by MacMurray College includes an additional \$3.8 million in Output, more than 30 full and part-time positions, \$900K in Labor income, and almost \$900K in public revenues. Combined with the impacts in Morgan County, the overall annual benefits MacMurray College delivers to the State include in excess of \$40 million in Output, almost 445 full and part-time positions, \$15.5 million in Labor income, and almost \$5.8 million in public revenues.

Table 19 Annual impacts associated with MacMurray College's involvement in regional economy and balance of the state

Type of Involvement	Employment	Labor Income	Output	Public Revenues
Operating	379.3 positions	\$11.2 million	\$31.5 million	\$4.2 million
Capital Expenditures	14.2 positions	\$741K	\$2.3 million	\$215K
Student Spending	16.1 positions	\$505K	\$1.9 million	\$288K
Retired Faculty	2.6 positions	\$481K	\$363K	\$69K
1st Year Earnings of retained graduates	9.7 positions	\$2.0 million	\$1.3 million	\$177K
Tourism associated with MacMurray events	8.2 Positions	\$231K	\$1.3MM	\$115K
Tourism associated with non-MacMurray events at MacMurray facilities	11.0 Positions	\$311K	\$1.7MM	\$155K
Total	444.8 positions	\$15.5 million	\$40.4 million	\$5.8 million