

THE ECONOMIC IMPACT OF THE UNIVERSITY OF ARKANSAS

Produced for the Office of the Vice Chancellor for Economic Development



UNIVERSITY OF
ARKANSAS

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Executive Summary

As the state's flagship institution of higher education, the University of Arkansas delivers a significant economic impact to Arkansas. In 2023, an impact in excess of **\$3.0 billion** came from the University via operations, construction, technology transfer, student expenditures, and visitor spending. The University of Arkansas has a substantial influence on the direction of the state's economy by fulfilling its land-grant mission of developing human capital, growing ideas, and transmitting knowledge to the public.

The Center for Business and Economic Research investigated the economic impact of the University in 2010, 2014 and 2018. This 2023 study provides an updated view of the effects of the University on the state and region. Key findings include:

- The University's economic impact of over \$3.0 billion includes \$2.5 billion in recurring operational impacts and \$522.4 million in one-time construction impacts.
- Direct expenditures of \$1.1 billion within Arkansas by the University had an economic output multiplier of 2.8 in 2023 and supported almost 19,000 jobs in the state.
- The operations of the University and associated economic activities contributed more than \$126.2 million in state and local taxes in the form of income taxes, business taxes, property taxes, sales taxes and other taxes.
- The state appropriations to university^a were \$220.3 million in the 2023 fiscal year.
- The University of Arkansas directly employs 5,234 faculty and staff with a payroll of \$564.7 million.
- Over 1,700 graduate students also receive some form of compensation from the University – including through grants – totaling \$29.3 million.
- Spending by students contributed \$569.4 million and generated \$17.0 million in state and local taxes.
- The economic impact of the expenditures of visitors to the University was \$262.2 million. This includes the economic impact of expenditures of visitors to Razorback baseball, basketball and football games, which amounted to \$154.6 million of the total visitor impact.
- The 2023 graduating class had a 93 percent placement rate and an average starting salary of \$60,457.
- Alumni account for 2.9 percent of the state's population, with 87,507 alumni earning \$3.4 billion in wages or 7.4 percent of the state's total. Together, they paid \$114.3 million in state income taxes, \$66.1 million in state sales taxes, and \$11.8 million in county sales taxes.
- In 2023, research expenditures at the University of Arkansas were at \$221.5 million, up 20.3 percent from 2022 and 34.7 percent from 2021. The University earned over \$136.8 million in research awards in 2023.
- The University received 93 invention disclosures, filed 47 new patent applications, and received 18 patent issues in 2023.
- Data from the Office of Entrepreneurship and Innovation shows that students and alumni from the University started over 107 active businesses in Arkansas since 2019. These businesses

^a The figure includes money appropriated to the University, the Division of Agriculture Experimental Station, and the Arkansas Archaeological Survey.

support more than 300 jobs and generate an ongoing economic impact of \$52.1 million and tax collections of \$2.4 million.

- Arkansas businesses aided by the export development services of the University's World Trade Center were able to increase or generate new exports worth at least \$191.5 million since 2020. The economic impact of the increased exports from Arkansas businesses was \$550.0 million and supported more than 5,000 jobs. More than \$19.3 million in state and local taxes were generated.
- The Arkansas Small Business and Technology Development Center at the University assists new and existing businesses with business creation, management and operation. The 54 new businesses that were created with the consulting services of the Center in 2023 generated an economic impact of \$131.8 million and generated state and local taxes amounting to \$4.2 million, in addition to supporting over 570 jobs.

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Introduction

Founded in 1871, the University of Arkansas was established in the city of Fayetteville as both the state university and the major land-grant university for Arkansas. The site chosen for the University of Arkansas (which was known as the Arkansas Industrial University until 1899) was located in the beautiful Ozark Mountains after successful efforts by the citizens of Fayetteville and Washington County, who raised sufficient funds to secure the location of the future flagship campus of the University of Arkansas System.

The University of Arkansas describes its mission as follows: “The University of Arkansas is determined to build a better world by providing transformational opportunities and skills, promoting an inclusive and diverse culture, nurturing creativity, and solving problems through research and discovery, all in service to Arkansas. Since 1871, our fundamental purpose as a land-grant institution and state flagship remains unchanged — to serve the state of Arkansas as a partner, resource and catalyst by: providing access to a comprehensive and internationally competitive public education, and fostering student success across a wide spectrum of disciplines; utilizing research, discovery and creative activity to improve the quality of life, develop solutions to the challenges we face and drive the state's economy; and contributing service and expertise through outreach, engagement and collaboration.” In 2023, the University fulfilled this mission with 5,234 faculty and staff, and over 1,700 graduate assistants that served 32,140 students.

Since its founding in 1871, the University of Arkansas has awarded a total of 236,558 degrees. Of these, 161,692 are bachelor's degrees, 54,973 are master's degrees, and 8,470 are doctorates¹. Enrollment counts during the same period total up to more than 1,172,760². In 2023, the University of Arkansas was home to 10 colleges that contribute to achieving the educational mission of the University. They are the Honors College, the Dale Bumpers College of Agriculture, Food and Life Sciences, the Fay Jones School of Architecture, the J. William Fulbright College of Arts and Sciences, the Sam M. Walton College of Business, the College of Education and Health Professionals, the College of Engineering, the Global Campus, the Graduate School, and the School of Law. These 10 colleges offer 273 different degree programs and certifications (the Honors College does not offer any degrees). These colleges also house numerous research and outreach centers that provide valuable and timely services to stakeholders in the public and private sectors.

The impact of the University of Arkansas is far reaching in social and economic terms. To measure the impacts of the University of Arkansas, the Office of the Vice Chancellor for Economic Development requested that researchers from the Center for Business and Economic Research conduct an updated study that qualitatively and quantitatively analyzes the impacts of the various functions of the University. This study builds on previous work, published in 2018, 2014 and 2010, that presents the activities of the University of Arkansas to various stakeholders at the University, in the local community, and throughout the state.

The new 2023 study provides a detailed analysis of how a large public research university impacts the economy at the state and other levels. The University of Arkansas depends on multiple income streams to support its operations. As a public institution, in 2023, the University received state appropriations totaling \$220.3^b million. This state support is in recognition of the importance that a strong research university has to the economic well-being of Arkansas.

^b The figure includes money appropriated to the University, the Division of Agriculture Experimental Station, and the Arkansas Archaeological Survey.

For this report, data were collected from many different departments in the University and other affiliated groups throughout the state. The data were analyzed and researchers from the Center provided reasonable estimates where the collected data alone were not sufficient to estimate the impact of a certain University function. After careful analysis, the following report demonstrates that the University of Arkansas delivered an economic impact to the state of Arkansas in excess of \$3 billion in 2023. This impact comes from the University via operations, construction, technology transfer, student expenditures, and visitor spending. The following report describes these impacts in great detail.

Economic Impact of University of Arkansas Operations

Direct annual spending by the University of Arkansas contributes a significant economic impact to the Northwest Arkansas and statewide economies. Expenditures, both in and out of the state, from the University of Arkansas totaled over \$1.25 billion in the 2023 fiscal year (or the 2022-2023 academic year). Since the University of Arkansas does not maintain records by geography of spending, James Morrison and Cale Fessler from the Office of Business Affairs meticulously compiled spending invoices by zip codes that were within the state of Arkansas³ so that the economic impacts in this report could be calculated. In some cases, payments that were made to local businesses through third party financial agents were corrected for and attributed to the local economy. Payments from the University of Arkansas to vendors occur through a variety of payment methods. The University uses Purchase Orders, Blanket Orders, PCards and TCards to make payments. Expenditures by the University of Arkansas in fiscal year 2023 are provided in the table below by category of spending and the estimate of the portion of the spending that occurred in the state. According to the numbers provided by the Office of Business Affairs, in-state spending by the University amounted to \$1.09 billion and equaled 87.4 percent of the University's total spending.

A sizable portion of the University's expenditures goes toward payroll for the faculty and staff employed by the institution. In fiscal year 2023, payroll expenditures were \$564.7 million or 45.08 percent of the total annual spending. Construction projects accounted for \$299.3 million in spending which is 23.9 percent of the University's total spending.

The University spent \$953.3 million or 76.1 percent of the total on non-construction services which includes wholesale and retail purchases, facilities and equipment, travel, and other services. Spending on facilities and equipment equaled \$397.8 million or 31.8 percent of the total spending. 92.2 percent of the spending on facilities remained in Arkansas. The University spent \$228.3 million or 18.2 percent of the total spending on services of which \$138.2 million or 60.6 percent was in Arkansas. These services include marketing, professional services, honoraria, computer services, auto repairs, event security, consulting services, library related services, equipment leases, etc. Wholesale and retail purchases accounted for 4.9 percent of the total University spending. These purchases included food and beverages, equipment, office supplies, health and lab supplies, agricultural supplies, and more. 40.9 percent of wholesale and retail expenditures were made in Arkansas.

Table 1: University of Arkansas Expenditures, 2023

University of Arkansas Expenditures, 2023			
Category	Arkansas Spending	Other Spending	Total
Payroll	\$564,676,790	-	\$564,676,790
Supplies	\$12,654,292	\$11,681,928	\$24,336,221
Educational Supplies & Materials	\$1,014,567	\$4,960,828	\$5,975,395
Health & Laboratory Supplies	\$3,657,356	\$6,145,422	\$9,802,778
Software/Licenses	\$3,112,884	\$10,708,197	\$13,821,080
Food Purchases	\$4,075,870	\$2,225,949	\$6,301,819
Promotional Materials	\$759,333	\$761,206	\$1,520,539
Maintenance & Repairs	\$26,896,077	\$5,938,775	\$32,834,852
Rentals	\$9,754,028	\$1,516,908	\$11,270,936
Services	\$69,956,507	\$33,645,567	\$103,602,073
Professional & Administrative Fees	\$4,228,502	\$10,898,280	\$15,126,782
Engineering & Architect Fees	\$15,640,508	-	\$15,640,508
Legal Fees	\$1,676,815	\$24,420	\$1,701,235
Medical Fees	\$506,508	\$49,523	\$556,031
General & Administrative	\$10,903,269	\$14,924,706	\$25,827,975
Investment Expenses	-	\$355,523	\$355,523
Travel	\$4,934,823	\$29,598,311	\$34,533,134
Other Costs	\$5,216,128	\$197,019	\$5,413,147
Utilities	\$22,757,110	\$196,286	\$22,953,396
Lease Expense	\$20,641,751	\$83,120	\$20,724,871
Agency Expenses	\$144,705	\$41,500	\$186,205
Interdepartmental Expense	\$2,789,945	\$181,733	\$2,971,677
Facilities & Administration Cost Expense	\$1,651,514	\$34,107	\$1,685,622
Capital Outlay	\$6,222,766	\$17,775,822	\$23,998,588
Capital Outlay - Low Value	\$1,843,916	\$5,629,074	\$7,472,990
Construction Projects	\$299,351,639	-	\$299,351,639
Grand Total	\$1,095,067,605	\$157,574,202	\$1,252,641,807

Source: University of Arkansas Business Affairs

The economic impact of spending by the University of Arkansas in fiscal year 2023 was calculated by researchers at the Center for Business and Economic Research using data shown above. The business expenditures of the University of Arkansas allow researchers to allocate the spending to sectors within the IMPLAN input/output model to obtain the overall economic impact including indirect and induced impacts. A detailed description of the IMPLAN input/output model can be found in the Appendix. This method of calculating the economic impact of the University of Arkansas using the IMPLAN input/output model follows best practices identified by the Association of Public and Land-Grant Universities (APLU)⁴.

Business Expenditure Impacts

The direct expenditure from business activities at the University of Arkansas created additional economic activity within the state of Arkansas. In 2023, business activities generated an economic impact of \$1.3 billion in Arkansas. The business activities had an employment impact of 11,195 jobs in Arkansas with an associated labor impact of \$683.7 million. Taxes generated from business expenditures contributed nearly \$58.9 million to state and local governments.

Table 2: 2023 University of Arkansas Business Expenditures Economic Impact in Arkansas

2023 University of Arkansas Business Expenditures Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	8,274	\$538,891,131	\$684,329,706	\$796,026,324
Indirect Effect	531	\$29,454,642	\$49,238,574	\$105,375,929
Induced Effect	2,390	\$115,407,325	\$226,083,253	\$408,881,393
Total Effect	11,195	\$683,753,099	\$959,651,533	\$1,310,283,646

Table 3: 2023 Estimated State and Local Taxes Generated by University of Arkansas Business Expenditures

2023 Estimated State and Local Taxes Generated by University of Arkansas Business Expenditures in Arkansas				
Impact Type	Local	State	Federal	Total
Direct Effect	\$3,831,234	\$24,742,508	\$119,717,010	\$148,290,752
Total Effect	\$10,686,204	\$48,264,280	\$155,065,519	\$214,016,003

Construction Impacts

The direct expenditure from construction activities at the University of Arkansas also created additional economic activity within the state of Arkansas. In 2023, construction activities generated an economic impact of \$522.4 million in Arkansas. The construction activities had an employment impact of 3,916 jobs in Arkansas with an associated labor impact of \$209.5 million. Taxes generated from construction activities contributed nearly \$18.4 million to state and local governments.

Table 4: 2023 University of Arkansas Construction Economic Impact in Arkansas

2023 University of Arkansas Construction Expenditures Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	2,783	\$149,142,354	\$167,787,898	\$296,057,110
Indirect Effect	389	\$24,488,851	\$46,187,230	\$99,222,853
Induced Effect	744	\$35,895,241	\$70,334,120	\$127,168,876
Total Effect	3,916	\$209,526,446	\$284,309,248	\$522,448,839

Table 5: 2023 Estimated State and Local Taxes Generated by University of Arkansas Construction Expenditures

2023 Estimated State and Local Taxes Generated by University of Arkansas Construction Expenditures in Arkansas				
Impact Type	Local	State	Federal	Total
Direct Effect	\$320,827	\$4,844,617	\$30,976,039	\$36,141,482
Total Effect	\$3,321,054	\$15,051,782	\$45,813,887	\$64,186,723

Economic Activity Generated by University of Arkansas Students

Students who attend the University of Arkansas make an important contribution to the Northwest Arkansas economy. Their estimated expenditures in the local economy are based on survey responses from a representative sample of all students. 10,000 students were sent surveys as part of a sample that was drawn from 32,140 students and constituted in proportion to various factors which included student academic level and residency. The survey was conducted online by researchers from the Center for Business and Economic Research in the fall of 2023. A copy of the survey instrument can be found in the Appendix. For the analysis of student expenditures, students were separated into four groups based on academic level as researchers at the Center assumed that each of the levels would have sufficiently different living and spending patterns. For example, most freshmen at the University of Arkansas are required to live in on-campus residence halls and spend most of their food expenditures on campus meal plans, while graduate students who are older have a steadier income than most undergraduate students.

Table 6: 2023 Residence of University of Arkansas Students

2023 Residence of University of Arkansas Students		
City/County	Percent of Students	Estimate of Student Residents
Alma, AR	0.17%	54
Benton County (Rural), AR	0.17%	54
Bentonville, AR	2.01%	648
Cave Springs, AR	0.29%	94
Conway, AR	0.03%	11
Elkins, AR	0.06%	20
Elm Springs, AR	0.13%	40
Eureka Springs, AR	0.23%	74
Farmington, AR	1.89%	607
Fayetteville, AR	82.03%	26,364
Fort Smith, AR	0.34%	108
Garfield, AR	0.17%	54
Gentry, AR	0.17%	54
Goshen, AR	0.23%	74
Greenland, AR	0.30%	96
Hackett, AR	0.06%	20
Hot Springs, AR	0.06%	20
Huntsville, AR	0.17%	54
Johnson, AR	0.10%	31
Lincoln, AR	0.17%	54
Lowell, AR	0.06%	20
Online (off campus)	0.13%	40
Other (please specify)	0.06%	20
Pea Ridge, AR	0.17%	54

Prairie Grove, AR	0.85%	274
Rogers, AR	2.54%	816
Siloam Springs, AR	0.86%	277
Springdale, AR	5.51%	1,771
Tontitown, AR	0.13%	40
Washington County (Rural), AR	0.23%	74
West Fork, AR	0.69%	222
Total	100%	32,140

Source: Center for Business and Economic Research Survey Data⁵

Average monthly expenditures of student respondents from the survey sample are listed in the table below. The table shows the average monthly expenditures by students in the various student academic levels and the percentage of students surveyed spending money on each category. In order of magnitude, the largest monthly expenses of students were rent, groceries, and motor vehicle related purchases.

Table 7: 2023 Average Student Spending Per Month

2023 Average Student Spending Per Month								
Category	Freshmen		Other Undergraduates		Graduate Students		Law Students	
	Percent Use	Average Amount	Percent Use	Average Amount	Percent Use	Average Amount	Percent Use	Average Amount
Bars and nightclubs	0.0%	\$0.00	35.7%	\$78.21	30.3%	\$73.59	59.5%	\$63.18
Books and supplies*	34.9%	\$210.59	59.7%	\$245.03	45.0%	\$208.28	75.7%	\$612.50
Cable Television	4.3%	\$60.63	7.8%	\$67.65	10.4%	\$76.82	8.1%	\$38.33
Cell Phone (local area code)	16.1%	\$89.90	20.5%	\$113.49	42.7%	\$82.72	21.6%	\$106.47
Clothing	44.1%	\$103.41	62.7%	\$81.44	60.7%	\$86.56	64.9%	\$111.25
Electric	15.6%	\$102.69	49.7%	\$99.54	73.9%	\$111.02	73.0%	\$93.15
Entertainment, Recreation, and Sports	37.6%	\$52.83	54.3%	\$54.19	41.7%	\$60.85	48.6%	\$64.33
General Merchandise	30.6%	\$103.60	53.5%	\$107.01	54.5%	\$111.17	56.8%	\$120.57
Groceries	54.3%	\$159.80	81.9%	\$220.77	83.9%	\$375.71	89.2%	\$280.61
Internet	13.4%	\$72.94	34.3%	\$60.11	67.3%	\$59.73	62.2%	\$57.74
Landline	1.1%	\$33.00	3.0%	\$45.80	1.4%	\$29.00	0.0%	-
Laundry/Dry Cleaning	24.7%	\$51.70	24.6%	\$38.22	25.6%	\$39.17	29.7%	\$28.18

Live performances	8.1%	\$99.33	15.7%	\$68.37	16.1%	\$68.82	16.2%	\$58.33
Local transit	17.2%	\$61.56	28.6%	\$54.40	17.5%	\$49.32	32.4%	\$79.58
Medical and Dental out of pocket	13.4%	\$121.80	20.0%	\$168.76	42.2%	\$147.39	43.2%	\$162.19
Mortgage	3.8%	\$848.86	11.4%	\$690.42	15.2%	\$1390.94	13.5%	\$1026
Motor Vehicle Purchases, repair, fuel	37.6%	\$241.76	59.7%	\$264.04	65.4%	\$192.16	59.5%	\$166.59
Natural Gas and/or Heating Oil	9.7%	\$70.28	18.6%	\$55.16	29.9%	\$58.32	29.7%	\$56.36
Non-university meal plan	10.2%	\$96.58	10.3%	\$230.47	7.1%	\$148.33	2.7%	\$300
Other personal services (salons, barber shop, beauty shop, fitness)	1.6%	\$296.67	7.0%	\$103.20	6.2%	\$58.46	10.8%	\$54.25
Estimated monthly utility payment if not included in rent	34.9%	\$60.92	51.1%	\$67.96	51.7%	\$117.32	51.4%	\$93.42
Pharmacy (prescription or nonprescription)	18.3%	\$82.88	33.2%	\$47.24	44.5%	\$81.32	43.2%	\$40.19
Rent for a NON-University Owned Property	22.0%	\$1402.8	66.2%	\$904.81	68.2%	\$995.18	78.4%	\$1054.8
Restaurants	53.2%	\$88.79	74.1%	\$100.91	75.8%	\$156.81	86.5%	\$123.13
University sporting events	16.7%	\$54.84	25.7%	\$44.58	12.8%	\$60.19	18.9%	\$62.14
Water and Sewer	14.5%	\$78.41	37.0%	\$60.00	54.5%	\$61.33	59.5%	\$66.36
*The books and supplies category shows the average expenditure per semester								

Source: Center for Business and Economic Research Survey Data

In order to obtain an estimate of total local spending by all students, researchers from the Center multiplied the percent of students spending on a certain category with the number of local students in each academic level and their respective spending in each category. The monthly spending for all categories was multiplied by 12 to estimate annual spending except for the books and supplies category which was multiplied by 2.

Students spent an estimated \$569.37 million in Northwest Arkansas in 2023. Student spending on rent across all academic levels accounted for \$210.13 million and was 36.91 percent of the total spending. Spending on groceries accounted for \$68.47 million or 12.03 percent of the total spending, while spending on fuel and other expenses related to motor fuels accounted for 9.29 percent of the total spending. In 2023, sophomores, juniors, and seniors at the University of Arkansas spent \$377.6 million in the Northwest Arkansas economy, graduate students spent \$105.4 million, freshmen spent \$76.2 million and law students spent \$9.9 million.

Student expenditures on items such as groceries, restaurants, entertainment, and books that are subject to the sales tax amounted to \$151.47 million. Researchers from the Center estimate that students paid \$5 million in state sales taxes for these purchases. Using an average of 3.25 percent for local sales taxes, researchers also estimate these student purchases resulted in the collection of \$4.61 million by local governments.

Table 8: 2023 University of Arkansas Estimated Spending by Students

2023 University of Arkansas Estimated Spending by Students						
Category	Freshmen	Other Undergraduates	Graduate Students	Law Students	All Students (Millions)	Percentage
Bars and nightclubs	-	\$6,683,775	\$1,144,329	\$178,521	\$8.01	1.41%
Books*	\$1,105,518	\$5,842,765	\$801,233	\$367,103	\$8.12	1.43%
Cable Television	\$235,022	\$1,270,111	\$410,598	\$14,767	\$1.93	0.34%
Cell Phone (479 area code)	\$1,306,914	\$5,583,630	\$1,808,783	\$109,397	\$8.81	1.55%
Clothing	\$4,109,244	\$12,231,429	\$2,691,967	\$342,915	\$19.38	3.40%
Electric	\$1,443,082	\$11,856,987	\$4,207,778	\$323,008	\$17.83	3.13%
Entertainment, Recreation, and Sports	\$1,791,979	\$7,051,394	\$1,301,037	\$148,725	\$10.29	1.81%
General Merchandise	\$2,861,449	\$13,716,808	\$3,106,210	\$325,191	\$20.01	3.51%
Groceries	\$7,821,132	\$43,306,509	\$16,156,663	\$1,189,284	\$68.47	12.03%
Internet	\$883,691	\$4,941,884	\$2,060,521	\$170,558	\$8.06	1.42%
Landline	\$31,982	\$326,152	\$21,137	-	\$0.38	0.07%

Laundry/Dry Cleaning	\$1,152,333	\$2,251,822	\$513,855	\$39,814	\$3.96	0.70%
Live performances	\$722,025	\$2,567,001	\$568,520	\$44,951	\$3.90	0.69%
Local transit	\$954,624	\$3,733,074	\$443,397	\$122,653	\$5.25	0.92%
Medical and Dental out of pocket	\$1,475,548	\$8,084,909	\$3,187,114	\$333,282	\$13.08	2.30%
Mortgage	\$2,879,378	\$18,772,511	\$10,814,031	\$658,858	\$33.12	5.82%
Motor Vehicle Purchases, repair, fuel	\$8,200,558	\$37,776,742	\$6,442,743	\$470,705	\$52.89	9.29%
Museum visits	\$113,876	\$249,243	\$150,634	\$6,422	\$0.52	0.09%
Natural Gas and/or Heating Oil	\$612,995	\$2,463,912	\$892,625	\$79,628	\$4.05	0.71%
Non-university meal plan	\$889,205	\$5,669,666	\$540,580	\$38,530	\$7.14	1.25%
Other personal services (salons, barber shop, beauty shop, fitness)	\$431,277	\$1,737,060	\$184,648	\$27,870	\$2.38	0.42%
Estimated monthly utility payment if not included in rent	\$1,918,939	\$8,315,162	\$3,106,938	\$227,968	\$13.57	2.38%
Pharmacy (prescription or nonprescription)	\$1,365,548	\$3,761,582	\$1,857,166	\$82,582	\$7.07	1.24%
Rent for a NON-University Owned Property	\$27,869,687	\$143,510,974	\$34,817,124	\$3,928,620	\$210.13	36.91%
Restaurants	\$4,259,464	\$17,900,476	\$6,095,800	\$506,024	\$28.76	5.05%
University sporting events	\$823,787	\$2,741,998	\$394,806	\$55,868	\$4.02	0.71%
Water and Sewer	\$1,025,857	\$5,321,833	\$1,713,442	\$187,511	\$8.25	1.45%
Total	\$76,285,114	\$377,669,407	\$105,433,681	\$9,980,757	\$569.37	100%

Source: Center for Business and Economic Research Calculations

Property and Vehicle Tax Payments by Students of the University of Arkansas

Students that reside in Northwest Arkansas contribute significant amounts to local taxes. Specifically, students pay property taxes on real estate and personal property, sales and use taxes, and utility taxes, among others. Researchers from the Center for Business and Economic Research were able to estimate some real estate and personal property taxes based on information from surveys.

The tables below show the estimated real estate and personal property taxes paid in Washington County and Northwest Arkansas by students at the University of Arkansas. Respondents to the surveys were asked to estimate the value of their houses and vehicles registered in Northwest Arkansas. Analysis of survey results indicate that 4.60 percent, or 1,480 students, own houses in Northwest Arkansas. These 1,480 students paid an estimated \$4.56 million in real estate taxes (or 0.88 percent of total real estate tax collections) to Benton and Washington counties in Arkansas. Students in Washington County paid \$3.79 million in real estate taxes which represented 1.86 percent of the total county real estate tax collections. Additionally, similar estimates from the survey show that students at the University of Arkansas own 13,713 vehicles that are registered in Benton and Washington counties in Northwest Arkansas. The personal property taxes associated with these vehicles amounted to \$2.87 million across the two counties or 1.76 percent of the total personal property taxes collected. Of the cars registered in Northwest Arkansas, 88.25 percent were registered in Washington County. These 12,101 cars registered in Washington County paid nearly \$2.42 million in personal property taxes or 3.67 percent of the total personal property taxes collected. The taxes collected from students at the University of Arkansas contribute a significant portion towards the local cost of education and other services rendered by the cities and counties in the area.

Table 9: 2023 University of Arkansas Student Property Taxes in Washington County

2023 University of Arkansas Student Property Taxes in Washington County		
Tax Category	Property Taxes Paid in Washington County	% of Respective Taxes Collected in Washington County
Houses of Students	\$ 3,792,261.50	1.86%
Vehicles of Students	\$ 2,419,397.07	3.67%

Source: Center for Business and Economic Research Estimates

Table 10: 2023 University of Arkansas Student Property Taxes in Northwest Arkansas

2023 University of Arkansas Student Property Taxes in Northwest Arkansas		
Tax Category	Property Taxes Paid in Northwest Arkansas	% of Respective Taxes Collected in Northwest Arkansas
Houses of Students	\$ 4,560,868.89	0.88%
Vehicles of Students	\$2,868,132.59	1.76%

Source: Center for Business and Economic Research Estimates

Impact of New Non-University Student Housing

The student body at the University of Arkansas grew 17.0 percent from 27,558 in 2018 to 32,251 in 2023. With this growth came an increased need for housing in Fayetteville that was convenient for students. While the University built new residence halls to accommodate more students, private companies also responded to the increased enrollment by building several large-scale apartment complexes. These large-scale apartment complexes built since 2019 are worth almost \$209 million and more than 1.5 million square feet in additional student housing space. While the impacts associated with the construction of these apartment complexes are not included in the University’s economic impact, their construction occurred as a direct result of the increased enrollment at the University. The table below lists the new large-scale apartment complexes, and their value as determined by the county property assessment.

Table 11: 2023 New Non-University Student Housing

2023 University of Arkansas Student Property Taxes in Northwest Arkansas				
Name	Year built	Square Feet	Number of Units	Property Value
The Retreat at Fayetteville	2023	312,751	585	\$44,430,507
Aspen Heights	2021	262,265	687	\$32,263,868
The Marshall	2021	316,846	647	\$59,120,582
The Locale Fayetteville	2019	455,449	652	\$46,130,936
Cottages at Hollywood	2019	246,881	652	\$28,049,078
Total		1,594,192	3,223	\$209,994,971

Source: Center for Business and Economic Research, Washington County

Economic Activity Generated by Visitors Affiliated with the University of Arkansas

To accurately portray some of the indirect spending associated with the University of Arkansas, researchers from the Center for Business and Economic Research estimated expenditures of visitors affiliated with the University of Arkansas. The University of Arkansas attracts many visitors to Northwest Arkansas through five major categories identified by researchers at the Center. The categories of visitors are visitors to various athletic events, visitors to students, visitors to the Office of Admissions, visitors to the Garvan Woodland Gardens, and visitors to the various camps and conferences at the University of Arkansas⁶. Spending information was not available for visitors to camps and conferences at the University of Arkansas. Visitors included in the estimation come from outside the Fayetteville-Springdale-Rogers MSA, as spending by residents does not add to the total expenditures in the area. Similar adjustments were made for visitors to athletic events and visitors to the Gardens in Hot Springs. Spending by local visitors typically replaces other spending in the local area.

Spending by Visitors to Students of the University of Arkansas

Students at the University of Arkansas were surveyed during the Fall of 2023 to determine the number of their visitors and their duration of stay. The survey asked respondents about the number of visitors in the past year, their length of stay in a Northwest Arkansas hotel or motel, and the total spent on a variety of activities. The average number of visitor nights was calculated from the respondents to the surveys as well as the percentage of students that had visitors who stayed in local hotels or motels. A short summary of the survey results is in the table below.

The percentage of the survey respondents who had visitors staying in local hotels and motels was multiplied by the entire local student body to estimate the total number with overnight visitors in local hotels and motels. This figure was then multiplied by the average number of visitor nights obtained from survey respondents to estimate the total visitor nights spent in Northwest Arkansas hotels and motels by guests. Spending by these visitors on hotels was assumed to be \$98 per night, which is the per diem expenditure for the region for a hotel stay⁷. To estimate the total amount spent on other activities, researchers multiplied the percentage of survey respondents participating in each category by the total local student body. This figure was then multiplied by the average dollar spent on each activity. The total visitor expenditure is calculated by adding the cost of staying in hotels with the amount spent on other activities. Visitors to the University of Arkansas spent \$45.9 million on the local economy, spending \$12.7 million on hotels, \$6.2 million on recreation, \$9.8 million in retail, \$1.3 million for transportation and \$15.9 million in restaurants and bars.

Table 12: 2023 University of Arkansas Students' Visitor Expenditure

2023 University of Arkansas Student Visitor Spending					
	Freshmen	Other Undergraduates	Graduate Students	Law Students	Total
Students with Visitors	4,361	15,429	2,895	342	23,027
Hotel Room Nights	5,452	53,247	3,644	268	62,611
Total Visitor Expenditures	\$4,204,651	\$34,518,236	\$6,259,789	\$917,726	\$45,900,402

Source: Center for Business and Economic Research Survey Data

In 2023, University of Arkansas students' visitor expenditures generated an economic impact of \$74.4 million on the local economy of Northwest Arkansas. The students' visitor expenditures had an employment impact of 811 jobs in NWA with an associated labor impact of \$25.2 million. Taxes generated from students' visitor expenditures contributed nearly \$6.2 million to state and local governments.

Table 13: 2023 University of Arkansas Students' Visitor Expenditure Economic Impact

2023 University of Arkansas Students' Visitor Expenditure Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	634	\$15,883,294	\$22,769,711	\$41,710,506
Indirect Effect	89	\$5,037,823	\$8,446,201	\$17,552,345
Induced Effect	89	\$4,274,771	\$8,374,751	\$15,145,084
Total Effect	811	\$25,195,888	\$39,590,663	\$74,407,935

Table 14: 2023 University of Arkansas Students' Visitor Expenditure Tax Impact

2023 Estimated State and Local Taxes Generated by University of Arkansas Students' Visitor Expenditure				
Impact Type	Local	State	Federal	Total
Direct Effect	\$1,087,316	\$3,347,396	\$3,603,659	\$8,038,372
Total Effect	\$1,474,877	\$4,706,204	\$5,834,087	\$12,015,168

Spending by Visitors to the University of Arkansas Office of Admissions and Graduation Ceremonies

Parents, guardians, and siblings of students from around the state and surrounding regions visit the University of Arkansas as high school students decide on which university to attend. Families of graduating students also visit the University for graduation ceremonies. The admissions process and graduation ceremonies in total brought 48,590 visitors to campus in the 2022-23 academic year. The purpose of these visits is Admissions Campus Visit Attendance, Preview Day Visit Attendance, Orientation Visitors, Visitors during the Move-in days and attending Graduation ceremonies (the estimated visitors for the fall and spring graduation ceremonies for the 22-23 academic year).

For planning purposes, the University of Arkansas Admissions office assumes each visitor represents 1.5 people (to account for students who may or may not attend with parents/guardians/siblings). Researchers from the Center for Business and Economic Research used the same multipliers to estimate the impact of the Office of Admissions. Researchers use a multiplier of 2 for graduation guests attending Graduation Ceremonies held at the University of Arkansas. The figure does not include visitors that did not use the Office of Admissions official tour for a visit to the University⁸.

When estimating overnight stays, researchers from the Center used a conservative assumption that only visitors coming from distances greater than 150 miles would spend the night in Northwest Arkansas. Using the per diem expenditure of \$157, researchers estimate that the 31,499 overnight visitors to the Office of Admissions spent approximately \$4.9 million in the local economy. The 17,092 visitors coming from distances of 150 or fewer miles were assumed to have only spent money on lunch and incidentals valued at \$20⁹. These visitors spent a total of \$341,820 in the local economy. Overall, visitors spent \$5.3 million on the local economy.

Table 15: 2023 University of Arkansas Students' Visitor to the Office of Admissions and Graduation Ceremonies

2023 Visitor Information from the Office of Admissions and Graduation Ceremonies						
Distance from the University of Arkansas	Number of Visitors to Office of Admissions	Number of Visitors to Graduation Ceremonies	Per Diem Rate \$	Office of Admissions Visitor Spending	Graduation Ceremonies Visitors' Spending	Total Spending
50 miles or fewer miles	6,896	3,027	\$20	\$281,280	\$60,540	\$341,820
51-150 miles	7,169					
151-300 miles	16,245	8387	\$157	\$3,628,584	\$1,316,759	\$4,945,343
301 or more miles	6,867					
Total	37,176	11,414		\$3,909,864	\$1,377,299	\$5,287,163

Source: University of Arkansas Office of Admissions

In 2023, University of Arkansas students' visitor to the office of admissions and graduation ceremonies expenditures generated an economic impact of \$8.9 million on the local economy in the state of Arkansas. The students' visitor to the office of admissions and graduation ceremonies expenditures had an employment impact of 73 jobs in Arkansas with an associated labor impact of \$2.6 million. Taxes generated from students' visitor to the office of admissions and graduation ceremonies expenditures contributed nearly \$0.7 million to state and local governments.

Table 16: 2023 University of Arkansas Students' Visitor to the Office of Admissions and Graduation Ceremonies Economic Impact

2023 University of Arkansas Students' Visitor to the Office of Admissions and Graduation Ceremonies Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	54	\$1,553,576	\$2,948,677	\$5,301,420
Indirect Effect	11	\$619,880	\$1,016,594	\$2,083,866
Induced Effect	9	\$442,614	\$867,152	\$1,568,129
Total Effect	74	\$2,616,070	\$4,832,423	\$8,953,415

Table 17: 2023 University of Arkansas Students' Visitor to the Office of Admissions and Graduation Ceremonies Tax Impact

2023 Estimated State and Local Taxes Generated by University of Arkansas Students' Visitor to the Office of Admissions and Graduation Ceremonies Tax Impact				
Impact Type	Local	State	Federal	Total
Direct Effect	\$110,668	\$350,135	\$377,267	\$838,070
Total Effect	\$154,736	\$504,196	\$631,080	\$1,290,012

Spending by University of Arkansas Conference Attendees

Further demonstrating how the University of Arkansas impacts the local economy, is the effect of conferences and camps whose participants are housed on campus. There is a wide range of programs that use housing on the University Campus. There are academic programs, arts programs, athletic programs, and the Walmart Shareholders event. Visitors come to the University of Arkansas from all over the world to participate in the programs that are offered. Participants at the camps and conferences pay for housing and meals with the University and the impact of this is captured within the University's spending. In addition to this, camp and conference attendees in many instances spend additional money off campus in the local economy as part of their travel.

Data gathered from University Housing¹⁰, shown in the table below, lists the number of participants by camp or conference. In all, during the 2022-23 academic year, total attendance was approximately 12,650 guests. This includes the Walmart shareholders conference as well as approximately 2,000 overnight guests that participated in the new student orientation. Total bed nights in 2023 were approximately 64,425.

Conference Services calculate their total summer business by multiplying guest count and number of nights¹¹. If these attendees spent a conservative estimate of \$18 per day in the local economy during their stay, then the total spending of visitors to conferences and camps hosted by University Housing can be estimated at \$1,159,650.

In 2023, University of Arkansas conference attendees generated an economic impact of \$2.1 million in the state of Arkansas. The conference attendees had an employment impact of 18 jobs with an associated labor impact of \$0.6 million. Taxes generated from students' visitor expenditures contributed nearly \$131,565 to state and local governments.

Table 18: 2023 University of Arkansas Conference Attendees Economic Impact

2023 University of Arkansas Conference Attendees Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	13	\$350,134	\$564,497	\$1,153,917
Indirect Effect	3	\$156,874	\$257,393	\$528,332
Induced Effect	2	\$104,296	\$204,331	\$369,507
Total Effect	18	\$611,304	\$1,026,221	\$2,051,756

Table 19: 2023 University of Arkansas Conference Attendees Tax Impact

2023 University of Arkansas Conference Attendees Estimated State and Local Tax Impact				
Impact Type	Local	State	Federal	Total
Direct Effect	\$20,081	\$64,683	\$82,333	\$167,097
Total Effect	\$30,395	\$101,170	\$144,551	\$276,116

Spending by Visitors to the University of Arkansas Garvan Woodland Gardens

Part of the Fay Jones School of Architecture, Garvan Woodland Gardens is a 210-acre botanical garden located in Hot Springs, Arkansas, that attracts visitors from all over the world¹². To estimate the number of visitors from within a certain distance of the Gardens, researchers at the Center multiplied the ratio of visits in each category, obtained from zip-code data (last collected in 2017), with the total number of visitors over one year. In all, there were 194,333 visitors to Garvan Woodland Gardens between July 2022 to June 2023¹³.

When estimating overnight stays, researchers from the Center used a conservative assumption that only visitors coming from distances greater than 150 miles would spend the night in Garland County. Using the per diem expenditure of \$167 for Hot Springs, researchers estimate that the 61,251 overnight visitors to Garvan Woodland Gardens spent approximately \$10.2 million in the local economy. The 133,081 visitors coming from distances 150 miles or fewer were assumed to have only spent money on lunch and incidentals valued at \$21¹⁴. These visitors spent a total of approximately \$2.8 million on the local economy. Overall, visitors to the Garvan Woodland Gardens spent \$13 million in the local economy.

Table 20: 2023 Visitor Information from Garvan Woodland Gardens

2023 Visitor Information from Garvan Woodland Gardens			
Distance from Garvan Woodland Gardens	Number of Visitors	Spending	Total Spending
50 or fewer miles	97,893	\$21.00	\$2,055,762.06
51-150 miles	35,188	\$21.00	\$738,957.86
151-300 miles	25,895	\$167.00	\$4,324,490.08
300 or more miles	35,356	\$167.00	\$5,904,443.46
Total	194,333		\$13,023,653.46

Source: Garvan Woodland Gardens

In 2023, Garvan Woodland Gardens Visitors generated an economic impact of \$22.2 million in the state of Arkansas. The visitors had an employment impact of 185 jobs with an associated labor impact of \$6.5 million. Taxes generated from students' visitor expenditures contributed nearly \$1.6 million to state and local governments.

Table 21: 2023 Garvan Woodland Gardens Visitors' Expenditure Economic Impact

2023 Garvan Woodland Gardens Visitors' Expenditure Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	135	\$3,844,808	\$7,106,048	\$13,041,825
Indirect Effect	27	\$1,566,925	\$2,569,970	\$5,269,418
Induced Effect	23	\$1,104,074	\$2,163,056	\$3,911,603
Total Effect	185	\$6,515,807	\$11,839,074	\$22,222,847

Source: Center for Business and Economic Research Survey Data

Table 22: 2023 Garvan Woodland Gardens Visitors' Expenditure Tax Impact

2023 Garvan Woodland Gardens Visitors' Expenditure Estimated State and Local Tax Impact				
Impact Type	Local	State	Federal	Total
Direct Effect	\$264,586	\$839,304	\$928,514	\$2,032,405
Total Effect	\$374,376	\$1,223,955	\$1,566,247	\$3,164,577

Source: Center for Business and Economic Research Survey Data

Spending by Visitors at Razorback Athletic Events

One of the most visible kinds of visitors to the University of Arkansas campus are ones who come to enjoy Razorback athletic events. Nearly 942,680 fans attended home baseball, basketball, and football games during the 2023-24 season and about 559,864 of those fans were visitors whose homes were outside Northwest Arkansas. These fans generate substantial expenditures at gas stations, restaurants, hotels, and retail stores, providing an important stimulus to the Northwest Arkansas economy. This section of the report captures the off-campus Northwest Arkansas spending of fans associated with home baseball, basketball, and football games during the 2023-24 academic years. The spending estimates of fans attending these games do not include any expenditures made in purchasing tickets to the games or merchandise, and concessions purchased at the stadiums and arenas, as these expenditures are captured in other sections. In addition, the spending by fans attending other sports such as women's basketball, soccer, gymnastics, and other sports is not captured in this study.

Estimating spending in Northwest Arkansas by visitors at the home games was achieved through the collection of primary data from visitors in the form of survey responses. Researchers from the Center conducted a detailed study measuring the off-campus spending of fans using the most up-to-date data available.

Visitors to home football games were surveyed in the parking lots and tailgating venues during the three hours before each home game in the fall of 2023 and were surveyed by email in the week following a game. Researchers from the Center for Business and Economic Research developed a survey instrument that captured the economic activities of visitors to the home games and University of Arkansas students surveyed people at the games using this survey instrument. A copy of the survey instrument is provided in the Appendix.

The students surveyed basketball patrons for an hour prior to the game and during a part of the game, as well. Basketball visitors were surveyed near the parking lots prior to the game and in the arena/stadium concourses during a part of the games. Visitors to baseball games during the 2023-24 season were surveyed by email.

The data collected during the survey process included the origin (hometown) of the game attendee (only patrons from outside Northwest Arkansas were given the full survey), the size of the attending party, the lodging arrangements of the party, the meals eaten by the party, other plans for each party and the total spending by visitors to the area. For all three sports, fan spending was estimated using survey responses and attendance records for the 2023-24 academic year¹⁵. The extrapolated data on visitor spending are presented separately for each sport surveyed.

Spending by Visitors to Razorback Baseball Games

The Center for Business and Economic Research surveyed visitors to baseball games online, for regular season games against six opponents, and the NCAA Regional tournament that was hosted in Fayetteville. The range of games surveyed allowed researchers from the Center to get spending data for various days of the week and this information was used to extrapolate spending estimates for games that were not surveyed based on the day of the week. Surveyors were also able to collect information on conference and non-conference games, so spending patterns from these types of games were also used when extrapolating spending for games that were not surveyed. Both non-conference and conference games were played on several days of the week, including weekends. In all, there were 36 game days against 16 different opponents in Fayetteville during the 2023-2024 regular season, and six games in the NCAA Regional tournament. Short summaries are provided for each of the individual games surveyed, followed by detailed tables on spending estimates for every home basketball game.

Summary of Survey Results: Non-Conference Games

According to information gathered by the Center for Business and Economic Research, 48.1 percent of game attendees were from outside Northwest Arkansas. This means that of the 112,974 individuals who attended the games, **54,326 were from outside Northwest Arkansas**. The average visitor from outside Northwest Arkansas was estimated to spend \$92.61 during the visit. Center researchers estimate that these individuals spent over \$10.4 million in the Northwest Arkansas economy. The out-of-region visitors used 38,068 hotel or motel room nights.

Summary of Survey Results: Conference Games

According to information gathered by the Center for Business and Economic Research, 54.8 percent of game attendees were from outside Northwest Arkansas. This means that of the 42,809 individuals who attended the game, **23,449 were from outside Northwest Arkansas**. The average visitor from outside Northwest Arkansas was estimated to spend \$147.89 during the visit. Center researchers estimate that these individuals spent over \$6.3 million in the Northwest Arkansas economy. The out-of-region visitors used 33,064 hotel or motel room nights.

2023-2024 Attendance at Razorback Baseball Games

Using the information from the surveys above, researchers from the Center were able to provide estimates of the number of visitors at home baseball games that came from outside Northwest Arkansas. In all, of the 155,783 attendees at all home baseball games during the 2023-2024 season, 77,775 or 49.9 percent of attendees came from outside Northwest Arkansas.

Table 23: 2023-24 Attendance at Razorback Baseball Games

2023-2024 Attendance at Razorback Baseball Games					
Date	Opponent	Attendees from NWA	Attendees from Outside NWA	Percentage from Outside NWA	Total Attendees
Feb.16-19	James Madison	3,987	5,340	57.25	9327
Feb. 27	Grambling	5,036	3,877	43.50	8913
Mar. 1-3	Murray State	4,226	5,660	57.25	9,886
Mar. 5	UCA	5,056	3,892	43.50	8948
Mar. 9 -10	McNeese (DH)	4,226	5,660	57.25	9,886
Mar. 12	Oral Roberts	5,312	4,089	43.50	9401
Mar. 15 - 17	Missouri	4,719	5,417	53.44	10,136
Mar. 26	Little Rock	4,824	3,713	43.50	8537
Mar. 28 - 30	LSU	4,985	6,050	54.83	11,035
Apr. 2	Arkansas State	5,078	3,910	43.50	8988
Apr. 4 - 6	Ole Miss	4,762	6,121	56.24	10,883
Apr. 9 - 10	San Jose State	4,958	3,816	43.50	8774
Apr. 16 - 17	Texas Tech	5,485	4,222	43.50	9,707
Apr. 26 - 27	Florida	4,894	5,861	54.50	10755
Apr. 30 - May 1	Missouri State	5,567	4,285	43.50	9,852
May 10 - 12	Mississippi State	4,894	5,861	54.50	10755
Total		78,008	77,775		155,783

Source: Center for Business and Economic Research Surveys and Estimates
(DH) Indicates doubleheader

Spending by Visitors to Razorback Baseball Games

Data collected from the surveys provided per person estimates of spending by visitors from outside Northwest Arkansas. On average, visitors at non-conference games spent \$92.61, and visitors at conference games spent \$147.89. When these data are extrapolated to reflect the spending patterns of 77,775 visitors from outside Northwest Arkansas, the visitors spent \$ \$16,793,103.59 in the Northwest Arkansas economy or an average of \$ \$1,049,568.97. This spending only includes the expenditures of attendees outside the football stadium and, as such, does not include spending on tickets, merchandise, and concessions.

Table 24: 2023-24 Spending by Visitors at Razorback Baseball Games

2023-2024 Spending by Visitors at Razorback Baseball Games			
Date	Opponent	Average Spending Per Person	Total Spending for all Visitors
Feb.16 - 19	James Madison	\$263.93	\$1,409,319.28
Feb. 27	Grambling	\$144.71	\$561,011.49
Mar. 1 - 3	Murray State	\$263.93	\$1,493,784.76
Mar. 5	UCA	\$144.71	\$563,214.49
Mar. 9 - 10	McNeese (DH)	\$263.93	\$1,493,784.76
Mar. 12	Oral Roberts	\$144.71	\$591,727.70
Mar. 15 - 17	Missouri	\$216.11	\$1,170,558.57
Mar. 26	Little Rock	\$144.71	\$537,344.90
Mar. 28 - 30	LSU	\$349.74	\$2,115,980.88
Apr. 2	Arkansas State	\$144.71	\$565,732.22
Apr. 4 - 6	Ole Miss	\$258.33	\$1,581,265.70
Apr. 9 - 10	San Jose State	\$144.71	\$552,262.40
Apr. 16 -17	Texas Tech	\$144.71	\$610,988.27
Apr. 26 - 27	Florida	\$249.60	\$1,463,006.58
Apr. 30 - May 1	Missouri State	\$144.71	\$620,115.02
May 10 - 12	Mississippi State	\$249.60	\$1,463,006.58
Total			\$16,793,103.59

Source: Center for Business and Economic Research Surveys and Estimates
(DH) Indicates doubleheader.

The direct expenditure from Razorback Baseball Games Visitors' Expenditure at the University of Arkansas created additional economic activity within the state of Arkansas. In 2024, Razorback Football Games Visitors' Expenditure generated an economic impact of \$23.9 million in Arkansas and had an employment impact of 226 jobs in Arkansas with an associated labor impact of \$7.4 million. Taxes generated from Razorback Football Games Visitors' Expenditure contributed \$1.92 million to state and local governments.

Table 25: 2023-24 Razorback Baseball Games Visitors' Expenditure Economic Impact in Arkansas

2023-2024 Razorback Baseball Games Visitors' Expenditure Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	170	\$4,477,131	\$7,560,064	\$13,744,387
Indirect Effect	30	\$1,691,008	\$2,781,954	\$5,743,378
Induced Effect	26	\$1,255,217	\$2,459,148	\$4,447,094
Total Effect	226	\$7,423,356	\$12,801,166	\$23,934,859

Table 26: 2023-24 Estimated State and Local Taxes Generated by Razorback Baseball Games Visitors' Expenditure

2023-2024 Estimated State and Local Taxes Generated by Razorback Baseball Games Visitors' Expenditure				
Impact Type	Local	State	Federal	Total
Direct Effect	\$338,775	\$1,046,517	\$1,052,251	\$2,437,542
Total Effect	\$457,654	\$1,465,179	\$1,755,253	\$3,678,085

Spending by Visitors to NCAA Regional Baseball Games

Summary of Survey Results: NCAA Regional Games

According to information gathered by the Center for Business and Economic Research, 58 percent of game attendees were from outside Northwest Arkansas. This means that of the 15,434 individuals who attended the games, **8,952 were from outside Northwest Arkansas**. The average visitor from outside Northwest Arkansas was estimated to spend \$244.69 during the visit. Center researchers estimate that these individuals spent a total of \$2,190,511 in the Northwest Arkansas economy.

Table 27: 2023-24 Spending at NCAA Regional Baseball Games

2023-2024 Spending at NCAA Regional Baseball Games					
Date	Game	Attendees from NWA	Attendees from Outside NWA	Percentage from Outside NWA	Total Attendees
May 31 – Jun. 2	NCAA Regional Games	6,482	8,952	58 %	15,434

Source: Center for Business and Economic Research Surveys and Estimates

The direct expenditure from the NCAA Regional Baseball Games Visitors' Expenditure at the University of Arkansas created additional economic activity within the state of Arkansas. In 2024, the NCAA Regional Baseball Games Visitors' Expenditure generated an economic impact of \$3.2 million in Arkansas and had an employment impact of 28 jobs in Arkansas with an associated labor impact of \$954,523. Taxes generated from the NCAA Regional Baseball Games Visitors' Expenditure contributed \$267,880 to state and local governments.

Table 28: 2023-24 NCAA Regional Baseball Games Visitors' Expenditure Economic Impact in Arkansas

2023-2024 NCAA Regional Baseball Games Visitors' Expenditure Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	21	\$586,401	\$1,120,183	\$1,890,943
Indirect Effect	4	\$207,561	\$341,133	\$702,570
Induced Effect	3	\$160,561	\$314,563	\$568,848
Total Effect	28	\$954,523	\$1,775,878	\$3,162,361

Table 29: 2023-24 Estimated State and Local Taxes Generated by NCAA Regional Baseball Games Visitors' Expenditure

2023-2024 Estimated State and Local Taxes Generated by NCAA Regional Baseball Games Visitors' Expenditure				
Impact Type	Local	State	Federal	Total
Direct Effect	\$48,547	\$149,966	\$141,638	\$340,151
Total Effect	\$64,003	\$203,877	\$229,667	\$497,547

Spending by Visitors to Razorback Football Games

Students from the Center for Business and Economic Research were present at tailgating areas for three hours before each home football game to survey patrons that would be attending the games. Also, online surveys were sent later to the attendees from outside of NWA. In all, there were six game days with home football games in Fayetteville during the 2023-24 season. Short summaries are provided for conference and non-conference games, followed by detailed tables on spending estimates for each home football game.

Summary of Survey Results: Non-Conference Games

According to information gathered by the Center for Business and Economic Research, 75.4 percent of game attendees were from outside Northwest Arkansas. This means that of the 209,436 individuals who attended the games, **157,806 were from outside Northwest Arkansas**. The average visitor from outside Northwest Arkansas spent \$237.48 during the visit. Center researchers estimate that these individuals spent a total of \$37,475,344.40 in the Northwest Arkansas economy. The out-of-region visitors used **105,316 hotel or motel room nights**.

Summary of Survey Results: Conference Games

According to data collected by the Center for Business and Economic Research, 71.7 percent of game attendees were from outside Northwest Arkansas. This means that of the 203,385 individuals who attended the game, **145,820 were from outside Northwest Arkansas**. The average visitor from outside Northwest Arkansas spent \$214.37 during the visit. Center researchers estimate that these individuals spent a total of \$31,260,241.36 in the Northwest Arkansas economy. The out-of-region visitors used **72,112 hotel or motel room nights**.

Attendance at Razorback Football Games

Using the information above, researchers from the Center were able to provide estimates of the number of visitors at home football games that came from outside Northwest Arkansas. In all, of the 412,821 attendees at all football games held in Fayetteville during the 2023 season, 303,627 or 73.5 percent of attendees came from outside Northwest Arkansas.

Table 30: 2023 Attendance at Razorback Football Games

2023 Attendance at Razorback Football Games					
Game Date	Opponent	Attendees from NWA	Attendees from Outside NWA	Percentage from Outside NWA	Total Attendees
9-Sep	Kent State	16,958	56,215	76.8%	73,173
16-Sep	BYU	16,414	58,407	78.1%	74,821
21-Oct	Mississippi State	22,352	49,153	68.7%	71,505
11-Nov	Auburn	14,929	57,104	79.3%	72,033
18-Nov	Florida International	18,258	43,184	70.3%	61,442
24-Nov	Missouri	20,283	39,564	66.1%	59,847
Total		109,194	303,627	73.5 %	412,821

Source: Center for Business and Economic Research Surveys and Estimates

Spending by Visitors to Razorback Football Games

Data collected from the surveys provided per person estimates of spending by visitors from outside Northwest Arkansas. On average, visitors at non-conference games spent \$237.48, and visitors at conference games spent \$214.37. When these data are extrapolated to reflect the spending patterns of 303,627 visitors from outside Northwest Arkansas, the visitors spent \$68,735,585.77 in the Northwest Arkansas economy or an average of \$11,455,930.96 per game. This spending only includes the expenditures of attendees outside the football stadium and, as such, does not include spending on tickets, merchandise, and concessions.

Table 31: 2023 Spending by Visitors at Razorback Football Games

2023 Spending by Visitors at Razorback Football Games			
Date	Opponent	Average Spending Per Person	Total Spending for all Visitors
9-Sep	Kent State	\$239.94	\$13,488,206.09
16-Sep	BYU	\$262.33	\$15,321,815.22
21-Oct	Mississippi State	\$223.15	\$10,968,592.26
11-Nov	Auburn	\$247.17	\$14,114,616.66
18-Nov	Florida International	\$200.66	\$8,665,323.09
24-Nov	Missouri	\$156.13	\$6,177,032.44
Average		\$226.38	\$11,455,930.96
Total			\$68,735,585.77

Source: Center for Business and Economic Research Surveys and Estimates

A detailed look at the visitor spending by classification shows that out of the total \$68.7 million spent by visitors in the Northwest Arkansas economy, \$24.5 million was spent on accommodation, \$18.3 million was spent on meals, and \$26 million was spent on other activities.

Out of the other activities, we highlight a specific activity that visitors took part in while in Northwest Arkansas, which is how many of them were interested in using bicycles for leisure. 50,098 visitors used bicycles for leisure, which was 16.5 percent of total visitors.

The direct expenditure from Razorback Football Games Visitors' Expenditure at the University of Arkansas created additional economic activity within the state of Arkansas. In 2023, Razorback Football Games Visitors' Expenditure generated an economic impact of \$99.8 million in Arkansas and had an employment impact of 936 jobs in Arkansas with an associated labor impact of \$30.8 million. Taxes generated from Razorback Football Games Visitors' Expenditure contributed nearly \$8.02 million to state and local governments.

Table 32: 2023 Razorback Football Games Visitors' Expenditure Economic Impact in Arkansas

2023 Razorback Football Games Visitors' Expenditure Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	705	\$18,631,940	\$31,771,971	\$57,508,372
Indirect Effect	123	\$7,020,278	\$11,549,829	\$23,840,602
Induced Effect	108	\$5,218,201	\$10,223,199	\$18,487,500
Total Effect	936	\$30,870,419	\$53,544,998	\$99,836,474

Table 33: 2023 Estimated State and Local Taxes Generated by Razorback Football Games Visitors' Expenditure

2023 Estimated State and Local Taxes Generated by Razorback Football Games Visitors' Expenditure				
Impact Type	Local	State	Federal	Total
Direct Effect	\$1,415,536	\$4,374,770	\$4,388,119	\$10,178,425
Total Effect	\$1,910,695	\$6,117,456	\$7,308,879	\$15,337,031

In addition, using data provided by the Athletic Department, visitors and residents paid \$123,526 in sales taxes to the state and local governments on the purchases of merchandise and concessions while inside the stadium. The state sales tax of 6.5 percent is used, and the local sales tax rate used is from Fayetteville, since all merchandise and concession rates were made in Fayetteville. The local merchandise tax rate is 3.25 percent which reflects the Washington County and Fayetteville sales tax rate, and the local concessions tax rate is 5.25 percent which reflects the Washington County, Fayetteville sales tax rate, and the Fayetteville prepared food tax.

Table 34: 2023 Sales Tax Paid on Concessions and Merchandise at Razorback Football Games

2023 Sales Tax Paid on Concessions and Merchandise at Razorback Football Games						
Game Date	Opponent	Concession State Sales Taxes	Concession Local Sales Taxes	Merchandise State Sales Taxes	Merchandise Local Sales Taxes	Total
SEP. 9	Kent State	\$5,831	\$4,709	\$8,112	\$4,056	\$22,709
SEP. 16	BYU	\$7,692	\$6,212	\$7,281	\$3,641	\$24,826
OCT. 21	Mississippi State	\$6,120	\$4,943	\$7,405	\$3,702	\$22,170
NOV. 11	Auburn	\$6,012	\$4,856	\$7,553	\$3,776	\$22,197
NOV. 18	Florida International	\$3,480	\$2,810	\$4,951	\$2,475	\$13,716
NOV. 24	Missouri	\$4,254	\$3,436	\$6,811	\$3,406	\$17,907
Total		\$33,388	\$26,967	\$42,113	\$21,057	\$123,526
*Local sales tax rate of 5.25 percent is used on concessions and 3.25 percent on merchandise.						

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

Spending by Visitors to Razorback Basketball Games

Students from the Center for Business and Economic Research were present at ten basketball games to survey patrons that were attending the games. Also, online surveys were sent to attendees from outside of NWA. The range of games surveyed allowed researchers from the Center to get spending data for various days of the week and this information was used to extrapolate spending estimates for games that were not surveyed based on the day of the week. Surveyors were also able to collect information on conference and non-conference games, so spending patterns from these types of games were also used when extrapolating spending for games that were not surveyed. Non-conference games were played on several days of the week whereas conference home games were played on both weekends and weekdays. In all, there were 20 gamedays with home basketball games in Fayetteville during summaries are provided for each of the individual games surveyed, followed by detailed tables on spending estimates for every home basketball game.

Summary of Survey Results: Non-Conference Games

According to information gathered by the Center for Business and Economic Research, 48.3 percent of game attendees were from outside Northwest Arkansas. This means that of the 185,842 individuals who attended the games, **89,774 were from outside Northwest Arkansas**. The average visitor from outside Northwest Arkansas was estimated to spend \$38.25 during the visit. Center researchers estimate that these individuals spent a total of **\$7,108,125.54** in the Northwest Arkansas economy. **The out-of-region visitors used 28,924 hotel or motel room nights.**

Summary of Survey Results: Conference Games

According to data collected by the Center for Business and Economic Research, 46.1 percent of game attendees were from outside Northwest Arkansas. This means that of the 172,800 individuals who attended the game, **79,736 were from outside Northwest Arkansas**. The average visitor from outside Northwest Arkansas was estimated to spend \$69.62 during the visit. Center researchers estimate that these individuals spent a total of **\$12,029,889.36** in the Northwest Arkansas economy. **The out-of-region visitors used 18,663 hotel or motel room nights.**

Attendance at Razorback Basketball Games

Using the information above, researchers from the Center were able to estimate the number of visitors at home basketball games from outside Northwest Arkansas. In all, of the 358,642 attendees at all home basketball games during, 169,510, or 47.3 percent, of attendees came from outside Northwest Arkansas.

Table 35: 2023-24 Attendance at Razorback Basketball Games

2023-24 Attendance at Razorback Basketball Games					
Date	Opponent	Attendees from NWA	Attendees from Outside NWA	Percentage from Outside NWA	Total Attendees
Wed, Oct. 4	Red-White Showcase	2,532	2,320	47.8%	4,852
Fri, Oct. 20	UT Tyler (Exhibition)	3,677	3,369	47.8%	7,046
Sat, Oct. 28	Purdue (Charity Exhibition)	10,021	9,179	47.8%	19,200
Mon, Nov. 6	Alcorn State	10,021	9,179	47.8%	19,200
Fri, Nov. 10	Gardner-Webb	10,021	9,179	47.8%	19,200
Mon, Nov. 13	Old Dominion	10,021	9,179	47.8%	19,200
Fri, Nov. 17	UNC Greensboro	10,021	9,179	47.8%	19,200
Wed, Nov. 29	Duke	9,692	10,652	52.4%	20,344
Mon, Dec. 4	Furman	10,021	9,179	47.8%	19,200
Thu, Dec. 21	Abilene Christian	10,021	9,179	47.8%	19,200
Sat, Dec. 30	UNC Wilmington	10,021	9,179	47.8%	19,200
Sat, Jan. 6	Auburn	9,353	9,847	51.3%	19,200
Tue, Jan. 16	Texas A&M	13,049	6,151	32.0%	19,200
Sat, Jan. 20	South Carolina	9,353	9,847	51.3%	19,200
Sat, Jan. 27	Kentucky	9,010	10,190	53.1%	19,200
Sat, Feb. 10	Georgia	9,309	9,891	51.5%	19,200

Wed, Feb. 14	Tennessee	10,595	8,605	44.8%	19,200
Sat, Feb. 24	Missouri	10,047	9,153	47.7%	19,200
Tue, Feb. 27	Vanderbilt	11,148	8,052	41.9%	19,200
Wed, Mar. 6	LSU	11,201	7,999	41.7%	19,200
	Total	189,132	169,510		358,642

Source: Center for Business and Economic Research Surveys and Estimates

Spending by Visitors to Razorback Basketball Games

Data collected from the surveys provided per person estimates of spending by visitors from outside Northwest Arkansas. On average, visitors at non-conference games spent \$38.25, and visitors at conference games spent \$69.62. When these data are extrapolated to reflect the spending patterns of 169,510 visitors from outside Northwest Arkansas, the visitors spent \$19,138,014.90 in the Northwest Arkansas economy or an average of \$956,900.74 per game. This spending only includes the expenditures of attendees outside the basketball arena and, as such, does not include spending on tickets, merchandise, and concessions.

Table 36: 2023-24 Spending by Visitors at Razorback Basketball Games

2023-24 Spending by Visitors at Razorback Basketball Games			
Date	Opponent	Average Spending Per Person	Total Spending for all Visitors
Wed. Oct. 4	Red-White Showcase	\$75.63	\$175,446.40
Fri. Oct. 20	UT Tyler (Exhibition)	\$75.63	\$254,780.58
Sat. Oct. 28	Purdue (Charity Exhibition)	\$75.63	\$694,264.42
Mon. Nov. 6	Alcorn State	\$75.63	\$694,264.42
Fri. Nov. 10	Gardner-Webb	\$75.63	\$694,264.42
Mon. Nov. 13	Old Dominion	\$75.63	\$694,264.42
Fri. Nov. 17	UNC Greensboro	\$75.63	\$694,264.42
Wed. Nov. 29	Duke	\$105.50	\$1,123,783.24
Mon. Dec. 4	Furman	\$75.63	\$694,264.42
Thu. Dec. 21	Abilene Christian	\$75.63	\$694,264.42
Sat. Dec. 30	UNC Wilmington	\$75.63	\$694,264.42

Sat. Jan. 6	Auburn	\$134.98	\$1,329,109.24
Tue. Jan. 16	Texas A&M	\$100.55	\$618,518.32
Sat. Jan. 20	South Carolina	\$134.98	\$1,329,109.24
Sat. Jan. 27	Kentucky	\$171.03	\$1,742,835.38
Sat. Feb. 10	Georgia	\$290.81	\$2,876,557.17
Wed. Feb. 14	Tennessee	\$136.90	\$1,177,970.52
Sat. Feb. 24	Missouri	\$156.86	\$1,435,791.46
Tue. Feb. 27	Vanderbilt	\$96.13	\$774,050.42
Wed. Mar. 6	LSU	\$93.25	\$745,947.60
Total			\$19,138,014.90

Source: Center for Business and Economic Research Surveys and Estimates

The direct expenditure from Razorback Basketball Games Visitors' Expenditure at the University of Arkansas created additional economic activity within the state of Arkansas. In 2023-24, Razorback Basketball Games Visitors' Expenditure generated an economic impact of \$27.6 million in Arkansas and had an employment impact of 260 jobs in Arkansas with an associated labor impact of \$8.6 million. Taxes generated from Razorback Basketball Games Visitors' Expenditure contributed nearly \$2.2 million to state and local governments.

Table 37: 2023-2024 Razorback Basketball Games Visitors' Expenditure Economic Impact in Arkansas

2023-2024 Razorback Basketball Games Visitors' Expenditure Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	196	\$5,138,723	\$8,600,808	\$15,808,064
Indirect Effect	34	\$1,968,233	\$3,237,560	\$6,681,981
Induced Effect	30	\$1,447,663	\$2,836,176	\$5,128,907
Total Effect	260	\$8,554,618	\$14,674,545	\$27,618,953

Source: Center for Business and Economic Research Survey Data

Table 38: 2023-2024 Estimated State and Local Taxes Generated by Razorback Basketball Games Visitors' Expenditure

2023-2024 Estimated State and Local Taxes Generated by Razorback Basketball Games Visitors' Expenditure				
Impact Type	Local	State	Federal	Total
Direct Effect	\$381,492	\$1,180,812	\$1,206,227	\$2,768,531
Total Effect	\$518,880	\$1,665,012	\$2,021,133	\$4,205,025

Source: Center for Business and Economic Research Survey Data

In addition, using data provided by the Athletic Department, visitors and residents paid \$62,991.58 in sales taxes to the state and local governments on the purchases of merchandise and concessions while inside the stadium. The state sales tax of 6.5 percent is used, and the local sales tax rate used is from Fayetteville, since all merchandise and concession rates were made in Fayetteville. The local merchandise tax rate is 3.25 percent which reflects the Washington County and Fayetteville sales tax rate, and the local concessions tax rate is 5.25 percent which reflects the Washington County, Fayetteville sales tax rate, and the Fayetteville prepared food tax.

Table 39: 2023-24 Sales Tax Paid on Concessions and Merchandise at Razorback Basketball Games

2023-24 Sales Tax Paid on Concessions and Merchandise at Razorback Basketball Games						
Game Date	Opponent	Concession State Sales Taxes	Concession Local Sales Taxes	Merchandise State Sales Taxes	Merchandise Local Sales Taxes	Total
Wed, Oct. 4	Red-White Showcase	\$116	\$94	\$160	\$80	\$450
Fri, Oct. 20	UT Tyler (Exhibition)	\$433	\$350	\$677	\$338	\$1,799
Sat, Oct. 28	Purdue (Charity Exhibition)	\$934	\$754	\$2,188	\$1,094	\$4,970
Mon, Nov. 6	Alcorn State	\$716	\$578	\$978	\$489	\$2,762
Fri, Nov. 10	Gardner-Webb	\$1,013	\$818	\$1,625	\$812	\$4,267
Mon, Nov. 13	Old Dominion	\$593	\$479	\$632	\$316	\$2,020
Fri, Nov. 17	UNC Greensboro	\$809	\$653	\$1,047	\$524	\$3,033
Wed, Nov. 29	Duke	\$1,554	\$1,255	\$2,155	\$1,077	\$6,041
Mon, Dec. 4	Furman	\$563	\$455	\$894	\$447	\$2,359
Thu, Dec. 21	Abilene Christian	\$811	\$655	\$2,028	\$1,014	\$4,508
Sat, Dec. 30	UNC Wilmington	\$1,032	\$834	\$1,447	\$723	\$4,036
Sat, Jan. 6	Auburn	\$1,071	\$865	\$1,933	\$967	\$4,837

Tue, Jan. 16	Texas A&M	\$591	\$478	\$1,489	\$744	\$3,303
Sat, Jan. 20	South Carolina	\$863	\$697	\$378	\$189	\$2,127
Sat, Jan. 27	Kentucky	\$1,283	\$1,036	\$1,234	\$617	\$4,171
Sat, Feb. 10	Georgia	\$752	\$607	\$1,176	\$588	\$3,124
Wed, Feb. 14	Tennessee	\$567	\$458	\$1,093	\$547	\$2,665
Sat, Feb. 24	Missouri	\$612	\$494	\$581	\$290	\$1,977
Tue, Feb. 27	Vanderbilt	\$401	\$324	\$1,166	\$583	\$2,474
Wed, Mar. 6	LSU	\$567	\$458	\$696	\$348	\$2,070
Total		\$15,282	\$12,343	\$23,578	\$11,789	\$62,992

***Local sales tax rate of 5.25 percent is used on concessions and 3.25 percent on merchandise.**

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

Overall Spending by Visitors at Razorback Athletic Events

Nearly 942,680 fans attended home baseball, basketball, and football games during the 2023-24 season and about 559,864 of those fans were visitors whose homes were outside Northwest Arkansas. In total, visitors to home baseball, basketball, and football games spent \$106.9 million in the Northwest Arkansas economy.

Table 40: 2023-2024 Overall Spending of Athletic Event Visitors

2023-2024 Overall Spending of Athletic Event Visitors			
Event	Number of Visitors outside of NWA	Average Visitor Spending	Total Visitor Spending
Baseball	77,775	\$215.92	\$16,793,103.59
NCAA Regional Baseball	8,952	\$244.70	\$2,190,511.00
Football	303,627	\$226.38	\$68,735,585.77
Basketball	169,510	\$112.90	\$19,138,014.90
Total	559,864		\$106,857,215.26

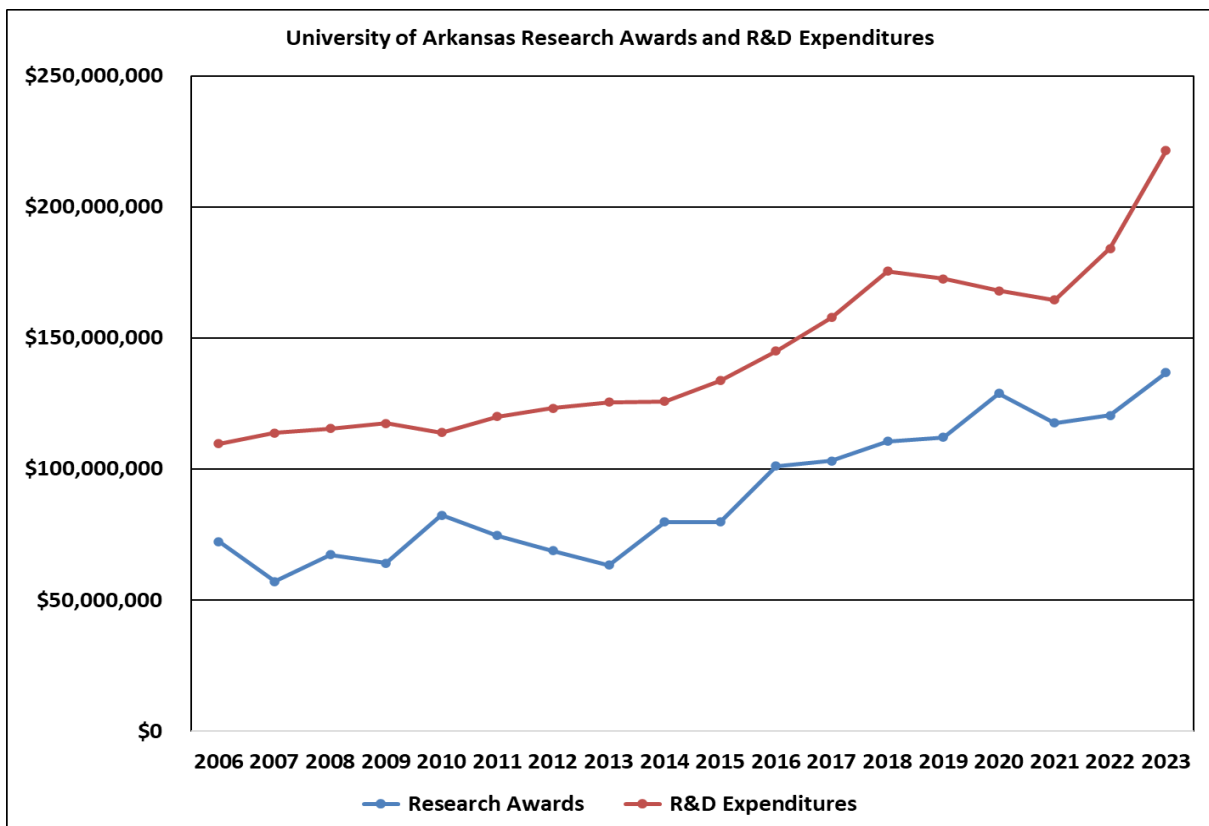
The direct combined expenditure from the Razorback Athletic Events Visitors' Expenditure at the University of Arkansas created additional economic activity within the state of Arkansas. In 2023-24, the Razorback Athletic Events Visitors' Expenditure generated an economic impact of \$154.5 million in Arkansas and had an employment impact of 1,450 jobs in Arkansas with an associated labor impact of \$47.8 million. Taxes generated from the Razorback Athletic Events Visitors' Expenditure contributed \$12.4 million to state and local governments.

Research and Economic Development Activities of the University of Arkansas

Acknowledging research and development to be the critical driver of technology-based economic development, the University of Arkansas, as the major research-oriented academic institution in the state, actively participates in the systematic creation of intellectual property through research and development as well as by providing incentives, tools and support for research and development initiatives for other entities. The University of Arkansas encourages the actual involvement of businesses and research institutions in knowledge creation and facilitates the quality of this process. These efforts result in the creation of new high-technology ventures and technological advances in the production processes of existing businesses. The expanding research network, linking the University with businesses, is targeted at solving the critical problems the world faces, developing the solutions for industries and government, and creating the intellectual potential for improving the state’s long-term economic competitiveness.

In 2023, overall research expenditures at the University of Arkansas amounted to \$221.5¹⁶ million, an increase of 20.3 percent from 2022 and an increase of 34.7 percent from 2021. The University earned over \$136.8 million in research awards in 2023.

Figure 1: University of Arkansas Research Awards and R&D Expenditures



Source: University of Arkansas and National Science Foundation Higher Education Research and Development Survey

The University of Arkansas transfers technologies to the world through commercialization and licensing efforts that are carried about by two main units, the Arkansas Research and Technology Park, the University of Arkansas System-Division of Agriculture Technology Commercialization Office (TCO), and Technology Ventures for the University of Arkansas. The impacts of these divisions are discussed in the following sections.

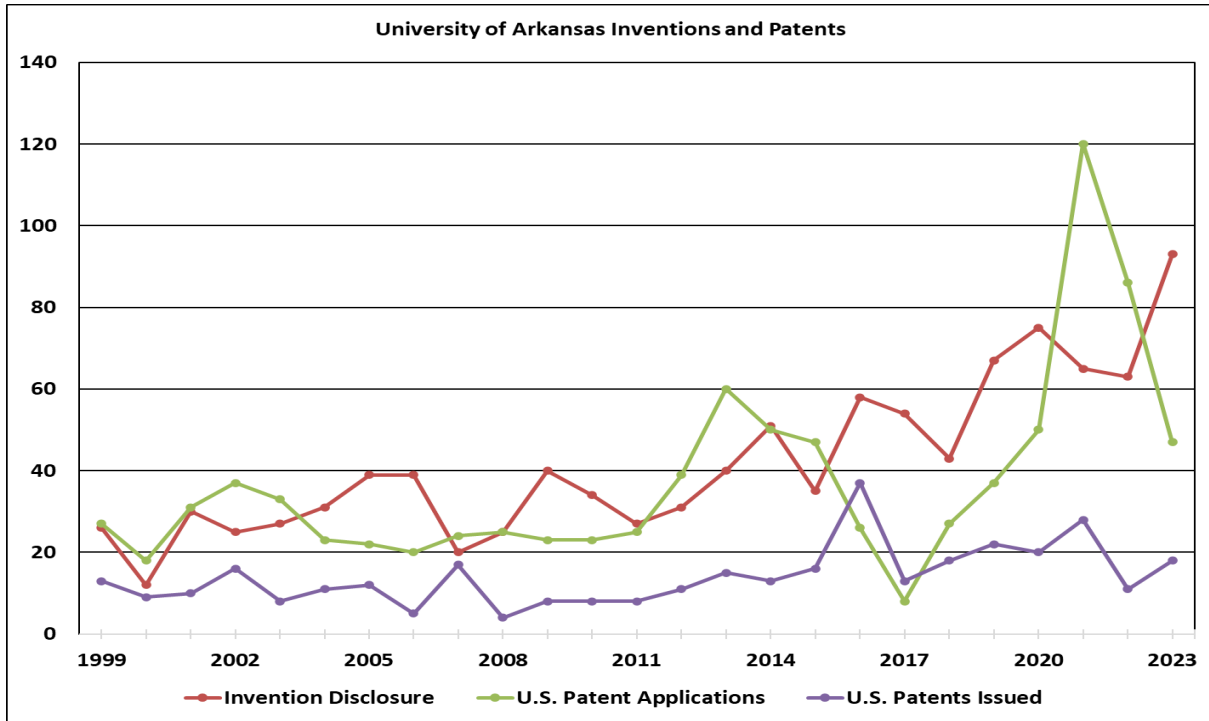
Technology Commercialization Office (TCO) and Technology Ventures

At the University of Arkansas, the advancement of intellectual property is supported by two entities: The University of Arkansas System-Division of Agriculture Technology Commercialization Office (TCO) and Technology Ventures for the University of Arkansas-Fayetteville. Both offices assist faculty and research scientists to identify, protect, and commercialize intellectual property developed from their research or other university supported activities. The TCO and Technology Ventures also engage inventors, faculty start-up/spin-out companies, and businesses in transferring inventions into the marketplace. The staff of both entities facilitate the granting of patents and licenses to university faculty and research scientists and aid the formation of start-up companies that use research produced at the University.

As the next two graphs indicate, the University of Arkansas has made some notable progress in fostering an environment where university research can lead to marketable innovation and job creation thereby, improving the state's overall economic competitiveness. In 2023, the University received 93 invention disclosures (significantly up from 63 in 2022), filed 47 new patent applications (significantly down from 86 in 2022), and received 18 patent issues (up from 11 in 2022). Since 2010, the University has received 736 disclosures of intellectual property, filed 645 new patent applications, and received 238 patent issues.

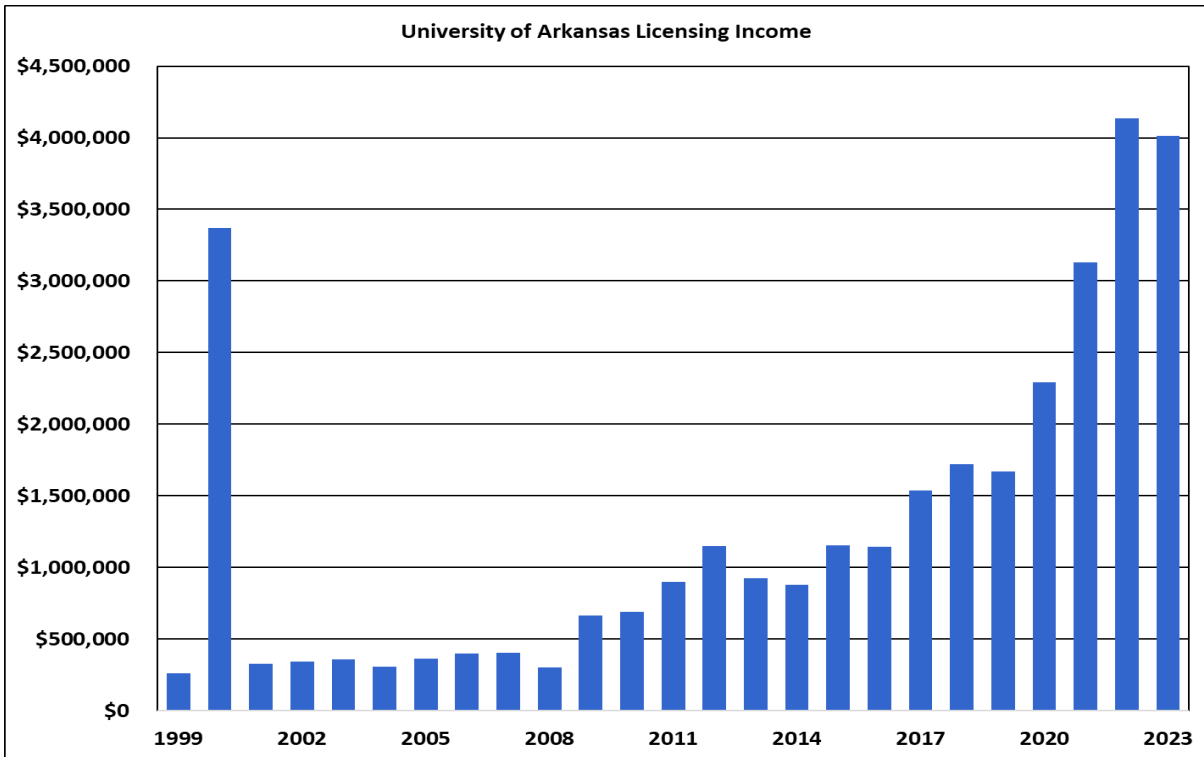
The patents produced by the University research generate significant licensing income. In the fiscal year 2023, licensing revenues of \$4 million were reported, down almost 2.9 percent from 2022. Since 2010, the University has accumulated more than \$25.3 million in licensing income.¹⁷

Figure 2: University of Arkansas Inventions and Patents



Source: University of Arkansas Technology Commercialization Office and Technology Ventures

Figure 3: University of Arkansas Licensing Income



Source: University of Arkansas Technology Commercialization Office and Technology Ventures

Arkansas Research and Technology Park

The University of Arkansas Technology Development Foundation (UATDF) is a 501c3 nonprofit governed by board members from the City of Fayetteville, the Northwest Arkansas Council, local successful entrepreneurs, real estate investors, venture capitalists, and UARK executive leadership. UATDF was created in 2003 to ensure the NWA innovation ecosystem has cross-institutional leadership. The mission of UATDF is to stimulate a knowledge-based economy in Arkansas through partnerships that lead to new opportunities for learning and discovery, that build and retain a knowledge-based workforce, and that spawn the development of new technologies. UATDF achieves this through several aligned business functions: Accelerating and incubating startup companies, intellectual asset management and enforcement, acquiring ownership interest in legal entities advancing intellectual assets through agreements or investments, accepting grants and donations, contracting with the UARK Board of Trustees or other public and private entities, and real estate development and operation.

UATDF manages the Arkansas Research & Technology Park (ARTP). ARTP evolved from a 1991 grant from the Defense Advanced Research Projects Agency (DARPA) to build the High-Density Electronics Center (HiDEC). HiDEC was a first-of-its-kind research and user-access facility centered around creating and testing integrated electronic packaging (modules that form the basis of power electronic components), and quickly attracted new ARTP tenants who wanted to utilize HiDEC's expertise and tooling to perform R&D. With growing interest, the ARTP Genesis incubator was founded to offer office and lab space to startup companies. ARTP is now home to three multi-tenant facilities and four multi-disciplinary research facilities comprising approximately 300,000 square feet of operational R&D capacity, leased to full occupancy by 30 companies that employ about 430 people. ARTP is currently using less than 20% of its dedicated 106 acres, all of which lies in a Qualified Opportunity Zone. The collaborative support structure of ARTP has contributed to the success of the park's first tenant in securing over 30 Small Business Innovation Research (SBIR) awards. The SBIR program provides critical support to tech-based startups that allow the companies to grow and innovate in alignment with regional strengths and state-wide industry. ARTP tenants include three of the top five SBIR award winners in AR, all in the semiconductor sector.

Highlights of ARTP tech-based economic development

Founder Matt Francis of Ozark Integrated Circuits (OzIC) was supported during his doctoral studies at UARK by National Science Foundation (NSF) EPSCoR and an SBIR award from the Defense Threat Reduction Agency. His research on electronic devices that can operate in extreme environments contributed to the founding of two companies, and a textbook which is still widely used today. OzIC has since received 36 SBIR and Small Business Technology Transfer (STTR) awards for a total of \$17M, as well as numerous incentives from AEDC. In 2023 the company was awarded the Entrepreneurship Spirit award from IEEE-USA, and the Arkansas Business of the Year Innovation Pacesetter award. OzIC remains headquartered at ARTP.

Another tenant, Arkansas Power Electronics International (APEI), was founded in a similar fashion by UARK graduate Alex Lostetter and quickly rose to global acclaim before an acquisition by Cree/Wolfspeed in 2015, which Wolfspeed described as enabling "our team to deliver this advanced power module design on an aggressive timeline by combining leading-edge silicon carbide device technology with the industry's most advanced wide-bandgap packaging innovation," resulting in "the first of many products that promise an accelerated disruption of the power electronics market." Companies like OzIC and APEI found success with an immense aerospace and defense customer base in AR, the state's top grossing export.¹⁸

Researchers from the Center for Business and Economic Research estimated the economic impact of the ARTP using data provided by the administration of the ARTP. Data provided to researchers included the annual business expenditures of tenants of the ARTP. The business expenditures of the ARTP tenants were aggregated and subtotaled based on industry descriptions provided by the NAICS code. The values of business expenditures of tenants were used as inputs to the IMPLAN input/output model, which were then used to estimate the indirect and induced effects associated with direct industry spending. ARTP houses 42 companies as tenants that employ about 450 people. The tenants of ARTP comprise various sectors of the industry, ranging from the semiconductor manufacturing industry and information technology to transportation and agricultural research, with the semiconductor manufacturing sector contributing the most tenants. The semiconductor manufacturing companies employ the most people with 190, with the transportation company second with 94.

In the 2023-2024 academic year, the tenant activities of the ARTP generated an economic impact for the state of Arkansas of \$346.3 million. The tenant activities had an employment impact of 1,213 jobs with an associated labor impact of \$87.6 million. Taxes generated from this economic activity contributed nearly \$10.6 million to state and local governments.

Table 41: 2023-2024 Arkansas Research and Technology Park Economic Impact in Arkansas

2023-2024 University of Arkansas Research and Technology Park Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	449	\$38,722,910	\$61,058,144	\$195,868,253
Indirect Effect	456	\$34,041,022	\$51,221,419	\$97,794,355
Induced Effect	308	\$14,853,798	\$29,099,240	\$52,625,905
Total Effect	1,213	\$87,617,730	\$141,378,803	\$346,288,513

Source: Center for Business and Economic Research Survey Data

Table 42: 2023-2024 Arkansas Research and Technology Park Tax Impact in Arkansas

2023-2024 Arkansas Research and Technology Park Tax Impact in Arkansas				
Impact Type	Local	State	Federal	Total
Direct Effect	\$460,300	\$2,459,288	\$9,129,820	\$12,049,408
Total Effect	\$2,135,459	\$8,510,194	\$20,611,191	\$31,256,843

Source: Center for Business and Economic Research Survey Data

Other institutions and Centers across the University of Arkansas also provide key economic development services to constituents across the state or region. Some of these centers are highlighted below.

Office of Entrepreneurship and Innovation

A key aspect of the economic development efforts of the University of Arkansas is its commitment to encouraging entrepreneurship among the faculty, students, and alumni of the institution. The Office of Entrepreneurship and Innovation (OEI) serves as the central hub for coordinating the various entrepreneurial activities of University of Arkansas affiliates. The activities of this Office include but are not limited to training and coaching student teams to participate in prestigious business plan competitions, teaching classes to equip students with the tools and opportunities to develop and implement business ideas, providing a co-working space for students and alumni, and hosting a plethora of seminars and workshops that aid entrepreneurs in Northwest Arkansas.

The U of A Collaborative is the Bentonville venue for industry-driven engagements at the intersection of innovation, education, and research. At the Collaborative, seminars and workforce training programs are conducted by the Global Campus team, the Walton College of Business Executive Education program, and the IDEALS Institute. Recent highlights include:

Aerospace Composition Manufacturing classes, in partnership with Game Composites. A \$500,000 EDA STEM Challenge Grant application to establish a virtual reality-based Bentonville biomanufacturing workforce development including the establishment of Razor Learning Courses in Bentonville. Also, the Collaborative recently launched Start Up Village North as a hot desk co-working space for university-affiliated start-ups, including the Greenhouse Outdoor Recreation. In 2023, The Collaborative launched two new virtual reality driven spaces in its Bentonville facility. The Data Visualization Lab and Beta in Bentonville. A Bentonville Master Plan Steering Committee has been formed to discuss how the university can best support Bentonville long term. Two master planning consulting firms have been engaged to assess the market and provide guidance.

The table below describes active businesses that started and are in operation from 2019-2023. They all started due to some relationship with the University of Arkansas and the OEI- a class, a mentoring cohort, accelerator, or alumni. Out of the businesses that are affiliated with the University of Arkansas, the Professional, Scientific, and Technical Services sector has the most business in both Arkansas and outside Arkansas, and it produced the most jobs in and outside Arkansas. Out of the total businesses in Arkansas, Professional, Scientific, and Technical Services sector accounts for 40.1 percent of them and 48.8 percent of the total businesses outside Arkansas. 52.5 percent of the jobs in Arkansas and 52.6 percent of the jobs outside Arkansas are generated in this sector.

Table 43: 2023-2024 Businesses with University of Arkansas Affiliations

2023-2024 Businesses with University of Arkansas Affiliations				
NAICS Category	Number of Businesses in Arkansas	Number of Businesses Outside Arkansas	Jobs in Arkansas	Jobs Outside Arkansas
23 -Construction	2	0	2	0
31-33 Manufacturing	4	1	4	4
44-45-Retail Trade	15	3	17	3
48-49 Transportation and Warehousing	0	2	0	16
51-Information	2	0	2	0
53- Real Estate and Rental and Leasing	7	5	7	55
54- Professional, Scientific, and Technical Services	43	21	96	123
61-Educational Services	5	1	8	3
62- Health Care and Social Assistance	10	3	14	23
71- Arts, Entertainment, and Recreation	9	6	17	6
72- Accommodation and Food Services	4	1	11	1
81-Other services	6	0	5	0
Total	107	43	183	234

Source: Center for Business and Economic Research Survey Data

In 2023, businesses that started by University of Arkansas alumni and through efforts of the OEI generated an economic impact for the state of Arkansas of \$52 million. The Entrepreneurship activities had an employment impact of 306 jobs with an associated labor impact of \$16.6 million. Taxes generated from this economic activity contributed nearly \$2.4 million to state and local governments.

Table 44: 2023-2024 Arkansas Entrepreneurship Economic Impact

2023-2024 University of Arkansas Entrepreneurship Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	183	\$10,192,853	\$15,431,011	\$29,531,897
Indirect Effect	63	\$3,414,218	\$6,307,601	\$12,373,518
Induced Effect	60	\$2,950,524	\$5,519,331	\$10,198,982
Total Effect	306	\$16,557,596	\$27,257,943	\$52,104,397

Source: Center for Business and Economic Research Survey Data

Table 45: 2023-2024 Arkansas Entrepreneurship Tax Impact

2023-2024 Arkansas Entrepreneurship Tax Impact in Arkansas				
Impact Type	Local	State	Federal	Total
Direct Effect	\$248,045	\$978,402	\$2,317,486	\$3,543,933
Total Effect	\$510,492	\$1,906,214	\$3,856,989	\$6,273,695

Source: Center for Business and Economic Research Survey Data

Impact of the Arkansas Small Business and Technology Development Center

The Arkansas Small Business and Technology Development Center (ASBTDC) is part of a network of university-based economic development centers that assist new and existing businesses with business creation, management and operation. The University of Arkansas SBTDC provides consulting services to businesses in the following counties: Benton, Boone, Carroll, Madison, Newton, and Washington. In FY 2023, the team logged 3,426 hours of one-on-one consulting time with area businesses. This work assisted in the formation of 65 new businesses and provided services to 791 business clients. The Center assisted these clients in obtaining \$29,479,223 in capital.

In 2023, ASBTDC assisted in the creation of 47 new businesses which employed a total of 233 people. These businesses were part of a wide range of sectors such as food industry, flooring and cyber-security services for small businesses.

In 2023, Arkansas Small Business and Technology Development Center generated an economic impact for the state of Arkansas of \$131.7 million. The Small Business and Technology Development activities had an employment impact of 576 jobs with an associated labor impact of \$27.2 million. Taxes generated from this economic activity contributed nearly \$4.2 million to state and local governments.

Table 46: 2023-2024 Arkansas Small Business and Technology Development Center Economic Impact

2023-2024 Arkansas Small Business and Technology Development Center Economic Impact				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	297	\$12,434,230	\$19,695,097	\$77,009,728
Indirect Effect	183	\$10,167,691	\$17,317,100	\$38,378,690
Induced Effect	96	\$4,621,485	\$9,054,447	\$16,373,288
Total Effect	576	\$27,223,406	\$46,066,644	\$131,761,706

Source: Center for Business and Economic Research Survey Data

Table 47: 2023-2024 Arkansas Small Business and Technology Development Center Tax Impact

2023-2024 Arkansas Small Business and Technology Development Center Tax Impact				
Impact Type	Local	State	Federal	Total
Direct Effect	\$457,473	\$1,611,416	\$2,910,869	\$4,979,758
Total Effect	\$899,252	\$3,309,371	\$6,383,995	\$10,592,618

Source: Center for Business and Economic Research Survey Data

Impact of the World Trade Center Arkansas

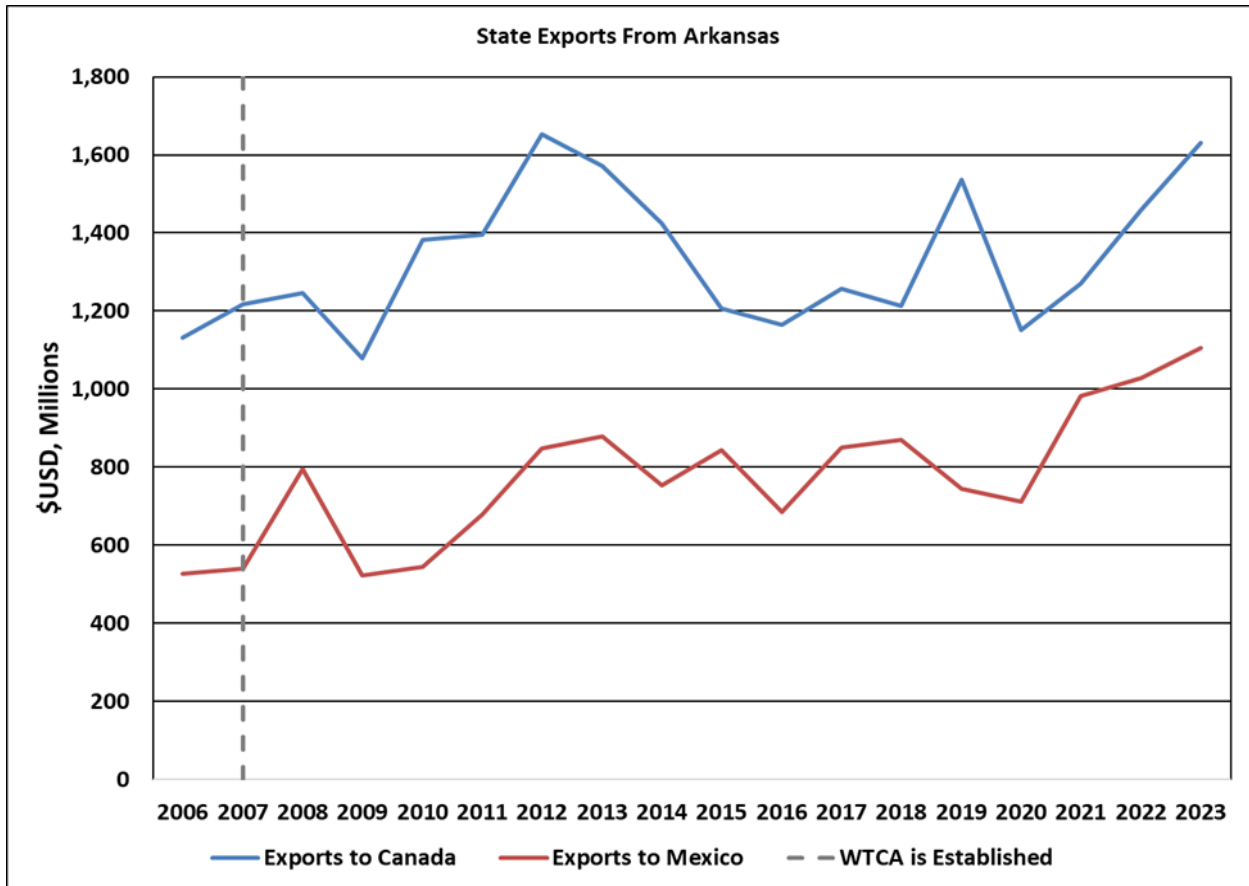
The World Trade Center Arkansas's (WTCA) mission is to grow international trade and increase Arkansas exports. The Center works to connect Arkansas businesses to global commerce through international trade services, including trade missions, research, trade shows, and consultation and training programs. The Center is part of the University of Arkansas and serves as the designated international trade promotion arm for the Arkansas Economic Development Commission (AEDC), strengthening the industrial base, enhancing business expansion and job retention as companies grow and benefit from the Center's services. The World Trade Center's international trade services generated more than \$56 million in new and expanded revenue for Arkansas businesses since the start of 2020, but much more potential for international trade remains untapped.

Trade is an important part of the Arkansas economy as exports totaled \$6.45 billion in 2023 and created many jobs, both via exporting and importing, and it accounts for 20.6 percent of jobs in the state. One of the center's most effective tools is a grant through the U.S. Small Business Administration's State Trade Expansion Program, also known as the STEP grant program. Through the STEP, the Small Business Administration awards one applicant per state funds to help their state's eligible small businesses pursue international trade. The World Trade Center Arkansas is ranked sixth nationally in the return on investment achieved for every dollar it distributed to Arkansas businesses. Specifically, for every dollar the trade center distributed to an Arkansas business, on average, businesses achieved sales of \$128¹⁹.

The World Trade Center has the potential to continue to aid economic growth in the state. The Center helps trains small businesses to access global markets and export opportunities through consultation, strategic relationship building, day-to-day support and other services. The Center also engages in commercial diplomacy by cultivating key relationships with diplomats and foreign government officials to achieve strategic objectives which meet the needs of Arkansas businesses and brings statewide exposure to foreign country diplomats. Companies affiliated with WTCA generated more than \$68 billion in goods exported revenue for Arkansas since 2008, and trade has created around 350,000 jobs.

Arkansas has exported its goods to 167 countries since 2019, with Canada and Mexico being its biggest importers. The top 5 exported goods from Arkansas are: aircraft parts, tank cars, wood pulp, rice and airplanes²⁰. Active engagement by the WTCA with the governments of Canada and Mexico has helped developed robust trade relationships with these countries, Arkansas' top two export partners. The COVID pandemic impacted exports from the US and Arkansas, but Arkansas' exports to Canada and Mexico showed only modest deviations from general trade trends, and now shows an upward trend in exports post-COVID. Arkansas' export sales to Mexico were a total of \$1.1 billion in 2023, an increase of 7.5 percent compared to 2022. Export sales to Canada were a total of \$1.6 billion in 2023, an increase of 11.8 percent compared to 2022. The continued efforts of the World Trade Center will help to further increase exports from Arkansas and thus improve the state's economic prosperity through job expansion and retention for exporting companies and agricultural producers.

Figure 4: 2023-2024 State Exports from Arkansas



Source: US Census Bureau

The WTCA provided official training programs and disbursed export expansion aid to an estimated 45 Arkansas small business concerns since 2020. These companies are composed of new to export and other small businesses concerns that are currently exporting and want to expand their global access. Through training, these companies can access global markets and export opportunities that were unattainable prior to training. These businesses comprise multiple sectors ranging from food processing and automotive manufacturing to travel and transportation. This collaboration resulted in the creation of 3,706 jobs within these companies.

Since 2020, businesses in the food processing industry have had a massive export expansion of \$18.3 million, increasing from \$4 million in 2020 to \$22.3 million in 2023. This industry has also seen an increase in jobs during this period from 135 to 137. Companies that do miscellaneous manufacturing, who manufacture products as diverse as medical equipment and supplies, jewelry, sporting goods, toys, and office supplies, have had an export increase from \$1.06 million in 2020 to \$1.48 million in 2023, and it has seen a big increase in jobs during this period from 50 to 139. The small arms and ordnance manufacturing industry has seen an export expansion of \$1.4 million, increasing from \$1.8 million in 2020 to \$3.2 million in 2023. This industry has also seen an increase in jobs during this period from 35 to 103. Additional exports that started in 2022 include companies within the transportation equipment manufacturing

industry, administrative and general management consulting services industry, and electrical equipment and component manufacturing industry. The transportation equipment manufacturing industry had an export expansion from \$3.3 million in 2022 to \$5.2 million in 2023. From 2020-2023, total combined exports increased from \$15.1 million in 2020 to \$56.4 million in 2023. Compared to 2022, exports in 2023 increased significantly, up from \$42.6 million in 2022.

In 2023, the businesses that utilized WTCA services to grow and generate new exports created an economic impact for the state of Arkansas of \$549.9 million. These businesses had an employment impact of 5,137 jobs with an associated labor impact of \$302.5 million. Taxes generated from this economic activity contributed nearly \$16.9 million to state and local governments.

Table 48: 2023-2024 WTCA Economic Impact

2023-2024 University of Arkansas WTCA Economic Impact in Arkansas				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	4,016	\$246,887,831	\$264,724,497	\$335,817,428
Indirect Effect	63	\$4,551,199	\$11,507,404	\$33,129,805
Induced Effect	1,058	\$51,095,921	\$100,102,138	\$181,027,899
Total Effect	5,137	\$302,534,950	\$376,334,040	\$549,975,131

Source: Center for Business and Economic Research Survey Data

Table 49: 2023-2024 WTCA Tax Impact

2023-2024 WTCA Tax Impact				
Impact Type	Local	State	Federal	Total
Direct Effect	\$(671,566)	\$4,263,012	\$52,362,121	\$55,953,567
Total Effect	\$2,383,226	\$14,502,480	\$66,201,474	\$83,087,180

Source: Center for Business and Economic Research Survey Data

Impact of University of Arkansas Service-Learning Programs and Capstone Projects

At the University of Arkansas, students have the opportunity through classes to build critical thinking skills while engaging in experiential, community-based activities that aid people and communities in need. The service learning programs, and capstone projects take many forms including the Legal Aid Clinic at the School of Law, Counseling and Psychological Services, working with the regional medical centers, marketing, and other assistance to area non-profits, to large scale community development initiatives in Ghana, China, Turkey, Palau, Mexico, Belize, and Vietnam. In the academic year 2022-2023, over 4,500 students participated in 353 courses in the region of Arkansas and around the world. The students and 227 faculty involved in these programs provided over 68,000 hours of service. The current estimated national value of each volunteer hour is \$25.66 with was valued at \$1.76 million²¹.

The Psychological Clinic at the University of Arkansas serves over 200 individuals and families each year through over 1850 appointments and 4000 hours of direct therapy and assessment services. The Clinic pursues a dual mission of training future mental health care providers while providing mental health care services to individuals and families in dedication to the values of equity, inclusion, and empiricism. The clinic provides the equivalent of \$600,000 in mental health treatment to the community on a budget of \$40,000.²²

Table 50: 2023 Economic Value of University of Arkansas Service-Learning Programs and Capstone Projects

2023 Economic Value of University of Arkansas Service-Learning Programs and Capstone Projects					
Semester	Courses	Faculty	Students	Hours of Service	Economic Value of Service
Fall 2022	119	75	1280	19200	\$492,672
Spring 2023	111	65	1,706	25590	\$656,639
Summer 2023	26	16	153	2295	\$58,890
Fall 2023	97	71	1,442	21630	\$555,026
Psychological Clinic				4000	\$600,000
Total	353	227	4581	72715	\$2,363,227

Source: University of Arkansas Service-Learning Programs

University of Arkansas Global Campus

The Global Campus works across the Fayetteville campus, industry and business leaders, and other institutions to provide educational opportunities to help people advance their careers or transition to new ones. Specialized units located in Fayetteville, AR and Bentonville, AR deliver various online and distance education.

As of the academic year 2022-2023, there were 4,285 credit-seeking students exclusively online in 906 courses across 92 online degree, certification, and licensure programs. An additional 13,325 credit-seeking students took at least one online class, meaning that 53% of enrolled University of Arkansas students took at least some of their classes online during 2022-2023.

Professional and Workforce Development offered over 900 training classes during the academic year 2022-2023 with 2,205 total course registrations and has secured over \$17 million in grant funding since 2020 to provide Arkansans with free entry level training, with applications from all 75 Arkansas counties within the last year. The programs provide education and training to employees and individuals at firms of various sizes, including multinational and/or Fortune 500 companies such as Walmart, Tyson Foods, and J.B. Hunt as well as ACDS, MOVISTA, and the Walton Family Foundation.²³

Impact of University of Arkansas Career Services

For maximum community impact, a strong connection between regional employers and the University of Arkansas is essential. The responsibility for career placement services is met by three different centers: the University of Arkansas Career Development Center, the Sam M. Walton College of Business Career Development Center, and the School of Law's Office of Career Services. In addition to employer relations, these organizations hold career fairs, host resume writing workshops, and prepare students for interviews. The career fairs are key avenues for employers to meet University of Arkansas students who may become future employees and interns.

The efforts of the career centers, from across the state and country, contributed to a 93 percent²⁴ placement rate for Class of 2023 graduates. This placement rate estimate captures graduates who are employed, attending graduate school, or otherwise engaged in meaningful activities post-graduation. The table below shows salary data for graduates from the different colleges. Doctoral graduates from the Sam M. Walton College of Business commanded the highest wages post-graduation, followed by doctoral graduates from the College of Engineering. Undergraduates from across the University received an average salary of \$60,457 in 2023.

Table 51: University of Arkansas Class of 2023 Average Reported Salaries

Colleges / Schools	Bachelors	Masters	Doctorate	All Degrees
Dale Bumpers College of Agricultural, Food, and Life Sciences	\$49,476	\$61,040	\$68,745	\$52,959
J. William Fulbright College of Arts and Sciences	\$48,267	\$53,774	\$71,266	\$51,993
College of Education and Health Professions	\$59,555	\$56,326	\$83,511	\$61,870
College of Engineering	\$72,310	\$99,186	\$100,538	\$81,242
Fay Jones School of Architecture and Design	\$53,491	\$50,533	N/A	\$53,251
Graduate School & International Education	N/A	\$65,180	\$52,880	\$55,808
School of Law	N/A	\$136,250	\$78,729	\$85,303
Sam M. Walton College of Business	\$61,063	\$95,768	\$153,333	\$65,201
U of A Overall	\$60,457	\$75,867	\$79,259	\$65,646

Source: University of Arkansas Career Development Center

The university by virtue of its mission also provides important networking opportunities to academics and industry professionals through conferences. Several research and outreach units at the University of Arkansas, listed below, contribute to the generation of innovative ideas and knowledge that improve the decision-making process in the both the public and private sectors in the State of Arkansas, in the nation and internationally.

Table 52: University of Arkansas Units Transferring Specific Expertise and Knowledge

University of Arkansas Units Transferring Specific Expertise and Knowledge	
Center of Excellence for Poultry Science	https://poultry-science.uark.edu/about/mission.php
Center for Statistical Research and Consulting	https://research.uark.edu/
Arkansas Humanities Center	https://humanities.uark.edu/index.php
Center for Protein Structure and Function	https://chemistry.uark.edu/research/center-for-protein-structure-and-function/
Center for Arkansas and Regional Studies	https://arkstudies.uark.edu/
Office for Studies on Aging	https://osoa.uark.edu/
Exercise Science Research Center	https://exercisescience.uark.edu/
National Center for Reliable Electric Power Transmission (NCREPT)	https://ncrept.uark.edu/
Arkansas Security Research and Education (ASCENT) Institute	https://ascent.uark.edu/
Center for Information Security and Reliability	https://isr.csce.uark.edu/
High Density Electronic Center	https://high-density-electronics.uark.edu/

Mack-Blackwell Transportation Center	https://mack-blackwell.uark.edu/
Center for Engineering Logistics and Distribution (CELDi)	https://celdi.org/about/academic-partners/university-of-arkansas/
NSF Engineering Research Center on Power Optimization for Electro-Thermal Systems (POETS)	https://poets.uark.edu/
UA Community Design Center	http://uacdc.uark.edu/
University of Arkansas Rice Processing Program (UARRP)	https://uarpp.uada.edu/about-uarpp/#:~:text=The%20mission%20of%20the%20Rice,of%20new%20products%20and%20processes.
Center for Food Animal Wellbeing	https://foodanimalwellbeing.uada.edu/
Center for Human Nutrition	https://aaes.uada.edu/centers-and-programs/nutrition/
Center for Food Safety	https://foodsafety.uada.edu/
Arkansas High Performance Computing Center	https://hpc.uark.edu/
Institute for Nanoscience and Engineering	https://nano.uark.edu/
Supply Chain Management Research Center	https://walton.uark.edu/initiatives/supply-chain-research/
Center for Communication Research	https://communication.uark.edu/center-for-communication-research/
Candace Dixon-Horne Radio Broadcast Center	https://studentaffairsbulletin.uark.edu/kxua-student-media-radio-station-candace-dixon-horne-radio-broadcast-center-dedicated-on-nov-5/
Institute for Integrative and Innovative Research (I3R)	https://i3r.uark.edu/
Center for Public Health and Technology	https://publichealthtech-center.uark.edu/
Arkansas Integrative Metabolic Research Center (AIMRC)	https://aimrc.uark.edu/
Center for Art as Lived Experience (CALE)	https://research.uark.edu/
Center for Agricultural Data Analytics	https://aaes.uada.edu/centers-and-programs/center-for-agricultural-data-analytics/
Center for Advanced Surface Engineering (CASE)	https://wordpressua.uark.edu/case/
Center for Chemical Hazards (Chemical Hazards Research Center)	https://chemical-hazards-research.uark.edu/
Center for Grid-Connected Advanced Power Electronic Systems (GRAPES)	https://grapes.uapower.group/
University of Arkansas Membrane Research Center	https://membranelab.uark.edu/

Rosen Center for Alternative Pest Control	https://aaes.uada.edu/centers-and-programs/rosen-alternative-pest-control-center/
Arkansas Clean Plant Center	https://acpc.uada.edu/
Center for Agricultural Data Analytics	https://aaes.uada.edu/centers-and-programs/center-for-agricultural-data-analytics/
Center for Ethics in Journalism	https://journalismethics.uark.edu/
Sylvia Hack Boyer Center for Student Success	https://coehp.uark.edu/students/advising/index.php
Arkansas Food Innovation Center	https://afic.uada.edu/
Center for Arkansas Farms and Food - CAFF	https://farmandfoodsystem.uada.edu/
Institute of Food Science and Engineering	https://food-science.uark.edu/
Genesis Technology Incubator	https://artp.uark.edu/genesis-technology-incubator/
Small Business and Technology Development Center	https://sbtdc.uark.edu/
Center Executive Education	https://execed.uark.edu/
Center for Retailing Excellence	https://waltonretail.uark.edu/

Other Outreach Impacts at the University of Arkansas

In addition to the effects that have been valued in previous sections, there are a great number of activities at the University of Arkansas that have significant impacts on the state but are difficult to quantify. This section identifies a few of those impacts and provides information on the units that provide such important work.

The University of Arkansas, through the Office for Sustainability (OFS) places itself at the forefront of educational institutions that lead the charge to reduce environmental impact and neutralize carbon footprint. These goals are accomplished by using the campus as a living laboratory for innovation by overseeing the implementation of the University of Arkansas sustainability goals. The OFS convenes the community to share best practices, evaluates and recommends new programs and policies that can serve as replicable models. The office also coordinates research initiatives to expand the knowledge of sustainability solutions²⁵.

When people cannot afford to invest in education themselves, they can turn to the help of various scholarships and assistantships available at the University. To help students fund their education, the Academic Scholarship Office at the University of Arkansas administers university-wide merit-based scholarships. The organization serves as a clearinghouse for scholarships awarded by academic departments and outside agencies and supports the university's mission of recruiting and retaining high achieving students who help to enrich and diversify the academic environment of the University of Arkansas. While the University does not currently offer scholarships solely on the basis of need, several recipients of merit-based scholarships have significant financial needs to attend the University.

The University of Arkansas also administers several programs that are targeted towards children from underprivileged and underrepresented backgrounds. These programs, listed in the following table,

provide students with academic assistance, equip students to attend and succeed in college, and allow students to experience campus life.

Table 53: University of Arkansas Units Providing Support to Underrepresented Groups

University of Arkansas Units Providing Support to Underrepresented Groups	
Center for Children and Youth	https://cied.uark.edu/pro-development-childrens/center-for-children-and-youth.php
Arkansas Center for Black Music	https://music.uark.edu/black-music/index.php
Student Success Center	https://success.uark.edu/
Veteran and Military Affiliated Student Center	https://vmisc.uark.edu/

The effect of the University of Arkansas on children’s education is not only indirect through providing their parents with higher education. University personnel also impact children directly by training Arkansas school teachers and making presentations to children at local schools. The scope of these programs is vast and interspersed through some of the various academic and outreach units at the University of Arkansas listed below.

Table 54: University of Arkansas Units Providing Education Outreach to Arkansas School Children

University of Arkansas Units Providing Education Outreach to Arkansas School Children	
Garrison Financial Institute	https://walton.uark.edu/initiatives/garrison-financial-institute/index.php
Center for the Study of Childhood Art	https://www.centerforthestudyofchildhoodart.com/
Bessie Boehm Moore Center for Economic Education	https://coehp.uark.edu/
Center for Mathematics and Science Education (CMASE)	https://cmase.uark.edu/

At the University of Arkansas lifelong learning opportunities are provided through the Sam M. Walton College Executive Education, and the Osher Lifelong Learning Institute.

The University of Arkansas also fosters and amplifies the contributions of its alumni to civic participation and community involvement in the State of Arkansas, nationally and internationally through the work of several different outreach centers and research units. These centers and research units disseminate information on a wide variety of subjects and greatly enhance the human capital of consumers of the information and are listed below.

Table 55: University of Arkansas Units Engaged in Civic Participation and Community Involvement

University of Arkansas Units Engaged in Civic Participation and Community Involvement	
Diane D. Blair Center of Southern Politics and Society	https://blaircenter.uark.edu/
Terrorism Research Center	https://terrorismresearch.uark.edu/
The Family and Community Institute	https://sociology.uark.edu/research-centers/community-family-institute.php
Arkansas Humanities Center	https://humanities.uark.edu/index.php
Center for Advanced Spatial Technologies (CAST)	https://cast.uark.edu
David and Barbara Pryor Center for Arkansas Oral and Visual History (The Pryor Center)	https://pryorcenter.uark.edu/
Center for Arkansas and Regional Studies	https://arkstudies.uark.edu/
Center for the Utilization of Rehabilitation Resources for Education, Networking, Training and Service (CURRENTS)	https://www.uacurrents.org/
Office of Education Policy	https://oep.uark.edu/
Partners for Inclusive Communities: Center for Excellence in Developmental Disabilities Education, Research, and Service	https://uofapartners.uark.edu/
Arkansas Water Resources Center	https://awrc.uada.edu/
Arkansas Center for Space and Planetary Sciences	https://spacecenter.uark.edu/
Center for Business and Economic Research	https://cber.uark.edu/
National Agricultural Law Center	https://nationalaglawcenter.org/
Center for Agricultural and Rural Sustainability	https://cars.uada.edu/
The King Fahd Center for Middle East and Islamic Studies	https://middle-east-studies.uark.edu/
Center for Ethics in Journalism	https://journalismethics.uark.edu/
Fulbright Institute of International Relations	https://fulbright.uark.edu/deans-office/about-the-college/j-william-fulbright.php
Sylvia Hack Boyer Center for Student Success	https://coehp.uark.edu/students/advising/index.php
Tyson Center for Faith-Friendly Workplaces	https://tfsu.uark.edu/

Impact of University of Arkansas Volunteers

The University of Arkansas and its various constituents have a proud history of community service in the local area and the state of Arkansas. Students, faculty, and staff from the flagship University participate in various programs that make demands of time and finances. A variety of student organizations and some faculty and staff organizations routinely fundraise for various causes. The Center for Community Engagement serves as the campus coordinator for various charitable and volunteer activities. The Volunteer Action Center, based within the Center for Community Engagement, acts as a clearinghouse and planning hub for volunteer programs that affect non-profit agencies in Washington and Benton Counties. In the 2022-2023 academic year, 7,060 students volunteered for a total of 139,400 hours²⁶. According to independentsector.org, the value of one volunteer hour in Arkansas was \$25.66 for the state of Arkansas in 2023, therefore, researchers estimate the total value of University of Arkansas volunteerism at \$3,577,004²⁷.

University of Arkansas Alumni Impacts

The University of Arkansas positively impacts the state of Arkansas by serving as the premier source of higher education. The university provides an environment that encourages creativity and facilitates opportunities to cultivate imaginative and innovative ideas, and thereafter, positively affects the students' future environments. Human capital development at the University takes many forms but is primarily accomplished through the University's commitment to teaching. Learning at the University of Arkansas occurs through a broad range of academic programs that lead to the awards of baccalaureate, master's, doctoral, and professional degrees. These degrees are offered in traditional disciplines within arts, humanities, social sciences, and natural sciences, and also in the core professional areas of agricultural, food, and life sciences; architecture; business; education; engineering; nursing; human environmental sciences; and law.

The table below shows the number of different degrees that are offered through each of the colleges at the University of Arkansas. In total, 273 baccalaureate, master's, doctorate, and certificate programs are administered through the 10 colleges at the University of Arkansas (the Honors College offers no degrees). The J. William Fulbright College of Arts and Sciences offers more than a third of the degrees at the University of Arkansas. The Global Campus (formerly known as the School of Continuing Education) offers degree programs from various colleges to constituents through distance learning programs.²⁸

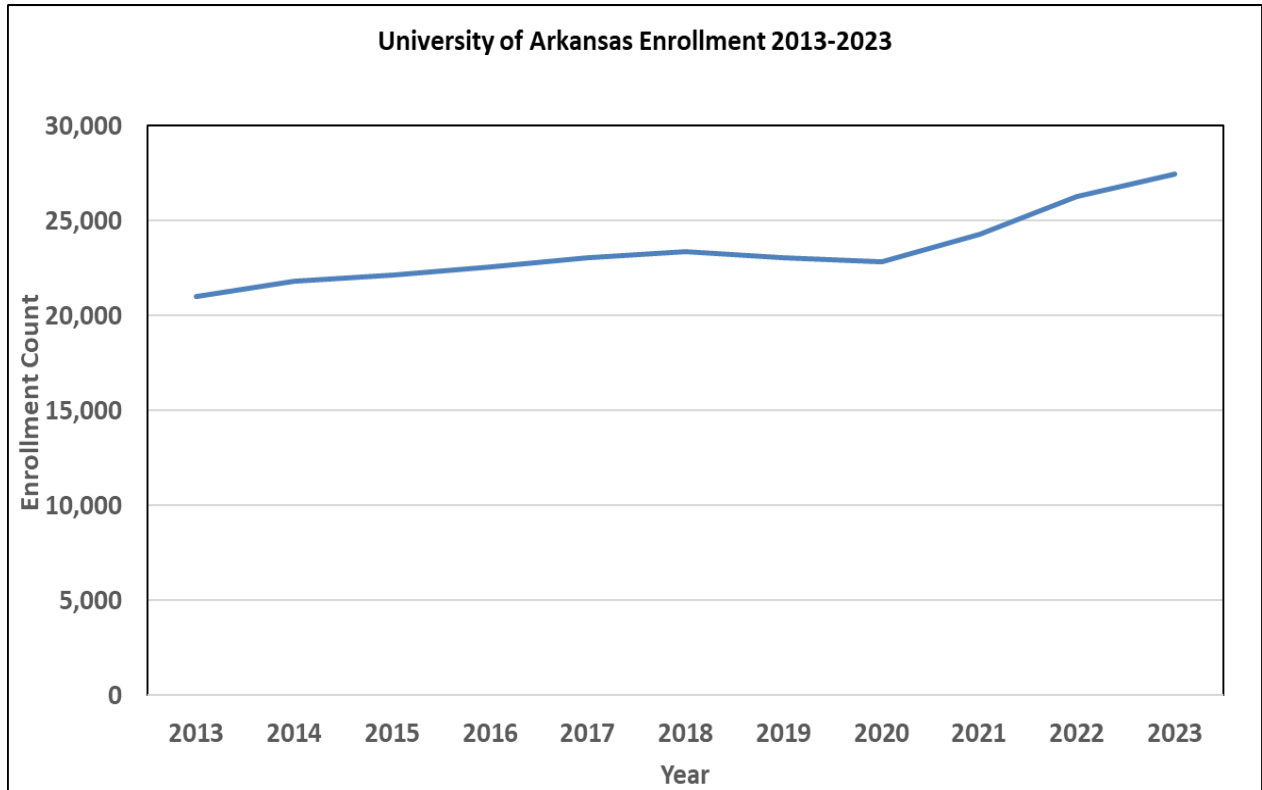
Table 56: University of Arkansas: Academic Departments and Degrees Offered

University of Arkansas: Academic Departments and Degrees Offered					
College/School	Departments/ Schools	Baccalaureate Degrees	Master's Degrees/LLM	Doctorate/ JD	Certificates/ Specialty Degrees
Dale Bumpers College of Agriculture, Food and Life Sciences	10	14	11	5	1
Fay Jones School of Architecture and Design	4	4	1	0	1
J. William Fulbright College of Arts and Sciences	20	43	27	12	9
Sam M. Walton College of Business	9	11	12	2	4
College of Education and Health Professions	6	18	20	11	14
College of Engineering	8	11	14	1	7
Graduate School and International Education	1	0	9	5	4
School of Law	1	0	1	1	0
Total	59	101	95	37	40

Since its founding in 1871, the University of Arkansas has awarded a total of 202,273 degrees. Of these, 136,546 are bachelor’s degrees, 49,129 are master’s degrees, and 6,743 are doctorates. Enrollment counts during the same period total up to more than 1,025,495 (the figure does not represent unique students)²⁹. Figure 4 depicts the enrollment trends in the last ten years (2013-2023). Since 2013, student enrollment has increased at an average annual pace of about 2.5%. The University of Arkansas continues to experience significant growth. Over the ten-year period (2013-2023), enrollment has grown nearly 27%.

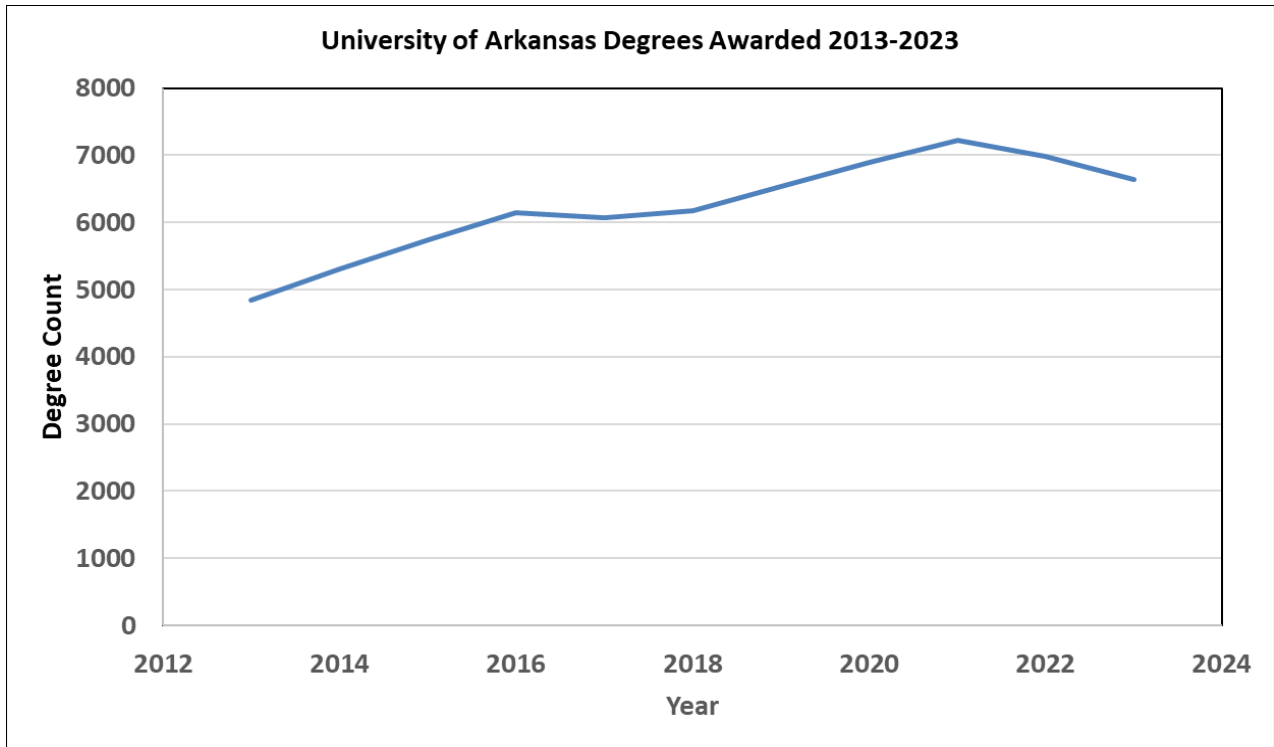
In the ten-year period from 2013-2023, there has been a 37% increase in the number of degrees awarded with an average increase of 3.32% annually. The total number of degrees awarded over the same ten-year period (2013-2023) is 66,706. (Figure 5). 50,325 baccalaureate degrees, 12,807 master’s or specialist degrees and 3,574 doctoral degrees. Fall 2023 enrollment saw 32,140 students attend, a record for the University of Arkansas, and a 3.9% increase over the previous Fall. Fall 2023 enrollment also saw the largest class of Arkansans on record. The average high school GPA for the incoming Degree-Seeking New Freshman class was 3.79. Another record.³⁰

Figure 5: University of Arkansas Enrollment 2013-2023



Source: Office of Strategic Analytics & Insights

Figure 6: University of Arkansas Degrees Awarded 2013-2023



Source: Office of Strategic Analytics & Insights

As graduates of the University of Arkansas, former students are connected to the broad alumni network across the state and the country. This important connection leads to future opportunities for the students.

The table below uses data provided by the Arkansas Alumni Association to show living University of Arkansas alumni who resided in the state in 2023. These University of Arkansas alumni have had a tremendous impact on the state and its 75 counties. As of 2023, there were a total of 87,507 alumni living in Arkansas. As the total population of Arkansas was most recently estimated at 3,018,669 by the U.S. Census Bureau, this implies that 2.90 percent of the state's residents are University of Arkansas alumni³¹. Of those alumni, 13,303 have graduate (master's or PhD) or professional degrees, 73,455 have bachelor's degrees, and 749 have associate degrees.

Washington County, home to the University of Arkansas, has the greatest number of resident graduates, with 3,717 alumni who have graduate or professional degrees, 25,265 alumni who have bachelor's degrees, and 326 alumni who have associate degrees. Benton County, just north of the home of the University of Arkansas, has the 2nd greatest number of alumni, with 1,951 alumni who have graduate or professional degrees, 14,195 alumni with bachelor's degrees, and 179 alumni with associate degrees. Pulaski County, the state's most populous county, has the 3rd greatest number of resident University of Arkansas alumni, with 2,061 alumni who have graduate or professional degrees, 11,359 alumni who have bachelor's degrees, and 55 alumni who have associate degrees²³.

Table 57: University of Arkansas Alumni Currently Living in Arkansas

University of Arkansas Alumni Currently Living in Arkansas			
Counties	Associate's degree	Bachelor's Degree	Graduate or Professional Degree
Arkansas, AR	2	305	56
Ashley, AR		101	60
Baxter, AR	5	563	85
Benton, AR	179	14195	1951
Boone, AR	6	735	133
Bradley, AR	1	40	34
Calhoun, AR		17	17
Carroll, AR	9	537	68
Chicot, AR	1	84	25
Clark, AR		128	76
Clay, AR		49	12
Cleburne, AR	1	209	61
Cleveland, AR	1	28	24
Columbia, AR		120	47
Conway, AR	2	202	51
Craighead, AR	5	840	218
Crawford, AR	7	1107	293
Crittenden, AR		413	51
Cross, AR		135	19
Dallas, AR		31	15
Desha, AR	2	118	41
Drew, AR	1	83	83
Faulkner, AR	11	1604	389
Franklin, AR	1	313	92
Fulton, AR	3	65	9
Garland, AR	18	1668	302
Grant, AR	1	124	30
Greene, AR		166	47
Hempstead, AR	2	149	33
Hot Spring, AR		124	47
Howard, AR	1	141	19
Independence, AR	4	360	70
Izard, AR		80	10
Jackson, AR		84	19
Jefferson, AR	7	464	343
Johnson, AR	4	179	93
Lafayette, AR		21	10

Lawrence, AR		63	10
Lee, AR		74	8
Lincoln, AR		40	22
Little River, AR		125	18
Logan, AR	4	234	61
Lonoke, AR	8	798	211
Madison, AR	17	644	60
Marion, AR		149	26
Miller, AR		359	44
Mississippi, AR	1	241	81
Monroe, AR	1	57	8
Montgomery, AR		75	19
Nevada, AR		37	11
Newton, AR	5	90	20
Ouachita, AR	1	167	91
Perry, AR		63	23
Phillips, AR	1	242	48
Pike, AR	1	70	11
Poinsett, AR		87	18
Polk, AR	1	205	43
Pope, AR	4	604	233
Prairie, AR	2	77	12
Pulaski, AR	55	11359	2061
Randolph, AR	1	95	13
Saint Francis, AR		182	21
Saline, AR	15	1606	305
Scott, AR	1	89	20
Searcy, AR	1	92	11
Sebastian, AR	19	3222	737
Sevier, AR	3	137	20
Sharp, AR	1	55	24
Stone, AR	1	90	19
Union, AR	2	363	80
Van Buren, AR	2	103	30
Washington, AR	326	25265	3717
White, AR	2	547	185
Woodruff, AR		47	7
Yell, AR		120	42
Total	749	73,455	13,303

Increased Earnings of University of Arkansas Alumni

Many individuals choose to pursue a college education in hopes of earning a higher income in the future. Indeed, college experience and the degrees obtained allow individuals to gain skills that will make them more productive and valuable to future employers³². The difference between annual earnings associated with varying levels of education in the state of Arkansas is described in the table that follows. The data were drawn from the 2022 American Community Survey from the U. S. Census Bureau. Earnings are reported in nominal 2022 dollars for more accurate comparative purposes.

The table shows how important increasing levels of education are to an individual's median earnings. Arkansas median annual wages increase from \$29,956 for individuals with below high school education to \$33,049 for individuals with a high school diploma. Median earnings continue growing to \$36,171 when a person receives an associate degree, climb to \$48,559 for a bachelor's degree, and then reach a peak with \$61,480 for a graduate or professional degree. Thus, for the median person who made the decision and obtained higher education, earnings almost double.

Table 58: Arkansas Median Earning by Educational Attainment

Arkansas Median Earning by Educational Attainment					
Counties	Below High School	High School	Associate's degree	Bachelor's Degree	Graduate or Professional Degree
Arkansas	\$23,594	\$43,174	\$36,862	\$56,250	\$65,571
Ashley	\$28,462	\$39,036	\$35,315	\$42,813	\$51,793
Baxter	\$27,713	\$29,105	\$31,875	\$42,558	\$58,482
Benton	\$32,955	\$39,987	\$46,298	\$69,064	\$97,639
Boone	\$23,865	\$37,644	\$32,679	\$43,697	\$59,828
Bradley	\$44,318	\$40,212	\$46,683	\$41,961	\$59,706
Calhoun	-	\$30,246	\$33,135	\$56,167	-
Carroll	\$31,872	\$34,607	\$32,762	\$40,853	\$50,602
Chicot	\$33,971	\$27,778	\$36,069	\$48,147	\$80,625
Clark	\$23,800	\$32,250	\$31,920	\$41,583	\$56,750
Clay	\$29,885	\$31,699	\$30,162	\$42,460	\$53,620
Cleburne	\$18,318	\$33,956	\$34,823	\$48,385	\$54,924
Cleveland	\$40,677	\$39,035	\$42,869	\$49,226	\$57,099
Columbia	\$31,438	\$35,667	\$30,970	\$52,059	\$57,966
Conway	\$25,900	\$28,601	\$32,195	\$58,194	\$76,086
Craighead	\$28,659	\$30,055	\$38,192	\$54,622	\$63,750
Crawford	\$27,641	\$35,675	\$37,917	\$58,051	\$62,703
Crittenden	\$31,926	\$33,456	\$35,323	\$53,905	\$71,161
Cross	\$25,596	\$33,703	\$39,497	\$57,407	\$53,304
Dallas	\$38,021	\$29,130	\$45,430	\$56,944	\$108,185

Desha	\$25,440	\$28,482	\$35,554	\$45,051	\$46,375
Drew	\$31,523	\$33,452	\$38,035	\$51,474	\$52,060
Faulkner	\$33,313	\$36,018	\$41,957	\$56,825	\$69,455
Franklin	\$36,719	\$32,532	\$46,382	\$52,892	\$61,346
Fulton	\$50,890	\$26,017	\$36,899	\$47,114	\$52,468
Garland	\$28,274	\$29,795	\$32,373	\$51,486	\$62,426
Grant	\$43,472	\$41,653	\$41,417	\$68,472	\$83,750
Greene	\$27,997	\$31,594	\$38,244	\$49,366	\$67,165
Hempstead	\$26,385	\$35,689	\$35,607	\$50,507	\$64,612
Hot	\$23,258	\$32,573	\$34,895	\$42,986	\$57,213
Howard	\$28,773	\$29,713	\$34,868	\$50,969	\$49,136
Independence	\$29,491	\$29,331	\$37,283	\$47,201	\$63,252
Izard	\$36,447	\$32,827	\$33,263	\$39,600	\$55,771
Jackson	\$19,688	\$29,569	\$27,649	\$48,179	\$63,496
Jefferson	\$24,161	\$33,506	\$35,675	\$43,582	\$56,807
Johnson	\$25,457	\$28,800	\$28,897	\$47,536	\$64,214
Lafayette	\$29,777	\$35,130	\$38,700	\$48,833	\$49,803
Lawrence	\$26,734	\$33,899	\$34,741	\$39,188	\$58,977
Lee	\$54,722	\$33,767	\$36,007	\$41,714	\$49,531
Lincoln	\$46,579	\$31,563	\$38,147	\$46,989	\$59,844
Little	\$50,677	\$36,886	\$37,842	\$50,446	\$69,688
Logan	\$26,228	\$31,241	\$33,750	\$46,042	\$56,321
Lonoke	\$34,370	\$37,796	\$46,428	\$56,857	\$69,958
Madison	\$38,774	\$33,708	\$31,683	\$34,295	\$58,472
Marion	\$22,987	\$27,225	\$28,896	\$55,208	\$70,608
Miller	\$25,320	\$37,724	\$43,044	\$48,534	\$67,963
Mississippi	\$27,974	\$31,130	\$37,483	\$47,237	\$55,844
Monroe	\$37,746	\$36,002	\$33,152	\$34,538	\$54,375
Montgomery	\$30,486	\$30,195	\$25,786	\$46,833	\$51,350
Nevada	\$23,509	\$30,183	\$35,893	\$42,879	\$44,167
Newton	\$24,435	\$33,211	\$32,321	\$45,197	\$49,226
Ouachita	\$17,240	\$36,943	\$35,929	\$51,717	\$69,549
Perry	\$40,750	\$42,292	\$34,756	\$49,643	\$57,679
Phillips	\$31,908	\$28,649	\$38,135	\$47,370	\$62,742
Pike	\$22,420	\$29,345	\$44,591	\$53,250	\$53,448
Poinsett	\$23,288	\$33,917	\$35,466	\$54,947	\$56,389
Polk	\$25,768	\$28,829	\$38,452	\$32,421	\$57,420
Pope	\$33,486	\$31,481	\$38,264	\$45,047	\$68,488

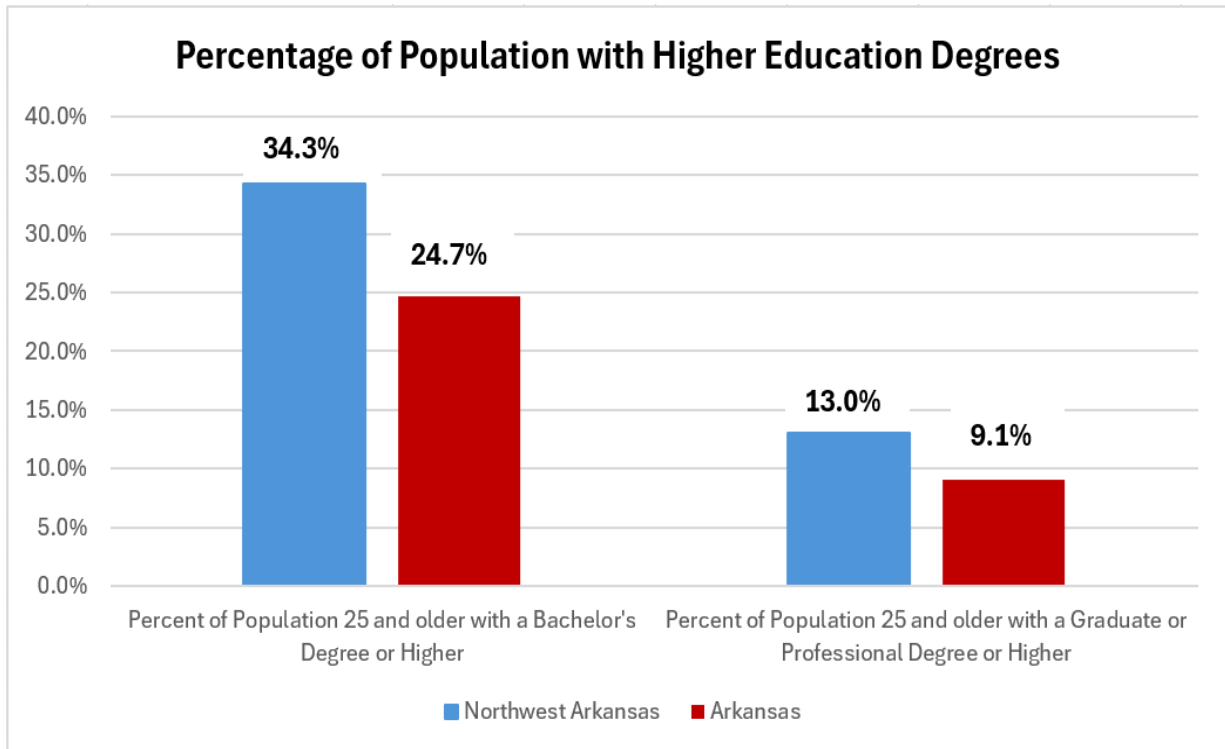
Prairie	-	\$29,750	\$38,594	\$42,163	\$55,688
Pulaski	\$28,583	\$33,346	\$38,417	\$57,006	\$73,090
Randolph	\$28,698	\$30,211	\$30,166	\$52,136	\$78,036
St. Francis	\$23,904	\$32,210	\$31,112	\$36,591	\$41,229
Saline	\$30,951	\$38,832	\$46,919	\$62,984	\$76,488
Scott	\$25,250	\$32,729	\$31,789	\$35,375	\$65,588
Searcy	\$21,964	\$19,760	\$30,644	\$39,030	\$58,438
Sebastian	\$28,816	\$31,148	\$36,661	\$51,301	\$72,010
Sevier	\$32,639	\$33,388	\$34,650	\$48,750	\$59,808
Sharp	\$24,212	\$31,527	\$30,230	\$54,063	\$40,690
Stone	\$27,743	\$24,490	\$24,344	\$46,167	\$55,556
Union	\$29,139	\$34,176	\$39,540	\$53,313	\$62,644
Van Buren	\$20,476	\$32,837	\$36,165	\$43,315	\$31,786
Washington	\$28,892	\$36,654	\$39,154	\$52,209	\$74,170
White	\$22,227	\$34,887	\$33,481	\$47,462	\$63,181
Woodruff	\$25,417	\$40,357	\$45,581	\$45,750	\$81,311
Yell	\$32,828	\$34,685	\$35,954	\$47,522	\$58,654
Average	\$29,956	\$33,049	\$36,171	\$48,559	\$61,480

Source: U.S. Census Bureau, 2022 American Community Survey

The wage differential in Benton County is significant as the education level grows, with the median wage increasing by \$29,077 from a high school diploma to a bachelor’s degree, and by \$28,575 from a bachelor’s degree to graduate or professional degree. In Washington County, home to the University of Arkansas, median earnings increase by \$15,555 if a person with a high school diploma completes a bachelor’s degree and increase by an additional \$21,961 if a person completes a graduate or professional degree.

It should be noted that not all the students at the University of Arkansas become part of the state’s long-term economy. In Arkansas the percentage of individuals holding a bachelor’s degree or higher has been increasing over time and was 24.7 percent in 2022. Northwest Arkansas, where the University of Arkansas is located, has educational attainment metrics that are significantly higher than the rest of the state. Specifically, the percentage of the population 25 or older with a bachelor’s degree or higher is greater in Northwest Arkansas at 34.3 percent, compared to 24.7 percent for the entire state. Similarly, the percentage of the population 25 or older with a graduate or professional degrees is higher in Northwest Arkansas as well, with 13 percent in Northwest Arkansas and 9.1 percent in Arkansas in 2022. This is good evidence that many highly qualified workers like graduates of the University of Arkansas tend to concentrate in the Northwest Arkansas area³³.

Figure 7: Percentage of Population with Higher Education Degrees



Source: U.S. Census Bureau, 2022 American Community Survey

Tax and Transfer Effects of University of Arkansas Alumni

This section shows the economic effects of University of Arkansas graduates currently living and employed in Arkansas. The economic and population data for this section of the report are drawn from the 2022 American Community Survey³⁴. In order to approximate the number of employed alumni, the initial alumni data was multiplied by the ratio of people between 25 and 64 years that are employed to the population of people 25 and older per county.

As shown in the following tables, University of Arkansas alumni earned estimated annual wages totaling \$3.4 billion, which is 7.4 percent of the total state wages of \$46.1 billion. Of these wages, \$1.32 billion is the increased earning for University of Arkansas alumni when compared to income that they would have earned with just a high school diploma. University of Arkansas alumni accounted for \$646.8 million or 7.5 percent of all the income earned by those Arkansans with a graduate or professional degree. For Arkansans with a bachelor's degree, University of Arkansas alumni accounted for \$2.75 billion or 24.3 percent of the total wages earned by this group.

The impact of the University of Arkansas on alumni wages was even greater in select counties than on the state in general. Washington County, home to the University of Arkansas, showed the greatest level of wages earned by University of Arkansas alumni. Total wages earned in Washington County by University of Arkansas alumni were \$1.13 billion, or 26.3 percent of all income earned in Washington County. Examining the wages earned by those with a graduate or professional degree in Washington

County, one sees that the University of Arkansas alumni earned \$194.4 million, which was 17.2 percent of the total wages in this category. For bachelor’s degree wages in Washington County, University of Arkansas alumni earned \$930.1 million, or 82.9 percent of the total. Benton County had the second greatest dollar value of University of Arkansas alumni wages with a total of \$834.9 million earned. Out of that total, \$134.9 million was earned by alumni with a graduate or professional degree, and \$694.7 million was earned by alumni with a bachelor’s degree. 12.4 percent of the wages earned in Benton County and 6.8 percent of the wages in Madison County were earned by University of Arkansas alumni.

Table 59: University of Arkansas Alumni Wage Estimates

University of Arkansas Alumni Wage Estimates				
Counties	Associate's Degree	Baccalaureate Degree	Graduate or Professional Degrees	Total
Arkansas	\$44,937	\$11,733,192	\$2,511,271	\$14,289,400
Ashley	-	\$2,886,508	\$2,074,426	\$4,960,934
Baxter	\$62,300	\$12,000,704	\$2,489,764	\$14,552,769
Benton	\$5,204,107	\$694,673,029	\$134,981,393	\$834,858,529
Boone	\$112,851	\$18,974,724	\$4,701,026	\$23,788,601
Bradley	\$27,970	\$719,601	\$870,327	\$1,617,897
Calhoun	-	\$440,018	-	\$440,018
Carroll	\$142,683	\$9,359,293	\$1,467,984	\$10,969,960
Chicot	\$21,088	\$1,900,356	\$947,101	\$2,868,545
Clark	-	\$3,097,035	\$2,509,573	\$5,606,608
Clay	-	\$1,386,155	\$428,690	\$1,814,845
Cleburne	\$14,749	\$4,039,928	\$1,338,470	\$5,393,147
Cleveland	\$23,560	\$895,352	\$890,186	\$1,809,097
Columbia	-	\$4,053,413	\$1,767,726	\$5,821,140
Conway	\$34,554	\$7,986,576	\$2,636,368	\$10,657,498
Craighead	\$115,809	\$33,336,418	\$10,097,381	\$43,549,608
Crawford	\$137,659	\$39,154,763	\$11,193,946	\$50,486,368
Crittenden	-	\$14,963,024	\$2,439,228	\$17,402,252
Cross	-	\$5,339,036	\$697,714	\$6,036,751
Dallas	-	\$1,202,930	\$1,105,832	\$2,308,762
Desha	\$39,962	\$3,665,672	\$1,311,097	\$5,016,731
Drew	\$22,575	\$2,770,995	\$2,802,541	\$5,596,111
Faulkner	\$288,263	\$63,908,211	\$18,943,751	\$83,140,225
Franklin	\$23,123	\$9,245,836	\$3,151,998	\$12,420,958
Fulton	\$50,367	\$1,593,529	\$245,716	\$1,889,612
Garland	\$289,127	\$40,702,196	\$8,935,217	\$49,926,540

Grant	\$22,929	\$5,930,462	\$1,754,930	\$7,708,321
Greene	-	\$5,959,386	\$2,295,654	\$8,255,040
Hempstead	\$38,201	\$3,891,781	\$1,102,650	\$5,032,632
Hot Spring	-	\$2,720,954	\$1,372,666	\$4,093,620
Howard	\$19,031	\$4,563,566	\$592,833	\$5,175,430
Independence	\$86,723	\$10,550,761	\$2,749,175	\$13,386,659
Izard	-	\$1,402,308	\$246,869	\$1,649,177
Jackson	-	\$2,595,942	\$773,852	\$3,369,794
Jefferson	\$130,267	\$11,505,269	\$11,085,815	\$22,721,352
Johnson	\$60,824	\$4,763,302	\$3,343,067	\$8,167,193
Lafayette	-	\$599,453	\$291,124	\$890,577
Lawrence	-	\$1,655,762	\$395,537	\$2,051,299
Lee	-	\$1,896,107	\$243,398	\$2,139,504
Lincoln	-	\$958,252	\$671,223	\$1,629,476
Little River	-	\$4,079,914	\$811,605	\$4,891,520
Logan	\$78,175	\$6,684,817	\$2,131,668	\$8,894,660
Lonoke	\$226,603	\$31,782,283	\$10,339,942	\$42,348,829
Madison	\$296,326	\$11,712,495	\$1,860,510	\$13,869,331
Marion	-	\$3,817,263	\$851,905	\$4,669,168
Miller	-	\$9,492,969	\$1,629,246	\$11,122,215
Mississippi	\$22,155	\$7,900,260	\$3,139,089	\$11,061,504
Monroe	\$17,720	\$741,521	\$163,848	\$923,089
Montgomery	-	\$1,388,422	\$385,658	\$1,774,080
Nevada	-	\$748,408	\$229,183	\$977,591
Newton	\$85,847	\$1,976,055	\$478,268	\$2,540,170
Ouachita	\$17,357	\$5,143,185	\$3,768,900	\$8,929,443
Perry	-	\$1,884,562	\$799,387	\$2,683,949
Phillips	\$18,992	\$5,618,968	\$1,476,173	\$7,114,133
Pike	\$22,788	\$2,493,472	\$393,288	\$2,909,548
Poinsett	-	\$3,405,100	\$722,992	\$4,128,092
Polk	\$18,186	\$3,687,354	\$1,369,829	\$5,075,369
Pope	\$86,566	\$17,306,100	\$10,150,018	\$27,542,685
Prairie	\$47,077	\$2,456,941	\$505,726	\$3,009,744
Pulaski	\$1,218,732	\$417,437,685	\$97,110,667	\$515,767,085
Randolph	\$13,914	\$3,065,382	\$627,858	\$3,707,154
Saint Francis	-	\$3,260,443	\$423,890	\$3,684,332
Saline	\$417,833	\$68,965,043	\$15,905,465	\$85,288,341
Scott	\$19,608	\$2,088,826	\$870,302	\$2,978,736

Searcy	\$15,571	\$2,040,490	\$365,289	\$2,421,350
Sebastian	\$399,870	\$106,334,896	\$34,141,669	\$140,876,434
Sevier	\$54,179	\$3,721,434	\$666,507	\$4,442,120
Sharp	\$12,590	\$1,664,895	\$546,793	\$2,224,278
Stone	\$9,003	\$1,980,850	\$503,225	\$2,493,077
Union	\$44,575	\$12,317,819	\$3,189,801	\$15,552,195
Van Buren	\$30,912	\$1,687,747	\$360,736	\$2,079,395
Washington	\$8,046,902	\$930,188,779	\$194,413,876	\$1,132,649,557
White	\$37,118	\$16,240,180	\$7,311,655	\$23,588,953
Woodruff	-	\$920,687	\$243,708	\$1,164,396
Yell	-	\$3,347,655	\$1,446,145	\$4,793,800
Total	\$18,272,259	\$2,746,604,700	\$646,792,343	\$3,411,669,302

Source: Center for Business and Economic Research Estimates

Table 60: University of Arkansas Alumni Income as a Percentage of Total Income in Arkansas Counties

University of Arkansas Alumni Income as a Percentage of Total Income in Arkansas Counties				
Counties	Associate's Degree	Baccalaureate Degree	Graduate or Professional Degrees	All Levels
Arkansas	0.1%	24.7%	8.8%	5.6%
Ashley	0.0%	9.3%	13.6%	2.3%
Baxter	0.0%	14.1%	4.7%	3.4%
Benton	0.4%	32.8%	8.2%	12.4%
Boone	0.1%	25.4%	9.0%	4.9%
Bradley	0.1%	6.5%	12.5%	1.2%
Calhoun	0.0%	6.4%	-	-
Carroll	0.2%	18.3%	4.9%	3.3%
Chicot	0.1%	9.4%	7.0%	2.8%
Clark	0.0%	5.9%	6.8%	2.4%
Clay	0.0%	5.5%	1.7%	1.1%
Cleburne	0.0%	9.8%	5.7%	2.0%
Cleveland	0.1%	5.1%	7.7%	1.6%
Columbia	0.0%	6.4%	5.8%	2.2%
Conway	0.1%	9.9%	7.0%	3.9%
Craighead	0.0%	6.8%	2.8%	2.5%
Crawford	0.1%	18.5%	12.4%	6.1%
Crittenden	0.0%	10.8%	3.2%	2.7%

Cross	0.0%	10.9%	3.0%	2.6%
Dallas	0.0%	7.6%	7.5%	2.3%
Desha	0.1%	18.6%	11.1%	4.4%
Drew	0.0%	4.5%	9.5%	2.5%
Faulkner	0.0%	10.3%	4.1%	3.8%
Franklin	0.0%	29.8%	21.5%	5.5%
Fulton	0.1%	7.8%	2.1%	1.6%
Garland	0.1%	14.4%	4.4%	4.0%
Grant	0.0%	7.2%	4.7%	2.4%
Greene	0.0%	5.1%	2.6%	1.3%
Hempstead	0.1%	11.6%	4.0%	2.2%
Hot Spring	0.0%	5.1%	3.6%	1.1%
Howard	0.0%	16.7%	4.4%	3.4%
Independence	0.1%	12.2%	5.0%	2.8%
Izard	0.0%	5.8%	1.7%	1.3%
Jackson	0.0%	9.1%	3.9%	2.3%
Jefferson	0.1%	7.3%	12.1%	3.0%
Johnson	0.1%	10.1%	11.3%	3.0%
Lafayette	0.0%	6.5%	6.5%	1.3%
Lawrence	0.0%	6.6%	2.2%	1.2%
Lee	0.0%	18.8%	9.6%	2.9%
Lincoln	0.0%	7.3%	8.2%	1.6%
Little River	0.0%	12.8%	4.9%	2.8%
Logan	0.1%	17.0%	7.6%	3.3%
Lonoke	0.0%	12.1%	6.4%	3.3%
Madison	0.6%	66.2%	13.0%	6.8%
Marion	0.0%	12.8%	3.3%	2.9%
Miller	0.0%	13.7%	2.3%	1.9%
Mississippi	0.0%	10.0%	5.5%	2.3%
Monroe	0.1%	12.2%	3.8%	1.4%
Montgomery	0.0%	9.9%	6.3%	2.1%
Nevada	0.0%	7.8%	7.7%	1.3%
Newton	0.3%	18.2%	7.1%	3.3%
Ouachita	0.0%	10.6%	11.6%	3.2%
Perry	0.0%	8.1%	7.5%	2.0%
Phillips	0.0%	23.7%	7.9%	4.4%
Pike	0.0%	8.1%	2.4%	2.2%
Poinsett	0.0%	6.7%	3.6%	1.5%

Polk	0.0%	13.5%	6.3%	2.4%
Pope	0.0%	9.4%	6.9%	3.2%
Prairie	0.1%	12.9%	3.3%	-
Pulaski	0.1%	19.3%	5.0%	7.2%
Randolph	0.0%	7.6%	1.8%	1.7%
Saint Francis	0.0%	15.0%	2.2%	1.8%
Saline	0.1%	9.5%	4.0%	3.5%
Scott	0.0%	13.9%	10.3%	2.6%
Searcy	0.1%	14.4%	5.0%	3.7%
Sebastian	0.1%	24.9%	9.7%	7.5%
Sevier	0.1%	17.9%	5.2%	2.4%
Sharp	0.0%	5.8%	4.7%	1.3%
Stone	0.0%	10.6%	4.1%	2.8%
Union	0.0%	11.2%	4.9%	2.9%
Van Buren	0.1%	8.4%	4.0%	1.4%
Washington	0.9%	82.9%	17.2%	26.3%
White	0.0%	9.0%	4.3%	2.4%
Woodruff	0.0%	12.5%	2.0%	1.3%
Yell	0.0%	9.2%	6.9%	1.8%

Source: Center for Business and Economic Research Estimates

Another important impact of University of Arkansas alumni is the tax revenue they generate in the state and the individual counties. The 87,507 alumni create substantial tax revenues, and as the number of alumni grow, the tax revenue benefit will grow as well. It is also important to remember that taxpayers with higher education earn, on average, more than taxpayers with a lower education level, thus the benefits of a more educated population continue over the person’s entire working life. The taxes paid by the University of Arkansas alumni benefit programs across the state, including creating more funding for education, which leads to an even greater number of Arkansans with higher education degrees.

To estimate average expenditure, the wage estimates of the alumni were multiplied by the national income to expenditure ratio (roughly 0.78) and then it was multiplied by the household spending percentage of the state of Arkansas (42 percent, or 0.42). This value for alumni spending included taxes so it was divided by 1.0945 because the average combined state and local sales tax rate in Arkansas is 9.45 percent, and thus the alumni wages that would be subject to county and sales and use taxes was calculated.

The county level sales and use taxes in the table below were computed by taking the county sales and use tax rates for all counties³⁵, then multiplying those tax rates by the alumni wages that are subject to sales and use taxes³⁶. The state sales tax dollars shown in the table below were calculated by multiplying the state sales and use tax rate of 6.5 percent by the alumni wages that are subject to sales and use taxes.

The tables show that estimated state sales taxes paid by University of Arkansas alumni totaled to around \$66.1 million. The total of county sales taxes paid by alumni was \$11.8 million. Washington County had the most taxes paid by alumni: \$21.9 million to the state and \$4.2 million to the county. Benton County was second in terms of sales tax collections from alumni with \$16.2 million paid to the state and \$2.5 million paid to the county. Pulaski County had the third highest impact as University of Arkansas alumni contributed \$10million to the state and \$1.5 million to the county.

Table 61: Estimated County Sales and Use Taxes Paid by University of Arkansas Alumni

Estimated County Sales and Use Taxes Paid by University of Arkansas Alumni					
County	Sales and Use Tax Rate	Associate's degree	Baccalaureate Degree	Graduate or Professional Degrees	Total
Arkansas	1.000%	\$133.85	\$34,948.98	\$7,480.18	\$42,563.01
Ashley	1.500%	-	\$12,896.81	\$9,268.46	\$22,165.27
Baxter	1.250%	\$231.96	\$44,682.25	\$9,270.15	\$54,184.36
Benton	1.000%	\$15,501.17	\$2,069,182.23	\$402,061.24	\$2,486,744.64
Boone	1.250%	\$420.18	\$70,648.64	\$17,503.34	\$88,572.16
Bradley	2.000%	\$166.62	\$4,286.86	\$5,184.79	\$9,638.27
Calhoun	2.500%	-	\$3,276.64	-	\$3,276.64
Carroll	0.500%	\$212.50	\$13,938.99	\$2,186.30	\$16,337.79
Chicot	2.000%	\$125.63	\$11,320.96	\$5,642.15	\$17,088.74
Clark	1.500%	-	\$13,837.44	\$11,212.68	\$25,050.12
Clay	1.500%	-	\$6,193.29	\$1,915.37	\$8,108.66
Cleburne	1.625%	\$71.39	\$19,554.44	\$6,478.59	\$26,104.41
Cleveland	3.250%	\$228.07	\$8,667.53	\$8,617.52	\$17,513.12
Columbia	1.500%	-	\$18,110.50	\$7,898.14	\$26,008.64
Conway	1.750%	\$180.12	\$41,631.01	\$13,742.39	\$55,553.52
Craighead	1.000%	\$344.95	\$99,297.25	\$30,076.48	\$129,718.69
Crawford	1.250%	\$512.55	\$145,785.03	\$41,678.45	\$187,976.02
Crittenden	1.750%	-	\$77,996.61	\$12,714.78	\$90,711.39
Cross	3.000%	-	\$47,709.23	\$6,234.72	\$53,943.96
Dallas	2.000%	-	\$7,166.20	\$6,587.75	\$13,753.95
Desha	1.500%	\$178.55	\$16,378.09	\$5,857.93	\$22,414.57
Drew	2.250%	\$151.29	\$18,571.05	\$18,782.47	\$37,504.82
Faulkner	0.500%	\$429.32	\$95,179.84	\$28,213.33	\$123,822.48
Franklin	2.000%	\$137.75	\$55,080.07	\$18,777.35	\$73,995.17
Fulton	3.000%	\$450.08	\$14,239.65	\$2,195.70	\$16,885.43
Garland	1.500%	\$1,291.81	\$181,855.90	\$39,922.22	\$223,069.93

Grant	1.250%	\$85.37	\$22,080.90	\$6,534.14	\$28,700.41
Greene	1.375%	-	\$24,407.46	\$9,402.15	\$33,809.61
Hempstead	2.000%	\$227.57	\$23,184.44	\$6,568.80	\$29,980.82
Hot Spring	1.500%	-	\$12,157.12	\$6,133.02	\$18,290.14
Howard	2.750%	\$155.89	\$37,381.38	\$4,856.05	\$42,393.32
Independence	1.500%	\$387.48	\$47,140.41	\$12,283.21	\$59,811.09
Izard	0.500%	-	\$2,088.49	\$367.67	\$2,456.15
Jackson	2.250%	-	\$17,397.86	\$5,186.31	\$22,584.17
Jefferson	1.250%	\$485.02	\$42,837.60	\$41,275.84	\$84,598.46
Johnson	1.000%	\$181.17	\$14,188.17	\$9,957.80	\$24,327.14
Lafayette	2.250%	-	\$4,017.50	\$1,951.10	\$5,968.60
Lawrence	2.500%	-	\$12,329.81	\$2,945.41	\$15,275.21
Lee	1.000%	-	\$5,647.82	\$724.99	\$6,372.82
Lincoln	2.000%	-	\$5,708.58	\$3,998.67	\$9,707.25
Little River	2.875%	-	\$34,938.74	\$6,950.26	\$41,889.00
Logan	2.000%	\$465.71	\$39,823.35	\$12,698.95	\$52,988.02
Lonoke	1.500%	\$1,012.46	\$142,002.06	\$46,198.48	\$189,213.00
Madison	2.500%	\$2,206.62	\$87,218.32	\$13,854.48	\$103,279.43
Marion	1.750%	-	\$19,897.95	\$4,440.66	\$24,338.61
Miller	1.250%	-	\$35,345.19	\$6,066.18	\$41,411.37
Mississippi	2.500%	\$164.98	\$58,830.12	\$23,375.55	\$82,370.65
Monroe	0.000%	-	-	-	-
Montgomery	3.000%	-	\$12,406.83	\$3,446.21	\$15,853.04
Nevada	2.000%	-	\$4,458.48	\$1,365.31	\$5,823.79
Newton	1.000%	\$255.71	\$5,885.96	\$1,424.59	\$7,566.26
Ouachita	2.000%	\$103.40	\$30,639.42	\$22,452.41	\$53,195.23
Perry	2.750%	-	\$15,436.94	\$6,547.99	\$21,984.94
Phillips	2.000%	\$113.14	\$33,473.79	\$8,793.98	\$42,380.91
Pike	2.000%	\$135.75	\$14,854.32	\$2,342.93	\$17,333.00
Poinsett	1.750%	-	\$17,749.50	\$3,768.69	\$21,518.19
Polk	2.000%	\$108.34	\$21,966.62	\$8,160.46	\$30,235.42
Pope	1.000%	\$257.85	\$51,548.68	\$30,233.27	\$82,039.80
Prairie	1.500%	\$210.34	\$10,977.52	\$2,259.57	\$13,447.43
Pulaski	1.000%	\$3,630.17	\$1,243,397.40	\$289,257.91	\$1,536,285.47
Randolph	1.250%	\$51.80	\$11,413.34	\$2,337.71	\$13,802.85
Saint Francis	3.000%	-	\$29,135.07	\$3,787.85	\$32,922.92
Saline	0.375%	\$466.72	\$77,033.31	\$17,766.26	\$95,266.29
Scott	2.000%	\$116.81	\$12,443.73	\$5,184.64	\$17,745.18

Searcy	1.500%	\$69.57	\$9,116.83	\$1,632.10	\$10,818.50
Sebastian	1.000%	\$1,191.07	\$316,733.58	\$101,695.81	\$419,620.46
Sevier	3.125%	\$504.31	\$34,640.07	\$6,204.01	\$41,348.39
Sharp	1.750%	\$65.63	\$8,678.47	\$2,850.23	\$11,594.32
Stone	1.500%	\$40.23	\$8,850.36	\$2,248.39	\$11,138.98
Union	2.000%	\$265.54	\$73,380.75	\$19,002.55	\$92,648.84
Van Buren	1.500%	\$138.11	\$7,540.79	\$1,611.75	\$9,290.66
Washington	1.250%	\$29,961.05	\$3,463,374.15	\$723,861.66	\$4,217,196.86
White	1.750%	\$193.48	\$84,653.94	\$38,112.90	\$122,960.33
Woodruff	2.000%	-	\$5,484.79	\$1,451.84	\$6,936.63
Yell	1.125%	-	\$11,217.90	\$4,845.99	\$16,063.89
Total		\$64,019.09	\$9,437,551.31	\$2,257,919.19	\$11,759,489.59

Source: Center for Business and Economic Research Estimates

The following table shows the estimated State Sales and Use Taxes Paid by University of Arkansas Alumni. This was calculated by multiplying the state sales and use tax rate of 6.5 percent by the alumni wages that are subject to sales and use taxes.

Table 62: Estimated State Sales and Use Taxes Paid by University of Arkansas Alumni

Estimated State Sales and Use Taxes Paid by University of Arkansas Alumni				
County	Associate's degree	Bachelor's Degree	Graduate or Professional Degrees	Total
Arkansas	\$870.03	\$227,168.36	\$48,621.16	\$276,659.55
Ashley	-	\$55,886.18	\$40,163.33	\$96,049.50
Baxter	\$1,206.21	\$232,347.70	\$48,204.76	\$281,758.66
Benton	\$100,757.62	\$13,449,684.47	\$2,613,398.05	\$16,163,840.14
Boone	\$2,184.92	\$367,372.91	\$91,017.37	\$460,575.21
Bradley	\$541.53	\$13,932.31	\$16,850.56	\$31,324.39
Calhoun	-	\$8,519.26	-	\$8,519.26
Carroll	\$2,762.51	\$181,206.89	\$28,421.90	\$212,391.30
Chicot	\$408.28	\$36,793.13	\$18,336.98	\$55,538.39
Clark	-	\$59,962.23	\$48,588.27	\$108,550.50
Clay	-	\$26,837.58	\$8,299.95	\$35,137.53
Cleburne	\$285.56	\$78,217.75	\$25,914.35	\$104,417.66
Cleveland	\$456.14	\$17,335.06	\$17,235.05	\$35,026.24
Columbia	-	\$78,478.84	\$34,225.25	\$112,704.09
Conway	\$669.01	\$154,629.47	\$51,043.17	\$206,341.65

Craighead	\$2,242.20	\$645,432.14	\$195,497.13	\$843,171.47
Crawford	\$2,665.24	\$758,082.13	\$216,727.93	\$977,475.30
Crittenden	-	\$289,701.69	\$47,226.32	\$336,928.01
Cross	-	\$103,370.01	\$13,508.57	\$116,878.57
Dallas	-	\$23,290.14	\$21,410.20	\$44,700.34
Desha	\$773.71	\$70,971.71	\$25,384.38	\$97,129.80
Drew	\$437.07	\$53,649.71	\$54,260.48	\$108,347.26
Faulkner	\$5,581.11	\$1,237,337.92	\$366,773.23	\$1,609,692.25
Franklin	\$447.70	\$179,010.23	\$61,026.38	\$240,484.31
Fulton	\$975.17	\$30,852.58	\$4,757.35	\$36,585.10
Garland	\$5,597.83	\$788,042.25	\$172,996.28	\$966,636.36
Grant	\$443.93	\$114,820.69	\$33,977.51	\$149,242.13
Greene	-	\$115,380.71	\$44,446.55	\$159,827.26
Hempstead	\$739.62	\$75,349.44	\$21,348.60	\$97,437.65
Hot Spring	-	\$52,680.86	\$26,576.43	\$79,257.29
Howard	\$368.46	\$88,355.99	\$11,477.95	\$100,202.40
Independence	\$1,679.06	\$204,275.10	\$53,227.25	\$259,181.41
Izard	-	\$27,150.33	\$4,779.68	\$31,930.01
Jackson	-	\$50,260.48	\$14,982.68	\$65,243.16
Jefferson	\$2,522.13	\$222,755.51	\$214,634.38	\$439,912.02
Johnson	\$1,177.63	\$92,223.10	\$64,725.70	\$158,126.43
Lafayette	-	\$11,606.12	\$5,636.50	\$17,242.62
Lawrence	-	\$32,057.50	\$7,658.06	\$39,715.55
Lee	-	\$36,710.85	\$4,712.46	\$41,423.31
Lincoln	-	\$18,552.89	\$12,995.67	\$31,548.56
Little River	-	\$78,991.93	\$15,713.63	\$94,705.55
Logan	\$1,513.56	\$129,425.89	\$41,271.60	\$172,211.05
Lonoke	\$4,387.31	\$615,342.27	\$200,193.40	\$819,922.98
Madison	\$5,737.21	\$226,767.64	\$36,021.65	\$268,526.51
Marion	-	\$73,906.69	\$16,493.88	\$90,400.56
Miller	-	\$183,795.01	\$31,544.12	\$215,339.13
Mississippi	\$428.94	\$152,958.31	\$60,776.44	\$214,163.69
Monroe	\$343.08	\$14,356.72	\$3,172.29	\$17,872.09
Montgomery	-	\$26,881.47	\$7,466.79	\$34,348.26
Nevada	-	\$14,490.06	\$4,437.26	\$18,927.32
Newton	\$1,662.10	\$38,258.74	\$9,259.83	\$49,180.67
Ouachita	\$336.05	\$99,578.10	\$72,970.33	\$172,884.49
Perry	-	\$36,487.32	\$15,477.08	\$51,964.40

Phillips	\$367.71	\$108,789.80	\$28,580.45	\$137,737.96
Pike	\$441.20	\$48,276.53	\$7,614.52	\$56,332.25
Poinsett	-	\$65,926.72	\$13,997.97	\$79,924.70
Polk	\$352.11	\$71,391.50	\$26,521.49	\$98,265.10
Pope	\$1,676.02	\$335,066.40	\$196,516.25	\$533,258.67
Prairie	\$911.47	\$47,569.26	\$9,791.45	\$58,272.18
Pulaski	\$23,596.09	\$8,082,083.09	\$1,880,176.40	\$9,985,855.58
Randolph	\$269.38	\$59,349.39	\$12,156.07	\$71,774.84
Saint Francis	-	\$63,125.99	\$8,207.00	\$71,333.00
Saline	\$8,089.74	\$1,335,244.10	\$307,948.46	\$1,651,282.30
Scott	\$379.64	\$40,442.12	\$16,850.07	\$57,671.83
Searcy	\$301.47	\$39,506.28	\$7,072.42	\$46,880.17
Sebastian	\$7,741.95	\$2,058,768.28	\$661,022.74	\$2,727,532.97
Sevier	\$1,048.97	\$72,051.34	\$12,904.35	\$86,004.65
Sharp	\$243.76	\$32,234.31	\$10,586.55	\$43,064.63
Stone	\$174.31	\$38,351.57	\$9,743.02	\$48,268.90
Union	\$863.02	\$238,487.43	\$61,758.28	\$301,108.73
Van Buren	\$598.49	\$32,676.77	\$6,984.26	\$40,259.53
Washington	\$155,797.46	\$18,009,545.56	\$3,764,080.62	\$21,929,423.65
White	\$718.65	\$314,428.92	\$141,562.21	\$456,709.79
Woodruff	-	\$17,825.58	\$4,718.48	\$22,544.06
Yell	-	\$64,814.53	\$27,999.05	\$92,813.59
Total	\$353,772.37	\$53,177,487.84	\$12,522,658.23	\$66,053,918.43

Source: Center for Business and Economic Research Estimates

In addition to the sales tax paid by University of Arkansas alumni, state income taxes by county and by educational attainment was also estimated³⁷. The following table shows that Arkansas alumni contributed \$130.1 million in income taxes to the state.

Table 63: Estimated State Income Taxes Paid by University of Arkansas Alumni

Estimated State Income Taxes Paid by University of Arkansas Alumni				
Counties	Associate's	Bachelor's	Graduate or Professional	Total
Arkansas	\$1,051.35	\$397,009.40	\$172,247.67	\$570,308.42
Ashley	\$0.00	\$83,229.87	\$134,172.94	\$217,402.81
Baxter	\$1,858.19	\$313,289.75	\$154,810.62	\$469,958.56
Benton	\$151,542.82	\$19,916,199.73	\$9,056,094.32	\$29,123,836.87
Boone	\$2,255.63	\$623,359.36	\$308,621.89	\$934,236.88
Bradley	\$690.24	\$43,244.74	\$52,897.15	\$96,832.13
Calhoun	\$0.00	\$19,761.33	\$69,300.95	\$89,062.27
Carroll	\$1,740.99	\$231,571.35	\$162,370.49	\$395,682.83
Chicot	\$471.37	\$38,883.33	\$38,763.49	\$78,118.19
Clark	\$0.00	\$150,578.75	\$163,792.30	\$314,371.05
Clay	\$0.00	\$48,899.91	\$33,821.48	\$82,721.38
Cleburne	\$753.18	\$156,189.02	\$119,804.71	\$276,746.91
Cleveland	\$790.87	\$37,257.47	\$57,254.44	\$95,302.79
Columbia	\$0.00	\$154,878.15	\$118,651.15	\$273,529.30
Conway	\$1,190.52	\$237,141.34	\$161,268.53	\$399,600.39
Craighead	\$3,610.70	\$849,878.84	\$683,550.38	\$1,537,039.93
Crawford	\$3,406.49	\$1,132,862.26	\$1,035,943.02	\$2,172,211.76
Crittenden	\$0.00	\$583,645.14	\$142,116.81	\$725,761.95
Cross	\$0.00	\$194,028.85	\$50,332.73	\$244,361.58
Dallas	\$0.00	\$27,786.46	\$29,386.69	\$57,173.16
Desha	\$683.65	\$108,059.46	\$118,933.15	\$227,676.26
Drew	\$0.00	\$111,804.04	\$187,088.19	\$298,892.24
Faulkner	\$10,999.10	\$1,860,791.03	\$1,084,046.64	\$2,955,836.77
Franklin	\$0.00	\$289,608.88	\$307,725.90	\$597,334.78
Fulton	\$1,189.75	\$43,299.35	\$28,836.67	\$73,325.77
Garland	\$6,654.31	\$1,196,388.24	\$708,036.17	\$1,911,078.72
Grant	\$890.26	\$101,420.27	\$76,141.76	\$178,452.29
Greene	\$569.38	\$200,043.25	\$115,161.97	\$315,774.60
Hempstead	\$918.35	\$153,673.41	\$66,299.16	\$220,890.92
Hot Spring	\$0.00	\$88,757.05	\$93,613.15	\$182,370.20

Howard	\$485.44	\$122,284.11	\$57,117.10	\$179,886.65
Independence	\$2,241.04	\$341,136.71	\$227,058.25	\$570,436.00
Izard	\$0.00	\$65,314.36	\$15,878.77	\$81,193.13
Jackson	\$328.25	\$147,632.10	\$51,882.21	\$199,842.56
Jefferson	\$5,215.32	\$580,951.17	\$691,020.15	\$1,277,186.64
Johnson	\$2,237.16	\$126,665.80	\$208,732.56	\$337,635.52
Lafayette	\$0.00	\$11,976.16	\$0.00	\$11,976.16
Lawrence	\$0.00	\$52,240.47	\$16,064.71	\$68,305.17
Lee	\$0.00	\$127,593.06	\$16,398.84	\$143,991.89
Lincoln	\$0.00	\$34,801.28	\$25,706.86	\$60,508.13
Little River	\$0.00	\$106,391.56	\$43,147.95	\$149,539.51
Logan	\$2,202.72	\$156,272.02	\$135,171.58	\$293,646.33
Lonoke	\$7,129.52	\$1,132,268.91	\$667,225.11	\$1,806,623.53
Madison	\$11,515.28	\$455,095.70	\$254,940.05	\$721,551.03
Marion	\$0.00	\$79,821.16	\$44,983.52	\$124,804.69
Miller	\$660.59	\$367,822.57	\$165,821.44	\$534,304.60
Mississippi	\$0.00	\$261,568.81	\$193,758.41	\$455,327.22
Monroe	\$1,061.82	\$50,876.85	\$25,743.27	\$77,681.93
Montgomery	\$0.00	\$65,929.46	\$32,652.70	\$98,582.16
Nevada	\$0.00	\$22,657.32	\$28,957.28	\$51,614.61
Newton	\$892.60	\$55,950.19	\$7,553.53	\$64,396.32
Ouachita	\$585.07	\$155,941.43	\$165,240.26	\$321,766.76
Perry	\$0.00	\$73,314.95	\$52,834.14	\$126,149.09
Phillips	\$397.08	\$242,718.14	\$154,444.00	\$397,559.23
Pike	\$468.26	\$47,847.08	\$24,853.95	\$73,169.28
Poinsett	\$0.00	\$81,585.13	\$40,809.24	\$122,394.36
Polk	\$282.15	\$124,957.71	\$83,154.59	\$208,394.46
Pope	\$799.06	\$573,174.55	\$585,925.95	\$1,159,899.56
Prairie	\$1,539.88	\$67,333.91	\$25,629.33	\$94,503.12
Pulaski	\$35,959.70	\$13,503,276.43	\$8,020,374.68	\$21,559,610.81
Randolph	\$382.45	\$71,806.65	\$45,449.45	\$117,638.54
St. Francis	\$0.00	\$139,601.36	\$58,235.31	\$197,836.67
Saline	\$13,228.72	\$2,087,463.70	\$915,501.22	\$3,016,193.64
Scott	\$275.81	\$75,272.52	\$35,976.58	\$111,524.90
Searcy	\$834.22	\$28,356.21	\$28,337.36	\$57,527.79
Sebastian	\$13,304.59	\$3,732,544.39	\$2,419,351.28	\$6,165,200.27
Sevier	\$1,723.05	\$111,980.87	\$31,390.15	\$145,094.06
Sharp	\$0.00	\$24,592.41	\$17,206.47	\$41,798.88

Stone	\$179.24	\$74,359.88	\$48,843.36	\$123,382.48
Union	\$647.54	\$382,273.90	\$265,420.23	\$648,341.67
Van Buren	\$526.85	\$32,145.29	\$40,239.98	\$72,912.13
Washington	\$224,094.60	\$25,312,050.29	\$16,182,948.26	\$41,719,093.15
White	\$718.24	\$558,282.55	\$365,147.82	\$924,148.62
Woodruff	\$0.00	\$63,261.42	\$17,483.51	\$80,744.93
Yell	\$0.00	\$97,053.56	\$92,957.15	\$190,010.71
TOTAL	\$521,183.42	\$81,419,984.15	\$48,158,653.05	\$130,099,820.62

Source: Center for Business and Economic Research Estimates

Overall Economic Impact

The economic impacts of the University of Arkansas reach far beyond the immediate environment of the University's physical location. The economic impact of the University of Arkansas was calculated by accounting for various activities that occur from the operation of a large research university. Some of these impacts are the direct result of university spending on payroll and other expenditures, while others occur through a myriad of different sources such as expenditures of students attending the University, expenditures of visitors to the University, and business expenditures of University research-generated companies at the Arkansas Research and Technology Park, and other economic activities associated with the university.

Researchers from the Center for Business and Economic Research estimate that in 2023, activities associated with the University of Arkansas generated a total economic impact of over \$3.0 billion in the state of Arkansas and supported almost 19,000 jobs. This economic impact includes \$2.5 billion in recurring annual economic impact and \$522.4 million in one-time construction impacts. The annual business operations of the University contributed \$1.3 billion to the overall economic impact while student spending contributed \$569.5 million. The economic impact of the operations of tenants in the Arkansas Research and Technology Park adds \$346.3 million to the total. Visitors to the University's athletic events, associated facilities, admissions office, graduation ceremonies, and students generate an economic impact of \$262.2 million and the economic impact generated by University-affiliated volunteers and service-learning programs is \$5.9 million.

Direct expenditures from the University of \$1.1 billion in the state of Arkansas generate an overall \$3.0 billion in economic activity, implying an output multiplier of 2.8. This means for every dollar of direct expenditures by the University within Arkansas, the total economic impact generated is \$2.8. The operations of the University and associated economic activities contributed more than \$126.2 million in state and local taxes in the form of income taxes, business taxes, property taxes and other taxes. For context, the state appropriations to the University were \$220.3 million in the 2023 fiscal year^c.

Data from the Office of Entrepreneurship and Innovation shows that students and alumni from the University started over 107 active businesses in Arkansas since 2019. These businesses support more than 300 jobs and generate an ongoing economic impact of \$52.1 million and tax collections of \$2.4 million. Arkansas businesses aided by the export development services of the University's World Trade Center were able to increase or generate new exports worth at least \$191.5 million since 2020. The economic impact of the increased exports from Arkansas businesses was \$550.0 million and supported more than 5,000 jobs while more than \$19.3 million in state and local taxes were generated by these activities.

^c The figure includes money appropriated to the University, the Division of Agriculture Experimental Station, and the Arkansas Archaeological Survey.

Table 64: 2023 University of Arkansas Economic Impact

2023 University of Arkansas Economic Impact	
Category	Impact in Millions
University Operational Expenditures Economic Impact	\$1,310.3
Spending by Students	\$569.4
Economic Impact of Visitors to Students	\$74.4
Economic Impact of Admissions and Graduation Visitors	\$9.0
Economic Impact of Visitors to Conferences	\$2.1
Economic Impact of Visitors to Garvan Woodland Gardens	\$22.2
Economic Impact of Visitors to Athletic Events	\$154.6
ARTP Operations Economic Impact	\$346.3
Impact of Service Learning and Capstone Projects	\$2.4
University Volunteer Hours Economic Impact	\$3.6
Subtotal of Annual Economic Impact	\$2,494.1
University Construction Activity*	\$522.4
Grand Total Economic Impact	\$3,016.5

An important indirect impact of the University of Arkansas occurred via the 87,507 alumni who accounted for 2.9 percent of the state’s population but earn \$3.4 billion in wages or 7.4 percent of the state’s total wages earned. These alumni paid \$114.3 in state income taxes, \$66.1 million in state sales taxes and \$11.8 million in county sales taxes in 2023.

In addition to these fiscal impacts, the University has placed at its forefront a mission to equip Arkansans to participate fully in the modern knowledge-based economy. In 2023, the University received 93 invention disclosures, filed 47 new patent applications, and received 18 patent issues. Since 2010, the University has received 736 disclosures of intellectual property, filed 645 new patent applications, and received 238 patent issues. Many centers and institutes fulfill the University’s outreach mission by providing services to the community that assist children, enhance civic knowledge and participation, and make Arkansas businesses more profitable.

Appendix

Use of IMPLAN in this study

IMPLAN is a regional impact model that enables the evaluation of the economic impact of specific activities such as construction or operation of public works projects, as well as retail, wholesale, manufacturing, and service sales within an economy. IMPLAN was originally developed by the U.S. Department of Agriculture, the Forest Service in cooperation with the Federal Emergency Management Agency (FEMA), the U.S. Department of Interior Bureau of Land Management, and the University of Minnesota to assist the Forest Service in land and resource management planning³⁸.

The basic data sources for the current edition of the IMPLAN database and the models used in this study are the Input-Output Accounts of the United States, developed by the U.S. Department of Commerce, Bureau of Economic The latest IMPLAN model has expanded to 546 sectors, utilizing data from the Bureau of Economic Analysis (BEA) Benchmark Input-Output Accounts and updates from the Bureau of Labor Statistics (BLS). The structure includes industries such as new power generation sectors and provides enhanced granularity by retaining older NAICS code distinctions when possible. This version continues to estimate direct, indirect, and induced impacts based on employment, spending, and inter-industry relationships.

The model measures the economic effects of an industry's output through direct spending, total economic activity, labor income, and employment. Production functions in IMPLAN adjust annually to match industry output, and the new absorption coefficients reflect regional trade flows and household consumption patterns. This updated data accounts for changes in industries and commodity outputs, providing more precise state and local economic multipliers.

For sub-national models, IMPLAN adjusts national absorption coefficients to fit regional value-added and trade patterns, reflecting local economic conditions³⁹

Student Expenditure Survey

Q1 Where is your local residence?

- Bella Vista (1)
- Bentonville (2)
- Elkins (3)
- Farmington (4)
- Fayetteville (5)
- Goshen (6)
- Greenland (7)
- Johnson (8)
- Lincoln (9)
- Prairie Grove (10)
- Rogers (11)
- Springdale (12)
- Siloam Springs (13)
- Tontitown (14)
- West Fork (15)
- Washington County (Rural) (16)
- Benton County (Rural) (17)
- Other (please specify) (18)

Q2 What is your local zip code? _____

Q3 Do you live in:

- University housing (not Greek housing) (1)
- A rental property (not owned by the University) (2)
- Self-owned property (3)
- Greek housing (4)
- Parent-owned property (5)
- Other (please specify) (6) _____

Display This Question:

If Do you live in: = Self-owned property

Q4 What is your best estimate of the current market value of your home (the amount for which you might sell it)?

- Less than \$50,000 (1)
- \$50,000 - \$99,999 (2)
- \$100,000 - \$149,999 (3)
- \$150,000 - \$199,999 (4)
- \$200,000 - \$299,999 (5)
- \$300,000 - \$399,999 (6)
- \$400,000 - \$499,999 (7)
- \$500,000 - \$749,999 (8)
- \$750,000 - \$999,999 (9)
- \$1,000,000 or more (10)

Q5 How many people live in your Northwest Arkansas household (include yourself)? _____

Q7 Please estimate your average MONTHLY expenditures in Northwest Arkansas paid to the University or local businesses in the following categories. Include entire housing and utility payments regardless of where the check is sent. If you are sharing expenses, please respond with only that part of the expenses you pay.

Please fill out the fields applicable to your housing situation. **Please enter numeric text in U.S. dollars only:**

- Rent for a NON-university owned property (total amount paid to landlord): (1) _____
- Mortgage (exclude tax and insurance escrow payments): (2) _____
- Cell phone (only if 479 area code): (3) _____
- Groceries (do not include meal plan): (4) _____
- Non-university meal plan: (5) _____
- Restaurants: (6) _____
- Bars and nightclubs: (7) _____
- University sporting events: (8) _____
- Live performances (Walton Arts Center, Theater Squared, The Walmart AMP, etc.) (9) _____
- Museum visits: (10) _____
- Entertainment (movie tickets, bowling, roller skating, etc.) (11) _____
- Clothing: (12) _____
- Books (enter amount per semester): (13) _____
- Laundry/dry cleaning: (14) _____
- Medical/ counseling/ dental out of pocket: (15) _____
- Pharmacy (prescription and non-prescription): (16) _____
- General merchandise (household furnishings, electronics, furniture, appliances, etc.): (17) _____
- Motor vehicle purchases, repair, fuel: (18) _____
- Local transit (Uber, Lyft, taxi, bus, etc.): (19) _____
- Other personal services (barber shop, beauty shop, fitness): (20) _____

Q9 Estimate month utility payment if not included in rent:

- Water and Sewer: (1) _____
- Electric: (2) _____
- Internet: (3) _____
- Natural gas and/or heating oil: (4) _____
- Cable television: (5) _____
- Landline Telephone: (6) _____
- Other: (7) _____

Q10 Do you own a vehicle?

- ___ Yes (1)
- ___ No (2)

Skip To: Q16 If Do you own a vehicle? = No

Q11 How many vehicles do you own that are registered locally (in Northwest Arkansas)?

- 0 (1)
 - 1 (2)
 - 2 (3)
 - 3 (4)
 - 4 (5)
 - 5 or more (6)
-

Q12 What is the total market value of all your vehicles that are registered locally?

- Less than \$5,000 (1)
- \$10,000 - \$14,999 (2)
- \$15,000 - \$19,999 (3)
- \$20,000 - \$29,999 (4)
- \$30,000 - \$39,999 (5)
- \$40,000 - 49,999 (6)
- \$50,000 - \$59,999 (7)
- \$60,000 - \$69,999 (8)
- \$70,000 - \$79,999 (9)
- \$80,000 or above (10)

Q16 How many times have you utilized Razorback Transit in the last 12 months?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 or more (6)

End of Block: Vehicles

Start of Block: Visitors

Q13 How many visitors (parent, friends, etc.) have you had in the last twelve months in Northwest Arkansas? Please count each visit separately, even if the same person visited more than once. Only

include your visitors and do not include visitors of roommates.

Please enter numeric text only: _____

Skip To: End of Block If How many visitors (parent, friends, etc.) have you had in the last twelve months in Northwest Ark... <= 0

Q14 How many days did your visitors typically stay (per visit)?

Please enter numeric text only: ____

Q15 Please estimate how many nights your visitors spent in hotels or motels (per visit): ____

Q17 Please estimate your guests' expenditures throughout the duration of their stay in Northwest Arkansas paid to the University or local businesses in the following categories.

Please fill out the fields applicable to your guests' visit. **Please enter numeric text in U.S. dollars only:**

University sporting events (1) _____

Live performances (Walton Arts Center, Theater Squared, The Walmart AMP, etc.) (2) _____

Restaurants and bars (3) _____

Local transportation (Uber, Lyft, etc.) (4) _____

Retail purchases (5) _____

Museum visits (6) _____

Thank you

Athletics Visitors Expenditure Survey

1. Are you attending today's game? _____
2. In what state do you currently reside? _____
3. In what city and county do you reside in? City: _____ County: _____
4. How many people are in your party today? (including yourself)
Number of Adults: _____ Number of Children: _____
5. Did you travel to Fayetteville today primarily for the Razorback game?
6. How many days do you plan on being in Northwest Arkansas? _____
7. If your party is staying overnight in Northwest Arkansas, please indicate the number of nights for each applicable type of accommodation. If your party is staying in a hotel/motel or in an RV park, please specify the number of rooms/sites your party is occupying each night.

Hotel/Motel/RV _____	Number of rooms _____	
Park _____	Number of sites _____	
Friends/Family _____		
Other _____		
8. Please estimate the total amount that you will spend on accommodations: _____
9. Please indicate the city of your overnight accommodations if applicable.
City: _____
10. Approximately how many times will your party purchase meals at Northwest Arkansas Restaurants?
 In Fayetteville? Breakfast ___ (# of times) Lunch ___ (# of times) Dinner ___ (# of times)
 In other Northwest Arkansas cities? Breakfast ___ (# of times) Lunch ___ (# of times) Dinner ___ (# of times)
11. What is the total amount that you anticipate your party will spend on meals in Northwest Arkansas? (exclude stadium) _____
12. Please indicate which of these your party plans to do while in Fayetteville or elsewhere in Northwest Arkansas:

Northwest Arkansas:	Fayetteville	Other Northwest Arkansas
Purchase Fuel (Car or airplane)	___ Yes ___ No	___ Yes ___ No
Retail Shopping	___ Yes ___ No	___ Yes ___ No
Buy Groceries/Tailgating Gear	___ Yes ___ No	___ Yes ___ No
Purchase Packaged Liquor	___ Yes ___ No	___ Yes ___ No
Rent a Vehicle	___ Yes ___ No	___ Yes ___ No

Bicycle for leisure (or other outdoor recreation experience)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Use a Taxi (Uber/Lyft)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
See a Movie	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Go to a Bar/Nightclub	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other things (haircut, tattoo, etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

13. What is the total amount YOUR PARTY expects spent on these items in Northwest Arkansas on this trip? _____

14. What Is your total spending: _____
 Change accommodation spending _____
 Change meal spending _____
 Change other spending _____

Thank you. Enjoy the game.

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