

Gettysburg College: Economic Impact Report

Founded in 1832, Gettysburg College and the greater Gettysburg community share a long, productive relationship. From its modest beginnings with a dozen students in a four-room building, the College ranks among the nation's leading liberal arts colleges and has grown to include 2,600 students, more than 200 acres and nearly 800 employees.

The College is the largest employer in Gettysburg, where it has a significant economic impact with an annual payroll of nearly \$38 million. In addition to the many professional, skilled, and entry-level positions the College provides, it is also a major purchaser of goods and services throughout the greater Adams County community. Over the years, it has also been and will continue to be, a major source of construction, landscaping, and service contracts as well as a major client of banking and investment firms.

Each year, there are approximately 25,500 visitors to the Gettysburg College campus and 31,000 visitors to the Majestic Theater, most adding to the local economy through purchases, accommodations, and dining.

As one of Gettysburg's oldest and largest enterprises, it takes its role as a community citizen very seriously and invests in generous and creative ways to ensure that its neighbors and those who live in the outlying areas benefit from its considerable resources. In addition to more than 12,000 community service hours donated by students in Adams County alone, the College provides considerable financial contributions to area agencies and organizations as well as educational, cultural, and entertainment opportunities—often at no charge to the community.

Did you know...

- As a nonprofit educational enterprise, Gettysburg College is exempt from property taxes, however the College has voluntarily paid taxes on many of its properties for decades, including \$439,670 in fiscal year 2007 alone. These taxes help fund services throughout the community.
- Gettysburg College is the area's single largest employer with a payroll totaling nearly \$38 million, which in fiscal year 2007, generated \$564,486 in school, boro, and county taxes and \$1,658,786 in payroll taxes to Pennsylvania.
- Each year, Gettysburg College draws approximately 25,500 visitors to Gettysburg. These visitors spend nearly \$4 million annually in area restaurants, shops, tourist attractions, and hotels. An additional 31,000 people were attracted to downtown Gettysburg in 2007 to attend performances at the Majestic Theater.
- Gettysburg's students, staff, and faculty also contribute to the local economy in many ways. In addition to tuition and room and board, goods and services purchased by students each year exceed \$3.5 million. College faculty and staff members are estimated to spend more than \$25 million annually on goods and services in the greater Gettysburg area.

- Goods and services purchased by Gettysburg College are estimated to exceed \$28 million, excluding salary and benefit expenses. Construction costs in 2007, a relatively quiet year for construction projects at the College, totaled approximately \$7.4 million.
- The sum of construction, visitor, student, staff, faculty and institutional spending produces a direct annual economic impact on the community of more than \$68.8 million.
- Economists are able to calculate a “multiplier effect,” that quantifies the additional money generated from these initial expenditures being used repeatedly. Using the conservative multiplier of 1.4, produced in 1997 by the economic consulting firm Human Capital Research Corporation, Gettysburg College’s economic impact increases by \$96.4 million.
- The total annual economic impact of Gettysburg College is \$165.7 million, excluding taxes. Adding property and payroll taxes, the figure climbs to \$167.4 million.
- Gettysburg College provides many jobs for local citizens that include excellent benefits, including free tuition to Gettysburg College for dependent children who qualify for admission as well as a grant program to other qualified colleges and universities of up to 30 percent of Gettysburg’s tuition.
- Gettysburg College provides cultural, athletic, and other entertainment for the community, and the College and its employees provide direct contributions to the United Way and other charities in the form of cash, food, toys, and other goods. In Fiscal Year 2007, the College donated approximately \$48,000 to Gettysburg non-profit organizations such as Main Street Gettysburg, the Gettysburg Fire Department, and the Gettysburg Hospital Foundation. Also during 2007, employees contributed \$7,626 to the local United Way chapter, and the College’s annual “Give it up for Good” sale generated an additional \$17,000 for the United Way.

Property Tax Detail

Although as a nonprofit educational institution, Gettysburg College is exempt from property tax for buildings that are used for student housing or educational purposes, the College in fact voluntarily pays hundreds of thousands of dollars in property taxes each year. For the last five years, the College has paid the following:

2007	\$439,670
2006	\$346,007
2005	\$312,421
2004	\$300,000
2003	\$253,688
2002	\$225,554

Summary of economic benefits of Gettysburg College's services to the community

Fiscal year 2007

Property taxes paid to school, boro, and county	\$439,670
School Districts/Local Tax	
Upper Adams	64,417
Conewago Valley	19,134
Fairfield	17,101
Gettysburg	330,485
Littlestown	7,599
Outside Adams County	55,931
EMST Tax	<u>69,820</u>
Total School Taxes	\$564,486
PA State Taxes	
PA Unemployment EE	32,782
PA State Tax	<u>1,061,518</u>
Total tax to state	\$1,094,300
Total of all payroll taxes	\$1,658,787
Construction costs	\$7,441,000
Goods and services expenditures in greater Gettysburg	
Student spending	3,581,142
Faculty & staff spending	25,845,760
Institutional spending	28,053,076
College visitor and tourist spending	3,957,720
Total non-tax direct economic impact	\$68,878,698
Estimated indirect impact (multiplier 1.4)	96,430,177
TOTAL economic impact without tax revenue	\$165,748,545
TOTAL economic impact including tax revenue	\$167,407,332

This report has focused on the quantifiable contributions that the College makes to its community, but there are many incalculable benefits associated with being home to a nationally ranked liberal arts college. Our students, faculty, and staff become part of the community apart from their affiliation to the college, and they share their ideas, time and talents as neighbors, volunteers, and community organizers. The College is a major contributor to the vitality of Adams County, and our partnership can help make both Adams County and Gettysburg College more attractive to future visitors, businesses, and residents.