

NMU's Economic Impact

This is a brief
summary of a

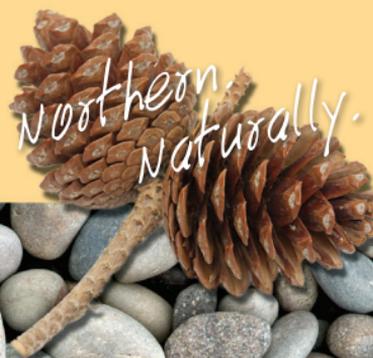
report on the economic impact of Northern Michigan University on the Upper Peninsula of Michigan. The economic impacts noted are only the direct effects resulting from spending and output associated with the university. They do not reflect the increase in productivity and earnings of Northern students who, upon successfully completing their degrees, contribute more to the U.P. economy and the country at large.

University Profile

- ▶ NMU employs 1,191 full- and part-time faculty and staff
- ▶ 2011 salaries, wages and benefits total just over \$89 million
- ▶ NMU spent \$37 million on supplies and support services and \$6.7 million for utilities in 2011
- ▶ Total annual expenses are \$157 million
- ▶ Direct spending by the university, its students and university-generated visitors to the Upper Peninsula total over \$205 million annually
- ▶ NMU still has the second most affordable tuition in the State of Michigan



Northern
Michigan
University





Economic Impact on the Upper Peninsula

▶ NMU's total economic impact on the Upper Peninsula is estimated to be in excess of \$311 million, generating over 4,500 jobs

in the region, which represents about 1 in 33 jobs in the U.P. and 1 in 6 in Marquette County

- ▶ NMU students spend a total of approximately \$53 million in the U.P. each year, with an economic impact of \$74 million
- ▶ NMU students occupy approximately 43% of Marquette City rental housing stock
- ▶ Northern Michigan University brings approximately 123,600 visitors to the university annually, who would not otherwise visit the area
- ▶ These visitors spend approximately \$6 million while in Marquette County, with an economic impact of over \$9 million

Other regional impacts

- ▶ NMU's contribution to Northern Initiatives, a community development corporation assisting rural entrepreneurs, helps them to leverage more than \$3 million in additional capital and operating support, a leverage of over 30:1

The Department of Commerce, Bureau of Economic Analysis's Regional Input-Output Modeling System (RIMS II) was employed for this report to generate multipliers for a region consisting of all fifteen counties in the U.P., providing detailed data for dozens of broad industry categories. The study is for the 2010-11 fiscal year. The full report is available at the following website.

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Northern Michigan University is a regional, public university with about 9,400 undergraduate and graduate students. Our wireless campus is located in friendly, beautiful Marquette, on the shore of Lake Superior.