IMPLAN

THE ECONOMIC IMPACT OF
ILLINOIS STATE UNIVERSITY

September 16, 2024

Prepared By

Bloomington Normal Economic Development Council

Model Assumptions

This study used IMPLAN **2022** Data and the IMPLAN calculation process to estimate the economic impact of the university on the **McLean County, IL** region. The financial expenditures and assumptions used to generate the results included in this report were imputed and entered into IMPLAN by **Bloomington Normal Economic Development Council**. All results are reported in **2024** dollars.

Annual Result Highlights

The impact of **Illinois State University** would support **9,702** jobs.

Those jobs have an associated Labor Income of **$612.4 million**.

Illinois State University would also support a contribution to GDP of **$812.9 million**.

The impact of **Illinois State University** would result in **$1 billion** of Output across **McLean County, IL**.

Approximately **$187.9 million** in local, state, and federal tax revenue would be generated by the impact of **Illinois State University**, including sales tax and income tax.

Total Annual Economic Impact of Illinois State University

The direct impact on **McLean County, IL** from **Illinois State University's** annual operations and spending supports **7,989** jobs, **$510.1 million** in Labor Income, **$624.7 million** in contribution to GDP, and **$754.4 million** in Output in **2024**. This results in a total economic impact of **9,702** jobs earning **$612.4 million** in Labor Income, **$812.9 million** in contribution to GDP, and **$1 billion** in Output to the region. For every **$1.00** ISU spends, **$1.75** returns to the community.

Annual Economic Impact by Impact Type[1]

	Employment	Labor Income	Contribution to GDP	Output
Direct	7,686	$510,073,222	$624,728,424	$745,386,916
Indirect	341	$17,878,241	$27,676,589	$55,938,731
Induced	1,676	$84,467,174	$160,527,764	$269,667,820
Total	9,702	$612,418,637	$812,932,777	$1,070,993,467

Annual Economic Impact by Event Type[2]

	Employment	Labor Income	Contribution to GDP	Output
University Operations	7,177	$476,983,784	$602,641,045	$707,578,179
Student Spending	1,963	$100,830,499	$164,855,401	$288,710,327
Visitor Spending	40	$1,588,034	$2,604,148	$4,657,935
Construction	521	$33,016,320	$42,832,184	$70,047,026

[1] All dollar values are presented in 2024 USD.

[2] All dollar values are presented in 2024 USD.

The impact of **Illinois State University's** annual operations and spending would also support tax revenues. The total impact for sub county general taxes (city/township) is estimated at **$5.6 million**. Sub county special district taxes (police, fire, schools, etc.) are estimated at **$12.1 million**. County taxes are estimated at **$1.8 million**. State taxes are estimated **$34.9 million**. Federal taxes are estimated at **$133 million**. This totals **$187.9 million** in supported tax revenues.

Annual Tax Impact by Impact Type[3]

	Sub County General	Sub County Special District	County	State	Federal	Total
Direct	$2,610,473	$5,390,236	$836,229	$21,372,119	$108,794,285	$139,003,342
Indirect	$316,606	$653,744	$101,420	$1,544,044	$4,006,405	$6,622,219
Induced	$2,930,840	$6,051,745	$938,853	$12,073,151	$20,230,703	$42,225,292
Total	$5,857,919	$12,095,725	$1,876,502	$34,989,314	$133,031,392	$187,850,853

Annual Tax Impact by Event Type[4]

	Sub County General	Sub County Special District	County	State	Federal	Total
University Operations	$2,475,487	$5,111,509	$792,987	$20,601,236	$102,380,255	$131,361,473
Student Spending	$3,074,817	$6,349,037	$984,975	$12,432,473	$23,082,352	$45,923,655

[3] All dollar values are presented in 2024 USD.

[4] All dollar values are presented in 2024 USD.

	Sub County General	Sub County Special District	County	State	Federal	Total
Visitor Spending	$63,216	$130,532	$20,250	$234,699	$363,292	$811,988
Construction	$244,399	$504,648	$78,290	$1,720,906	$7,205,493	$9,753,736

Industries by Impact[5]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
11 - Agriculture, Forestry, Fishing and Hunting	3	$397,355,662	$432,611	$660,061
21 - Mining, Quarrying, and Oil and Gas Extraction	2	$54,335,868	$75,690	$1,841,075
22 - Utilities	13	$5,439,236	$7,998,982	$17,206,652
23 - Construction	431	$27,259,280	$34,091,661	$56,805,622
31-33 - Manufacturing	9	$28,441,265	$916,755	$4,345,955
42 - Wholesale Trade	53	$17,039,117	$11,610,261	$21,524,605
44-45 - Retail Trade	625	$13,527,748	$49,359,911	$79,937,103
48-49 - Transportation and Warehousing	192	$20,639,421	$10,475,495	$18,795,188
51 - Information	34	$9,774,267	$5,294,820	$15,130,774
52 - Finance and Insurance	186	$5,241,448	$25,980,656	$55,130,175
53 - Real Estate and Rental and Leasing	140	$6,868,290	$61,443,000	$77,655,022

[5] All dollar values are presented in 2024 USD.

	Average Annual Employment	Labor Income	Contribution to GDP	Output
54 - Professional, Scientific, and Technical Services	118	$7,750,586	$12,211,577	$21,180,333
55 - Management of Companies and Enterprises	13	$2,108,959	$573,968	$1,793,938
56 - Administrative and Support and Waste Management and Remediation Services	223	$2,508,982	$9,712,823	$20,673,574
61 - Educational Services	86	$2,787,022	$3,474,365	$6,100,755
62 - Health Care and Social Assistance	787	$3,156,572	$62,856,306	$103,786,135
71 - Arts, Entertainment, and Recreation	114	$6,757,796	$5,774,422	$9,659,718
72 - Accommodation and Food Services	584	$644,236	$27,384,571	$54,593,920
81 - Other Services (except Public Administration)	445	$479,824	$21,926,896	$37,425,677
9A - Government Enterprises	59	$255,712	$1,473,033	$6,882,210
93 - Non-NAICS	0	$47,348	$0	$0
9B - Administrative Government	5,584	$0	$459,864,975	$459,864,975
Total	9,702	$612,418,637	$812,932,778	$1,070,993,467

University Operations 2024

Total University Operations cost for **Illinois State University** is **$561.3 million**. This direct spending in the operations would support an additional **5,830** jobs, **$408.9 million** in Labor Income, **$474.3 million** in contribution to GDP, and **$490.6 million** in Output for **McLean County, IL** economy. This results in a total one-time economic impact of **7,177** jobs earning **$476.9 million** in Labor Income, **$602.6 million** in contribution to GDP, and **$707.6 million** in Output to the region.

Economic Impact of University Operations[6]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
Direct	5,830	$408,961,299	$474,313,057	$490,573,986
Indirect	48	$2,517,917	$3,936,433	$8,075,904
Induced	1,299	$65,504,567	$124,391,554	$208,928,289
Total	7,177	$476,983,784	$602,641,045	$707,578,179

The University Operations of **Illinois State University** would also support various tax revenues. The total impact for sub county general taxes (city/township) is estimated at **$2.5 million**. Sub county special district taxes (police, fire, schools, etc.) are estimated at **$5.1 million**. County taxes are estimated at **$793 thousand**. State taxes are estimated at **$20.6 million**. Federal taxes are estimated at **$102.4 million**. This totals **$131.4 million** in supported tax revenues.

[6] All dollar values are presented in 2024 USD.

Tax Impact of University Operations [7]

	Sub County General	Sub County Special District	County	State	Federal	Total
Direct	$148,969	$307,599	$47,720	$10,999,481	$86,131,646	$97,635,415
Indirect	$56,335	$116,323	$18,046	$249,259	$563,639	$1,003,603
Induced	$2,270,182	$4,687,587	$727,221	$9,352,495	$15,684,970	$32,722,456
Total	$2,475,487	$5,111,509	$792,987	$20,601,236	$102,380,255	$131,361,473

Industries by Impact of University Operations[8]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
11 - Agriculture, Forestry, Fishing and Hunting	1	$100,489	$169,432	$270,324
21 - Mining, Quarrying, and Oil and Gas Extraction	1	$27,746	$45,016	$1,278,567
22 - Utilities	7	$1,026,328	$3,947,909	$8,449,964
23 - Construction	22	$1,342,539	$2,208,837	$5,306,358
31-33 - Manufacturing	4	$273,333	$384,154	$2,025,068
42 - Wholesale Trade	23	$2,300,270	$5,141,009	$9,416,531
44-45 - Retail Trade	233	$10,178,889	$18,489,380	$29,912,143
48-49 - Transportation and Warehousing	125	$3,682,457	$5,484,333	$9,839,347
51 - Information	17	$1,454,931	$2,782,232	$7,878,528

[7] All dollar values are presented in 2024 USD.

[8] All dollar values are presented in 2024 USD.

	Average Annual Employment	Labor Income	Contribution to GDP	Output
52 - Finance and Insurance	82	$5,782,081	$10,390,128	$21,994,917
53 - Real Estate and Rental and Leasing	52	$2,038,847	$34,769,159	$43,973,619
54 - Professional, Scientific, and Technical Services	56	$4,711,957	$5,845,368	$10,160,523
55 - Management of Companies and Enterprises	5	$194,038	$232,110	$725,459
56 - Administrative and Support and Waste Management and Remediation Services	104	$3,624,156	$4,557,790	$9,700,200
61 - Educational Services	60	$2,282,600	$2,598,469	$4,395,699
62 - Health Care and Social Assistance	290	$19,470,783	$22,451,738	$37,057,626
71 - Arts, Entertainment, and Recreation	43	$906,038	$1,973,259	$3,443,774
72 - Accommodation and Food Services	229	$6,796,889	$10,857,368	$21,343,964
81 - Other Services (except Public Administration)	200	$9,315,914	$9,823,333	$17,180,610
9A - Government Enterprises	38	$4,117,836	$625,046	$3,359,984
93 - Non-NAICS	0	$0	$0	$0
9B - Administrative Government	5,584	$397,355,662	$459,864,975	$459,864,975
Total	7,177	$476,983,784	$602,641,045	$707,578,179

Student Spending 2024

ISU had 19,580 students enrolled last year. Total Student Spending at **Illinois State University** is **$346 million**. This direct spending from students would support an additional **1,421** jobs, **$73.2 million** in Labor Income, **$117.3 million** in contribution to GDP, and **$201.5 million** in Output for **McLean County, IL** economy. This results in a total one-time economic impact of **1,963** jobs earning **$100.8 million** in Labor Income, **$164.9 million** in contribution to GDP, and **$288.7 million** in Output to the region.

Economic Impact of Student Spending[9]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
Direct	1,421	$73,241,738	$117,304,100	$201,539,656
Indirect	263	$13,509,541	$20,691,258	$42,011,870
Induced	279	$14,079,220	$26,860,043	$45,158,801
Total	1,963	$100,830,499	$164,855,401	$288,710,327

The Student Spending at **Illinois State University** would also support various tax revenues. The total impact for sub county general taxes (city/township) is estimated at **$3.1 million**. Sub county special district taxes (police, fire, schools, etc.) are estimated at **$6.4 million**. County taxes are estimated at **$984 thousand**. State taxes are estimated at **$12.4 million**. Federal taxes are estimated at **$23 million**. This totals **$45.9 million** in supported tax revenues.

[9] All dollar values are presented in 2024 USD.

Tax Impact of Student Spending [10]

	Sub County General	Sub County Special District	County	State	Federal	Total
Direct	$2,370,050	$4,893,798	$759,212	$9,317,505	$16,687,330	$34,027,895
Indirect	$212,990	$439,792	$68,228	$1,090,666	$3,018,737	$4,830,412
Induced	$491,778	$1,015,448	$157,534	$2,024,302	$3,376,286	$7,065,348
Total	$3,074,817	$6,349,037	$984,975	$12,432,473	$23,082,352	$45,923,655

Industries by Impact of Student Spending [11]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
11 - Agriculture, Forestry, Fishing and Hunting	2	$147,281	$249,724	$369,226
21 - Mining, Quarrying, and Oil and Gas Extraction	1	$10,850	$17,571	$490,182
22 - Utilities	6	$1,014,172	$3,794,906	$8,202,668
23 - Construction	6	$343,143	$558,273	$1,341,112
31-33 - Manufacturing	4	$281,276	$395,198	$1,843,063
42 - Wholesale Trade	26	$2,582,684	$5,699,064	$10,658,602
44-45 - Retail Trade	367	$15,954,163	$28,791,938	$46,715,943
48-49 - Transportation and Warehousing	58	$2,659,183	$4,162,839	$7,407,132
51 - Information	16	$1,239,746	$2,343,202	$6,753,372

[10] All dollar values are presented in 2024 USD.

[11] All dollar values are presented in 2024 USD.

	Average Annual Employment	Labor Income	Contribution to GDP	Output
52 - Finance and Insurance	97	$7,207,953	$14,633,906	$31,140,771
53 - Real Estate and Rental and Leasing	82	$3,152,579	$23,724,243	$29,833,893
54 - Professional, Scientific, and Technical Services	55	$4,473,281	$5,656,729	$9,778,169
55 - Management of Companies and Enterprises	7	$257,265	$307,742	$961,849
56 - Administrative and Support and Waste Management and Remediation Services	107	$3,718,590	$4,644,351	$9,857,155
61 - Educational Services	23	$752,632	$742,164	$1,483,061
62 - Health Care and Social Assistance	475	$33,417,583	$38,735,965	$63,977,614
71 - Arts, Entertainment, and Recreation	63	$1,430,235	$3,362,012	$5,511,973
72 - Accommodation and Food Services	322	$9,220,500	$14,951,162	$30,254,872
81 - Other Services (except Public Administration)	230	$10,561,179	$11,299,734	$18,866,133
9A - Government Enterprises	19	$2,406,204	$784,678	$3,263,535
93 - Non-NAICS	0	$0	$0	$0
9B - Administrative Government	0	$0	$0	$0
Total	1,963	$100,830,499	$164,855,401	$288,710,327

Visitor Spending 2024

ISU had 24,792 visitors last year. Total Visitors Spending at **Illinois State University** is **$8.9 million**. This direct spending from visitors would support an additional **31** jobs, **$1.2 million** in Labor Income, **$1.9 million** in contribution to GDP, and **$3.3 million** in Output for **McLean County, IL** economy. This results in a total one-time economic impact of **40** jobs earning **$1.6 million** in Labor Income, **$2.6 million** in contribution to GDP, and **$4.6 million** in Output to the region.

Economic Impact of Visitor Spending[12]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
Direct	31	$1,155,562	$1,852,810	$3,273,274
Indirect	4	$211,599	$329,969	$676,231
Induced	4	$220,872	$421,367	$708,429
Total	40	$1,588,034	$2,604,147	$4,657,935

The Visitors Spending at **Illinois State University** would also support various tax revenues. The total impact for sub county general taxes (city/township) is estimated at **$63 thousand**. Sub county special district taxes (police, fire, schools, etc.) are estimated at **$130 thousand**. County taxes are estimated at **$20 thousand**. State taxes are estimated at **$234 thousand**. Federal taxes are estimated at **$363 thousand**. This totals **$811 thousand** in supported tax revenues.

[12] All dollar values are presented in 2024 USD.

Tax Impact of Visitor Spending [13]

	Sub County General	Sub County Special District	County	State	Federal	Total
Direct	$51,334	$105,997	$16,444	$183,429	$262,831	$620,037
Indirect	$4,165	$8,601	$1,334	$19,509	$47,493	$81,103
Induced	$7,716	$15,932	$2,471	$31,760	$52,966	$110,847
Total	$63,215	$130,531	$20,250	$234,698	$363,291	$811,988

Industries by Impact of Visitor Spending[14]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
11 - Agriculture, Forestry, Fishing and Hunting	0	$1,260	$2,222	$3,480
21 - Mining, Quarrying, and Oil and Gas Extraction	0	$101	$164	$4,564
22 - Utilities	0	$9,177	$33,944	$73,788
23 - Construction	0	$6,701	$10,988	$26,493
31-33 - Manufacturing	0	$3,291	$4,707	$16,000
42 - Wholesale Trade	0	$13,493	$29,838	$54,115
44-45 - Retail Trade	5	$249,880	$441,362	$726,297
48-49 - Transportation and Warehousing	3	$100,485	$148,206	$299,414
51 - Information	0	$12,272	$21,093	$70,655

[13] All dollar values are presented in 2024 USD.

[14] All dollar values are presented in 2024 USD.

	Average Annual Employment	Labor Income	Contribution to GDP	Output
52 - Finance and Insurance	1	$59,505	$93,928	$182,315
53 - Real Estate and Rental and Leasing	1	$51,656	$306,535	$435,148
54 - Professional, Scientific, and Technical Services	0	$37,593	$45,662	$81,051
55 - Management of Companies and Enterprises	0	$5,756	$6,885	$21,520
56 - Administrative and Support and Waste Management and Remediation Services	1	$49,753	$65,304	$177,460
61 - Educational Services	0	$9,476	$10,500	$24,532
62 - Health Care and Social Assistance	1	$66,362	$76,502	$126,152
71 - Arts, Entertainment, and Recreation	5	$107,529	$298,908	$458,400
72 - Accommodation and Food Services	18	$584,890	$875,865	$1,604,779
81 - Other Services (except Public Administration)	2	$116,686	$117,818	$177,756
9A - Government Enterprises	1	$102,170	$13,714	$94,016
93 - Non-NAICS	0	$0	$0	$0
9B - Administrative Government	0	$0	$0	$0
Total	40	$1,588,034	$2,604,148	$4,657,935

Construction 2024

Total campus construction cost for **Illinois State University** is **$50 million**. This direct spending in the construction industry would support an additional **403** jobs, **$26.7 million** in Labor Income, **$31.3 million** in contribution to GDP, and **$50 million** in Output for the duration of the construction phase in the **McLean County, IL** economy. This results in a total one time economic impact of **521** jobs during the construction phase earning **$33 million** in Labor Income, **$42.8 million** in contribution to GDP, and **$70 million** in Output to the region.

Economic Impact of Construction[15]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
Direct	403	$26,714,623	$31,258,457	$50,000,000
Indirect	25	$1,639,182	$2,718,928	$5,174,726
Induced	92	$4,662,514	$8,854,799	$14,872,301
Total	521	$33,016,320	$42,832,184	$70,047,026

The construction of **Illinois State University** would also support tax revenues during the construction phase. The total impact for sub county general taxes (city/township) is estimated at **$244,399**. Sub county special district taxes (police, fire, schools, etc.) are estimated at **$504,648**. County taxes are estimated at **$78,290**. State taxes are estimated **$1.7 million**. Federal taxes are estimated at **$7.2 million**. This totals **$9.8 million** in supported tax revenues from the construction phase of the project.

[15] All dollar values are presented in 2024 USD.

Tax Impact of Construction[16]

	Sub County General	Sub County Special District	County	State	Federal	Total
Direct	$40,120	$82,842	$12,852	$871,703	$5,712,478	$6,719,995
Indirect	$43,116	$89,028	$13,812	$184,610	$376,534	$707,100
Induced	$161,163	$332,777	$51,626	$664,594	$1,116,481	$2,326,641
Total	$244,399	$504,648	$78,290	$1,720,906	$7,205,493	$9,753,736

Industries by Impact of Construction[17]

	Average Annual Employment	Labor Income	Contribution to GDP	Output
11 - Agriculture, Forestry, Fishing and Hunting	0	$6,683	$11,234	$17,031
21 - Mining, Quarrying, and Oil and Gas Extraction	0	$8,651	$12,939	$67,762
22 - Utilities	0	$59,283	$222,222	$480,232
23 - Construction	404	$26,748,882	$31,313,562	$50,131,659
31-33 - Manufacturing	1	$86,335	$132,697	$461,824
42 - Wholesale Trade	4	$345,001	$740,350	$1,395,356
44-45 - Retail Trade	20	$876,348	$1,637,230	$2,582,720
48-49 - Transportation and Warehousing	7	$426,165	$680,116	$1,249,295
51 - Information	1	$80,073	$148,293	$428,219

[16] All dollar values are presented in 2024 USD.

[17] All dollar values are presented in 2024 USD.

	Average Annual Employment	Labor Income	Contribution to GDP	Output
52 - Finance and Insurance	7	$478,209	$862,694	$1,812,173
53 - Real Estate and Rental and Leasing	5	$196,154	$2,643,064	$3,412,362
54 - Professional, Scientific, and Technical Services	6	$551,435	$663,818	$1,160,589
55 - Management of Companies and Enterprises	1	$22,764	$27,231	$85,110
56 - Administrative and Support and Waste Management and Remediation Services	10	$358,086	$445,378	$938,759
61 - Educational Services	3	$111,864	$123,232	$197,463
62 - Health Care and Social Assistance	21	$1,381,140	$1,592,101	$2,624,743
71 - Arts, Entertainment, and Recreation	3	$65,181	$140,243	$245,572
72 - Accommodation and Food Services	15	$436,838	$700,176	$1,390,305
81 - Other Services (except Public Administration)	14	$645,641	$686,010	$1,201,178
9A - Government Enterprises	1	$131,585	$49,594	$164,675
93 - Non-NAICS	0	$0	$0	$0
9B - Administrative Government	0	$0	$0	$0
Total	521	$33,016,320	$42,832,184	$70,047,026

Appendix

Economic Indicators

There are five key economic indicators that IMPLAN reports. Each is based on the production function for a given industry in the selected region in a given year or years, which demonstrates the interconnectedness of the economy.

Employment

An industry-specific mix of full-time, part-time, and seasonal employment which is an annual average that accounts for seasonality. Employment is not equal to full-time equivalents.

Labor Income

All forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.

Contribution to GDP

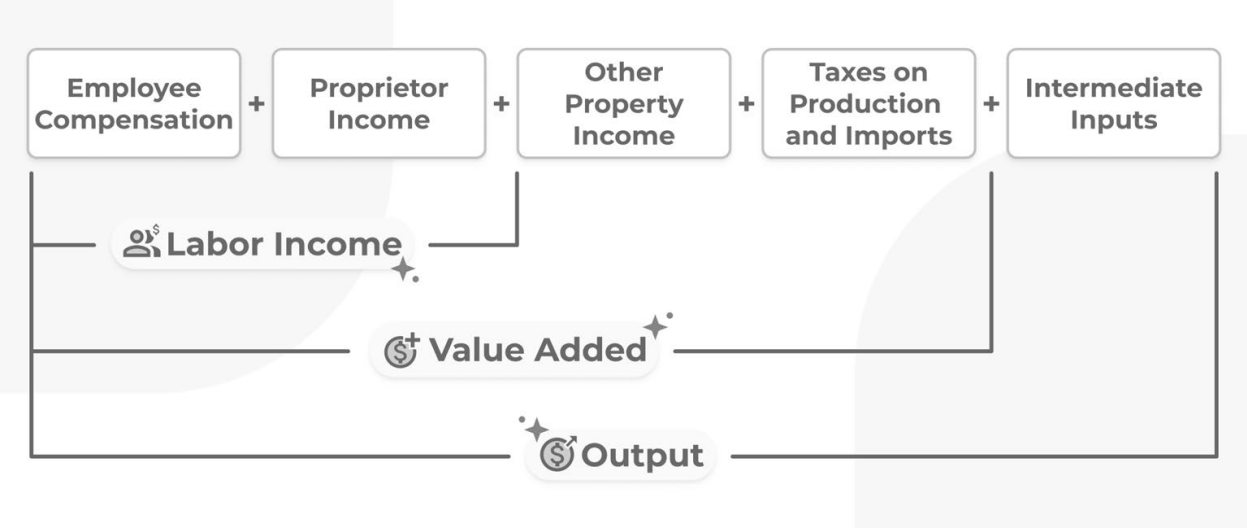
Known as Value Added, this is the difference between an Industry's or establishment's total Output and the cost of its Intermediate Inputs.

Output

The value of industry production; in IMPLAN these are annual production estimates for the year of the dataset. In most instances, Output is equal to sales or revenue. In this analysis, Output was modeled as total operating gains and losses.

Tax

Taxes are reported at the sub county general (city/township), sub county special district (fire, police, school), county, state, and federal levels based on effective tax rates in the Region.



Types of Effects

Direct Effects are the initial effects to a local industry or industries due to the activity or policy being analyzed

Indirect Effects are the effects stemming from business to business purchases in the supply chain taking place in the state

Induced Effects are the effects in the state stemming from household spending of labor income, after removal of taxes, savings, and commuters

IMPLAN® model, **2022** Data, using inputs provided by the user and IMPLAN Group LLC, IMPLAN System (data and software), 16905 Northcross Dr., Suite 120, Huntersville, NC 28078 www.IMPLAN.com