



THE ECONOMIC IMPACT OF THE SAVANNAH COLLEGE OF ART AND DESIGN

Executive Summary FY23

September 8, 2023

**Tripp
Umbach**

Economic Impact | Executive Summary 2023



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SCAD COMMUNITY IMPACT STUDY EXECUTIVE SUMMARY

Founded in 1978, the Savannah College of Art and Design (SCAD) is a private, nonprofit, accredited university, offering 100 graduate and undergraduate degree programs across locations in Atlanta and Savannah, Georgia; Lacoste, France; and online via SCADnow. SCAD enrolls more than 17,500 undergraduate and graduate students from more than 120 countries. The Class of 2023 was the largest in SCAD history, with nearly 4,000 graduates.

The future-minded SCAD curriculum engages professional-level technology and myriad advanced learning resources, affording students opportunities for internships, professional certifications, and real-world assignments with corporate partners through SCADpro, the university's renowned research lab and prototype generator. On par with premier design agencies worldwide, SCADpro generates new ideas and products for the world's most influential brands — from prestigious Fortune 500 giants to private and public small- to mid-cap companies, including Deloitte, Google, David Yurman, CBS Sports, Hyundai, and Gulfstream.

SCAD has earned top rankings for degree programs in interior design, architecture, film, fashion, digital media, and more. Career success is woven into every fiber of the university, resulting in a superior alumni employment rate. A 2023 study found that 99% of

SCAD graduates were employed, pursuing further education, or both within 10 months of graduation. SCAD provides students and alumni with ongoing career support through personal coaching, alumni programs, a professional presentation studio, and more.

SCAD is consistently praised in elite media — including *The Hollywood Reporter*, *Fast Company*, and *CBS Evening News*, among others — for its innovative approach to creative education and its myriad cultural offerings, including three internationally renowned teaching museums and signature event series such as the SCAD Savannah Film Festival (the world's largest university-run film festival), SCAD TVfest, SCADstyle, SCAD deFINE ART, and SCAD Sidewalk Arts Festival, drawing thousands of visitors, creative professionals, and celebrities to Savannah and Atlanta each year. Recent guests have included acclaimed fashion designer Christian Siriano, celebrated costume designer Ruth E. Carter, legendary director Ron Howard, and award-winning actors Leslie Odom Jr., Kevin Bacon, and Sarah Michelle Geller.

SCAD plays an essential role in generating economic expansion, employment growth, and increasing local tax revenue in communities throughout Georgia. For more than 45 years, SCAD has been a powerful force shaping the economy, the culture, the physical environment, and the reputations of Savannah,



Atlanta, and the state of Georgia. The breadth and depth of SCAD impacts citizens throughout the state. This report demonstrates that SCAD is a driving force in the economic success of the city of Savannah and an important asset to the state of Georgia.

Study Highlights

To quantify the economic and social impacts generated by SCAD within the Savannah and Atlanta regions and throughout Georgia, SCAD retained the nationally recognized consulting firm Tripp Umbach¹ to complete an economic and community impact study for SCAD's Fiscal Year 2023 (FY23). Significant growth in economic impact highlighted in this report is driven by increased visitation and expansion of SCAD programs and services throughout Georgia. The structure of the post-COVID economy, including inflation, is also responsible for a larger economic impact in FY23 compared with earlier studies.

Key findings from the study include the following:

- SCAD generated **\$1.3 billion** in economic impact annually for Georgia.
- SCAD supported **12,256 jobs** throughout the state of Georgia.
- Annual state and local tax impact attributable to the presence of SCAD totaled **\$51.7 million**.
- SCAD generated **\$15.8 million** for the city of Savannah, which includes **\$6.1 million** in direct tax payments and **\$9.7 million** to the city because of SCAD's operations, employment, and visitors.
- SCAD generated **\$127.8 million** annually in economic impact for state and local economies because of visitor spending at SCAD events.²
- SCAD faculty, staff, and students generated **\$38.5 million** annually through university initiatives such as SCAD SERVE, volunteer activities, and donations to charitable organizations.³

1. Tripp Umbach is a Kansas City-based consulting firm specializing in economic development and impact studies and has completed customized studies for colleges and universities, academic medical centers, hospitals and health systems, nonprofit organizations, research institutes, and economic development agencies, as well as arts, tourism, and sports initiatives. Over the past 35 years, Tripp Umbach has completed more than 1,000 impact studies, making the firm the leading economics-based private consulting firm in the United States.

2. This number is included in the total overall impact of \$1.3 billion.

3. Faculty, staff, and student contributions in the form of monetary donations and volunteer hours are in addition to the overall impact of \$1.3 billion.



Methodology

- Tripp Umbach, the leading national consulting firm for nonprofit, arts, and tourism sectors, analyzed the economic impact of SCAD using the IMPLAN input-output model.⁴ Primary data utilized to conduct the analysis were collected from SCAD. Data included capital expenditures, operational expenditures, number of employees, payroll and benefits, taxes paid to local and state governments, visitation numbers for events on campus, number of students, and proportions of students who live on and off campus to accurately measure their spending in the local area.
- Tripp Umbach used both secondary data and the firm's benchmarking databases, developed

over 30 years from experience with hundreds of similar studies to estimate spending by visitors to the universities, conferences, and meetings; commercialization value of research; number of spin-off companies; and the value of donations and volunteerism by students, faculty, and staff.

- The economic impact values presented in this report are generated by direct, indirect, and induced operational spending; capital spending; payroll; visitor spending; and student spending throughout Georgia. It is important to remember that not all dollars a university spends remain in its home state. Dollars that go out of the state as purchases from out of state vendors are not included in SCAD's economic impact on the state.

4. Minnesota IMPLAN Group Inc. (MIG) is the corporation responsible for the production of IMPLAN (Impact analysis for PLANning) data and software. IMPLAN is a micro-computer-based, input-output modeling system. With IMPLAN, one can estimate Input-Output models of up to 528 sectors for any region consisting of one or more counties. IMPLAN includes procedures for generating multipliers and estimating impacts by applying final demand changes to the model.

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SCAD IMPACTS ON THE STATE OF GEORGIA

SCAD plays an essential role in the generation of economic impacts, employment, and government revenue throughout Georgia. SCAD contributes significantly to the Georgia economy with locations in Savannah and Atlanta. Faculty, staff, students, and visitors working and traveling in the state because of SCAD's presence assist in creating a diverse and thriving economy across multiple sectors.

Economic Impact

In FY23, SCAD generated more than **\$1.3 billion** in economic impact for Georgia. This total represents the direct impact of spending in Georgia (**\$432.8 million**) and the indirect spending because of SCAD's presence (**\$867.2 million**).

Employment Impact

In FY23, SCAD directly supported **2,327 jobs** (full-time and part-time) throughout Georgia. This employment directly contributes to the state's overall workforce vitality and bolsters the economy. Those directly employed individuals spend dollars in the state, supporting additional employment. SCAD's spending on capital projects, development, planning projects, and suppliers supports an additional **9,929 indirect jobs** throughout Georgia. In total, SCAD's presence supports **12,256 jobs** in Georgia.

State and Local Tax Impact

SCAD produces sizable state and local tax revenues. It is a common misperception that nonprofit colleges and universities do not generate tax revenue. Because of SCAD's spending with state organizations, support of jobs for university employees living in Georgia, and SCAD visitor spending, SCAD contributes to state and local tax revenues.

In FY23, SCAD generated **\$51.7 million** in direct and indirect/induced tax payments in Georgia for state and local governments.



THE SAVANNAH COLLEGE OF
ART AND DESIGN COMMUNITY
AND ECONOMIC IMPACTS ON
THE STATE OF GEORGIA, FY23



\$1.3
BILLION

ECONOMIC IMPACT



12,256
JOBS

EMPLOYMENT IMPACT



\$51.7
MILLION

STATE AND LOCAL
TAX IMPACT



3

SCAD IMPACTS ON THE SAVANNAH REGION

Since its founding, SCAD has been committed to continuously enhancing the communities surrounding its locations, beginning with the university's flagship location in Savannah. Due to SCAD's presence in Savannah across nearly five decades, faculty, staff, students, and area residents working and traveling to the region⁵ continue to generate significant economic, employment, and tax impacts. Dollars spent in the Savannah region translate to jobs in the area as those dollars are re-spent by residents or organizations. Recent growth in events, programs, and services that drive increased visitation, along with structural changes in the post-COVID economy, has propelled SCAD's regional impact over \$1 billion for the first time. SCAD's impact continues to extend beyond the City of Savannah as faculty, staff, students, and contractors live throughout the region.

Economic Impact

In FY23, SCAD generated more than **\$1.0 billion** in total economic impact for the Savannah region. This total represents the direct impact of spending in Savannah (**\$255.1 million**) and the indirect spending because of SCAD's presence (**\$744.9 million**).

Employment Impact

In FY23, SCAD directly supported **1,675 jobs** (full-time and part-time) throughout the Savannah region. This employment directly contributes to the overall workforce vitality of the region and bolsters employment. SCAD's spending on capital projects, development and planning projects, and suppliers supports an additional **7,116 indirect jobs** throughout the region. The presence of SCAD supports **8,791 jobs** in the Savannah region.

Local Tax Impact

SCAD's spending with regional organizations, support of jobs for university employees living in the region, and SCAD visitor spending significantly contribute to local tax revenues. In FY23, SCAD generated more than **\$38.6 million** in direct, indirect, and induced tax payments for the Savannah region.

5. For this study, Tripp Umbach defined the Savannah region to include the following counties: Bryan, Chatham, and Effingham.



THE SAVANNAH COLLEGE OF ART AND DESIGN COMMUNITY AND
ECONOMIC IMPACTS ON THE SAVANNAH REGION, FY23



\$1.0
BILLION

ECONOMIC IMPACT



8,791
JOBS

EMPLOYMENT IMPACT



\$38.6
MILLION

STATE AND LOCAL
TAX IMPACT



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SCAD IMPACTS ON METRO ATLANTA

SCAD Atlanta, the university's second location in Georgia, opened to students in 2005. Situated in the heart of Midtown, SCAD Atlanta provides students with an immersive experience surrounded by many opportunities, such as a cohort of Fortune 500 companies, a thriving arts scene, and a vast network of opportunities for professional growth. Faculty, staff, students, area residents, and visitors working and traveling to the Atlanta region because of the presence of SCAD make significant contributions to the regional economy. Consistent annual growth in enrollment at SCAD Atlanta and the university's recent development projects in Midtown, including the FORTY FOUR and FORTY FIVE residential, academic, and wellness complexes, as well as the new SCADshow theater, will continue to elevate the university's local and regional value.

Economic Impact

In FY23, SCAD generated **\$328.5 million** in total economic impact for Metro Atlanta. This total represents the direct impact of spending in Metro Atlanta (**\$115.9 million**) and the indirect spending because of SCAD's presence (**\$212.6 million**).

Employment Impact

In FY23, SCAD directly supported **852 jobs** (full-time and part-time) throughout Metro Atlanta. This employment directly contributes to the overall workforce vitality of the region and bolsters employment. SCAD's spending on capital projects, development and planning projects, and suppliers supports an additional **2,613 indirect jobs** throughout the region. SCAD supports **3,465 jobs** in Metro Atlanta.

SCAD spending on capital projects, development and planning projects, and suppliers also supports additional indirect jobs throughout the Atlanta region. In total, the presence of SCAD supports **2,858 jobs** in the Atlanta region.

Local Tax Impact

SCAD's spending with regional organizations, support of jobs for university employees living in the region, and SCAD visitor spending significantly contribute to local tax revenues. In FY23, SCAD generated more than **\$13.1 million** in direct, indirect, and induced tax payments for Metro Atlanta.



THE SAVANNAH COLLEGE OF ART AND DESIGN COMMUNITY
AND ECONOMIC IMPACTS ON METRO ATLANTA, FY23



\$328.5
MILLION

ECONOMIC IMPACT



3,465
JOBS

EMPLOYMENT IMPACT



\$13.1
MILLION

LOCAL TAX IMPACT



5

SCAD ALUMNI AND WORKFORCE IMPACTS

SCAD Enriches the Current and Future Workforce

In the academic year 2022–2023, SCAD awarded 3,401 undergraduate degrees between the Savannah and Atlanta locations. By educating students, SCAD contributes to the talent pool of human capital throughout the state. A degree from SCAD increases a graduate's value, productivity, and earning potential in the job market. For the 2022–2023 class, the increased earning power in their first year of employment equates to **\$28.9 million** in salary.⁶ This impact is in addition to the impact on SCAD's operations.

Alumni Continue to Generate Impact Every Day

The contributions of SCAD graduates are essential to Georgia's economic vitality. While the university's 46,000 alumni reside throughout the United States and around the world, based on data provided by SCAD, 39 percent of SCAD alumni remain in Georgia after graduating. Currently, 17,940 SCAD alumni are living, working, and generating impact within the state. In FY23, SCAD alumni living in Georgia generated **\$12.5 billion** in economic impact.



6. Based on data on median annual earnings for university graduates, a bachelor's degree earned at a university increases a graduate's salary compared with a high school diploma by an average of about \$27,900.

ALUMNI BUSINESSES LOCATED IN THE STATE OF GEORGIA

98 Productions	Flourish Collaborative	Provisions Wine & Groceries
A to Zinnias	Foxy Loxy Cafe	PW Short General Store
Alienworx Productions	Frendesign	Rethink Design Studio
Angela Hopper Photography	Gallery 209	Ringcrush
Asher + Rye	Hello Happy Handmade	RO3 Gallery
Atelier Galerie	Henny Penny Cafe	Salacia Salts
AWD Savannah	House of DANIELLE	Satchel
Bahama Joe's	JML Productions	Savannah African Art Museum
Bailey Davidson Photography	Kalin Asenov	Savi Interiors
Blue Voyage Productions	Kaufman-Heinz	Sebrell Smith
BlueLime Studio	Kayak Kafé	Designer Events
BOCK Architects	Kayak Kafé Midtown	Service Brewing Co.
Brian MacGregor Gallery	Kristen Baird Jewelry	Sottile & Sottile
Buck and Doe Goods	Landmark Preservation	Southern Design Bee
Charles H. Chewning Interiors	Laney Contemporary	Spudnik
Clark Creative Communications	Late Air	Stitch
Colas Modern	Laura Till Barton Fine Art	Studio Thirteen
Cosmic Corner	Lily Brown Interiors	Sulfur Studios
Creative Approach	Lowcountry Wallcoverings & Design	The Coffee Fox
Daughter Handwovens	Measure: Fabric Shop	The Future on Forsyth
Design House	Mirabelle Savannah	The Sketching Pad
Diane Dodd Photography	Norman Restorations	Tiffani Taylor Gallery
Dixon Rye	Origin Coffee Bar	Two Tides Brewing Company
Elizabeth's on 37th	Paragon Design Group	
Elope to Savannah	Pinker Times	



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SCAD COMMUNITY CONTRIBUTIONS AND ENGAGEMENT

SCAD has always exemplified generous volunteerism through myriad worthwhile endeavors. Across its 45-year history, the university's long legacy of giving has provided countless opportunities for faculty, staff, and students to serve the community through institutional partnerships, programs, and service-learning projects that have achieved significant impact. Assigning a dollar amount to SCAD's outreach and community activities is challenging. However, the lives of those in the surrounding communities are significantly enhanced in many ways each day.

Tripp Umbach estimates that in FY23 SCAD employees and students generated more than **\$38.5 million**⁷ annually in charitable donations and volunteer services across Georgia.⁸ These benefits are in addition to the more than **\$1.3 billion** in economic impact that SCAD generates for the state.

SCAD's renowned expertise and altruism uplift its neighbors and help those in need. Specifically, through SCAD SERVE initiatives, the university empowers its community to listen to the needs of its neighbors and local leaders to create meaningful

design solutions that improve quality of life. The four pillars of SCAD SERVE include: food, shelter, clothing, and the environment.

Exemplars of SCAD SERVE's community service initiatives include:⁹

- **Design for Good** — Through these 10-week courses, SCAD faculty members lead students through immersive studies, engaging their collective creative intellect to address critical needs in the university's communities by generating elevated and innovative solutions to local and global challenges. In one series of courses, students conducted research on tree canopy inequities in Savannah neighborhoods. SCAD SERVE volunteers then planted 200 mature trees in identified areas in need of trees to promote mental and physical health, improved quality of life, and a healthier environment (lower temperatures, decreased energy costs, and reduced impacts of flooding). Through other Design for Good courses, SCAD has contributed to the design of Tharros Place, a new safe house for survivors of sex trafficking. Other notable Design for Good courses have generated

7. The \$38.5 million impact includes the following: \$5.9 million donated to local charitable organizations and \$32.6 million in value of volunteer time.

8. Tripp Umbach calculated the total community benefit of employees by using the combined impacts of employees' and students' monetary donations to organizations and the value of a volunteer hour in Georgia (\$31.80 per hour).

9. <https://www.scad.edu/life/student-involvement/community-service>

THE SAVANNAH COLLEGE
OF ART AND DESIGN
COMMUNITY CONTRIBUTIONS
AND ENGAGEMENT, FY23

\$
\$5.9
MILLION
DONATED TO
LOCAL CHARITY
ORGANIZATIONS

\$
\$32.6
MILLION
VALUE OF VOLUNTEER
TIME

\$
\$24.6
MILLION
PUBLIC SAFETY,
TRANSPORTATION,
AND MENTAL HEALTH
COUNSELING

TOTAL: \$63.1 MILLION

positive outcomes for nonprofits in Atlanta and Savannah, including the Sweet Auburn community, Family Promise, Decatur Cooperative Ministry, and the Coastal Empire Habitat for Humanity.

- **The Lorlee** — Engaging the talents of students and faculty from the university's School of Building Arts, SCAD SERVE transformed a former SCAD residence hall into 22 affordable housing units for essential workers in downtown Savannah, investing \$5 million in significant renovations and improvements.
- **SCAD SERVE POP** — SCAD SERVE's Paint Our Parks (POP) initiative has energized six parks and playgrounds in Atlanta and Savannah with vibrant murals. In urban areas, usable and accessible shared public space is often one of the few spaces for recreation and family gathering. SCAD POP launched with the revitalization of Atlanta's Arthur Langford Jr. Park, where a team of more than 60 SCAD SERVE participants, Joyland community volunteers, and family members of the late Arthur Langford Jr. enlivened the park's basketball courts with a brilliant mural designed by SCAD alum Emily Eldridge (B.F.A., illustration, 2004). This public arts

beautification initiative was developed with the City of Atlanta's Office of Cultural Affairs Public Art Program and has since extended to other local sites in Atlanta and Savannah, including various playgrounds at Savannah-Chatham County Public Schools, the W. W. Law Community Center, the Jewish Educational Alliance, and Greenbriar Children's Center, further enriching communities with the positive benefits of artful spaces.

- **Emmaus House** — SCAD partners with various charities, missions, and shelters in its local communities, including Emmaus House in Savannah. At Emmaus House, SCAD SERVE volunteers support the clothing closet initiative, serving 20 to 40 individuals weekly. SCAD's continuous volunteer service has dramatically increased the number of clients Emmaus House reaches each year.



- **SCAD Sustainable Farms** — Through its urban farming initiatives SCAD Back40 and Garden at The Hive, the university helps resolve food insecurities in its local communities, cultivating fruits, vegetables, herbs, and honey for donation to America's Second Harvest and Park Place Outreach, as well as providing community enrichment through education for local schools and organizations. In the past five years, SCAD has donated 10 tons of fresh produce to Second Harvest, becoming the organization's most impactful partner.

- **Union Mission Holiday Drive** — For 29 years and counting, SCAD has partnered with the Savannah Union Mission to donate thousands of gifts to fulfill the wish lists of children in need.
- **Faith Equestrian Therapeutic Center** — SCAD students from a range of disciplines collaborated with the local Georgia nonprofit to develop an environmentally sensitive site plan and architectural design to foster safe, inclusive spaces for individuals with special needs and disabilities to engage in equine-assisted healing and learning programs.



ADDITIONAL IMPACTS ON THE CITY OF SAVANNAH

Tourism in Savannah

Savannah's tourism economy currently employs more than 27,000 people.¹⁰ Industries included in the sector cover accommodations, food services, arts, entertainment, and recreation. In 2022, Savannah hosted **9.7 million** overnight visitors and contributed more than **\$4.4 billion** to the local economy.¹¹ Although it is difficult to determine the precise impact of SCAD on tourism, "visiting historic places" is listed by Visit Savannah as one of the primary reasons Savannah has such a vibrant tourism industry. SCAD's acquisition, restoration, and reuse of historic buildings and homes throughout Savannah has been a driving force behind Savannah's reputation as a place of architectural significance.

Beyond SCAD's nearly five-decade legacy of historic preservation and adaptive reuse, the university provides significant cultural enrichment for Savannah, Atlanta, and the state of Georgia and is a crucial community partner advancing the economic effects of tourism each year. SCAD enhances regional tourism by offering globally renowned cultural events that draw visitors from around the world who, in turn, contribute significantly to state and regional economies.

In addition to events for new and prospective students, community celebrations, and cultural offerings at SCAD museums, the university's signature series such as the SCAD Savannah Film Festival, SCAD TVfest, SCADstyle, SCAD deFINE ART, and SCAD Sidewalk Arts Festival, among others, draw thousands of visitors to Savannah and Atlanta each year. During FY23, the economic impact associated with spending by visitors to SCAD events totaled more than **\$127.8 million** in Georgia, which is included in the overall impact of SCAD throughout the state. Visitor spending in the Savannah region equaled **\$113.5 million** in FY23.

Savannah's Home and Property Values

Although SCAD's primary focus is preparing students for creative careers, the university is deeply committed to continuously enhancing its local communities. SCAD's acquisition, restoration, and reuse of historic buildings and homes throughout Savannah has been a driving force behind Savannah's reputation as a place of architectural and cultural significance. The university has also led myriad neighborhood improvement and redevelopment efforts. Articles in publications such as *Travel and Leisure*, *Forbes*, *The Huffington Post*, *The New York Times*, and *Architectural Digest* have highlighted Savannah and specifically noted the role of SCAD in Savannah's transformation.

DURING FY23, THE ECONOMIC IMPACT ASSOCIATED WITH SPENDING BY VISITORS TO SCAD ADMISSION AND CULTURAL AND COMMUNITY EVENTS TOTALED MORE THAN \$127.8 MILLION IN GEORGIA.

¹⁰. "Savannah's Visitor Economy Thrives, Generating \$4.4 billion in 2022," www.visitsavannah.com.

¹¹. Ibid.



SCAD's impact on property values throughout the Savannah region is significant. Often, the first indication that a Savannah neighborhood will become a more desirable place to live, shop, and work is SCAD's purchase and renovation of a building in the neighborhood. As with SCAD's impact on tourism, both the physical environment and the cultural opportunities provided by SCAD influence the decision of many individuals and businesses to locate in Savannah. Cultural opportunities are significant to retirees, a growing segment of the Savannah population that tends to be more affluent. Savannah's average real estate value was \$92,300 in the year 2000.¹² In July 2023, Savannah home prices were up 3.1 percent compared to 2022, selling for a median price of \$314,000. On average, homes in Savannah sell after 29 days on the market compared to 34 days last year.

Savannah's Rental Market

A typical university only provides enough on-campus housing for around one-fifth of its student body.¹³ SCAD reports that more than 39 percent of its students live in college-owned, -operated, or -affiliated housing, and 61 percent live off-campus. This helps balance accommodating student housing needs and preserving affordable housing units for long-term, non-student residents.

SCAD will continue to integrate its award-winning programs and diverse student population within the downtown Savannah community. Currently, SCAD has 23 existing residence halls. SCAD's newest residence hall, near the Indian Street corridor, standing 17 stories, will have 800 beds, an event space, and dining and laundry facilities. The new residence hall will also alleviate parking challenges for students and positively impact the surrounding community. SCAD aims to provide on-campus housing for 50 percent of its student population by 2025, relieving pressure on affordable rental housing in the local community.

¹². American Factfinder, Census Bureau, www.census.gov

Security Services

SCAD's presence in Savannah has positively impacted crime and safety. In addition to SCAD's role in transforming the Savannah economy, SCAD's security efforts provide valuable support to the Savannah Police Department. In FY23, SCAD spent **\$10.7 million** on security services in the city of Savannah.

SCAD's public safety strategy in the city of Savannah includes the following:¹⁴

- Active 24/7 patrols at SCAD locations, including bike patrols in Savannah
- Partnership with Savannah Police Department to utilize SCAD's ShotSpotter technology¹⁵
- Continuous crime trend analysis to maximize safety
- The deployment of the LiveSafe communication tool and other notification systems
- The strategic installation of security cameras that are monitored continuously
- Safety-awareness programs for students, faculty, and staff
- An extensive shuttle service in Savannah to assist students with getting to and from SCAD facilities
- Visible uniforms on SCAD officers, who act as crime deterrents
- Security officers posted at many SCAD buildings to check IDs and log in visitors

- Hand-activated emergency call boxes strategically located throughout SCAD in Savannah and Atlanta, where students can automatically signal a 24-hour security dispatcher
- Strong ongoing partnerships with local, state, and federal agencies

Transportation Services

The SCAD transportation department is committed to providing all members of the university with the best possible solutions for getting around campus safely and easily. In FY23, SCAD spent **\$12.1 million** on transportation services for students, faculty, and staff. These services are free of charge and operate between open university facilities.

SCAD's transportation services in the city of Savannah include the following:

- **The Bee Line** bus service provides transportation to and from class and continues to run after class hours to provide late-night transportation.
- **SCAD SafeRide** offers late-night drop-offs for SCAD students from an open SCAD building to their off-campus residence within the midtown and downtown areas of Atlanta and Savannah.

Counseling Services

SCAD takes mental and emotional health seriously. In FY23, SCAD spent **\$1.8 million** in the city of Savannah on providing a range of counseling services (i.e., group or individual counseling, workshops, etc.) to its students, faculty, and staff. SCAD's Bee Well initiative provides a unique path to wellness for each member of the SCAD family. With support from Bee Well, SCAD students, faculty, and staff can build a strong foundation for success.

13. More Beds Per Student on Campuses with Living Requirements, March 22, 2019.

14. It is important to note that these strategies are also used at the Atlanta location.

15. SCAD was the first university in the United States to use ShotSpotter technology. This technology places sensors inside and outside campus buildings to identify sounds of gunfire, then sends that information to police.

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APPENDIX A: DEFINITION OF TERMS

STUDY YEAR

Fiscal year is defined as FY23, July 1, 2022–June 30, 2023.

TOTAL ECONOMIC IMPACT

The total economic impact of an institution includes both the direct and indirect impacts generated in the economy as a result of the institution.

DIRECT ECONOMIC IMPACT

Direct impact includes institutional, employee, and visitor spending to the institution.

INDIRECT ECONOMIC IMPACT

Indirect impact, or the multiplier effect, includes re-spending dollars within the local economy by vendors/suppliers and households.

MULTIPLIER EFFECT

The multiplier effect is the additional economic impact created because of the institution's direct economic impact. Local companies that provide goods and services to an institution increase their purchasing by creating a multiplier.

DIRECT TAX PAYMENTS

Direct tax payments are made by an institution to a unit of government.

INDIRECT TAX PAYMENTS

Governmental units collect government revenue in addition to those paid directly by an institution, including taxes paid directly by employees of the institution, visitors to the institution, and vendors who sell products to the institution.

DIRECT EMPLOYMENT

Total number of employees at the institution based on total jobs.

INDIRECT EMPLOYMENT

Additional jobs created because of the institution's economic impact. Local companies that provide goods and services to an institution increase their employees as purchasing increases, thus creating an employment multiplier.



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APPENDIX B: TECHNICAL APPENDIX

IMPLAN Methodology Definitions

The economic impact of SCAD was estimated using IMPLAN (IMpact Analysis for Planning), an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. The IMPLAN modeling system has been used since 1979 and is used by more than 500 private consulting firms, university research centers, and government agencies. The IMPLAN modeling system combines the U.S. Bureau of Economic Analysis' input-output benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market transactions for consumption in a given period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. Bureau of Economic Analysis and follow a balanced account format recommended by the United Nations.

IMPLAN's Regional Economic Accounts and the Social Accounting Matrices were used to construct state- and regional-level multipliers, which describe the economy's response to a change in demand or production as a result of the activities and expenditures of SCAD. Each industry that produces goods or services generates demand for other goods and services, and this demand is multiplied through a particular economy until it dissipates through "leakage" to economies outside the specified area. IMPLAN models discern and calculate leakage from local, regional, and state economic areas based on workforce configuration, the inputs required by specific types of businesses, and the availability of both inputs in the economic area. Consequently, economic impacts that accrue to other regions or states as consequences of changes in demand are not counted as impacts within the economic area.

The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects of increased demand. Importantly, IMPLAN's Regional Economic Accounts exclude imports to an economic area, so the calculation of economic impacts identifies only those impacts specific to the economic impact area. IMPLAN calculates this distinction by applying Regional Purchase Coefficients (RPC) to predict regional purchases based on an economic area's characteristics. The RPC represents the proportion of goods and services purchased regionally under normal circumstances based on the area's economic characteristics described in terms of actual trade flows.

Employment Definitions

IMPLAN analysis measures jobs/positions (part-time or full-time), not full-time equivalents (FTEs). Full-time and part-time employees generate an impact on the economy and support additional indirect and induced employment throughout the state of Georgia. Employment data for SCAD was provided as an output of all individuals who receive a paycheck from the organization. This includes all full-time and part-time employed faculty, staff, and students.

State and Local Tax Impact Definition

State and local tax impacts generated in the current FY23 study included all taxes paid by SCAD to the state of Georgia and the Savannah and Atlanta regions (e.g., payroll, property, sales, unemployment, income, and any other taxes paid to the state and local government). Any federal taxes paid by SCAD were not included in the state and local tax impacts (e.g., FICA payments).

Visitor Definitions

Impact analysis aims to quantify the impact of attracting “fresh” dollars to a region. Therefore, when including visitor spending in the impact analysis of a university, the analysis will include only those visitors coming to a region from outside of said region. Visitors to events who also live in the region would have spent their dollars in that region otherwise; therefore, this dollar was not attracted to the region because of the organization being analyzed.

For SCAD, the impact analysis looked at impacts on the state of Georgia and the Savannah and Atlanta regions. Visitors to SCAD were counted only if they were from outside the region being analyzed.

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APPENDIX C: FAQS REGARDING ECONOMIC IMPACT ASSESSMENT

What is economic impact?

Economic impact begins when an organization spends money. Economic impact studies measure the direct economic impact of an organization's spending plus additional indirect spending in the economy resulting from direct spending. The economic impact has nothing to do with dollars collected by organizations, their profitability, or their sustainability. All operating organizations have a positive economic impact when they spend money and attract spending from outside sources.

Direct economic impact measures the dollars that are generated within a geographic region as a result of the presence of an organization. This includes the organization's spending on goods and services with vendors within the region, the spending of its employees and visitors, and the economic impact generated by businesses within the region that benefit from the organization's spending. It is important to remember that not all dollars spent by an organization stay in the geographic region of study. Dollars that "leak" out of the region in purchases from out of area vendors are not included in an organization's economic impact on the region.

The total economic impact includes the "multiplier" of spending from companies that do business with an organization. Support businesses may include lodging establishments, restaurants, construction firms, vendors, temporary agencies, etc. Spending multipliers attempt to estimate the ripple effect in the economy where the spending occurs. For

example, spending by an organization with local vendors provides these vendors with additional dollars they spend in the local economy, causing a "multiplier effect."

What is the multiplier effect?

Multipliers numerically describe the secondary impacts stemming from an organization's operations. For example, an employment multiplier of 1.8 would suggest that for every 10 employees hired in the given industry, eight additional jobs would be created in other industries, such that 18 total jobs would be added to the given economic region. The multipliers used in this study range from 1.8 to 2.0.

The Multiplier Model is derived mathematically using the input-output model and Social Accounting formats. The Social Accounting System provides the framework for the predictive Multiplier Model used in economic impact studies. Purchases for final use drive the model. Industries that produce goods and services for consumer consumption must purchase products, raw materials, and services from other companies to create their product. These vendors must also procure goods and services. This cycle continues until all the money is leaked from the region's economy. Three types of effects are measured with a multiplier: direct, indirect, and induced. The direct effect is the known or predicted change in the local economy to be studied. The indirect effect is the business-to-business transactions required to satisfy the direct effect. Finally, the induced effect is derived from local



spending on goods and services by people working to satisfy the direct and indirect effects.

What methodology was used in this study?

IMPLAN (IMPact analysis for PLANning) data and software. Using classic input-output analysis in combination with regional-specific Social Accounting Matrices and Multiplier Models, IMPLAN provides a highly accurate and adaptable model for its users. The IMPLAN database contains county, state, ZIP code, and federal economic statistics that are specialized by region, not estimated from national averages, and can be used to measure the effect on a regional or local economy of a given change or event in the economy's activity.

What is employment impact?

Employment impact measures the direct employment (staff, faculty, administration) plus additional employment created in the economy because of an organization's operations.

Indirect and induced employment impact refers to other regional employees who exist because of an organization's economic impact. In other words, jobs related to the population — city services (police, fire, EMS, etc.), employees at local hotels and restaurants, employees at local retail establishments, and residents employed by vendors used by the organization.

What is the difference between direct and indirect taxes?

Direct tax dollars include sales taxes and net corporate income taxes paid directly by the organization to the state. In contrast, indirect taxes include taxes paid to the state by vendors that do business with an organization and individuals.

Is this a one-time impact, or does the impact repeat each year?

The results presented in this economic impact study are generated annually. The economic impact in future years can be either higher or lower based on the number of employees, students, capital expansion, increases in external research, and state appropriations. .

What are Tripp Umbach's qualifications to perform economic impact analysis?

Tripp Umbach is the national leader in providing economic impact analyses to leading healthcare organizations, universities, and academic medical centers. Since 1990, Tripp Umbach has completed more than 1,000 economic impact studies for such clients as Boston University, Indiana University, Michigan State University, Pennsylvania State University, Ohio State University, University of Connecticut, University of Arizona, University of Michigan, University of Minnesota, University of Pittsburgh, University of Vermont, University of Virginia, University of Washington, and University of Alabama at Birmingham. .