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# Summary Highlights of Economic Impact Study

Research and Economic Development

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# A MAJOR ECONOMIC ENGINE ON CALIFORNIA'S CENTRAL COAST

Cal Poly accounts for 12 percent of San Luis Obispo County's economic output, according to a new study that looked at the 2012-2013 fiscal year.

**\$1.4 billion**  
Total economic impact in region

**\$2 billion**  
Estimated impact in 2022



## CAL POLY IS ONE OF THE LARGEST EMPLOYERS IN SAN LUIS OBISPO COUNTY

Cal Poly employees live and spend locally.

Significant source of tax revenue.

**\$254.3 million**

Annual payroll to Cal Poly faculty and staff



**\$14.7 million**

Sales taxes

**7,463** 


Jobs directly and indirectly created by the university

**\$13.2 million**


Property taxes

# STRONG IMPACT ON THE LOCAL TOURISM INDUSTRY

Cal Poly generates stays in local hotels, dining at local establishments, and purchases from local stores.

**\$53.9 million**  Spent in local restaurants

**\$27 million**  Retail purchases

**\$17.7 million**  Spent in area hotels/motels


**\$1.9 million**  Hotel/motel  
Transient  
Occupancy Taxes

## OUR STUDENTS MAKE A DIFFERENCE

More than 19,700 students spend money locally. They rent housing and buy food, clothing, gasoline and other essentials that support the local economy.

**\$160.8 million**  Annual student spending

**\$2.1 million**  Value of Cal Poly student volunteer work

**\$11.7 million**  Local tax revenue generated from Cal Poly student spending

Source: Productive Impact LLC report released November 2014, covering fiscal year 2012-13

To read the full 60-page report, visit <http://research.calpoly.edu> 