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**ECONOMIC IMPACT: DALHOUSIE UNIVERSITY**

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# Dalhousie University

PUBLIC RELATIONS, Halifax, NS, Canada B3H 3J5 902-424-2517



SUBJECT: STUDY PLACES ANNUAL ECONOMIC IMPACT OF DALHOUSIE AT \$127,900,000

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A study conducted for Dalhousie University by the Nova Scotia Department of Development puts the university's worth to the local economy at \$127,900,000 during 1982-83.

The presence of the university in the community resulted in the creation of 5,630 jobs; \$30,200,000 in student spending and cultural offerings for 150,000 residents.

The policy and planning division of Nova Scotia's Development Department found that in 1982-83, Dalhousie spent \$96.6 million-- \$66.5 million of that total in salaries and wages to full- and part-time staff.

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In 1982-83, Dalhousie listed 3,174 people on its payroll. Since they weren't all full-time time, the person-year equivalent rating reduced the figure to about 2,600.

But the university's annual expenditures resulted in additional employment elsewhere of 1,790 people, raising the total number of university-created jobs to 4,390. Student enrolment accounted for an additional 1240 "spinoff" jobs.

Other major spending by Dalhousie included \$5.3 million for cleaning, food services, security and contracted services; \$5 million for oil, electricity, water and taxes; \$3.5 million for interest and bank charges; and \$2.4 million for scholarships, bursaries and prizes.

The report of the study said the salaries and wages total of Dalhousie employees, led to \$37 million more in household income spinoff.

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"For each dollar of direct household income, therefore, an additional 56 cents in indirect income is generated."

Student enrolment, including the 466 at King's, reached 9,727 -- 8,034 full-time and 1,695 part-time students. Of the full-time students, 43 per cent were from the metro area; 35 per cent came from other parts of Nova Scotia and the Maritimes; 13 per cent were from other parts of Canada and nine per cent were from other countries. Of the part-time students, 48 per cent were from metro.

Each student spent an average of \$6,135. This included \$2,070 for lodging, \$1,100 for food, \$880 for personal maintenance (laundry, entertainment, etc.), \$393 for books and academic supplies and \$192 for local transit.

As a result of the students' total expenditure of \$30.2 million, \$24.4 million in household income was generated. Of that \$24.4 total, \$14.4 million was in direct household

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income and \$10 million was generated in spinoff effects.

"For every dollar of household income generated by student expenditure, therefore, an additional 69 cents was created in spinoff income," said the report.

Employment generated during the students' eight-month stay at Dalhousie (classes run from September to April) included 780 direct jobs and 460 spinoff jobs - a total of 1,240. Thus for every job created, slightly more than half an additional job was created.

The total impact, expressed as household income and jobs, of Dalhousie's presence, was as follows:

Household income: university, \$66.5 million direct, \$37 million spinoff; students, \$14.4 million direct, \$10 million spinoff.

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Jobs: university, 2,600 direct, 1,790 spinoff; students, 780 direct, 460 spinoff.

Grand totals: Income, \$127,900,000; jobs, 5,630.

The study also took into account the university's provision of amenities available to the community that could not be measured in quantifiable terms.

Dalhousie Arts Centre, the only performing and visual arts centre of its kind in Nova Scotia, attracted 150,000 people to entertainment programs. The art gallery staged 18 exhibitions, a third of them of local artists' works, and attracted more than 34,000 people to them and other gallery events.

Corporate membership in Dalplex involved hundreds of people and the general membership, including alumni, senior citizens

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and others not connected with Dalhousie, totalled 2,500.

Several hundred visitors from around the world helped to enrich the life of the university community and the metro area. And the campus was host to many summer conferences, 60 such events being held between May and August 1983.

The report added that the library complex as a reference source to the community also could not be overlooked. "The talent pool of faculty and graduate students which is available to the community further enhances the resources on which the community at large can draw."

Faculty and students, through their own financial transactions, also helped to expand the asset base of the financial institutions of the area.

In addition, expenditures by out-of-town visitors to students also helped in the expansion of economic activity.

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The report said that a University of North Dakota study estimated conservatively that visitors there spent \$2.1 million a year. After taking into account inflation, exchange rate adjustments, and the difference in the respective enrolments, it was estimated that a similar amount was spent annually by visitors attracted to Halifax-Dartmouth because of Dalhousie's presence.

Most of the economic impact was concentrated in the metro area, the report said, although some effects of the spending by the university and the students spilled over to other parts of the province.

"It is assumed that 95 per cent of the direct income will be received by metro residents with the remainder accruing to staff who live beyond this geographic boundary.

"A second assumption is that 80 per cent of the indirect income is realized by metro households."

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Therefore, said the report, the total household income generated by Dalhousie in the Halifax-Dartmouth area was estimated at \$97 million.