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.

$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.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$53.9 million</td>
<td>Spent in local restaurants</td>
</tr>
<tr>
<td>$27 million</td>
<td>Retail purchases</td>
</tr>
<tr>
<td>$17.7 million</td>
<td>Spent in area hotels/motels</td>
</tr>
<tr>
<td>$1.9 million</td>
<td>Hotel/motel Transient Occupancy Taxes</td>
</tr>
</tbody>
</table>

### 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](http://research.calpoly.edu)