

Des Moines Metro Area Economic and Community Impact for Fiscal Year 2022



933

STUDENTS

4,875

60%
UNDERGRADS

40%
GRADUATE &
PROFESSIONAL
PROGRAMS



STUDENT
SPENDING

\$62M



FACULTY & STAFF

\$158.3M

WORKERS
EARNINGS
GENERATED



ATHLETIC EVENTS

\$7.2M

OTHER VISITORS

\$5.9M

DRAKE RELAYS

\$6.2M



VISITORS

\$19.3M

VISITOR SPENDING

VISITOR
DAYS



208,985

VISITORS

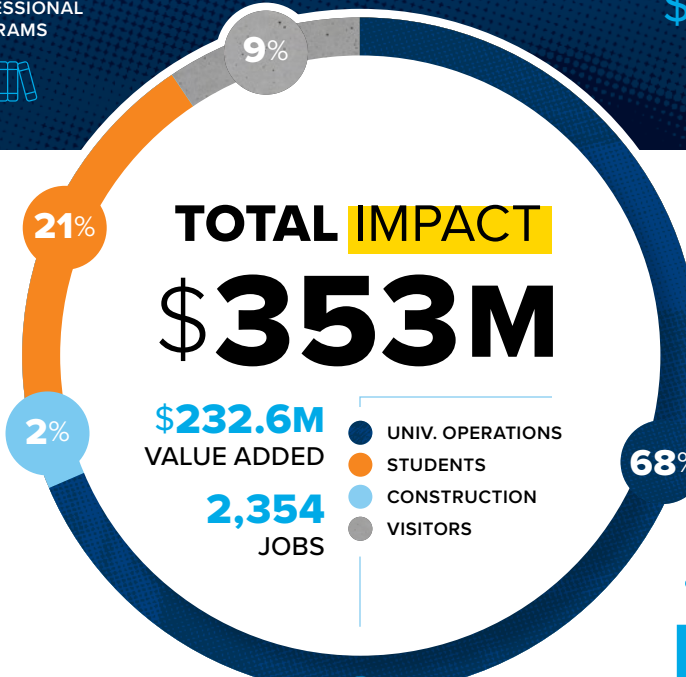


193,985

HOTEL
NIGHTS



42,834



240,637

VOLUNTEER,
COMMUNITY SERVICE,
& PRO-BONO CLIENT
ENGAGEMENT HRS

\$8.4M

VALUE OF HRS



SERVING

COMMUNITY

INCLUDING:

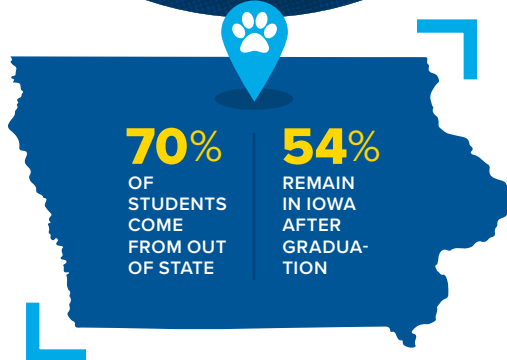
89,460 HRS
STUDENT TEACHING
& COUNSELING
INTERNSHIPS

15,323 HRS
PRO-BONO
COMMUNICATION
& PR WORK

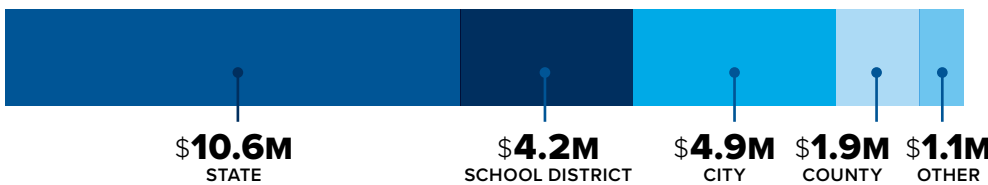
118,045 HRS
CLINICAL HEALTH
SERVICES

8,523 HRS
LAW CLINIC
PRO-BONO CLIENT

767 HRS
SMALL BUSINESS
CONSULTING



ANNUAL TAX REVENUE GENERATED



ALUMNI

TOTAL
ALUMNI

78,166

IN CENTRAL
IOWA

32%

\$4.8B

The **23K** Drake alumni working in Central Iowa contribute

\$4.8 billion to the regional economy which is 8.5% of the Des Moines MSA GDP.

The fiscal year 2021-2022 Drake University economic impact analysis was prepared by Impact DataSource, LLC and funded by Drake University. The analysis relies on expenditure data from Drake University and estimates of student and visitor spending. The total economic impact was estimated by Impact DataSource using the Bureau of Economic Analysis (BEA) Regional Input-Output Modeling System (RIMS II) Economic Impact Model.