Des Moines Metro Area
2023 Economic and Community Impact Report

STUDENTS
4,504
60% UNDERGRADS
40% GRADUATE & PROFESSIONAL PROGRAMS

FACULTY & STAFF
$134.6M WORKERS EARNINGS GENERATED

Total Impact
$427M

ATHLETIC EVENTS
$3.8M

OTHER VISITORS
$7.2M

DRAKE RELAYS
$7.1M

VISITORS
$18.1M

VISITOR SPENDING

4,504 STUDENT SPENDING
$51M

$51M VALUE ADDED

2,673 JOBS

$272.4M VALUE ADDED

68% OF STUDENTS COME FROM OUT OF STATE
50% REMAIN IN IOWA AFTER GRADUATION

SERVING COMMUNITY

239,926 VOLUNTEER, COMMUNITY SERVICE, & PRO-BONO CLIENT ENGAGEMENT HRS

$8.3M VALUE OF HRS AND CONTRIBUTIONS

IN CENTRAL IOWA
89,382 TOTAL ALUMNI
28.1% IN CENTRAL IOWA

THE 25K DRAKE ALUMNI WORKING IN CENTRAL IOWA CONTRIBUTE $5.3 BILLION TO THE REGIONAL ECONOMY WHICH IS 8.6% OF THE DES MOINES MSA GDP.

$18.1M VISITOR SPENDING

152,125 VISITOR DAYS

131,445 VISITORS

$5.7M LODGING SPENDING

$272.4M VALUE ADDED

$8.3M VALUE OF HRS AND CONTRIBUTIONS

$18.1M VISITOR SPENDING

152,125 VISITOR DAYS

131,445 VISITORS

$5.7M LODGING SPENDING

ANNUAL TAX REVENUE GENERATED

$13M STATE OF IOWA

$8.2M CITY OF DES MOINES

$6.2M DES MOINES SCHOOL DISTRICT

$6.0M OTHER DISTRICTS

$3.8M POLK COUNTY

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.