

Economic Impact

\$59,000,000

Dyersburg State adds \$59 million per year to area economy.*

For every \$1.00 of local revenues coming to Dyersburg State, there was \$2.43 of local business volume and from \$2.42 to \$2.70 of individual income generated, for a total return on investment of \$4.85 to \$5.13 on the local dollar.



- The **local business volume** generated by college expenditures during 2016-2021 was \$148 million, with \$123 million being due to non-local revenues. The annual business volume generated ranged from \$27.4 million to \$31.7 million.

- The combined five-year **direct economic impact** on the community represents more than \$295 million, or an average of \$59 million per year. Of this amount, \$248 million, or over \$50 million per year, is due to the infusion of “new” external/non-local revenues. This impact most likely would not have occurred without the presence of Dyersburg State in the area.

- Local full-time jobs created and sustained** during 2016-2021 as a result of the College’s presence totaled 10,605 jobs including Dyersburg State’s own 1,086 jobs over that period. Of this total, 8,622 jobs were the result of non-local revenues. Annual full-time jobs generated ranged from 1,992 to 2,251 jobs.

- Individual income** generated by College expenditures ranged from \$27.1 million to \$31.9 million per year. These expenditures totaled \$147 million during 2016-2021. The study also estimated that an associate degree graduate could expect to earn about \$428,000 more over their work lifetime than if they only had a high school diploma.

**Source: Dr. Fred H. Martin, Dyersburg State Community College: An Analysis of the College’s Economic Impact 2016-2021, September 2021.*



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