

Des Moines Metro Area 2023 Economic and Community Impact Report



STUDENTS

4,504

60%
UNDERGRADS

40%
GRADUATE &
PROFESSIONAL
PROGRAMS

STUDENT
SPENDING

\$51M



901

FACULTY & STAFF

\$134.6M

WORKERS
EARNINGS
GENERATED



TOTAL IMPACT
\$427M

\$272.4M
VALUE ADDED

2,673
JOBS

- UNIV. OPERATIONS
- STUDENTS
- CONSTRUCTION
- VISITORS

14%

7%

57%

22%

ATHLETIC EVENTS

\$3.8M

OTHER VISITORS

\$7.2M

DRAKE RELAYS

\$7.1M



VISITORS

\$18.1M

VISITOR SPENDING

VISITOR
DAYS



152,125

VISITORS



131,445

LODGING
SPENDING



\$5.7M

239,926

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

\$8.3M

VALUE OF HRS AND
CONTRIBUTIONS



SERVING

COMMUNITY

INCLUDING:

79,180 HRS
STUDENT TEACHING
& COUNSELING
INTERNSHIPS

8,475 HRS
PRO-BONO
COMMUNICATION
& PR WORK

121,935 HRS
CLINICAL HEALTH
SERVICES

11,090 HRS
LAW CLINIC
PRO-BONO CLIENT

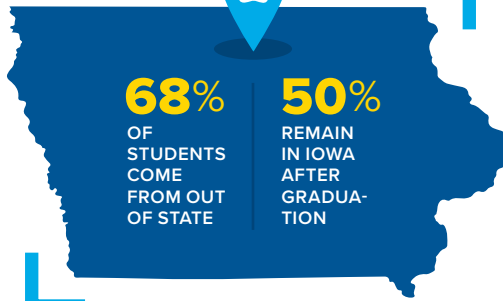
984 HRS
SMALL BUSINESS
CONSULTING

68%

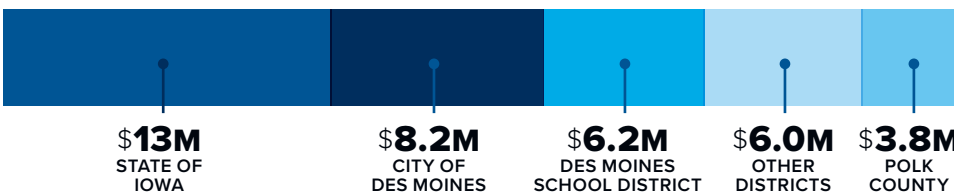
OF
STUDENTS
COME
FROM OUT
OF STATE

50%

REMAIN
IN IOWA
AFTER
GRADUA-
TION



ANNUAL TAX REVENUE GENERATED



ALUMNI

TOTAL
ALUMNI

89,382

IN CENTRAL
IOWA

28.1%

\$5.3B

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.

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.