

WATAUGA

AVERY

ASHE

CALDWELL

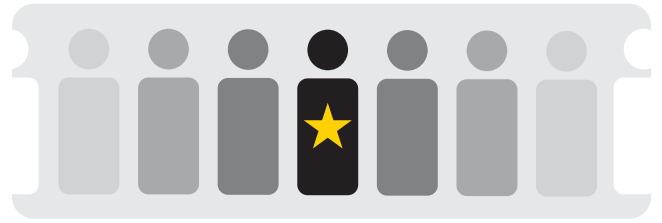
WILKES



\$573 MILLION

ADDED REGIONAL INCOME

App State and students support
1 out of 14 jobs
in 5-county region



Return on Investment

For every \$1 invested*...

STUDENTS gain
\$5.80 in lifetime earnings

*in tuition, fees, supplies, student loan interest,
and opportunity costs

TAXPAYERS gain
\$3.20 in tax revenue &
public sector savings

*in public funding to App State



\$308 million

Operations Spending Net Impact



\$32 million

Construction Spending Net Impact



\$141 million

Alumni Earnings & Productivity Net Impact



\$9.5 million

Visitor Spending Net Impact
▶ \$7.2M from Athletics & Arts



\$79.5 million

Student Spending Net Impact



\$3.4 million

Volunteerism Net Impact