



# UNIVERSITY OF SOUTH CAROLINA BEAUFORT

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## **\$74 Million and 1000 Jobs: University's Economic Impact in the Lowcountry**

**Bluffton, SC-** The University of South Carolina released measures of the economic impact of the eight campus system on the Palmetto State and University of South Carolina Beaufort in the Lowcountry Thursday, January 12 at the USCB Economic Impact Forum.

Darla Moore School of Business professor of economics, Doug Woodward presented the findings at USCB's Hilton Head Gateway campus. He noted that USCB has an economic impact of \$74 million in the Lowcountry region, resulting in 1001 jobs. Woodward was joined by USCB Chancellor Jane Upshaw, who received accolades for accomplishing this achievement in a down economy. The University has sustained significant enrollment growth, leading to an annual budget of \$24M. The economic model calculated the impact number, which includes the ripple effect of USCB's employment and payroll as well as the impact of all system alumni living in Beaufort County. This economic benefit is generated largely by tuition and USCB operations, as USCB receives only 5% of its annual budget from the state.

A panel of lowcountry business leaders discussed the results of the study and explored ways to further increase USCB's leadership role in the region: David Tigges, *Managing Partner Mc Nair Law Firm*, represented the Hilton Head Island/Bluffton Chamber, Jon Rembold, *Project Manager Ward Edwards*, represented the Beaufort Regional Chamber, Kim Statler, *Lowcountry Economic Alliance Executive Director*, and Marty Daniels, *Daniel Defense Founder*.

In response to the findings, Kim Statler queried: "Let's ask 'where would be without USCB in our community?'... The #1 issue globally is the quality of our workforce; our economic development success depends on an educated pool of talent... The investment we make in USCB today—is an investment to be competitive 10 years from now. Manufacturing jobs of the future will require that you are qualified to work on the

technology side of the business. USCB's Computational Science program is the type of program that is preparing students to meet the needs of the employers of the future in the Lowcountry."

Rembold noted that "The University provides an anchor—it deepens our sense of community, our economic base and our attractiveness as a place to vacation or buy a home. It offers a level of stability as an economic driver, creating incomes, jobs and investment, that spill over again and again as dollars are spent in our community." He continued, "Beaufort is an attractive place to retire—and we want to serve retirees who value culture and learning and community connection. USCB's Osher Lifelong Learning program, ranked in the top 10% in the nation, is key to our future development as a vibrant retirement community. A vibrant community is an attractive community."

Tigges concluded the event with his personal experience. "Our law firm hired some university students to work for us part-time. I was delighted with how smart they were and the work they did for us. The energy that smart young students, who are eager to contribute, provide to a business, and to a community, is one of those assets you can't measure in dollars, but it's there."

This event is was co-sponsored by both the Beaufort Regional, and Hilton Head Island/Bluffton, Chambers of Commerce.

For additional information, please contact Candace Brasseur at [843-208-8000](tel:843-208-8000).



## About USCB

Located in the heart of the Carolina Sea Islands, the University of South Carolina Beaufort (USCB) is a senior institution of the University of South Carolina system serving the southeast coast of Georgia and South Carolina. USCB has been the fastest growing baccalaureate institution in the USC system since becoming a four year university in 2004. The University has two campuses which serve a diverse student body of 1874 students. The Historic Beaufort campus, located on Beaufort's downtown

waterfront, houses an innovative baccalaureate studio art program in close proximity to Beaufort's many art galleries. The Hilton Head Gateway campus in Bluffton, S.C., offers cutting-edge Computational Science and Nursing laboratories and is the home to Sand Shark athletics. USCB offers students an exceptional place to learn and live in an environment focused on growth, preservation and opportunity. For more information about the University of South Carolina Beaufort, please visit [www.uscb.edu](http://www.uscb.edu) online or call the university's Office of Public Information at [843-208-8030](tel:843-208-8030).

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