

Economic Impact of the University of Connecticut's Division of Athletics



Prepared by:
Theophilus Djaba, Ph.D.
(Budget, Planning and Institutional Research - BPIR, UConn)



IMPACT HIGHLIGHTS

\$242.7 Million

Total Economic
Output



1,821

Total Jobs
Supported



\$122.9 Million

Total Labor
Income



\$149.7 Million

Total Value
Added



\$36.1 Million

State and Local
Taxes



653,814

Total Game
Attendance



EXECUTIVE SUMMARY

The University of Connecticut's (UConn) Division of Athletics generates substantial economic value for the State of Connecticut, contributing **\$242.7 million** in total economic output during the **2023-24 fiscal year**. This impact is equivalent to approximately 0.01% of the State's GDP. This demonstrates how UConn Athletics serves as a significant economic engine for the state, supporting **1,821 jobs** and generating **\$122.9 million** in labor income while contributing **\$149.7 million** to the state's GDP.



INTRODUCTION

The University of Connecticut (UConn) stands as one of the nation's premier athletic programs, achieving unprecedented success in 2023-24. The men's basketball team secured back-to-back national championships, becoming the first program to achieve this feat since Florida in 2006-07. This triumph adds to UConn's remarkable legacy of 24 national championships.

UConn competes at the NCAA Division I level across 21 varsity sports teams, maintaining excellence in basketball, football, and numerous other sports. The 2023-24 season has further cemented UConn's legacy, with both basketball programs achieving top national rankings and the football program building on its recent bowl game appearance with continued growth.

UConn Athletics' impact extends far beyond the playing field. The program serves as a significant economic engine for Connecticut, generating substantial economic activity through operational spending, attracting thousands of visitors to the state, and creating employment opportunities across various sectors.



METHODOLOGY

The economic impact analysis employs the REMI model to quantify the total contribution of UConn Athletics to the State of Connecticut's economy. REMI (Regional Economic Models, Inc.) is widely recognized for its comprehensive approach, integrating various economic theories to provide dynamic forecasting.

This analysis focuses on quantifying two main economic impacts:

- Operational expenditures by UConn Athletics on salaries, supplies, maintenance, travel, and other expenses
- Visitor and fan spending related to UConn sporting events

The analysis measures economic impacts through four key metrics:

- **Employment:** number of jobs supported
- **Labor Income:** all forms of employment earnings including wages, benefits, and proprietor income
- **Value Added:** contribution to State's Gross Domestic Product (GDP)
- **Economic Output:** total value of goods and services produced

Operational expenditures were provided by the UConn Athletics Department.

These figures were broken down by each major sport - football, men's basketball, women's basketball, and all other sports. The 'all other sports' category includes both expenditures related to UConn's other Division I sports teams as well as non-program specific expenditures.

Visitor and fan spending estimates were calculated using UConn's attendance data and visitor spending profiles from tourism economic impact studies.

Total visitor spending was calculated by multiplying out-of-state attendance figures by average per-person spending in four areas: lodging, dining, retail purchases, and transportation.



OPERATIONAL EXPENDITURES IMPACT



The operational impact of UConn Athletics represents the economic activity generated through managing its 21 Division I sports programs. When UConn Athletics invests in operations, it initiates a significant economic chain reaction: direct spending on salaries, equipment, and facilities supports local businesses, which then expand their own purchases from suppliers who increase their workforce. These employees subsequently spend their wages throughout Connecticut's economy, creating successive waves of economic activity that strengthen local communities and businesses, from restaurants and retail stores to housing markets and service providers, ultimately driving growth across the state's diverse economic sectors.

Sports	Employment	Labor Income	Value Added	Output
Football	289	\$ 19.8	\$ 23.7	\$ 38.0
Men's Basketball	304	23.2	24.2	39.1
Women's Basketball	198	14.4	15.7	25.2
All other Sports & Non-Program Specific	819	55.5	65.7	105.1
Total	1,610	\$112.9M	\$129.3M	\$207.4M



Visitor and Fan Spending



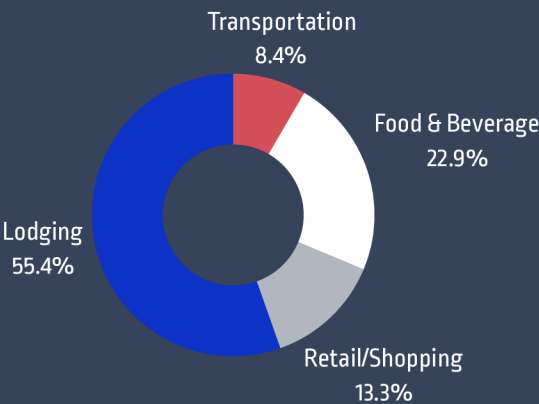
Out-of-state visitors attending UConn Athletic events generate significant economic activity throughout Connecticut. When these visitors spend money on lodging, dining, retail purchases, transportation, and entertainment, they inject new dollars into Connecticut's economy that would not exist otherwise. This influx of outside spending stimulates local businesses, creates employment opportunities, generates income for residents, and produces tax revenues.

Out-of-State Visitor Spending by Program:

- Football: \$3.7M
- Men's Basketball: \$5.4M
- Women's Basketball: \$4.7M
- Other sports: \$2.9M

The categories of estimated visitor spending include:

- Lodging: \$9.2M
- Food & Beverage: \$3.8M
- Retail/Shopping: \$2.2M
- Transportation: \$1.4M



Sports	Employment	Labor Income	Value Added	Output
Football	46	\$ 2.3	\$ 4.5	\$ 7.6
Men's Basketball	70	3.2	6.6	12.1
Women's Basketball	59	2.8	5.7	9.6
All other Sports & Non-Program Specific	36	1.7	3.6	6.0
Total	211	\$ 10.0M	\$ 20.4	\$ 35.3M

TOTAL ECONOMIC IMPACT



The combined economic impact of UConn Athletics operations and visitor spending demonstrates the program's significant contribution to Connecticut's economy.

In fiscal year 2023-24, UConn Athletics generated:

1. Employment and Income

- 1,821 total jobs supported
- \$122.9 million in labor income

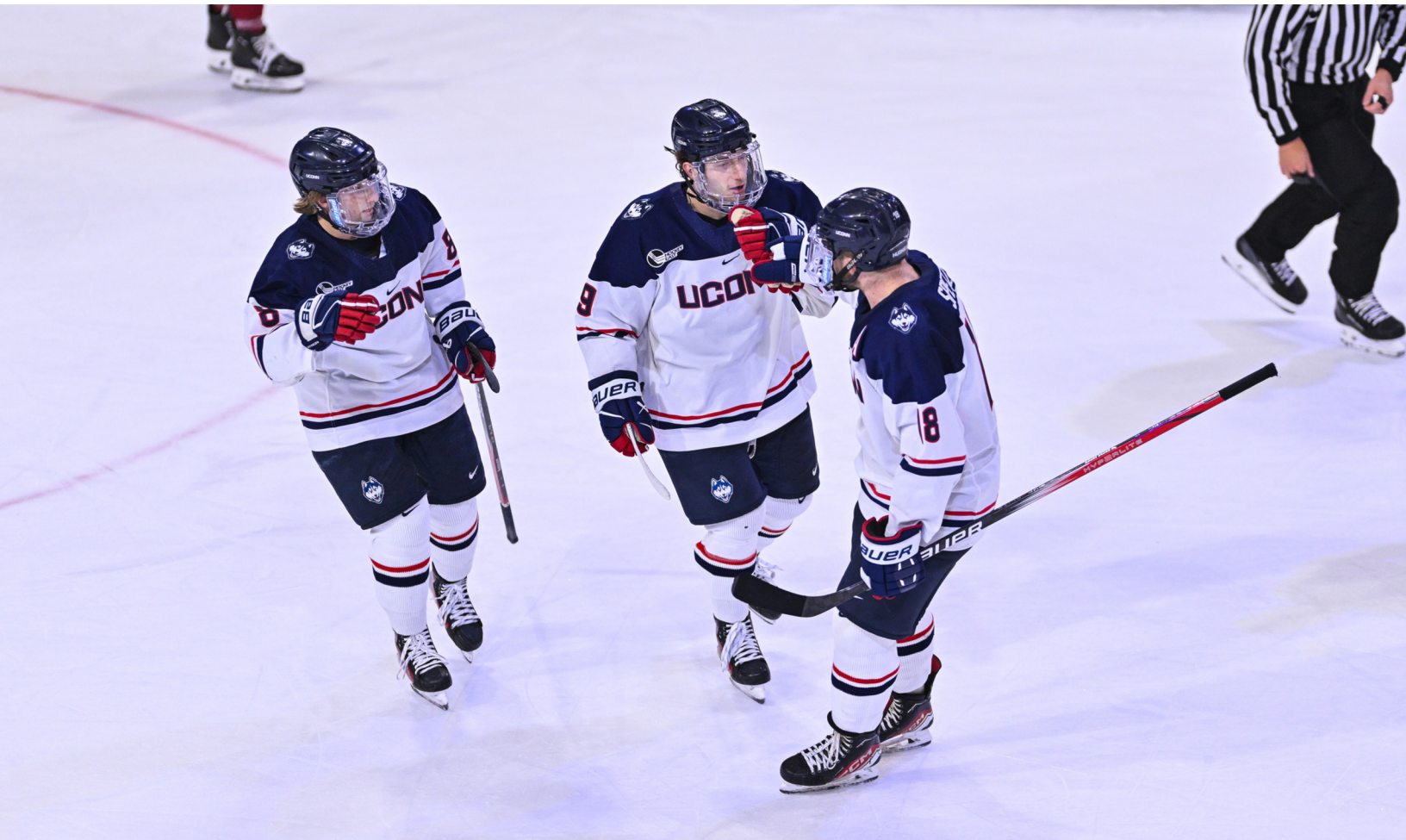
2. Economic Output

- \$242.7 million in total economic output
- \$149.7 million in value added to state GDP

Sport Program	Employment	Labor Income	Value Added	Output
Football	335	\$22.1	\$28.2	\$45.6
Men's Basketball	374	26.4	30.8	51.2
Women's Basketball	257	17.2	21.4	34.8
All other Sports	855	57.2	69.3	111.1
Total	1,821	\$122.9M	\$149.7M	\$242.7M



CONCLUSION



The 2023-24 fiscal year highlighted UConn Athletics' substantial economic impact on Connecticut's economy. The program's success, both athletically and economically, demonstrates its vital role as an economic engine for the state. With sustained athletic excellence, including back-to-back men's basketball national championships, UConn Athletics continues to drive significant economic activity through operational spending, job creation, and visitor spending throughout Connecticut.