

UNIVERSITY OF REDLANDS LOCAL ECONOMIC AND COMMUNITY IMPACT

UNIVERSITY OF
R Redlands



“From its very beginning, the University of Redlands was a joint effort among the town’s leading citizens.” In his book, *With Unbounded Confidence: A History of the University of Redlands*, Larry E. Burgess notes that as the University’s founders worked to establish an institution of higher learning in the citrus-rich community of Redlands in 1907, a partnership with its local residents began to form.

More than a century later, the University of Redlands continues to uphold this partnership, providing significant economic and other benefits to its local and regional communities.



The University of Redlands provides significant economic and social impact to both the City of Redlands and the broader Inland Empire.

The University has an estimated annual economic impact of **\$125.7 million** on the City of Redlands and **\$185.6 million** on San Bernardino County through its operating expenses and capital expenditures.*

*These figures represent financial data collected for the 2018-2019 academic year as calculated by Lynne J. Davidson LLC using statistical analysis and multipliers based on 2018 data from IMPLAN, the leading provider of economic impact data and analytical applications. The City of Redlands is defined as the regions covered by eight postal zip codes in Redlands (92374, 92373, 92354, 92359, 92346, 92399, 92313, and 92324). The total county analysis area includes all of San Bernardino County.

IMPACTING THE LOCAL AND REGIONAL ECONOMIC LANDSCAPE



As a result of its direct economic impact, the University also creates indirect and induced benefits, including spending in the community by those associated with the institution, such as employees.



Additional economic impacts are created by University student and visitor spending, resulting in

\$800,000 LOCALLY AND \$1 MILLION COUNTYWIDE.*

The University's spending in the county contributes

\$22 MILLION IN TAXES ANNUALLY.*

\$7 million of the \$22 million in taxes are state and local taxes, 59% of which are sales and property taxes.*

One of the University's highest held values is community service; through Office of Community Service Learning (CSL) efforts, U of R students impact communities locally and around the world, providing more than 100,000 hours of community service each year.*

An estimated

54,000 SERVICE HOURS

directly benefit the local community, including children's mentoring programs, work-study tutoring, and other CSL initiatives in Redlands.*

These service hours benefiting the local community amount to more than

\$2.4 MILLION IN SOCIAL VALUE ANNUALLY.*



U of R student tutors younger student and helps with homework at Jasper's Corner.

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BENEFITING THE LOCAL ECONOMY

Over the last 20 years, the University has

DONATED \$880,000

directly to the City of Redlands government to provide vehicles, fire trucks, and library services.



\$60.7 MILLION IN WAGES

were paid to local employees and student workers.*

3,400 LOCAL K-12 STUDENTS

visit the Redlands campus every year (4,600 students visit all eight campuses across the state).



Every year, **44,500 VISITORS**

come to the City of Redlands through University events such as the Feast of Lights and Fourth of July celebration, intercollegiate athletic events, and campus celebrations such as Homecoming and Parents Weekend, Alumni Reunion Weekend, and Commencement.



MORE THAN \$72,000 IN RENTAL FEES

were subsidized for Redlands organizations, such as Redlands Family Services, Redlands Unified School District, Redlands Mayor's Office, American Association of University Women, and the Yucaipa-Calimesa School District.*

**These figures represent financial data collected for the 2018-2019 academic year.*

The Class of 2023 poses for a photo during New Student Orientation.



CREATING OPPORTUNITIES FOR LOCAL STUDENTS

Qualified Redlands Unified School District graduates receive:

- Guaranteed admission to the College of Arts and Sciences undergraduate program
- A \$10,000 scholarship
- A free overnight campus visit
- A guarantee they will graduate in four-years



Local community college students

gain streamlined admission via pathway programs through Associate Degree for Transfer (ADT) acceptance and direct partnerships with community colleges.

Employees of U of R and more than 400 partner organizations—including Esri, Rockwell Collins Aerospace Systems (formerly United Technologies Corporation), Southern California Edison, and various government agencies—receive discounted tuition for U of R School of Business programs.

The University manages the **Rochford Leadership Initiative**, which increases college access for local disadvantaged youth with academic and leadership potential.

U of R supports the **Redlands Emergency Services Academy (RESA)**, a weeklong program run by the Redlands Fire and Police Departments that gives local high school graduates job training in emergency services, by providing RESA participants lodging in a campus residence hall; discounted food services; and access to classrooms and recreational facilities.

SERVING AND ENRICHING OUR COMMUNITY



U of R students help package more than 10,000 meals for Rise Against Hunger, an international hunger relief nonprofit.



The University hosts dozens of public lectures and artistic performances each year, including talks by public figures, such as NASA astronaut Leland Melvin, and concerts by internationally renowned performers, such as The King's Singers.



The U of R Town & Gown group, which has nearly 700 members, continually enhances the relationship between the city and the University, by:

- Partnering with Esri to co-sponsor the **Redlands Forum**, which offers educational and cultural programs at no cost to attendees; speakers have included famed anthropologist and conservation advocate Jane Goodall, *The Atlantic* international editor and correspondent James Fallows, and investor and Berkshire Hathaway executive Charles Munger

- Sponsoring the **annual Bulldogs in Service Day**, when U of R alumni, staff, students, families, and friends volunteer in Redlands and beyond
- Awarding competitive scholarships to students from the Inland Empire who demonstrate academic achievement and commitment to community service; nearly **300 scholarships have been awarded since 1984, with 54 to residents of the City of Redlands**

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Accounting students offer free tax help to anyone in the community every Monday evening during March and April, in partnership with the Internal Revenue Service's Volunteer Income Tax Assistance (VITA) program.

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The University partners with the San Bernardino Probation Department and San Bernardino County schools for the Read, Empower, Attain, Create, Hope (R.E.A.C.H.) program, where U of R students volunteer to provide guidance and care for young people in juvenile halls.

U of R students volunteer to mentor, engage, and tutor local students and expose them to college life by hosting programs including:



- The College High School Alliance Mentoring Program and Service (CHAMPS)
- Big Buddies
- Jasper's Corner Homework Club
- Roots and Shoots
- University Humor Outreach Program (UHOP)



U of R students, staff, and alumni work together to create a community mural, demonstrating the Bulldog spirit of service.

100,000+ COMMUNITY SERVICE HOURS BY STUDENTS PER YEAR

In addition to supporting local nonprofit agencies and schools as interns, **students provide 100,000+ community service hours per year** for local partners including:

- Foster Youth (Court Appointed Special Advocates)
- Inland Harvest
- Wildlands Conservancy
- Redlands Conservancy
- Redlands Family Services
- Rochford Foundation
- Youth Hope
- America Reads
- Boys & Girls Club
- Micah House

CONTRIBUTING TO THE GREATER GOOD

- *Washington Monthly* ranks the University of Redlands in the **top 5 percent of Best Master's Universities**, based on contributions to the public good, including social mobility, research, and service.
- The Carnegie Foundation has designated the University an **"engaged campus"** for its partnership with the community.
- Recognized by the Arbor Day Foundation with a **Tree Campus USA designation**, U of R's main campus is home to manicured grounds and nearly 2,700 trees which are enjoyed by many local citizens who walk, bike, and run on the open campus grounds.



www.redlands.edu

