

# Today

UNCW

*A publication for alumni,  
parents and friends of  
the university.*

*Winter 1988*

## UNCW impact on southeastern N.C. measured in dollars

Simply put, people, programs and money are the keys to the advancement of both a university and a geographical location. In the case of UNCW and Southeastern North Carolina, the advancement of one is linked to the advancement of the other. According to a study done by the UNCW Center for Business and Economics Services, the university, its employees and students made an economic impact of \$184.3 million on New Hanover, Pender, Columbus and Bladen counties in 1986.

Figures released by the center as part of UNCW's 40th anniversary noted that in actual dollars, spending attributable to the university totaled \$74.7 million. However, this initial spending is respent or recycled nearly 2 1/2 times before it leaves the four-county area, says Dr. W. W. Hall, Jr., center director. Therefore, the economic impact exceeded the actual spending by \$109.6 million.

The largest percentage of university expenditures was made by its students. The 5,937 students enrolled in 1986 spent an estimated \$31.6 million, or 42 percent of the \$74.7 million. Survey data indicated that students spent most of their money in retail businesses, an estimated \$9.7 million. Next in importance were expenditures

In addition to its academic and special program offerings to area citizens, the university also spends money here. Exclusive of payrolls, it was estimated the university spent 33 percent of the total, approximately \$24.6 million in the four-county area for things such as construction, utilities and other services.

Its 810 employees spent \$18.5 million, with the largest percentage of expenditure being for housing. It was estimated that university employees spent \$3.5 million on food, \$2.2 million on personal/professional services, and \$1.5 million on transportation. Visitors entertained by university employees spent approximately \$400,000 in the local area in 1986.

In addition to collecting the data for the impact of the university, the center also studied the economic impact of the North Carolina State Ports Authority at Wilmington/Southport and the New Hanover County Airport. In 1986 the economic impact of the airport was \$57.3 million and the state ports was \$39.6 million. When added to the university's total of \$184.4 million, the three make up 8.3 percent of the gross regional product of the local area.

The center's data on expenditures came from randomly questioning faculty, staff and students on spending patterns in 1986. Other expenditure data were obtained from university accounting records. The spending data were plugged into a computerized economic model of the area economy. Hall plans to update the information every two or three years to determine changes and patterns in university-related expenditures.

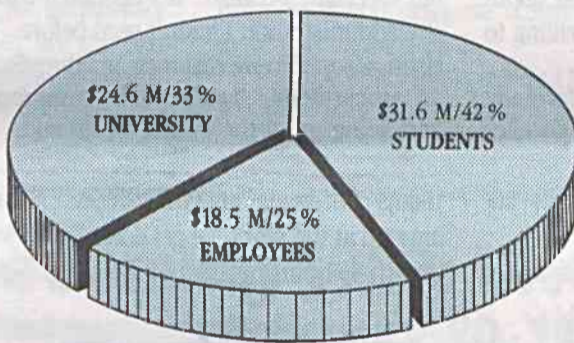
— Renee Brantley

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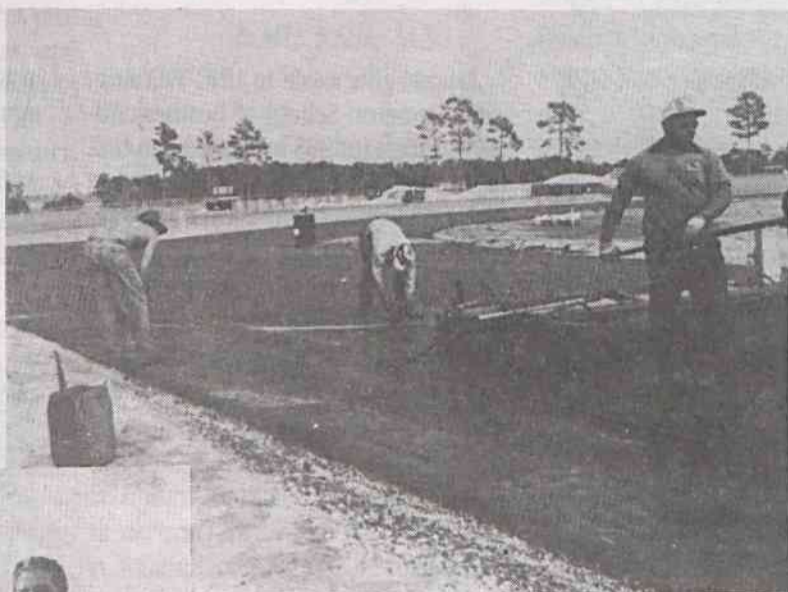
### 1986 University Expenditures

**\$74.7 Million**



for transportation, \$5.6 million; personal/professional services, \$4.7 million; and groceries, \$3.7 million. Over \$6 million was spent on rent and house payments by the 70 percent of UNCW students who live off campus.

Workers use a complex synthetic material to prepare surface for new track at UNCW. This special surface will make the track one of the finest in the Southeast. The track is to be completed in February.



### Harold Greene Track and Field Complex nears completion.

Harold Greene (c), a local businessman and developer whose contributions funded the construction of the five-acre Harold Greene Track and Field Complex, reviews the track's construction with UNCW Athletic Director Bill Brooks (l) and Vernon C. H. Wilkins, Jr., president of Wilkins International Ltd., a track consulting firm based in Upland, CA.

### Alumni Calendar

- Feb. 6 Pre-game social before James Madison basketball game, University Union-Hawk's Nest, 5:30-7 p.m., Advance Reservations Required; Basketball game, Trask Coliseum, 7:30 p.m.
- Feb. 19 Alumni Awards Banquet, TBA (by invitation)
- Feb. 20 HOMECOMING 1988: UNCW and YOU! See Homecoming Calendar in this issue for details.
- Feb. 27 Possible Triangle Alumni Chapter charter bus trip to Greenville for East Carolina basketball game. If interested, contact Triangle Alumni Chapter, Randy Gore, president, 832-9550 (work), 781-4985 (home).
- Mar. 5-7 Colonial Athletic Association Basketball Tournament, Hampton, VA; Alumni Hospitality Hours, TBA; SUPPORT THE SEAHAWKS!
- Mar. 14-15 Phonafund 1988 (UNCW Calling YOU!)
- Mar. 21-24 Phonafund 1988 (UNCW Calling YOU!)
- Mar. 28-31 Phonafund 1988 (UNCW Calling YOU!)
- Apr. 7-9 NC Azalea Festival, Wilmington
- May 10 Alumni Board of Directors Meeting, TBA
- May 14 Commencement, Trask Coliseum, 10:00 a.m.

For more information (or special events reservations and tickets, as available), contact Frank Bowen, UNCW University Advancement, (Alderman Hall 112), 601 S. College Road, Wilmington, NC 28403-3297; phone (919) 395-3616.

February 26 proclaimed B. Frank Hall Day at UNCW.