



LEADING THE WAY TO NEVADA'S ECONOMIC RECOVERY

ECONOMIC IMPACT. UNLV leverages every penny received in state funding by paying it back exponentially in economic impact. The university's primary economic impact can be felt in the jobs, wages, goods, services, and revenues its employees and students generate in the local economy. Then there are the secondary impacts. How much do UNLV employees and students spend as a result of their work and attendance? How much do out-of-state and international students add to the picture? They moved to Southern Nevada because of UNLV. Their economic activity multiplies and generates even more impact as they set up households and buy clothes, furniture, groceries, and other essentials. They also spend their money at local restaurants and attractions. The multiplier effect is, indeed, powerful.

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UNLV also positively affects Nevada's export economy. The university generates revenue for the state as it attracts and develops income streams from outside Nevada's borders. This includes out-of-state and international students, federal grants and contracts, and visitors coming to UNLV facilities like the Thomas & Mack Center. For every dollar the state currently invests in UNLV, we generate an additional \$5.80 in economic impact, amounting to approximately \$1.15 billion. Clearly, an investment in the university is an investment in the state.

ECONOMIC DEVELOPMENT. Nevada cannot continue to rely on an economy funded primarily through tourism and gaming, as the most recent economic crisis has confirmed. While hospitality should remain a pillar of Nevada's economy, we must begin developing new industries and attracting businesses that can provide greater economic stability. Discovery and the application of new knowledge lead to business and community success. Having a major research university in Las Vegas offers an advantage to companies, which can diversify the current economic portfolio of our region.

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Every successful, large, urban area in the country with a diverse business climate has a healthy and productive research university supporting it. UNLV's faculty produce more than \$96 million in grants and contracts every year, and those funds help support innovation and discovery that lead to patents and small-business formation. In order to attract companies and grow our economy, we must focus development on industries that represent our future, increase education and training opportunities, and modernize our approach to developing a skilled work force.

WORK FORCE PREPARATION. UNLV produces what is still the most important facet of any business: human resources. Within the next 10 to 15 years, two-thirds of all jobs will require at least some postsecondary education. UNLV is the primary source for developing a highly educated work force for Nevada. Our faculty bring the results and activities from cutting-edge disciplines directly into the classroom, thereby enriching and improving the quality of our students' educational experience and making it more meaningful. UNLV can also retrain workers for new careers and upgrade skills through our certificate programs. We cannot build a diversified economy without a work force to staff it; therefore, UNLV graduates create the necessary foundation for moving toward this goal.

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The future prosperity of Nevada requires a well-educated group of leaders who will contribute to an economy that is increasingly knowledge-based. With the highest percentage increase in public high school graduates projected over the next two decades (an increase of 66 percent), Nevada has an excellent pool of talented students seeking higher-education opportunities. The brightest students want the best higher-education experience, and, if they cannot find it in Nevada, they will seek it in another state and probably not return. By offering high-quality educational programs, UNLV attracts and retains those students who will make the greatest impact in our region.

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PROBLEM SOLVING. Discoveries made through research translate directly into jobs and business opportunities. Investment in research and development at UNLV, with an emphasis on commercialization, is essential for Nevada's long-term competitive outlook, but even more so for the immediate-term recovery of our state's economy. For example, UNLV has generated more than \$99 million in the past decade to fund research in a wide range of renewable-energy areas, including solar and geothermal power; biofuels; photonics; nuclear energy, including the recycling of nuclear waste; and hydrogen production, storage, and use.

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UNLV engages public and private partners across the state to tackle tough issues to create a better, stronger, and more productive region. Through initiatives like The Lincy Institute and our partnership with the Brookings Institution, we provide invaluable service and solid research for policymakers across the state. UNLV is committed to improving the quality of life of every Nevadan through advancements and direct services in health care, social services, technology and engineering, education, and the arts.

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CREATIVE ECONOMY. Cultural vitality is a major component of quality of life and economic prosperity. UNLV's many art and cultural activities showcase Nevada's uniqueness and help create a place that people want to visit or call home. If Nevada is to attract new business and investment to our state, our universities must be thriving centers for art and culture in order to attract entrepreneurial individuals who can help to build and diversify our economy.

Not only do art, culture, and entertainment play important roles in attracting business critical to economic recovery, they contribute directly to financial activity, support jobs, and return revenue to local and state governments. The Thomas & Mack Center, Sam Boyd Stadium, and Cox Pavilion alone bring more than 250 events annually to Las Vegas, including concerts, sporting events, and shows. Through university events, athletics, and community partnerships, UNLV provides a vital link between art, culture, and commerce.