



Fueling Economic Growth in South Carolina

THE ECONOMIC IMPACT OF CLEMSON UNIVERSITY 2025



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About the Report

Clemson University, founded in 1889, has long been a cornerstone in the landscape of higher education, demonstrating a commitment to academic excellence and societal advancement. As a leading R1 research institution and land-grant university, Clemson University plays a pivotal role in advancing knowledge and fostering economic growth.

This report aims to underscore the broader impact of Clemson University. By evaluating Clemson's contributions to regional, state, and federal economies, and assessing the benefits provided by the university to students and communities, the report illustrates the significant role the institution plays in fostering economic and social progress.

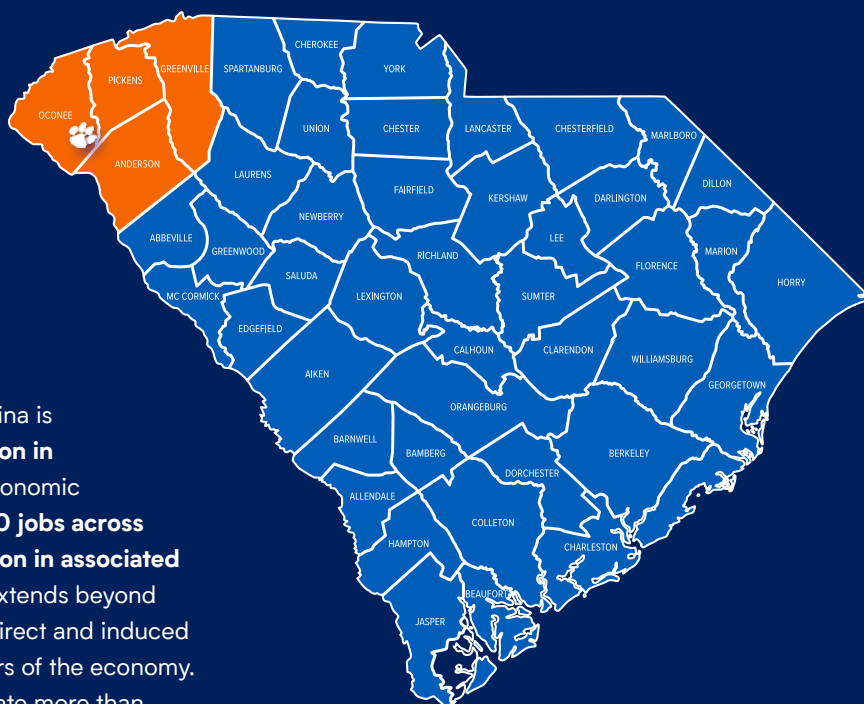
Through Clemson's extensive research efforts, social impact and commitment to educational excellence, the University exemplifies how higher education can address contemporary challenges and contribute to a more prosperous future.

Executive Summary

Clemson University stands as a cornerstone institution in South Carolina, driving substantial economic impact and fostering innovation across the state and beyond. The university's multifaceted contributions extend to the four-county region of Anderson, Oconee, Pickens, and Greenville counties, as well as to the entire state of South Carolina, profoundly enhancing the region's economy and overall well-being. Through its operations, capital investments, student and visitor spending, athletics visitor spending, and the increased earning potential of its alumni, Clemson generates significant economic activity that not only benefits South Carolina but also impacts the broader U.S. federal economy. This far-reaching influence underscores Clemson's role as a national driver of growth and innovation.

The Economic Impact of Clemson University Benefits the Four-County Region of Anderson, Oconee, Pickens, and Greenville as well as the State of South Carolina

The aggregate economic impact of Clemson University on South Carolina is profound, totaling almost **\$6.4 billion in economic output** annually. This economic activity supports more than **37,000 jobs across the state**, with more than **\$1.9 billion in associated earnings**. The university's impact extends beyond direct spending, encompassing indirect and induced effects that stimulate various sectors of the economy. Notably, Clemson's activities generate more than **\$172 million in annual tax revenues for the state of South Carolina**, underscoring the institution's role in supporting public services and infrastructure.



Beyond its quantifiable economic contributions, Clemson University enhances the state's competitiveness through its research initiatives and community engagement. As a land-grant institution, Clemson extends its reach through cooperative extension services in all 46 counties, providing valuable resources and education to communities across South Carolina. The university's focus on innovation, exemplified by its research expenditures, positions it as a key driver of technological advancement and economic diversification in the state, contributing to the overall quality of life and future prosperity of South Carolina.

Clemson University generates significant economic activity that impacts the region and ripples throughout South Carolina, and the United States.

Aggregate Impact on the U.S.

\$10.6 Billion

Total Annual Economic Output

Economic Output Supports
54,000 Jobs
Across the U.S.

Economic Output Produces
\$2.9 Billion
Associated Earnings

Economic Output Generates
\$879.3 Million
Annual Federal Tax Revenue

Aggregate Impact on South Carolina

\$6.4 Billion

Total Annual Economic Output

Economic Output Supports
37,100 Jobs
Across South Carolina

Economic Output Produces
\$1.9 Billion
Associated Earnings

Economic Output Generates
\$172.4 Million
Annual State Tax Revenue

Aggregate Impact on the Four-County Region

\$4.9 Billion

Total Annual Economic Output

Economic Output Supports
27,900 Jobs
Across the Four-County Region

Economic Output Produces
\$1.6 Billion
Associated Earnings

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**For every \$1 South Carolina
invests in Clemson University,
the state realizes \$35 in total
economic impact.**

This remarkable multiplier effect highlights Clemson's pivotal role in driving South Carolina's economic growth and generating substantial public revenue for reinvestment in state priorities.

SECTION 1

Introduction

About Clemson University

Clemson University, founded in 1889 by Thomas Green Clemson, carries a distinguished legacy in higher education. Clemson, deeply committed to advancing agriculture and education in South Carolina, bequeathed his estate to establish an agricultural college. This vision materialized with the creation of Clemson Agricultural College under federal legislation, formalized in his will as a “high seminary of learning” dedicated to developing the state’s economic and material resources. Believing that education drives economic prosperity, Clemson described the institution as “the one great desire” of his life. Opening in 1893 with 446 students as a military college, Clemson transitioned to a coeducational, civilian university in 1955 and made history in 1963 as South Carolina’s first desegregated institution.

Clemson’s main campus, located in Upstate South Carolina, sits on 1,400 acres in the foothills of the Blue Ridge Mountains, along the shores of Lake Hartwell. With nearly 30,000 undergraduate and graduate students combined and an endowment exceeding \$1 billion, the university offers over 80 undergraduate majors and 130 graduate programs.

Clemson’s Division of Research is pivotal in supporting the University’s research mission, helping faculty secure funding, manage awards, and navigate compliance issues. The University is equipped with four state-of-the-art research facilities, which support cutting-edge work in various fields. In FY2023 alone, Clemson submitted nearly 1,700 research proposals, underscoring its commitment to advancing knowledge and innovation. Today, Clemson University—one of the most productive public research universities in the nation—stands as a leading R1 research institution, a designation it has held since 2018 for its extensive research activity. In FY2024, Clemson conducted more than \$334 million in research and development activities, further solidifying its status as a leader in transformative research and discovery.

In addition to its academic and research accomplishments, Clemson University is deeply involved in community outreach and development. It continues to build on its historical foundations while embracing new challenges and opportunities. Through the research, outreach and entrepreneurial projects led by Clemson faculty, staff, students, alumni and stakeholders, Clemson University is driving economic development and improving quality of life in South Carolina and beyond.

THE ECONOMIC IMPACT OF CLEMSON UNIVERSITY

Clemson’s Cooperative Extension Service Operates in all 46 Counties of South Carolina.

As a land-grant institution, Clemson remains committed to the educational goals set forth by the Morrill Acts of 1862 and 1890, which emphasize practical education in agriculture, military tactics, mechanical arts, and classical studies. Clemson University’s Cooperative Extension Service is a vital component of the university’s land-grant mission, serving as a bridge between academic research and practical application throughout South Carolina. This program exemplifies Clemson’s commitment to public service and community development. The Cooperative Extension Service operates through a network of offices in all 46 counties of South Carolina, ensuring that Clemson’s resources and expertise are accessible to citizens across the entire state. This extensive presence allows the university to have a direct impact on communities far beyond its main campus.

Economic Engine, Community Catalyst, and Regional Anchor

Clemson University stands as a crucial economic engine and regional anchor, significantly contributing to the vitality and growth of the communities surrounding the campus. As a distinguished R1 research institution and land-grant institution, it drives regional development and supports economic progress through a variety of key functions.

Clemson Elevate

Clemson Elevate is a strategic plan designed to advance Clemson University's success and further strengthen its national reputation. Guided by core principles and rigorous analysis, the plan centers on three strategic pillars: delivering the nation's No. 1 student experience, doubling research expenditures by 2035, and transforming lives across South Carolina and beyond. These pillars are supported by targeted initiatives and measurable outcomes, alongside critical business and management actions to achieve the university's ambitious goals. By implementing Clemson Elevate, the university will strengthen its mission of learning, research, and outreach while sustaining its prestigious Carnegie R1 status.





Clemson's substantial impact on the local economy is evident in several areas.

Major Employer and Economic Contributor:

With a robust student body of nearly 30,000 total between undergraduate and graduate students, Clemson University plays a pivotal role in the regional economy. Its large-scale operations create numerous employment opportunities and drive substantial local spending on goods and services, which benefits local vendors and service providers.

Attracting Investment and Talent: Clemson University's reputation as a leading research institution attracts talent and investment to the region. The University draws students, researchers, and visitors from across the country and around the world, bringing valuable external dollars into the local economy. This influx supports local businesses and enhances the region's economic competitiveness.

Research and Development: As a nationally recognized R1 research institution, Clemson University's extensive research activities not only advance knowledge but also stimulate economic development. The university's research facilities and programs generate innovations that have broad implications for various industries, fostering collaboration with local businesses and enhancing regional economic opportunities.

Community Partnerships: Clemson University actively engages with local organizations, businesses, and government entities to address community needs and promote regional progress. Through partnerships and outreach initiatives, the university contributes to community development and supports regional growth, exemplifying its role as a vital anchor institution.

Drivers of Local Economic Impacts

As an anchor institution that draws people and resources from all over the world, Clemson University plays an important part in its regional economy. Clemson's specific economic contributions derive from five distinct categories: Clemson's annual operations; Clemson's capital investments; ancillary spending by Athletics event and programming attendees, and, the wage premium enjoyed by Clemson alumni, who spend a portion of their added earnings in the local economy.

Clemson University is a Driver of Local Economic Impacts



Scope and Methodology of the Study

Econsult Solutions, Inc. (ESI) utilizes standard economic modeling techniques to assess the direct economic activity generated by Clemson and translates that activity into overall economic output, employment, earnings, and tax revenue impact. Detailed information on the approach and methodology employed is provided in the appendices of this report.

Data inputs regarding Clemson's institutional activity were provided by the University and supplemented with verified information from public sources and necessary assumptions. Utilizing the most recent and appropriate datasets, often from fiscal year 2024, each input was carefully assessed.

The economic impacts outlined in this report encompass both the direct activity attributable to Clemson (such as institutional spending on operations and capital activity, spending by students and visitors, or spending by alumni due to increased earning potential from their degrees) and the spillover effects of this direct activity. These spillover impacts include both indirect impacts, resulting from spending on goods and services within the region, and induced impacts, stemming from the labor income generated by the initial activity rippling throughout the region. ESI employs IMPLAN modeling software to estimate these indirect and induced impacts, which are then combined with the direct activity to determine total economic impacts.

The economic impacts are assessed at three concentric geographic levels: the Upstate Region, reflecting the collaborative nature of the counties that are in close proximity to Clemson's main campus, including the four-county area of Anderson, Oconee, Pickens, and Greenville counties; the state of South Carolina; and, the U.S. (*Throughout this report, the term "region" refers to Anderson, Oconee, Pickens, and Greenville counties.*)

Organization of the Report

Section 2 quantifies the economic impact of Clemson's annual operations, which encompasses significant direct employment and spending on various goods and services. This spending ripples through the regional and state economies, amplifying its impact.

Section 3 describes Clemson's capital expenditures and translates that footprint into economic impact.

Section 4 estimates the ancillary spending by Clemson students and visitors, and their commensurate effect on local economic output, employment supported, and tax revenues generated.

Section 5 estimates the ancillary spending by Clemson Athletics fans/visitors. Typically, this spending is combined with student and visitor ancillary spending; however, as a bedrock of the University's economic engine, this study contains dedicated impact represented therein.

Section 6 estimates the aggregate wage premium enjoyed by Clemson alumni and the positive impact of a portion of those additional household earnings being spent in the regional economy.

Section 7 expresses the importance of Clemson's engagement and financial investment in the surrounding community.

Section 8 dives into the impact of Clemson as a vital player in the region as a premier research institution that attracts human capital, new businesses, and investors to the area.

SECTION 2

Impact from Direct Spending: Annual Operations

Direct Annual Operating Expenditures

Clemson University makes a substantial contribution to the local and regional economy primarily through its sizable and expanding annual operations. Clemson has an annual operating expense of \$1.3 billion. Of this sizable operating budget, \$1.2 billion is spent within South Carolina—reflecting the University’s positive economic contribution to the State. The economic impact is largely dependent on where expenditures are allocated, i.e., spending in South Carolina positively affects its economy, while out-of-state spending has no substantial impact. Excluded from local economic impact are depreciation and financing costs amounting to \$89 million; depreciation does not involve actual expenditures, and financing costs likely do not benefit the local or state economies.

Clemson University contributes to the regional economy, particularly through its commitment to sourcing goods and services locally. This direct economic impact ripples throughout the economy, creating opportunities and enhancing several tax revenues at both local and state levels.

In total, Clemson’s operations generate almost \$2.2 billion in economic output within the four-county region and \$2.3 billion within the state of South Carolina. Their operations further support 11,200 full-time jobs and almost \$1 billion in employee compensation within the state.

Overall Economic Impact from Annual Operations



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)



Clemson's Operating Footprint

Clemson University's direct operating expenditures create a cascading impact on the local economy, benefiting a wide range of suppliers through indirect effects. Additionally, the substantial wages paid to Clemson employees are spent within the local community and circulate through the local economy, generating induced effects. Together, these economic activities drive growth in regional businesses and bolster employment across multiple industries.

Approximately 57 percent of the University's total operating expenditures go towards salaries and benefits for its over 7,000 employees. Clemson employees who live in the region, accounting for 64 percent of the University's total employees, spend a large portion of their wages locally, which then generates induced economic impacts within the four-county region and state of South Carolina. Clemson's employees within the rest of the state, accounting for 36 percent of its employees, contribute further to the state through their spending, thereby increasing the state's tax revenues.

Further, Clemson spends over \$320 million in procurement of goods and services, of which \$102 million goes to vendors based within the state. These vendors spend within the local economy and employ people from the area, creating additional economic impacts.¹

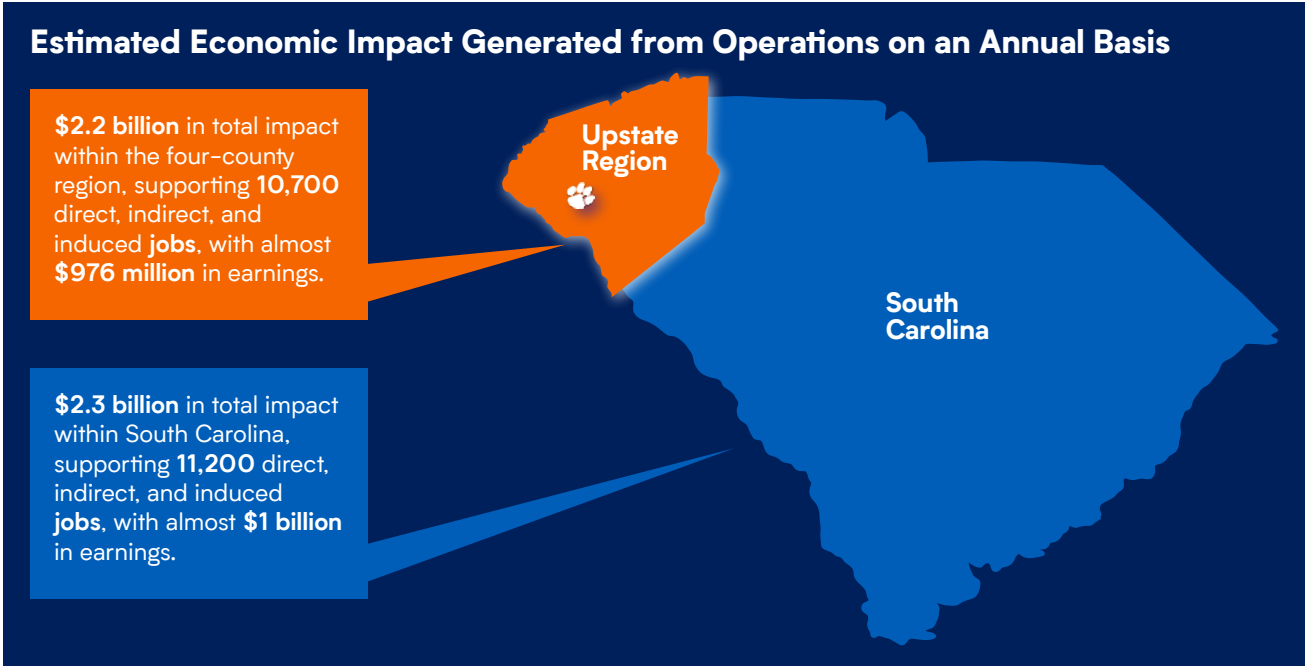
CLEMSON UNIVERSITY OPERATING EXPENSES, FY2023		
	Modeled	FY23
Total Operating Expenses (\$M)		\$1,299
Depreciation and Amortization (\$M)		-\$89
Net Operating Expenses (\$M)	Yes	\$1,211
Direct Employment by Clemson University	Yes	6,281
Employee Compensation (\$M)	Yes	\$751

SOURCE: CLEMSON UNIVERSITY (2024), ECONSULT SOLUTIONS (2024)

1 Data provided by Clemson University on Top 2024 suppliers.

Economic Impact from Annual Operations

The overall economic impact of Clemson University’s annual operations is the sum of its direct economic footprint plus the indirect and induced effects that that footprint creates. That means that the larger the geography, the larger the direct footprint, and the larger the multiplier effect.



Beyond the spillover impact to the rest of South Carolina, the operations that originate within the four-county region will have a multiplier effect across other states in the country. At the national level, Clemson University’s operations generate \$2.7 billion in aggregate economic impact, supporting 12,700 full-time equivalent jobs and \$1.1 billion in earnings.

ANNUAL ECONOMIC IMPACT OF CLEMSON UNIVERSITY OPERATIONS			
	4-County Region	South Carolina	U.S.
Direct Impact (\$M)	\$1,211	\$1,211	\$1,211
Indirect and Induced Impacts (\$M)	\$985	\$1,085	\$1,526
Total Impact (\$M)	\$2,196	\$2,296	\$2,737
Employment (FTE ²)	10,700	11,200	12,700
Employee Compensation (\$M)	\$976	\$999	\$1,100

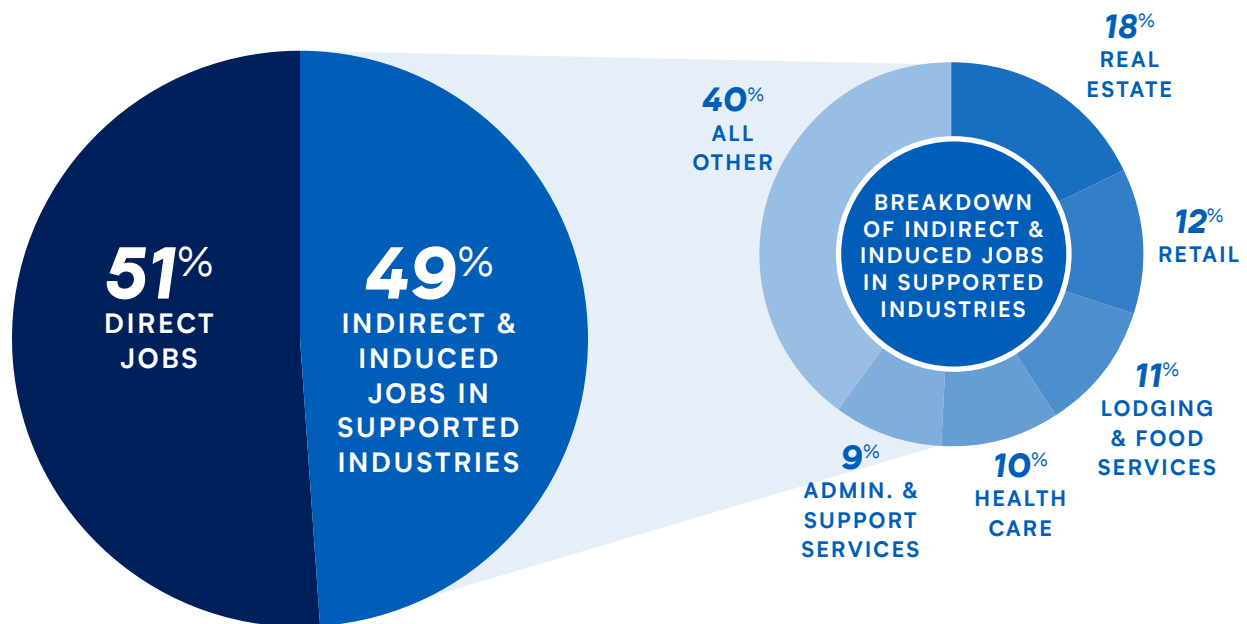
SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

2 10,700 FTE jobs within the four-county region is inclusive of the 5,700 jobs directly created by Clemson. The remaining 5,000 jobs are the indirect and induced benefits of the university’s operations within the region.

Industry Distribution of Economic Impact from Annual Operations

Clemson University's daily operations, encompassing procurement of goods and services and the utilization of labor income it generates, have a broad impact across multiple dimensions of the state's economy. Clemson creates over 5,700 direct full-time jobs within the State of South Carolina. Subsequently, 5,500 indirect and induced full-time jobs are created as a result of the operating expenditures, extending to many sectors—including health care, retail, real estate, and accommodation and food services.

Industry Distribution of Employment Generated from Operations by Clemson University within the State of South Carolina



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)

Tax Revenue Impact from Annual Operations

Clemson University’s operations within the State of South Carolina generate substantial fiscal benefits at both the State and National levels. These contributions enhance state and federal tax revenues directly through the taxation of employee incomes and indirectly through spending by Clemson’s vendors and staff.

It is estimated that Clemson operations generate \$32.3 million in personal, income, sales, and business income tax revenue for South Carolina each year. This amount in tax revenue includes sales, business, and income taxes generated by the indirect and induced activities associated with Clemson’s annual operations. Clemson’s operations further support approximately \$274 million in federal income, sales, and business tax revenues.³

ESTIMATED ANNUAL STATE AND FEDERAL TAX IMPACT FROM CLEMSON UNIVERSITY OPERATIONS*

Tax Category	South Carolina	Federal
Income Tax (\$M)	\$17.1	\$250.1
Sales Tax (\$M)	\$13.0	\$4.9
Business Taxes (\$M)	\$2.1	\$18.7
Total Tax (\$M)	\$32.3	\$273.6

*FIGURES PRESENTED MAY NOT SUM PRECISELY DUE TO ROUNDING.
SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)



Broader Impact: Operations

Clemson’s operational expenditures have a significant and far-reaching impact on the surrounding four-county region and the rest of South Carolina. As a major employer and consumer of goods and services, Clemson’s financial activities contribute to the economic vitality of the region, creating jobs, supporting local businesses, and generating tax revenue.

Beyond its direct economic impact, the University’s operational expenditures also support the development of a skilled and educated workforce, which is essential for the long-term prosperity of the region and state. By investing in its students, faculty, staff and alumni, Clemson contributes to the creation of a vibrant and knowledgeable community that is well-equipped to tackle the challenges of the future. Moreover, the university’s dedication to research and innovation, as evidenced by its R1 classification, positions it as a key driver of economic growth and progress in South Carolina, drawing external funding into the state. Through its operational expenditures, Clemson not only enhances the quality of life for its immediate community but also plays a crucial role in shaping the future success and competitiveness of the entire state.

³ Throughout the report, federal income tax includes personal income tax, and employee and employer-contributed social security taxes. Federal sales tax includes customs and excise duties.

SECTION 3

Impact from Direct Spending: Capital Investments

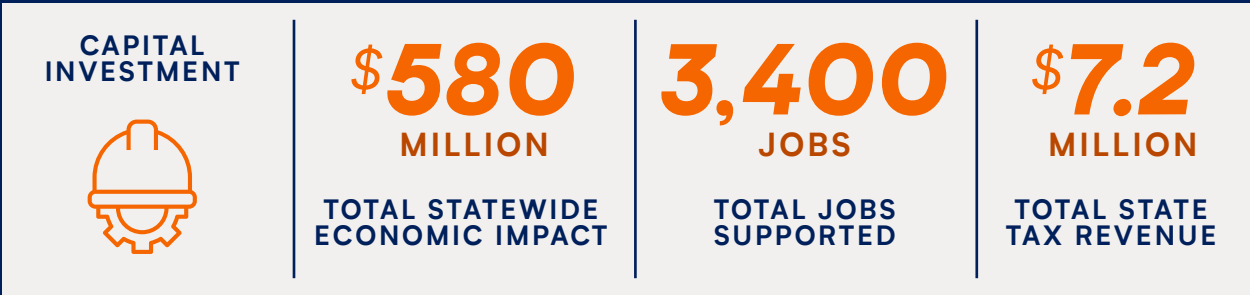
Capital Improvements Expenditures

Clemson University is focusing on expansion through capital investments to accommodate its growing enrollment, enhance academic and research excellence, and improve the overall student experience. Modern facilities and infrastructure, such as cutting-edge academic buildings and upgraded housing, help attract top students and faculty, foster innovation, and strengthen industry partnerships. These investments also support Clemson's commitment to economic impact, creating jobs and driving growth in the region, while positioning the university as a nationally recognized leader in education and research.

Every year, Clemson invests in campus capital improvements. In FY2024, the University invested \$300 million in new buildings and renovations. These capital expenditures serve as a major boost to the local construction industry while also contributing to local government revenue by way of taxes.

Clemson's capital investments result in \$580 million in total economic impact within the state, supporting 3,400 full-time jobs with \$150 million in employee compensation.

Overall Economic Impact from Capital Investments



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)



Direct Annualized Capital Investments

The University’s budgeted capital investments have been trending upward in recent years, and in FY2024, capital expenditures were \$300 million (see table on the right). Capital investments were made toward construction of the Advanced Materials Innovation Complex, The Nieri Family Alumni and Visitors Center, and the Forestry and Environmental Conservation Building, amongst additional projects. In 2018, construction was completed on the Douthit Hills Development project, which was the University’s largest building project to date. Douthit Hills is a living and learning community that sits on 80 acres and includes residential housing, dining facilities, a new student hub, and a bookstore. Around the same time, the state-of-the-art Wilbur O. and Ann Powers College of Business facility and the West Campus Housing project were also successfully completed. These capital investments made towards Clemson’s infrastructure highlight the University’s dedication to growth and development, as well as cultivating an excellent student experience. These investments strengthen Clemson’s ability to draw more top-tier students, faculty and staff.

CAPITAL EXPENSES BY CLEMSON UNIVERSITY, FY 2020-FY 2024

Expenditure Year	Total (\$M)
2020	\$140
2021	\$70
2022	\$110
2023	\$250
2024	\$300

SOURCE: CLEMSON UNIVERSITY (2024)

Spotlight: Advanced Materials Innovation Complex

The Advanced Materials Innovation Complex (AMIC), a \$130-million, 143,000-square-foot facility at Clemson University, represents a significant investment in South Carolina's advanced materials industry and workforce development. Breaking ground in May 2023, the complex is scheduled to open in late 2025 and will serve as a hub for education and research in advanced materials—technologies crucial for improving everything from lasers to sustainable energy solutions. The facility comes at a strategic time, as South Carolina hosts hundreds of advanced materials companies, with the sector generating thousands of new jobs and hundreds of millions in capital investments. As Clemson's most technologically advanced facility to date, AMIC will house the Department of Materials Science and Engineering and foster collaboration between various engineering and science departments. The complex will feature cutting-edge research and teaching laboratories, innovative classrooms, and collaborative spaces, with all students conducting hands-on research to prepare them for leadership roles in advanced materials fields. The facility will position Clemson as a national leader in advanced materials while driving innovation, meeting workforce demands, and promoting economic development throughout the region.⁴



RENDERING OF THE ADVANCED MATERIALS COMPLEX; SOURCE: CLEMSON UNIVERSITY (2024)

⁴ Clemson University, "Clemson University to Break Ground on \$130 Million Advanced Materials Innovation Complex," Clemson News, 17 Oct. 2023, <https://news.clemson.edu/clemson-university-to-break-ground-on-130-million-advanced-materials-innovation-complex/>.

Economic Impact from Capital Investments

Clemson University’s significant capital investments create major economic impact on the surrounding region, and the State of South Carolina. Similar to its operations, the University’s capital investments have spillover effects for the rest of the U.S. These investments cover the hard costs of construction, renovations, maintenance, equipment purchases and the procurement of materials and services. Additionally, capital expenditures benefit a wide range of industries, beyond construction companies, from wholesalers and manufacturers to professional service providers within the region and state.

Within the region, Clemson’s capital investments generate \$530 million in total economic output, supporting 3,200 full-time jobs and \$140 million in earnings (see table below). In South Carolina, Clemson generates \$580 million in economic impact, supporting 3,400 jobs with \$150 million in employee compensation. In the U.S., Clemson’s capital investments generate \$780 million in total economic impact, supporting 4,000 full-time jobs, and \$230 million in employee compensation.

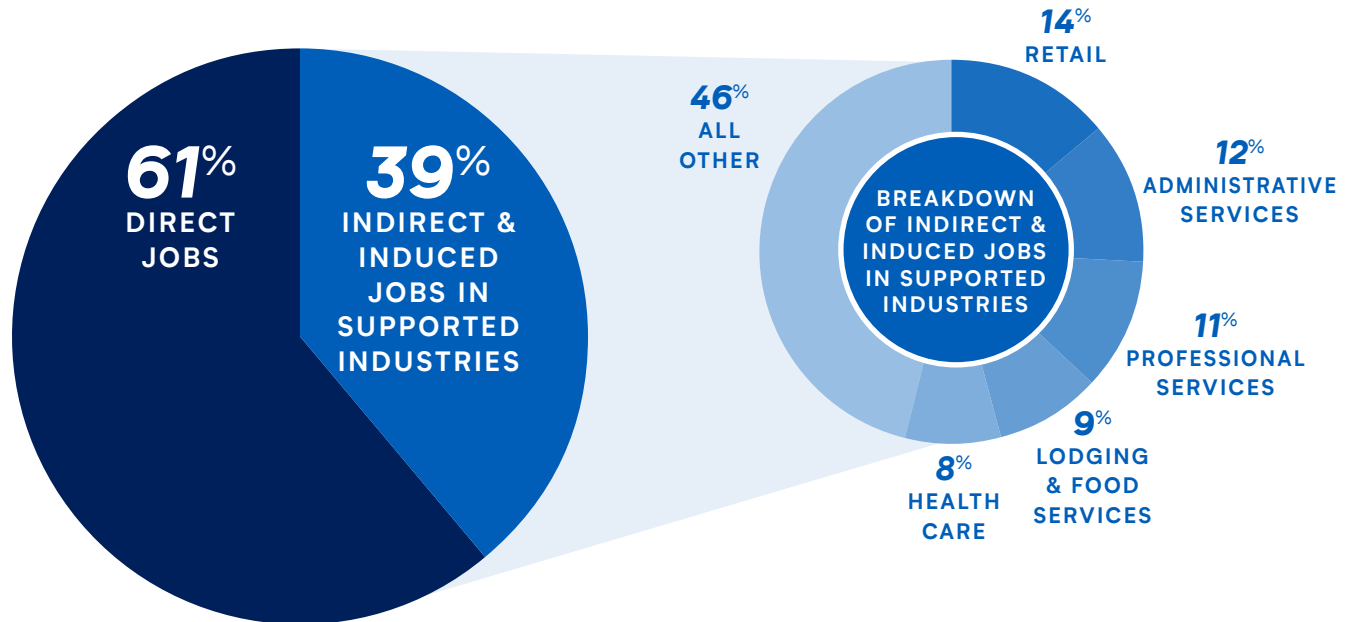
ANNUAL ECONOMIC IMPACT OF CAPITAL INVESTMENTS BY CLEMSON UNIVERSITY			
	4-County Region	South Carolina	U.S.
Direct Impact (\$M)	\$300	\$300	\$300
Indirect and Induced Impacts (\$M)	\$230	\$280	\$480
Total Impact (\$M)	\$530	\$580	\$780
Employment (FTE)	3,200	3,400	4,000
Employee Compensation (\$M)	\$140	\$150	\$230

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

Industry Distribution of Economic Impact from Capital Investments

The economic impact from Clemson's capital investments impacts the local construction industry and adjacent sectors. Within South Carolina, Clemson capital projects support approximately 2,070 direct jobs and another 1,330 indirect and induced jobs in supporting industries such as retail, administrative and waste management services, professional and technical services, accommodation and food services, and healthcare (see below).

Industry Distribution of Employment Generated from Capital Investments by Clemson University within the State of South Carolina



SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

Tax Revenue Impact from Capital Investments

Clemson University’s capital investments play a key role in boosting state and federal tax revenues. Annually, Clemson’s capital spending generates over \$7 million in income, sales, and business tax revenues for the state of South Carolina. At the national level, the University’s capital investments support approximately \$60 million in federal income tax, sales tax, and business tax.

The Bigger Impact: Implications for Local, Regional, and Societal Influence

Clemson University’s extensive capital investments represent a significant amount of economic opportunity for the local construction sector while also supporting activity and employment in many other industries. These capital expenditures create immediate economic impact while also laying the foundation for long-term economic growth through enhanced research capabilities and workforce development.

Beyond individual projects, Clemson’s strategic capital investments strengthen the state’s competitive position in key industries by creating advanced research facilities, modernized learning environments, and innovation hubs that attract both private sector partnerships and top talent. These facilities enable Clemson to expand its research initiatives, enhance its educational programs, and provide the sophisticated infrastructure necessary to support emerging industries and technologies. The economic multiplier effect of these investments extends well beyond the initial construction phase, as new facilities enable increased research funding, support business innovation, facilitate technology transfer to the private sector, and help develop the highly skilled workforce needed to drive South Carolina’s knowledge economy.

ESTIMATED ANNUAL TAX REVENUE IMPACT FROM CLEMSON UNIVERSITY CAPITAL INVESTMENTS TO THE STATE OF SOUTH CAROLINA

Tax Category	South Carolina	Federal
Income Tax (\$M)	\$3.2	\$55.4
Sales Tax (\$M)	\$3.4	\$1.2
Business Taxes (\$M)	\$0.6	\$3.9
Total Tax (\$M)	\$7.2	\$60.4

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)





SECTION 4

Impact from Ancillary Spending by Students and Visitors

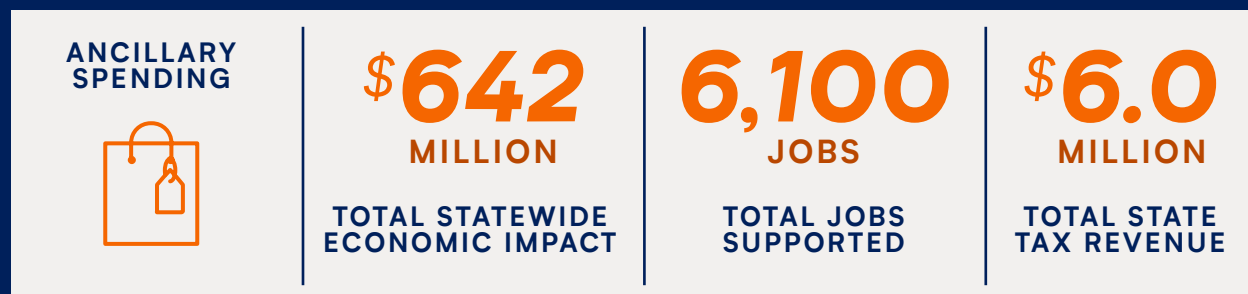
Spending by Students and Visitors Generates Economic Activity

While Clemson University acts as a driving contributor to the economy through its operational and capital expenditures, the University also stimulates economic activity by attracting students and visitors from outside the region and state. These visitors include students, prospective students and tourists, who spend money on food, lodging, transportation and retail. Their spending directly and indirectly benefits various sectors of the economy. Annual expenditures such as student tuition and on-campus housing are already reflected in its annual operations; however, there is also a significant portion of spending which takes place off-campus across the region and state. This ancillary spending that flows through these local economies creates opportunities for local businesses.

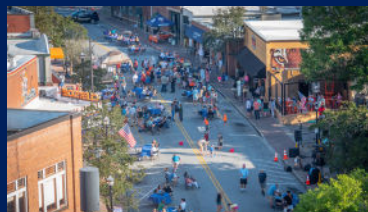
This section focuses on the economic effects of ancillary spending associated with Clemson students and visitors. Subsequently, Section 5 focuses on the economic impact of ancillary spending from Clemson Athletics attendees.

In total, ancillary spending by Clemson students and visitors generates almost \$539 million in economic output within the four-county region, \$642 million within South Carolina, and \$753 million in the U.S. This ancillary spending further supports 6,100 full-time jobs with \$147 million in employee compensation within the state and 6,400 full-time jobs and \$174 million in employee compensation in the U.S.

Overall Economic Impact from Ancillary Spending



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)



Student Spending

Students at Clemson—aside from tuition—spend money on expenses such as transportation, room and board, books and other supplies such as a laptop for undergraduate students, entertainment, and other miscellaneous personal expenses in the surrounding four-county region, and within the entire State of South Carolina. Clemson attracts thousands of students to the region and state, representing a net import in spending to the region.

Spending that takes place off-campus and does not accrue directly to Clemson is considered “ancillary” for the purpose of this analysis. From an impact standpoint, this ancillary spending must be accounted for above and beyond student spending on tuition, lodging, and other categories that accrue directly to Clemson, and are therefore reflected in the operational footprint (Section 2). A large portion of this ancillary spending takes place within the surrounding four-county region. This spending is either:

- New to the region and state, in the case of students from outside of South Carolina; or
- Retained spending, in that local students may have attended a university outside of South Carolina (taking their spending power with them) in the absence of Clemson.

Data on the number and living arrangements of students received from Clemson University was supplemented with cost of attendance data from Clemson online resources, which list approximate annual student budgets for tuition, room, board, expenses and transportation costs. These expenses average to be \$24,300 across undergraduate on-campus, off-campus and commuter students. For graduate students, the average across the three living arrangements of students amounts to approximately \$20,000 annually.

ESTIMATED NUMBER OF CLEMSON UNIVERSITY STUDENTS BY RESIDENCE TYPE				
Level	On-Campus	Off-Campus	Commuter	Total
Undergraduate	8,168	15,091	475	23,734
Graduate	14	5,548	99	5,661
Total	8,182	20,639	574	29,395

SOURCE: CLEMSON UNIVERSITY (2024)

Conservative estimates were then made for the proportion of ancillary spending not directly captured by Clemson. For example, students who live in “on-campus” residences owned by Clemson pay rent directly to the University; and therefore, that economic impact is captured within the operating budget, and not included as ancillary spending. In addition, tuition is also paid directly to Clemson and is therefore already captured in the operating budget and operations economic impact outlined in Section 2. The model captures the rent paid by students who live “off-campus” within the four-county region in non-Clemson housing but does not include commuter students. Commuting students would likely be paying the same rent or living in the same location regardless of their enrollment at Clemson. Therefore, the rent paid by commuting students cannot be attributed to the University and is excluded from the calculation. The model does include additional food and other retail purchases made by commuter students.

ANNUAL ANCILLARY SPENDING BY CLEMSON UNIVERSITY UNDERGRADUATE STUDENTS BY RESIDENCE TYPE

	On-Campus	Off-Campus	Commuter	Total
Estimated Ancillary Spending per Student	\$26,902	\$26,902	\$19,342	
Number of Undergraduate Students	8,168	15,091	475	23,734
Aggregate Ancillary Spending (\$M)	\$219.7	\$406.0	\$9.2	\$634.9

SOURCE: CLEMSON UNIVERSITY (2024);⁵ ECONSULT SOLUTIONS, INC. (2024)

ANNUAL ANCILLARY SPENDING BY CLEMSON UNIVERSITY GRADUATE STUDENTS BY RESIDENCE TYPE

	On-Campus	Off-Campus	Commuter	Total
Estimated Ancillary Spending per Student	\$22,076	\$22,076	\$14,058	
Number of Graduate Students	14	5,548	99	5,661
Aggregate Ancillary Spending (\$M)	\$0.3	\$122.5	\$1.4	\$124.2

SOURCE: CLEMSON UNIVERSITY (2024);⁵ ECONSULT SOLUTIONS, INC. (2024)

To accurately model ancillary spending, it is crucial to delineate the geographic areas where such spending occurs. One example would be the rise in retail transactions conducted online, which means that not all student spending takes place within the four-county region, or even within South Carolina. However, since some students come to Clemson from out-of-state and even from outside the country, a considerable portion of student and visitor spending originates from external regions which overall enhances the University’s economic impact within the region.

⁵ Estimated Cost of Attendance, Clemson University, <https://www.clemson.edu/financial-aid/cost/estimated-cost-of-attendance.html>.

Considering industry benchmarks and employing conservative assumptions, adjustments were made to the estimates of student spending. It is estimated that approximately \$433 million in ancillary spending circulates within the four-county region, and an additional \$69 million stays within South Carolina (but outside of the four-county region), bringing the aggregate ancillary student spending in South Carolina to more than \$502 million.

AGGREGATE ANNUAL ANCILLARY SPENDING BY CLEMSON UNIVERSITY STUDENTS BY GEOGRAPHY

Spend Category	4-County Region	Rest of South Carolina	Total in South Carolina
Rent (\$M)	\$151.2	\$0.0	\$151.2
Food (\$M)	\$73.3	\$8.5	\$81.8
Miscellaneous Expenses (\$M)	\$176.9	\$53.5	\$230.4
Travel (\$M)	\$31.8	\$7.3	\$39.1
Total (\$M)	\$433.2	\$69.2	\$502.4

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

Spotlight: Town and Gown

The City of Clemson’s “On the Ave” series exemplifies the strong relationship between Clemson University and its host city. Launched in 2021 as a response to the COVID-19 pandemic’s impact on local businesses, the bi-weekly summer event transforms four blocks of College Avenue into a vibrant community gathering space featuring outdoor dining, live music, and family activities. The series has successfully attracted hundreds of attendees per event, helping downtown businesses recover from the pandemic’s severe economic impact. The initiative has proven so successful that it has garnered attention from other universities and cities, with many looking to replicate the model in their own communities.⁶



6 Clemson University. “Celebrating Community in a College Town: ‘On the Ave’ Summer Series Connects University, City with Food, Family, and Fun.” Clemson News. 20 July 2023. <https://news.clemson.edu/celebrating-community-in-a-college-town-on-the-ave-summer-series-connects-university-city-with-food-family-and-fun/>.

Clemson Visitor Spending

Students are the largest source of ancillary spending. However, Clemson University also attracts many visitors to its main campus, for various events and conferences, and their spending represents an additional impact on the regional economy.

In aggregate, there are over 370,000 visitors per year that produce over \$56 million in estimated ancillary spending within the four-county region and almost \$3 million within the State of South Carolina, bringing the aggregate total visitor spending in South Carolina to over \$59 million.

Attendance and financial information provided by Clemson was supplemented by independent research on visitor volume and spending to arrive at an estimate of the total number of visitors represented by the above categories, and an estimate of how they distribute by visitor type (i.e. local vs. day tripper vs. overnight visitor). An estimate of each visitor type's spending profile is then created (i.e., per day spend and distribution by expenditure category).

Visitor categories most common at Clemson include those who attend student events, prospective students who visit from all over the world, cultural attendees who travel for a variety of shows, visitors at weddings organized at Samuel J. Cadden Chapel, and corporate event and conference attendees.

ESTIMATED ANNUAL VISITORS TO CLEMSON UNIVERSITY EVENTS BY VISITOR TYPE⁷

Type of Event	Total Visitors	Local	Day Trip	Overnight
Littlejohn Events	152,000	56,325	22,725	72,950
Center for Student Leadership and Engagement	65,310	7,692	12,281	45,337
Science Outreach	39,743	29,816	7,121	2,806
College of Education	11,765	5,294	2,824	3,647
College of Engineering, Computing, and Applied Sciences	10,115	2,722	2,784	4,609
College of Behavioral, Social and Health Sciences	15,237	2,212	11,202	1,823
Brooks Center for the Performing Arts	40,775	25,855	14,920	0
Clemson Music Fest	5,881	941	2,117	2,823
Community, Engagement, Belonging, and Access (CEBA)	3,708	2,071	1,526	111
Conferences, Workshops, and Events	25,562	4,141	1,111	20,310
Total	370,096	137,069	78,611	154,416

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

⁷ Appendix C provides a detailed list of events captured within the event headers

It is imperative to account for the fact that a portion of this spending exits the region immediately, thus lacking a multiplier effect within the regional economy. As mentioned previously, to address this, ESI's modeling approach conservatively incorporates only the retail margin (i.e., the difference between the purchase price for the retailer and the sales price for the customer). Visitors to Clemson generate almost \$57 million within the four-county region, and a total of over \$59 million within South Carolina (see table below).

AGGREGATE ANNUAL ANCILLARY SPENDING BY CLEMSON UNIVERSITY VISITORS BY GEOGRAPHY

Spend Category	4-County Region	Rest of South Carolina	Total in South Carolina
Lodging (\$M)	\$27.0	\$0.0	\$27.0
Food (\$M)	\$15.0	\$0.8	\$15.8
Miscellaneous Retail (\$M)	\$3.6	\$0.7	\$4.4
Travel (\$M)	\$11.0	\$1.2	\$12.2
Total (\$M)	\$56.6	\$2.7	\$59.4

SOURCE: CLEMSON UNIVERSITY (2024); GSA (2024); ECONSULT SOLUTIONS (2024)

In aggregate, students and visitors to Clemson University spend almost \$490 million annually within the four-county region and \$562 million annually within the state of South Carolina. The table below illustrates the estimated ancillary spending broken out by spend category.

AGGREGATE ANNUAL ANCILLARY SPENDING BY CLEMSON UNIVERSITY STUDENTS AND VISITORS BY GEOGRAPHY

Spend Category	4-County Region	Rest of South Carolina
Lodging (\$M)	\$178.2	\$178.2
Food (\$M)	\$88.3	\$97.5
Miscellaneous Retail (\$M)	\$180.6	\$234.8
Travel (\$M)	\$42.8	\$51.3
Total (\$M)	\$489.9	\$561.8

SOURCE: CLEMSON UNIVERSITY (2024); GSA (2024); ECONSULT SOLUTIONS (2024)

Non-Modeled Ancillary Spend

Combined, ancillary spending by students and visitors of Clemson University in the past academic year reached a sum of almost \$490 million within the four-county region; and \$562 million within the State of South Carolina. However, some of that spending immediately leaves the region and therefore, does not have a multiplier effect on the local economy. For example, a large proportion of the retail spending goes to manufacturers and wholesalers, most of which are outside of the region, and so the modeling approach used in this model conservatively includes only the retail margin (i.e., the difference between the purchase price for the retailer and the sales price for the customer). Based on this adjustment, the amount of direct spending included in this analysis is \$355 million within the four-county region; and \$398 million in South Carolina (see table below).

AGGREGATE MODELED ANCILLARY SPENDING BY CLEMSON UNIVERSITY STUDENTS AND VISITORS, BY GEOGRAPHY		
Spend	4-County Region	South Carolina
Student Spending (\$M)	\$433.2	\$502.4
Visitors Spending (\$M)	\$56.6	\$59.4
Total (\$M)	\$489.9	\$561.8
Minus Non-Modeled Amount (\$M)	\$134.8	\$164.1
Modeled Amount (\$M)	\$355.0	\$397.8

SOURCE: ECONCONSULT SOLUTIONS (2022), IMPLAN (2024)





Spotlight: Clemson Music Fest

Clemson University's inaugural Clemson Music Fest, a two-day event that took place in April 2024, represents a significant addition to the university's visitor-drawing events, featuring high-profile artists like T-Pain, Two Friends, Mt. Joy, and The Fray across 15+ hours of live performances. The festival sold thousands of tickets and demonstrated the university's capacity to attract large-scale events that generate substantial economic impact for the regional and state economy. Like other major campus events such as athletic competitions, graduation ceremonies, and orientation sessions, music festivals bring visitors who contribute to the local economy through spending on accommodations, dining, retail, and entertainment. The student-driven marketing and organization of the event, including innovative elements like local band competitions, not only enhanced the student experience but also created a model for sustainable event programming that can continue to draw visitors and their associated economic activity to the region for years to come.⁸

CHRISTIAN WALKER; PHOTO SOURCE: CLEMSON UNIVERSITY

⁸ Clemson University, "Students Spearhead the First-Ever Music Fest: A Two-Day Event Capturing the Uniqueness of the Clemson Experience," Clemson News, 12 Apr. 2024, <https://news.clemson.edu/students-spearhead-the-first-ever-music-fest-a-two-day-event-capturing-the-uniqueness-of-the-clemson-experience/>.

Economic Impact from Student and Visitor Spending

Clemson University’s visitors come from all over the country and therefore, their spending within the four-county region has a multiplier effect across the rest of the U.S. as well.⁹ The expenditures made by Clemson students, their visitors, and visitors of other events hosted at Clemson—spanning categories such as lodging, dining, retail, and transportation—represent a substantial source of revenue for business owners in the four-county region and South Carolina.

The infusion of ancillary spending by students and visitors cascades throughout the region, catalyzing a multiplier effect and yielding the following annual economic impacts (see table below).

- \$539 million in total output, supporting 5,000 jobs with almost \$116 million in wages within the four-county region.
- \$642 million in total output, supporting 6,100 jobs with \$147 million in wages within South Carolina.
- \$753 million in total output, supporting 6,400 jobs with \$174 million in wages within the U.S.

ESTIMATED AGGREGATE ANNUAL ECONOMIC IMPACT FROM CLEMSON UNIVERSITY STUDENT AND VISITOR SPENDING			
	4-County Region	South Carolina	U.S.
Direct Impact (\$M)	\$355.0	\$397.8	\$397.8
Indirect and Induced Impacts (\$M)	\$183.8	\$244.5	\$354.9
Total Impact (\$M)	\$538.8	\$642.3	\$752.7
Employment (FTE)	5,000	6,100	6,400
Employee Compensation (\$M)	\$115.8	\$147.4	\$174.4

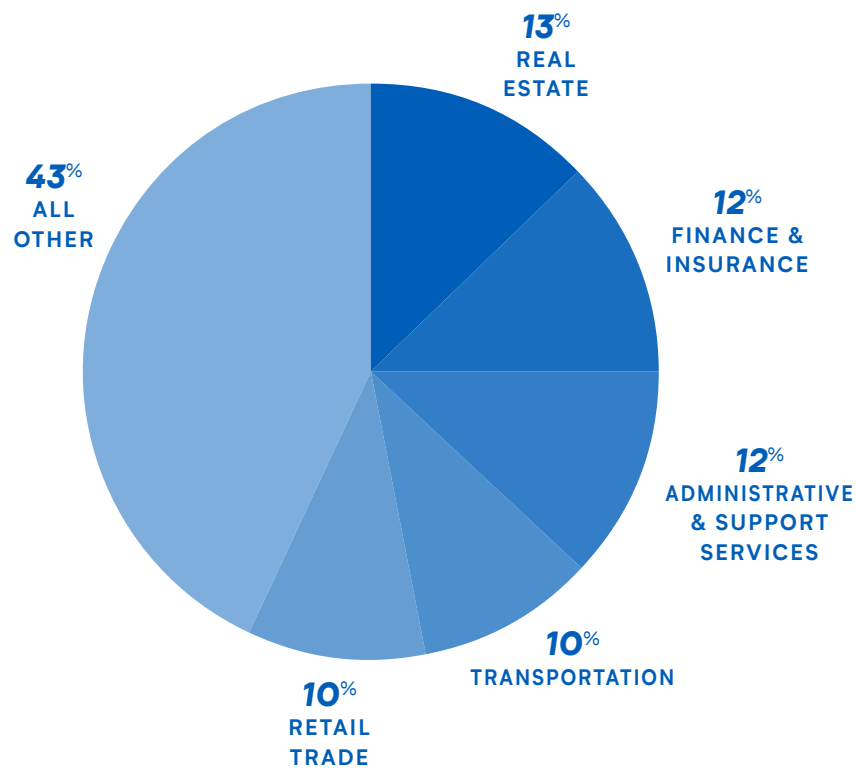
SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

⁹ It is worth noting that, the analysis only attributes the economic impact of ancillary spending that originates within the four-county region and has spillover effects across the rest of the state and the country. However, it will not be accurate to attribute the spending and associated economic impact of visitors to Clemson events and athletics that are hosted outside of the four-county region.

Industry Distribution of Economic Impact from Ancillary Spending

Expenditures by Clemson University students and visitors have a direct impact on various industries, creating a multiplier effect that extends into additional sectors of the local and state economy. This influx of spending helps to sustain jobs in a variety of fields throughout the region and South Carolina. The largest sector impacted by this spending is real estate; followed by finance and insurance, and administrative and support services. Jobs in transportation and retail are also supported by Clemson student and visitor spending (see below).

Industry Distribution of Employment Generated from Spending by Clemson University Students and Visitors within the State of South Carolina



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)

Tax Revenue Impact from Student and Visitor Spending

Student and visitor spending also bolsters state and federal tax revenues. The estimated economic impact from Clemson student and visitor spending generates almost \$6 million in annualized tax revenues for South Carolina each year, including accommodations taxes on overnight visitors’ spending on lodging. At the national level, ancillary spending associated with the University’s students and visitors supports approximately \$54 million in federal income tax, business tax, and sales tax (see table on the right).

ESTIMATED ANNUAL STATE AND FEDERAL TAX REVENUE IMPACT FROM CLEMSON UNIVERSITY STUDENT AND VISITOR SPENDING

Tax Category	South Carolina	Federal
Income Tax	\$2.6	\$42.7
Sales Tax	\$1.3	\$2.6
Business Taxes	\$0.2	\$8.6
Lodging Tax	\$1.9	n/a
Total Tax	\$6.0	\$53.9

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

Clemson and the Region

There is a wide array of attractions that draw tourists and other visitors to the region, consisting of a variety of arts, entertainment, and recreational offerings that enhance the overall experience of visitors. The Bob Campbell Geology Museum collection includes over 10,000 specimens of minerals, rocks and fossils, making it one of the top tourist attractions in the region. The South Carolina Botanical Garden, located within Clemson’s campus, features a combination of both natural and designed landscapes that showcase wildlife and plant species native to the South Carolina Piedmont ecosystem. Clemson’s Brooks Center for the Performing Arts hosts world-class performances including professional dance, music, and theatre, year-round. Additionally, Clemson’s Walker Course is known for being one of the best public-access golf courses in South Carolina; and had the distinction of being named the “nation’s best collegiate and university-affiliated public golf course” in the 2021 Golfers’ Choice awards.



Spending habits of visitors described in this section drive increased demand for a variety of regional businesses, such as hotels, restaurants, and tourist attractions. As a result, Clemson plays a key role in promoting the area to attract more visitors, thereby boosting the local economy and supporting regional tourism and development. While this section highlights the broader economic impact generated by ancillary spending linked to Clemson University students and visitors, section 5 of the study will focus specifically on the economic effects of ancillary spending from Clemson football and other athletics attendees.

Apart from the economic benefits, there are also significant non-economic benefits brought about by these investments. While the influx of students and visitors stimulates the local economy by creating jobs and increasing tax revenue, it also encourages the growth of a wide range of retail, dining, and housing opportunities. The added spending, along with the diversification of the region, improves the quality of life for its residents and strengthens the region’s appeal as a desirable year-round destination.

THE ECONOMIC IMPACT OF CLEMSON UNIVERSITY



Spotlight: Clemson Ring Ceremony

The Clemson Ring Ceremony is a cherished tradition that marks a significant milestone in the academic journey of Clemson University students. Held twice a year, in spring and fall, this event celebrates students who have met specific undergraduate or graduate requirements, earning the right to wear the iconic Clemson ring. The ceremony is steeped in symbolism and school pride, with students receiving their rings in a formal setting, often accompanied by family and friends. The ring itself is more than just a piece of jewelry; it is a tangible symbol of the Clemson experience, embodying the university's rich history, academic excellence, and the strong bonds formed during students' time on campus.

This annual event serves as a powerful magnet, drawing alumni back to the Clemson area from across the country and even around the world. About 61 percent of the ceremonies' attendees come from within the state of South Carolina; and the remaining 39 percent come from the rest of the US and world. Many alumni choose to return to campus to participate in the ceremony, to support current and graduating students. This influx of visitors has a notable impact on the local economy, with hotels, restaurants, and shops in the Clemson area experiencing increased business during these periods. The Ring Ceremony thus not only strengthens the ties between current students and alumni but also reinforces the connection between the university and its surrounding community. The Ceremony is a testament to the enduring spirit of the Clemson family, bringing together multiple generations of Tigers to celebrate their shared identity, and contributing to the vitality of the region.

SECTION 5

Clemson University Athletics

Clemson Athletics Generates Economic Activity

Clemson Athletics hosts numerous athletic and recreational events each year which attract local, regional, and out-of-state attendees. Sports event attendees and visitors of Clemson Athletics create significant economic impact to the region as they dine in local restaurants, shop at local stores, and in some cases, stay overnight within the state. The spending originated within the four-county region has spillover effects within the state of South Carolina and the rest of the U.S. Visitor spending represents net new dollars drawn into the state and generates subsequent spillover impacts supporting local businesses and jobs.

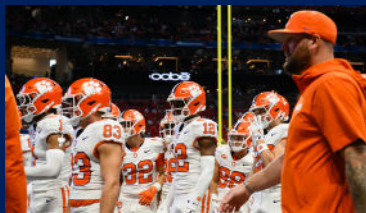
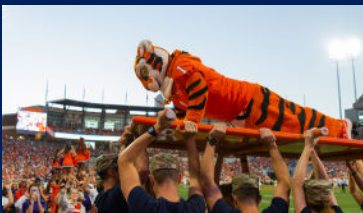
This section reviews the range of sports events taking place at Clemson, estimating the visitor spending associated with these events annually, and modeling the total economic impact within the State of South Carolina.

Aggregate activity generated by Clemson Athletics results in \$217 million in total economic impact within the state and almost \$247 million within the U.S. Total output within the state supports 2,500 full-time jobs with over \$33 million in employee compensation and within the U.S. supports 2,600 full-time jobs and \$40 million in employee compensation.

Overall Economic Impact from Clemson University Athletics



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)



Estimated Visitor Spending and Economic Impact of Clemson Football

Clemson football has a significant impact on the local economy, especially during home games. Over the course of a season, Memorial Stadium, also known as ‘Death Valley,’ welcomes more than 569,000 fans from across the nation. The influx of visitors translates to substantial revenue for the local economy, particularly for hotels, restaurants, and local businesses within the four-county region. Notably, hotel prices increase to twice the typical rate or more during football weekends, amounting to approximately \$300 per person, per night, within the region.¹⁰

Clemson held seven home games in FY2023 which attracted over 201,000 fans from the region, and over 368,000 fans from the rest of the state and out-of-state. During football season, football spectators spend approximately \$119 million within the four-county region and an additional \$18 million across the rest of South Carolina annually. However, an adjustment is made to account for the fact that some of that spending immediately leaves the region and therefore does not have a multiplier effect within the state economy. Therefore, our modeling approach conservatively includes only the retail margin (i.e., the difference between the purchase price for the retailer and the sales price for the consumer). Based on this adjustment, the amount of spending included in our analysis is \$110 million of modeled activity within South Carolina.

ESTIMATED CLEMSON UNIVERSITY FOOTBALL VISITOR SPENDING, BY GEOGRAPHY

Spending Category	Four-County Region	Rest of South Carolina	South Carolina
Lodging (\$M)	\$80.9	\$9.0	\$89.8
Food (\$M)	\$23.4	\$4.1	\$27.5
Retail (\$M)	\$2.8	\$2.2	\$5.1
Transportation (\$M)	\$12.7	\$3.2	\$15.9
Total Ancillary Spending (\$M)	\$119.8	\$18.5	\$138.3
Minus Non-Modeled Amount (\$M)	\$23.8	\$4.5	\$28.3
Modeled Amount (\$M)	\$96.0	\$14.1	\$110.1

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

10 Clemson Outdoor Lab Lodging Rates, FY2024, https://www.clemson.edu/centers-institutes/outdoor-lab/_documents/guest-lodgingrates.pdf.

The increased activity as a result of football games, despite being several weekends per year, adds a significant amount of spending in the region. **The ancillary spending by Clemson football fans yields roughly \$113 million in economic impact within the four-county region. In South Carolina, spending by football fans yields \$149 million in economic impact, creating 1,900 jobs with over \$21 million in wages** (see table below). In the U.S., the economic impact of Clemson football attendees generates \$168 million in total economic output, supporting 1,900 jobs and \$26 million in employee compensation.

THE ECONOMIC IMPACT OF CLEMSON UNIVERSITY FOOTBALL

	4-County Region	South Carolina	U.S.
Direct Impact (\$M)	\$96.0	\$110.1	\$110.1
Indirect and Induced Impacts (\$M)	\$17.4	\$39.0	\$57.5
Total Impact (\$M)	\$113.4	\$149.1	\$167.6
Employment (FTE)	900	1,900	1,900
Employee Compensation (\$M)	\$16.6	\$21.2	\$25.5

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

It is estimated that the economic impact that results from football visitor spending produces over \$11 million in tax revenue for the South Carolina government each year and an additional \$10 million in federal tax revenues. The State tax revenue includes a seven percent tax on hotel accommodations (Lodging Tax) and five percent in state admissions tax (see table on the right).

ESTIMATED ANNUAL STATE AND FEDERAL TAX REVENUE IMPACT OF CLEMSON UNIVERSITY FOOTBALL

Tax Category	South Carolina	U.S.
Income Tax (\$M)	\$0.4	\$6.3
Sales Tax (\$M)	\$2.5	\$0.5
Business Taxes (\$M)	\$0.4	\$3.2
Lodging Tax ¹¹ (\$M)	\$6.3	n/a
Admissions Tax ¹² (\$M)	\$1.7	n/a
Total Tax (\$M)	\$11.3	\$10.1

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

11 The lodging tax is calculated as seven percent on total hotel spending (\$81.7 million).
12 Admissions tax is calculated as five percent on total revenue from tickets sold for home games (\$34.7 million).

Estimated Visitor Spending from All Other Sports and Athletics Events

Clemson Athletics also fields a number of other teams that draw attendees to the state, most popular among those being baseball and men's basketball. These games, along with sports camps and various other athletic related events, attract 518,506 visitors to the region (see table below).

ESTIMATED NUMBER OF VISITORS BY NON-FOOTBALL ATHLETICS EVENT TYPE AND BY VISITOR TYPE

Event	Total Spectators	Local	Day Trip	Overnight
All Other Athletics				
Baseball	177,094	110,796	9,701	56,597
Men's Basketball	123,289	80,426	7,282	35,581
Softball	48,809	34,571	2,016	12,222
Gymnastics	42,542	29,085	2,797	10,660
Men's Soccer	38,909	26,827	1,156	10,927
Women's Basketball	19,055	15,993	490	2,572
Women's Soccer	17,357	9,422	731	7,205
Volleyball	12,034	6,532	507	4,995
Lacrosse	7,791	2,927	249	4,614
Track and Field	2,000	1,367	131	501
Women's Tennis	800	547	53	200
Men's Tennis	700	479	46	175
Athletics Related Events				
Campers	22,691	0	3,631	19,060
Other Athletics Related Events ¹³	5,435	3,747	1,688	0
Total	518,506	322,719	30,477	165,310

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

¹³ Appendix C provides a detailed list of the events captured within "Other Athletics Related Events".

Spending profiles for athletics and related event visitors are divided into local, regional, and overnight categories. Aggregate ancillary spending by different game spectators yields approximately \$56 million in spending within the four-county region; and an additional \$4 million in ancillary spending within the rest of South Carolina. After adjusting for non-modeled amounts due to retail spending, aggregate ancillary spending by non-football athletics and related events yields \$46 million of spending that remains within South Carolina.

ESTIMATED ANCILLARY SPENDING BY NON-FOOTBALL ATHLETICS SPECTATORS BY GEOGRAPHY

Spending Category	Four-County Region	Rest of South Carolina	South Carolina
Lodging (\$M)	\$28.9	\$0.0	\$28.9
Food (\$M)	\$16.0	\$1.8	\$17.8
Retail (\$M)	\$1.7	\$1.4	\$3.1
Transportation (\$M)	\$9.4	\$1.0	\$10.4
Total Ancillary Spending (\$M)	\$56.1	\$4.2	\$60.3
Minus Non-Modeled Amount (\$M)	\$12.2	\$1.7	\$13.9
Modeled Amount (\$M)	\$43.9	\$2.5	\$46.3

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)



Spotlight: The Softball Career of Valerie Cagle, '22, M '24

Valerie Cagle's remarkable journey with Clemson Softball illustrates the program's meteoric rise and its impact on both the university and regional sports landscape. Despite being an under-the-radar recruit, Cagle became a transformative figure who helped establish Clemson as a softball powerhouse, drawing packed crowds from the program's earliest days. Her achievements—including ACC Player of the Year and ACC Freshman of the Year honors, becoming USA Softball Collegiate Player of the Year in 2023, and making history as the first Clemson female student-athlete to be selected first overall in a professional draft—demonstrated the program's ability to develop elite talent while attracting substantial fan attendance and media attention. Through her five-year career, which culminated in a Master's degree in Human Resource Development and selection to the USA Softball women's national team, Cagle helped establish Clemson Softball as a significant draw for sports tourism and fan engagement in the region, contributing to the university's broader impact on the local and state economy through athletics.¹⁴

¹⁴ Clemson University. "Leaving a Legacy." Clemson World, <https://clemson.world/leaving-a-legacy/>. Accessed 17 Nov. 2024.

Estimated Economic and Fiscal Impact from All Other Sports and Related Events

Ancillary spending by visitors to Clemson Athletics and related events has a multiplier effect throughout the region and the country, generating the following annual economic impacts (see table below).

- \$61 million in total output, supporting 600 jobs and almost \$10 million in earnings within the four-county region.
- \$68 million in total output, supporting 600 jobs and \$12 million in earnings within South Carolina.
- \$79 million in total output, supporting 700 jobs and more than \$14 million in earnings across the U.S.

ESTIMATED AGGREGATE ECONOMIC IMPACT FROM ANCILLARY SPENDING FROM CLEMSON ATHLETICS AND RELATED EVENTS

	4-County Region	South Carolina	U.S.
Direct Impact (\$M)	\$43.9	\$46.3	\$46.3
Indirect and Induced Impacts (\$M)	\$17.4	\$21.7	\$32.6
Total Impact (\$M)	\$61.3	\$68.1	\$78.9
Employment (FTE)	600	600	700
Employee Compensation (\$M)	\$9.9	\$11.8	\$14.3

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

Ancillary spending boosts various state and federal tax bases, creating significant tax revenues for the State of South Carolina each year. The economic impact that results from Clemson Athletics (non-football) attendee spending produces \$4.5 million in tax revenues for South Carolina each year and \$5 million in federal tax revenues. The State’s tax revenue is inclusive of approximately \$2 million in accommodations tax and over \$1 million in admissions tax (see table to the right).

ESTIMATED ANNUAL STATE AND FEDERAL TAX REVENUE IMPACT FROM CLEMSON UNIVERSITY ATHLETICS PARTICIPANT SPENDING

Tax Category	South Carolina	U.S.
Income Tax (\$M)	\$0.2	\$3.5
Sales Tax (\$M)	\$1.1	\$0.2
Business Taxes (\$M)	\$0.2	\$1.2
Lodging Tax ¹⁵ (\$M)	\$2.0	n/a
Admissions Tax ¹⁶ (\$M)	\$1.1	n/a
Total Tax (\$M)	\$4.5	\$5.0

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

15 The lodging tax is calculated as seven percent on total hotel spending (\$27.9 million).
16 Admissions tax is calculated as five percent on total revenue from tickets sold for home games (\$21.1 million).

Estimated Economic Impact from All Athletics and Related Events
(Inclusive of Football)

In aggregate, ancillary spending from Clemson Athletics (football, all other sports, and athletics related events) generates \$175 million in total economic output within the four-county region, \$217 million within the state of South Carolina, and \$247 million within the U.S. Aggregate ancillary spending further supports 2,500 full-time jobs with \$33 million in employee compensation within the state and 2,600 full-time jobs with \$40 million in employee compensation across the U.S. (see table below).

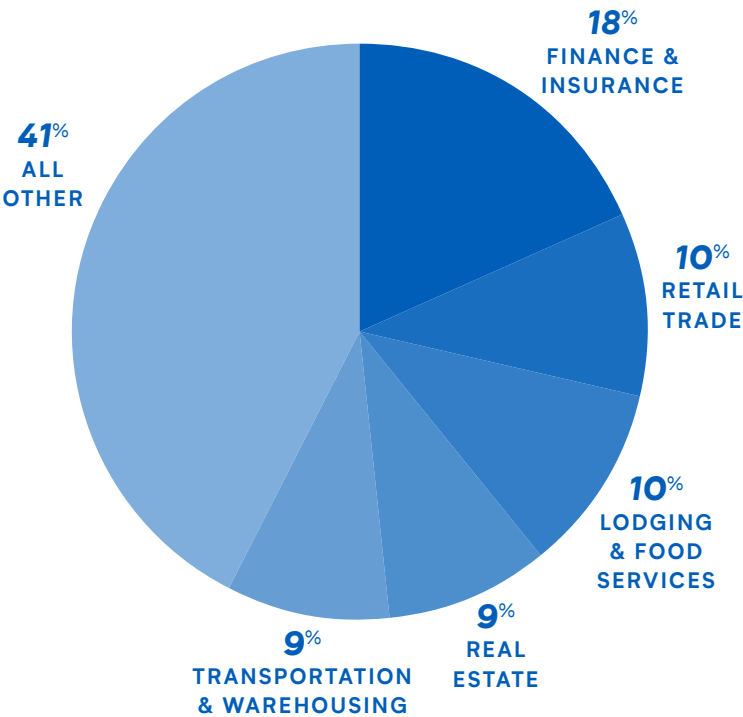
ESTIMATED AGGREGATE ECONOMIC IMPACT FROM ANCILLARY SPENDING FROM CLEMSON UNIVERSITY ATHLETICS AND RELATED EVENTS			
	4-County Region	South Carolina	U.S.
Direct Impact (\$M)	\$139.9	\$156.4	\$156.4
Indirect and Induced Impacts (\$M)	\$34.9	\$60.8	\$90.1
Total Impact (\$M)	\$174.8	\$217.2	\$246.5
Employment (FTE)	1,500	2,500	2,600
Employee Compensation (\$M)	\$26.5	\$33.1	\$39.9

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

Industry Distribution from Economic Impact of Athletics and Related Events

The spending by visitors to athletic and other large-scale events (including football) directly impacts a number of industries, and in turn creates a multiplier effect that benefits additional industries. This influx of spending supports jobs in South Carolina in a wide range of sectors statewide, including accommodation and food services, retail, finance and insurance, and real estate (see below).

Industry Distribution of Employment Impact of Clemson University’s Athletics Spending within South Carolina



NOTE: PERCENTAGES HAVE BEEN ROUNDED AND DO NOT SUM TO 100
SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)

Aggregate Tax Revenue Impact from Ancillary Spending from Athletics and Related Events

In aggregate, ancillary spending during football season and other athletics events generates almost \$16 million in South Carolina state tax revenues annually, and \$15 million in federal tax revenues. The State's estimated tax revenues also include more than \$8 million in accommodation tax and almost \$3 million in admissions tax (see table to the right).

ESTIMATED AGGREGATE ANNUAL STATE AND FEDERAL TAX REVENUE IMPACT FROM CLEMSON UNIVERSITY ATHLETICS PARTICIPANT SPENDING

Tax Category	South Carolina	Federal
Income Tax (\$M)	\$0.6	\$9.8
Sales Tax (\$M)	\$3.6	\$0.8
Business Taxes (\$M)	\$0.6	\$4.5
Lodging Tax (\$M)	\$8.3	n/a
Admissions Tax (\$M)	\$2.8	n/a
Total Tax (\$M)	\$15.8	\$15.1

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS, INC. (2024)

Broader Impacts: Athletics

Beyond these direct contributions, Athletics also significantly enhances the local economy in other ways. Although football is a major driver of economic activity, the benefits extend beyond the sport, impacting a variety of other sectors in the region as well.

- Demand for Clemson merchandise creates spending that is captured by area merchants.
- Media outlets sell advertisements from broadcasting the games, representing promotional opportunities for local companies and bringing promotional spending from non-local companies into the area.
- The growing volume of “name, image, and likeness” payments to student-athletes represents additional potential for consumer spending that benefits local businesses.

Additionally, Athletics plays an important role in elevating important objectives for the University, namely:

- Stronger social and professional connections between alumni and fans.
- Heightened engagement between alumni and the University (including the prospect of more alumni contributions to Clemson).
- Greater awareness of and enhanced reputation of the University as a whole.
- Local service efforts by teams and student-athletes are a positive representation of Clemson to the surrounding community.
- Training student-athletes with life skills to become alumni who enjoy careers in leadership and service.

Spotlight: Tiger Paw \$2 Bills

The tradition of Clemson University distributing \$2 bills with a Tiger Paw stamp dates back to 1977, when Clemson fans traveled to a football game against Georgia Tech in Atlanta. At the time, Georgia Tech was considering discontinuing the rivalry, partly because of concerns that Clemson fans didn't contribute much to the local economy during games.

To make a statement about the economic impact of Clemson fans, the Clemson alumni and athletic department encouraged everyone attending the game to spend \$2 bills, which are relatively rare in circulation. Many of the bills were stamped with the iconic Clemson Tiger Paw logo to further highlight their origin. The idea was to visually show how much money Clemson supporters were bringing into Atlanta's economy.

The \$2 bills became a symbol of Clemson pride and an effective way to demonstrate the financial impact Clemson's fan base could have on a host city. The effort was successful in catching attention and has continued as a tradition for significant away games, bowl games and during graduation. Graduates are given \$2 bills stamped with the Tiger Paw as a symbol of their connection to the Clemson family and their continuing impact as alumni.



Clemson Graduates have a track record of success. A good number make South Carolina their home.

58% of Clemson alumni stay in South Carolina

\$36,000 average annual wage premium for Clemson's bachelor's graduates

\$72,000 median 10-year earnings for Clemson graduates

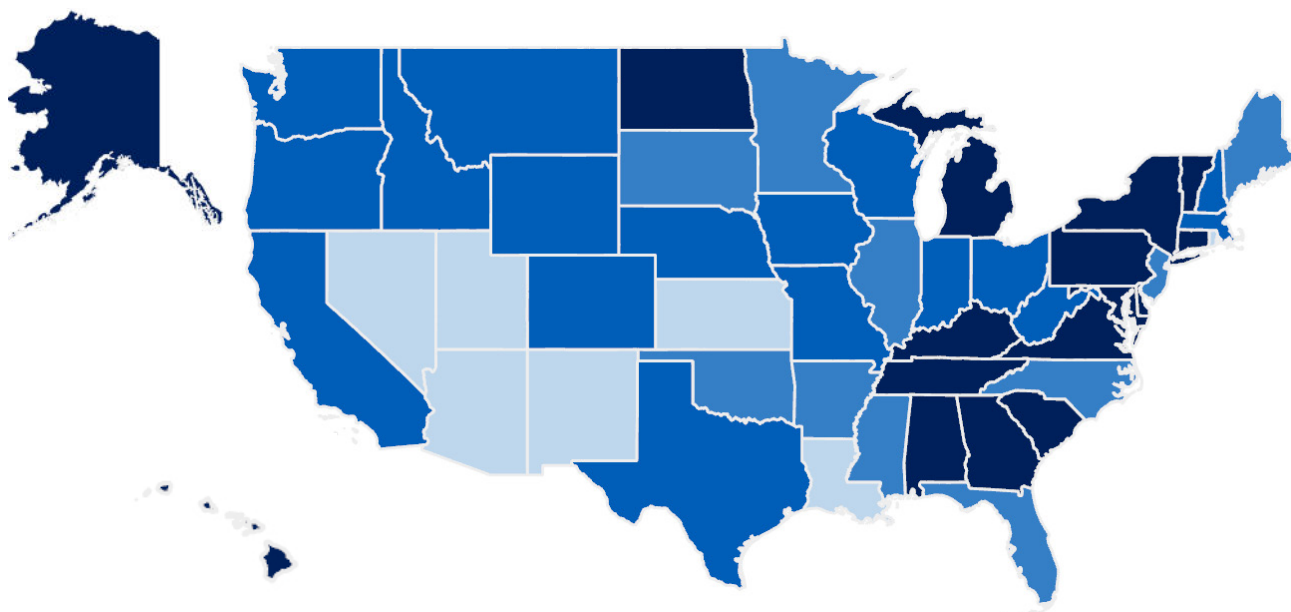
97% of Clemson graduates employed or continuing education within 6 months

Where Do Clemson University Alumni Live?

Number of Clemson University Alumni



99% of Clemson University alumni live in the U.S. with 87% living on the East Coast



SECTION 6

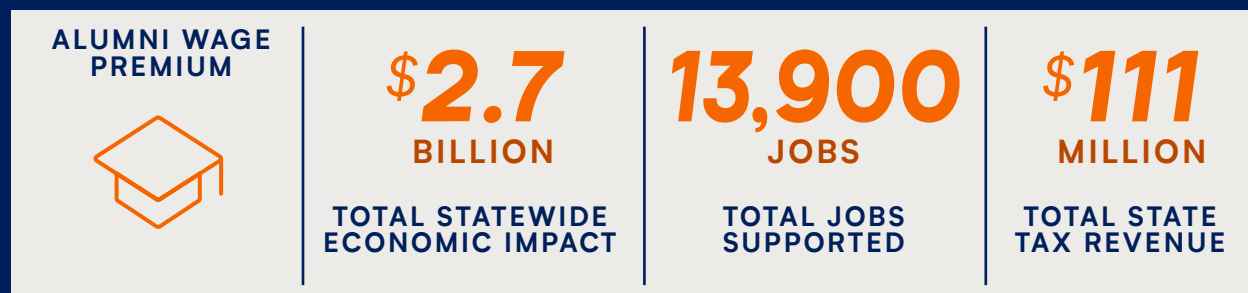
Impact from Wage Premium

Clemson University Graduates Generate Economic Impact

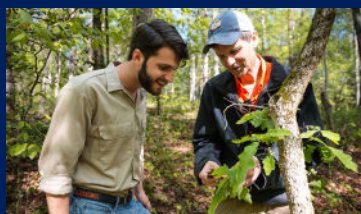
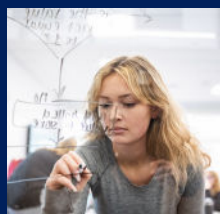
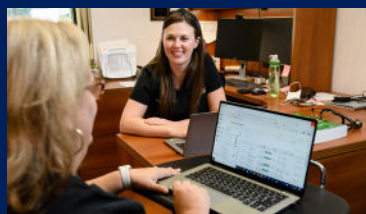
Clemson's educational programs enhance alumni earning potential, which positively impacts the regional and state economy. The college wage premium is the average difference between the wages of college graduates and those with a lower level of completed education. This section delves into the critical role Clemson plays in education, equipping students with credentials that provide widespread economic and societal benefits. The increased earning potential of Clemson alumni leads to higher household incomes, part of which is spent locally, driving economic growth in the region. This local spending stimulates further economic activity, supports job creation, and generates additional tax revenues that benefit the surrounding communities.

Clemson alumni are estimated to contribute an economic boost of almost \$2.7 billion for the state, while supporting almost 14,000 jobs with \$580 million in employee compensation. This alumni retention helps create a self-sustaining economic cycle that benefits South Carolina. As Clemson expands its capacity to educate more students and encourages alumni to stay within the region, the future impact on the state's economy will grow even more.

Overall Economic Impact from Clemson University Alumni Wage Premium



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)



Estimated Aggregate Alumni Wage Premium

To estimate the magnitude of wage premium impacts from Clemson University alumni on the volume of earnings and associated household spending within the four-county region, the State of South Carolina, and the United States, we first estimate the number of Clemson alumni in the workforce, detailed by educational attainment level and geography. We then estimate the annual wage premium associated with Clemson for each attainment level and combine them to arrive at the aggregate impact number. These estimates rely primarily on data provided by Clemson on the number of alumni by geography; and federal data sources where applicable.

The estimated wage premium per Clemson alumnus(a) is calculated by taking the difference between the average income by Clemson alumni of different degree attainment levels and the average income for all residents of the specified geography at one degree attainment level below. For a Clemson alumnus(a) in South Carolina, the Bachelor's degree leads to a wage premium of nearly \$36,000; and nearly \$24,000 for a Master's level degree (see table below). For a Clemson alumnus(a) in the United States, the Bachelor's degree leads to a wage premium of approximately \$32,000; and approximately \$16,000 for a Master's level degree (see table below).

ESTIMATED PER-ALUMNI WAGE PREMIUM FOR CLEMSON UNIVERSITY

Geography	Educational Attainment	Estimated Average Annual Salary for Clemson Alumni	Statewide Average Annual Salary for Next Educational Attainment Level Down	Estimated Average Annual Wage Premium for Clemson Alumni
South Carolina	Bachelor's Degree	\$76,440	\$40,650	\$35,790
	Master's Degree	\$81,300 ¹⁷	\$57,310	\$23,990
United States	Bachelor's Degree	\$76,440	\$43,990	\$32,450
	Master's Degree	\$81,300	\$64,980	\$16,320

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

To determine the aggregate wage premium, the estimated number of working alumni is multiplied by the estimated per-alumni wage premium amount. We assume that of the total number of Clemson alumni in a given region, 71% are currently employed, as opposed to retired, unemployed, or otherwise out of the workforce.¹⁸

ESTIMATED COUNT OF WORKING ALUMNI

	Four-County Region	South Carolina Spillover	South Carolina	United States
Bachelor's Degree	38,558	31,642	70,200	45,310
Master's Degree	6,047	4,963	11,010	14,250

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

¹⁷ Detail on the calculation of the Master's earnings for Clemson graduates is included in Appendix B.

¹⁸ Based on the Bureau of Labor Statistics employment-population ratio.

In the four-county region, there are approximately 38,600 working alumni with Bachelor's degrees and more than 6,000 alumni with Master's degrees. This results in an aggregate wage premium of almost \$1.4 billion at the Bachelor's level and \$145 million at the Master's level. For the remainder of South Carolina outside of the four-county region, there are approximately 31,600 working alumni with Bachelor's degrees and 5,000 alumni with Master's degrees, leading to an aggregate wage premium of more than \$1.1 billion for Bachelor's degrees and \$119 million for Master's degrees. At the national level, there are approximately 45,000 Bachelor's alumni and 14,000 Master's alumni, resulting in a wage premium of approximately \$1.5 billion for Bachelor's degrees and \$233 million for Master's degrees (see table below). (see table below).

ESTIMATED ALUMNI WAGE PREMIUM FOR ALL GEOGRAPHIES

Geography	Educational Attainment	Estimated Average Annual Wage Premium for Clemson Alumni	Number of Clemson Alumni Living and Working in Geography	Estimated Aggregate Annual Wage Premium for Clemson Alumni Living in Geography (\$M)
4-County Region	Bachelor's	\$35,790	38,560	\$1,380
	Master's	\$23,990	6,050	\$145
	Total			\$1,525
South Carolina	Bachelor's	\$35,790	31,640	\$1,132
	Master's	\$23,990	4,960	\$119
	Total			\$1,251
United States	Bachelor's	\$32,450	45,310	\$1,470
	Master's	\$16,320	14,250	\$233
	Total			\$1,703

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

Clemson University boasts a higher alumni wage premium than the average university, driven by several key factors. One significant contributor is the economic context of South Carolina, where median household incomes are lower than the national average (see table below). As a result, Clemson graduates with Bachelor’s and Master’s degrees experience a more pronounced wage premium compared to their peers from other institutions, underscoring the University’s impact on upward economic mobility.

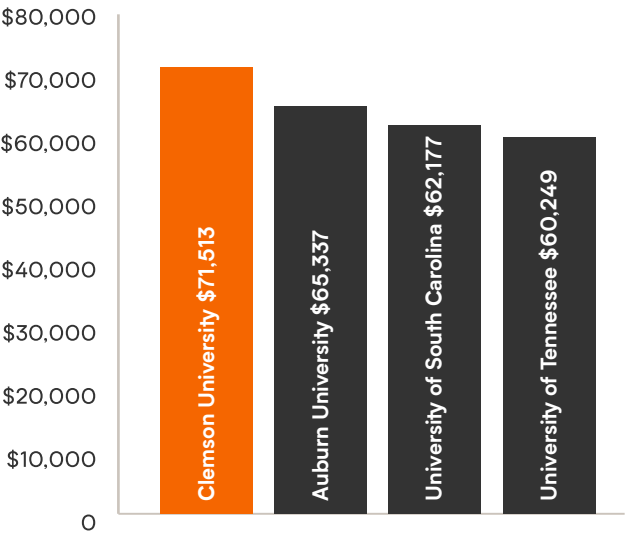
MEDIAN EARNINGS IN THE PAST 12 MONTHS BY EDUCATIONAL ATTAINMENT

	South Carolina	United States
Associate's Degree	\$40,647	\$43,988
Bachelor's Degree	\$57,312	\$64,982
Advanced Degree	\$69,675	\$85,680

SOURCE: CENSUS BUREAU (2022)

Another factor that contributes to Clemson’s comparatively high alumni wage premium is the projected 10-year median earnings of its graduates. According to College Scorecard, the median 10-year earnings of Clemson alumni is \$71,513, which is higher than other peer institutions (see graph to the right).

10-Year Median Earnings of Clemson University and Comparison Institutions



Economic Impact from Alumni Wage Premium

These additional earnings enjoyed by Clemson University alumni from the education and credentials they receive at the University directly benefit their household income levels. A portion of that increased household income is spent in the local economy, creating a multiplier effect. It is estimated that the annual economic impact from the additional earnings aggregates to almost \$2.7 billion within South Carolina and more than \$6 billion across the U.S., supporting an additional almost 14,000 jobs with \$580 million in earnings in the state, and 28,000 jobs and \$1.4 billion in earnings in the U.S. (see table below). The almost \$2.7 billion aggregate wage premium circulates throughout the South Carolina economy, with a portion being reinvested locally. This reinvestment generates a multiplier effect, amplifying economic activity and ultimately bringing the total impact back to \$2.7 billion. Therefore, economic impact is realized via indirect and induced impacts only.

ESTIMATED ANNUAL ECONOMIC IMPACT FROM CLEMSON UNIVERSITY ALUMNI WAGE PREMIUM BY GEOGRAPHY

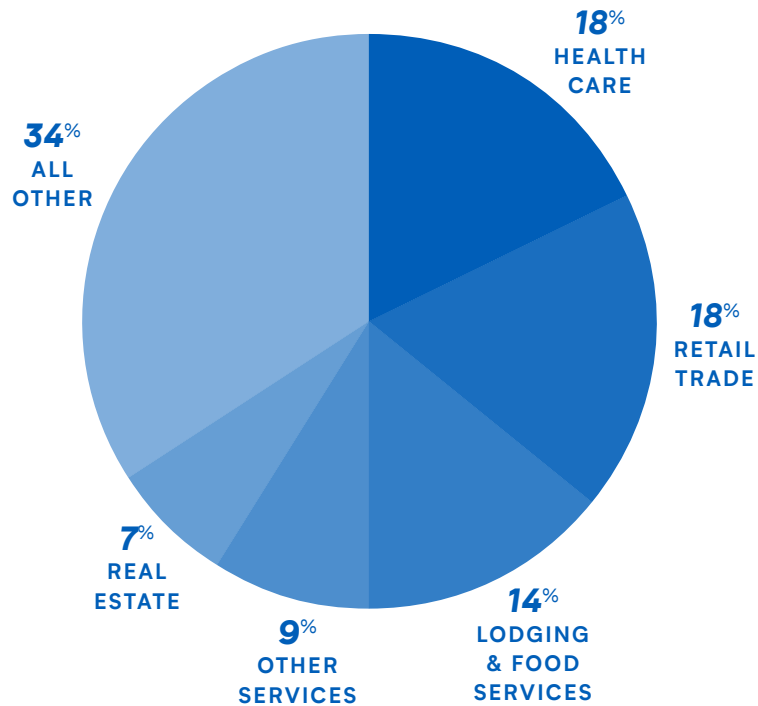
	4-County Region	South Carolina	U.S.
Direct Impact (\$M)	\$0	\$0	\$0.00
Indirect and Induced Impacts (\$M)	\$1,420	\$2,650	\$6,040
Total Impact (\$M)	\$1,420	\$2,650	\$6,040
Employment (FTE)	7,500	13,900	28,320
Employee Compensation (\$M)	\$320	\$580	\$1,360

SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)

Industry Distribution from Economic Impact from Alumni Wage Premium

The portion of Clemson University alumni's additional household income that is spent back into the state economy supports a number of industries, benefiting the types of expenditures that are typically made by a household from its earned income. Hence, a high number of jobs in sectors such as healthcare, retail, accommodation and food services, other services, and real estate are supported by the higher aggregate household income enjoyed by Clemson alumni (see graph below).

Industry Distribution of Employment Impact of Clemson University's Aggregate Wage Premium within South Carolina



SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS, INC. (2024)

Tax Revenue Impact from Alumni Wage Premium

The State of South Carolina gains more than \$111 million in tax revenues annually due to the wage premium associated with Clemson alumni, and over \$476 million in tax revenues are generated across the U.S. (see table below). The majority of this tax revenue comes from direct income taxes paid by Clemson alumni.

TAX IMPACTS OF THE WAGE PREMIUM ASSOCIATED WITH CLEMSON UNIVERSITY ALUMNI		
Tax Category	South Carolina	Federal.
Personal Income Tax (Directly Paid by Alumni) (\$M)	\$58.0	\$188.9
Personal Income Tax (from Clemson Alumni Spending) (\$M)	\$12.1	\$215.8
Total Income Tax	\$70.1	\$404.8
Sales Tax (\$M)	\$35.2	\$14.6
Business Taxes (\$M)	\$5.8	\$57.0
Total Tax	\$111.1	\$476.3

SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

Broader Impacts of Clemson Alumni

Clemson University’s impact on South Carolina’s economy extends significantly through its alumni network, whose enhanced earning potential via their Clemson education creates substantial economic ripple effects throughout the state. As graduates enter the workforce with advanced skills and credentials, they command higher salaries that translate into increased consumer spending, higher tax revenues, and greater economic activity across various sectors. The wage premium associated with a Clemson degree not only benefits individual graduates but also contributes to the state’s overall economic vitality through increased home ownership, business creation, and investment in local communities. This economic multiplication is particularly impactful given Clemson’s focus on high-demand fields like engineering, advanced manufacturing, and business, where graduates often fill critical workforce needs in South Carolina’s growing industries.

Many Clemson alumni choose to remain in South Carolina after graduation, creating a sustained positive impact on the state’s economy through their professional contributions, entrepreneurial ventures, and community leadership roles, thereby helping to attract new businesses and industries to the region while strengthening existing ones.



Spotlight: Dr. Nekita Sullivan '96

Dr. Nekita Sullivan, a Clemson alumna, exemplifies how Clemson graduates contribute to South Carolina's economic and social development through entrepreneurship and specialized expertise. As the owner of Yoga Therapy Bar, she leveraged 20 years of experience to create a certified Woman-Owned and Minority Business Enterprise that provides comprehensive wellness services including physical therapy, therapeutic yoga, and clinical Pilates. Her success as a business owner—surviving and thriving through the pandemic—has not only created direct economic impact through her practice but also serves as an inspiration for other entrepreneurs, particularly as she advocates for women-owned businesses through public speaking engagements. The multiple certifications her business has received, including the S.C. Small & Minority Business Certification and U.S. Small Business Administration certification as a Women-Owned Small Business, demonstrate how Clemson alumni contribute to the state's diverse business landscape while providing essential healthcare and wellness services to their communities.

Spotlight: Kanga Coolers

Last year, a company founded by Clemson alumni, Kanga Coolers, won a contest hosted by online retailer Shopify, and was subsequently featured by a popular content creator, thus greatly increasing their exposure as a brand. Austin Maxwell '17 and Logan LaMance '18 had already gained significant visibility through their appearance on Shark Tank in 2019. Their recent contest win will allow them to reach an estimated audience of 150 million people. Both Maxwell and LaMance are prime examples of the culture of entrepreneurship that thrives at Clemson.



Clemson University Generates Community Impact.

Present in all 46 South Carolina counties through Cooperative Extension

29,000+ patient visits via Clemson Rural Health
(FY2022–FY2024)

\$42M in purchases from small and diverse businesses
(FY2023)

More than 81,000 fraternity and sorority service hours contributed
(FY2024)

SECTION 7

A Commitment to Serving Local Communities Throughout the State

“We will transform lives, impacting the citizens of South Carolina and beyond through measurable health outcomes and economic development.”

– James P. Clements, PhD, President

An integral component of Clemson University’s annual operations and institutional mission is its commitment to community engagement, fostering tangible local impact. The extent of Clemson’s local impact is not solely determined by its size and proximity; it is equally shaped by deliberate decisions made by the University to foster positive change. This dedication has been long-standing but gained renewed emphasis under the leadership of President James P. Clements, PhD, who has served in the position since 2013.

Although Clemson operates on a global scale, its roots are firmly planted in South Carolina, with its main campus located in the Upstate region of South Carolina. The University’s commitment to its surroundings reflects its role as an anchor institution, driven by its values and land-grant mission.

A thriving South Carolina strengthens Clemson, and vice versa, reinforcing the symbiotic relationship between the University and its community.

As a prominent academic and research hub, Clemson’s engagement manifests in various forms, including:

Fostering localized economic growth through job creation and procurement opportunities

Providing essential services and contributing to public infrastructure

Maintaining a campus environment that serves as a communal asset

Initiating community-centric programs and resource hubs

Empowering students and staff through extensive volunteerism and service-learning endeavors

Ensuring accessibility and affordability of higher education for local residents

Expanding access to athletic training and facilities for the broader community

Economic Opportunity

Clemson University plays a crucial role as an economic driver, influencing both the surrounding region and the broader South Carolina economy. As a major employer and purchaser of goods and services, Clemson's main campus serves as the focal point of its economic impact, fostering job creation and business opportunities in the surrounding community. Clemson's presence enhances local development, acting as a powerful catalyst for regional growth through capital projects and attracting students, visitors, and research activities. This concentrated economic activity creates a strong, mutually beneficial relationship between the university and the local community, demonstrating the transformative potential of higher education institutions. Clemson's efforts to stimulate local prosperity are intentional, leading to increased opportunities for residents and local businesses while strengthening the overall state economy.

Clemson's commitment to its community's prosperity is evident in its proactive measures to ensure economic benefits are shared locally. "Buy local" initiatives encourage students and visitors to patronize local establishments. By allowing use of student ID cards for off-campus meals, Clemson further stimulates the local economy. As a land-grant institution, Clemson also publishes various "buy local" agriculture guides, such as one for buying local beef. These intentional efforts amplify the natural geographic advantages of hosting a major institution, creating a symbiotic relationship between the university and its surrounding community.

Clemson's economic impact is multifaceted, encompassing direct job creation, workforce development, and tourism promotion. As one of the largest employers in the Upstate region, Clemson provides diverse employment opportunities across various fields. The institution's role in educating and training students contributes significantly to South Carolina's skilled workforce, with many graduates choosing to remain in South Carolina, thereby attracting businesses seeking talented employees. Furthermore, the university's events and activities draw visitors to the region, boosting local tourism and hospitality industries.

Clemson's approach to economic development is deeply rooted in its identity as a land-grant institution. This designation emphasizes the university's commitment to serving the practical needs of its state and community. As a land-grant institution, Clemson's mission extends beyond traditional academic pursuits to include a focus on applied research, community engagement, and economic development. This ethos is reflected in the university's deliberate efforts to create local economic benefits, aligning with the land-grant philosophy of serving the public good and promoting societal progress. This holistic approach not only strengthens the local and state economies but also reinforces Clemson's role as a vital institution deeply integrated with the well-being of its community and state.

Clemson Campus as Community Amenity

Clemson has made intentional efforts to open the campus to the community. The university continuously enhances infrastructure development, which not only serves university stakeholders, but also improves facilities for residents. This, in turn, contributes to an improved quality of life for local communities through better amenities and services.

Clemson Experimental Forest

The Clemson Experimental Forest—encompassing more than 17,500 acres—is a self-sustaining, ecologically healthy resource that serves as a living laboratory, classroom, and recreational space for the university, the state of South Carolina, and the broader community. The forest exemplifies best practices in natural resource management while supporting research, teaching, and public service—acting as a sanctuary that strengthens the connection between people and nature.

SC Botanical Garden

The South Carolina Botanical Garden, spanning 295 acres on campus, serves as a free public garden and educational resource for the community. Programs are available for both adults and school groups, introducing guests to the expansive gardens, paths, and exhibits. The botanical garden is open every day of the year, from sunrise to sunset, and allows for dogs, providing a pleasant venue for community members and university stakeholders alike.



SC BOTANICAL GARDEN; PHOTO SOURCE: CLEMSON UNIVERSITY

Brooks Center for the Performing Arts

The Brooks Center for the Performing Arts has been a cultural and educational cornerstone at Clemson University for 30 years, offering affordable, world-class entertainment and enriching educational opportunities. The 87,000-square-foot facility features a 979-seat auditorium, a 100-seat black box theatre, and a recital hall, hosting professional performances in dance, theater, and music, as well as student productions and community events. As home to Clemson's Department of Performing Arts, the Center provides hands-on education for over 100 performing arts majors and engages more than 5,000 students annually through classes and ensembles.

Outreach initiatives such as the Eskridge Tri-ART Series, which delivers interactive performances to K-12 students, and the Lillian and Robert Utsey Chamber Music Series, broadcast nationally on NPR, emphasize accessibility and cultural engagement. The Center's efforts foster generational connections to the arts and contribute significantly to the cultural vibrancy of the Upstate region. Its impact extends beyond the arts, drawing visitors to the area, bolstering cultural tourism, and offering affordable alternatives to larger venues like Greenville's Peace Center.

Recognized nationally in 2024 as a top 20 college theater, the Brooks Center exemplifies Clemson's commitment to cultural and educational excellence. Its outreach programs, serving students from South Carolina, North Carolina, and Georgia, underscore its role in promoting arts accessibility, supporting community development, and enhancing Clemson's broader economic and social influence.



Cooperative Extension Service

Clemson University's Cooperative Extension Service operates 46 county offices throughout South Carolina, delivering unbiased, research-based information on agriculture, community, environment, food, health, and youth development. Extension agents collaborate with the College of Agriculture, Forestry, and Life Sciences to create practical resources such as apps, training materials, and spreadsheet tools that save time and money while enhancing efficiency across various sectors. These resources support local communities through offerings like irrigation testing and stormwater management assistance.

By connecting academic research with real-world application, the Extension Service plays a critical role in supporting economic development, particularly in rural areas, while promoting environmental sustainability. Its embedded presence in local communities allows for a two-way flow of information, enabling agents to address specific regional challenges, such as disaster preparedness information. This reciprocal relationship also helps guide Clemson's research priorities, ensuring that academic efforts align with the needs of South Carolina's citizens. Overall, the Cooperative Extension Service exemplifies Clemson's commitment to making the benefits of higher education accessible and impactful, improving lives and supporting communities statewide.



COOPERATIVE EXTENSION SERVICE WORKING IN THE FIELD; PHOTO SOURCE: CLEMSON UNIVERSITY

Clemson University has 46 Extension Offices Across South Carolina

- 📍 Research and Education Centers
- County Cooperative Extension Office

Clemson Research and Education Centers

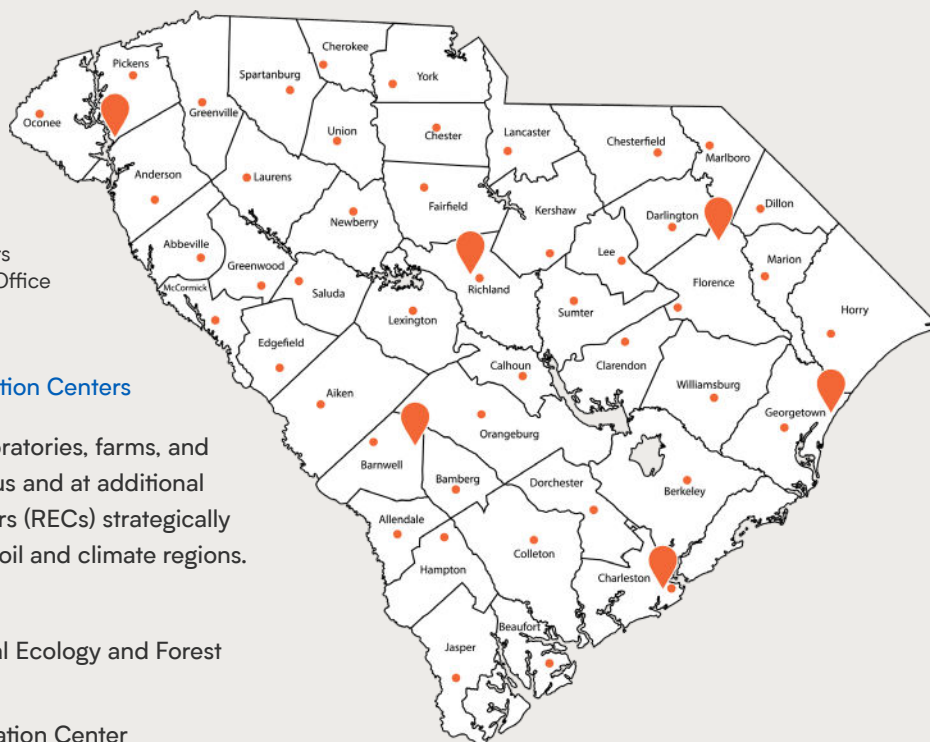
Research is conducted in laboratories, farms, and forests on the Clemson campus and at additional research and education centers (RECs) strategically located in the state's distinct soil and climate regions. RECs include:

- Baruch Institute of Coastal Ecology and Forest Science
- Coastal Research & Education Center
- Edisto Research & Education Center
- Pee Dee Research & Education Center
- Piedmont Research & Education Center
- Sandhill Research & Education Center

Clemson Innovation Campuses

The Clemson Innovation Campuses provide specialized facilities where Clemson's faculty, staff and students can work with researchers from private-industry partners. Innovation campuses include:

- International Center for Automotive Research (CU-ICAR)
- Charleston Innovation Campus
- Center for Human Genetics
- Biomedical and Engineering Innovation Campus (CUBEInC)
- Innovation Campus and Technology Park (CU-ICAT)



Volunteer Initiatives

Volunteering at Clemson is an integral part of campus life, with students actively participating in various service initiatives that benefit both the local and global community. From helping to tutor K-8 students, to participating in programs like Emerging Scholars—supporting underrepresented students—Clemson fosters a culture of giving back. Students engage in community service projects, including environmental conservation and education outreach. These experiences not only help students make a positive impact but also enhance their leadership, teamwork, and problem-solving skills.



Spotlight: The Hidden Garden

Zay Barton's transformation of an abandoned campus space into the MANRRS Redfern Community Garden exemplifies how Clemson University's land-grant mission creates tangible benefits for both the campus and broader community. As a horticulture major, Barton has turned a neglected patch of land near Redfern Health Center into a thriving garden that not only produces food for Clemson's Paw Pantry to address food insecurity but also serves as an educational space fostering community engagement and experiential learning. The project demonstrates the practical application of Clemson's agricultural education programs while generating professional opportunities for students—Barton has received four job offers through his work on the garden. The initiative also showcases how Clemson's land-grant focus on agriculture and natural resources continues to create both educational and economic impact, with the garden serving as a catalyst for community involvement, sustainability efforts, and workforce development in the agricultural sector.¹⁹

¹⁹ Scar, Ken. "The Hidden Garden." "Clemson News", Clemson University, 10 Sept. 2024, <https://news.clemson.edu/the-hidden-garden/>(<https://news.clemson.edu/the-hidden-garden/>). Accessed 18 Nov. 2024.

Office of Fraternity and Sorority Life Philanthropy

Clemson University's Office of Fraternity and Sorority Life emphasizes the importance of philanthropy and community service as core values of Greek life on campus. Fraternities and sororities actively engage in various charitable initiatives and events throughout the year, raising funds and awareness for a range of causes, from health and wellness to education and environmental conservation. Each organization typically selects a specific charity to support, organizing events such as fundraisers, service days, and awareness campaigns. These activities not only foster camaraderie among members but also create meaningful connections with the local community, allowing students to make a positive impact while developing leadership skills and a sense of social responsibility. Through their philanthropic efforts, Clemson's Greek organizations exemplify the spirit of giving back and contribute significantly to the university's mission of service and engagement. In the last three years, donations have risen steadily, increasing by almost 30% from FY2023 to FY2024, and reaching nearly \$1.5 million (see table on the right).

OFFICE OF FRATERNITY AND SORORITY LIFE SERVICE HOURS AND DONATIONS, BY ACADEMIC YEAR			
	FY22	FY23	FY24
Service Hours	103,027	72,479	81,469
Philanthropy Giving (\$M)	\$1.03	\$1.12	\$1.46

SOURCE: CLEMSON UNIVERSITY (2024)

Spotlight: 4-H Brings Leadership Skills to SC Youth through Pinckney Program

The Clemson 4-H Pinckney Leadership Program, established in honor of the late state Senator Clementa Pinckney, empowers South Carolina middle- and high-school students to become leaders, role models, and engaged citizens. Founded in 2016, the program fosters leadership through humility, compassion, and integrity, reflecting Pinckney's values. In 2024, the Pinckney Leadership Round-up expanded to three locations—Columbia, Florence, and North Charleston—offering hands-on skill sessions, critical dialogue, and workshops for both students and parents. Anchored in Clemson University's land-grant mission, the initiative creates inclusive learning environments, leveraging university resources to inspire young people to make meaningful impacts in their communities.

ClemsonLIFE

The ClemsonLIFE program is a comprehensive post-secondary education initiative designed for young adults with intellectual disabilities. It offers both a two-year Basic Program and an Advanced Program, both focusing on developing functional academics, independent living skills, employment readiness, and social integration within a university setting. The program aims to produce self-sufficient adults capable of competitive employment and independent living. Additionally, ClemsonLIFE offers a specialized two-year Hospitality Certificate Program, combining classroom learning with practical work experience in the hospitality industry. Upon successful completion, students receive certificates of post-secondary education, with the overall goal of the program being to empower individuals with intellectual disabilities to lead fulfilling, independent lives and pursue meaningful careers.

**“Keep spreading joy
all around the world.”**

– Tanner Smith, '22, Actor



Spotlight: Tanner Smith

Tanner Smith, a recent Clemson University graduate and alumnus of the ClemsonLIFE program, has gained widespread popularity after appearing on Netflix's "Love on the Spectrum" series. Known for his infectious positivity and described as "sunshine in human form," Smith has been spreading joy on Clemson's campus and beyond. After graduating in May 2022, he began working at The Shepherd Hotel in downtown Clemson. Smith's appearance on "Love on the Spectrum" catapulted him to fame, amassing over 300,000 Instagram followers and millions of views on social media. His charming personality, love for tigers, and ability to remember names have endeared him to many. Smith is now using his platform to spread autism awareness, release merchandise, and connect with fellow cast members while continuing to share his joyful spirit with the world.

Programs and Services within the Community

Aside from providing university resources for the surrounding community, Clemson offers additional services for the public's knowledge and well-being efforts.

Community Outreach and Services within the Community

Clemson University's various colleges and departments host many events that are available to the general public. Events span an array of topics, and include food safety workshops, art exhibitions, coastal volunteer training, and more.

Clemson Rural Health Patient Services

Since the late 1970s, Clemson Rural Health has functioned as a nurse-managed academic clinical learning center, providing healthcare services to rural communities.

Clemson Rural Health (CRH) has improved health outcomes in South Carolina's rural and underserved communities through comprehensive healthcare delivery and preventive programs. Between FY2022 and FY2024, CRH provided over 29,000 patient visits via fixed clinics, mobile health units, and telehealth, addressing critical care gaps while reducing long-term healthcare costs.

CRH's most significant economic impact is in long-term cost avoidance for Medicaid, Medicare, and other payers. For example, treating 172 Hepatitis C patients is projected to save \$9—\$34 million by preventing progression to liver disease or cancer. These savings underscore the importance of early intervention and proactive care.

College of Behavioral, Social and Health Sciences students engage in academic courses tied to community service, including projects benefiting diverse populations across Greenville, Pickens, and Oconee counties. From FY2022 to FY2024, students have contributed over 40,000 volunteer hours. CBSHS further hosts numerous events such as the Palmetto Games and Veterans Rifle Series, promoting adaptive sports and engaging local communities.

The College of Engineering, Computing, and Applied Sciences (CECAS) Clemson Engineers for Developing Communities contributed 700 volunteer hours, focusing on sustainable development and supporting underserved local communities.

The College of Education's (CoE) "Read to Succeed," paired student volunteers with struggling readers, significantly boosting literacy rates. Students through CoE's initiatives contributed over 4,700 volunteer hours. These service-learning programs benefit children from birth to elementary school age, building critical educational foundations.

The Pearce Center for Professional Communication has been in operation for 35 years, and aims to help students and professionals become effective communicators in their respective fields. Pearce Center and Visual Information Design interns assist in creating podcasts, website development, fundraising events, and marketing materials to benefit community partners such as Blue Ridge Innovation & Entrepreneurship Foundation (BRIEF), Pickens County Habitat for Humanity, and Young Voices of the Foothills.

The Institute for Engaged Aging (IEA) focuses on empowering older adults to remain connected with their families and communities. Research, education, and community outreach are the foundations upon which the IEA builds strategies for a more fulfilling and engaged life for older adults. In the past three years, tabling events held by IEA have reached nearly 10,000 individuals.

Programs addressing social determinants of health, such as the Produce Rx initiative, distributed over 4,000 food boxes to patients managing chronic conditions, improving health outcomes while curbing medical costs.

Clemson Rural Health Patient Services reduces healthcare costs through primary and preventive care services, with every dollar invested potentially saving up to \$13 in future expenses

Additionally, CRH fosters economic growth through workforce development, internships, and operational spending, aligning with

Clemson University's mission to transform lives statewide. By combining innovative healthcare delivery with evidence-based strategies, CRH enhances health equity and creates sustainable economic benefits for South Carolina's underserved populations.

Spotlight: Caitlin Kickham '11, '13, M '19

Caitlin Kickham began as a student planning to become a doctor for affluent communities, but after experiencing healthcare delivery in Costa Rica, she changed course to serve rural populations in South Carolina. Now, as associate director of clinical operations at Clemson Rural Health, she operates mobile health clinics and partners to provide care to underserved communities, while also creating opportunities for medical students to gain hands-on experience serving rural populations.

Through Clemson Rural Health, Caitlin works to reduce preventable hospitalizations, prevent premature deaths, and encourage healthy behaviors among rural South Carolinians. She maintains relationships with 190 collaborators including faith-based organizations, hospitals, and food banks, while also providing clinical experience opportunities for students.



Spotlight: Call Me MiSTER

Call Me MiSTER is a national program that began at Clemson University in 2000, designed to increase teacher diversity by recruiting and supporting educators from diverse backgrounds, particularly those from rural and economically disadvantaged communities. Originally focused on Black male elementary school teachers in South Carolina, the program has expanded to include all genders and grade levels. The program has had remarkable success, producing 409 graduates in South Carolina alone, with 85% remaining in teaching positions and 14% advancing to administrative roles.

The program is particularly significant given South Carolina's severe teacher shortage, with over 1,600 vacancies in 2023–2024. While teacher education enrollment has declined by 23% across South Carolina over the past decade, Clemson's College of Education has increased its graduates by 57%, with Call Me MiSTER playing a key role in this growth. The program now operates in 28 institutions across South Carolina and 15 colleges in 13 other states, providing comprehensive support including service-learning projects, internships, and living-learning communities for participants.

K-12 Initiatives

Clemson University's robust K-12 efforts reflect their proactive role in addressing educational challenges and fostering a culture of learning and innovation from an early age. Beyond community services, Clemson University supports specific K-12 programs and initiatives that help surrounding school districts.

Clemson Services and Facilities in Times of Need

Over the years, Clemson has opened its doors to the public in times of need. Throughout the COVID-19 pandemic, Clemson played a significant role in helping to control the spread of COVID-19 by offering testing and vaccination services not only to students, faculty, and staff, but also to members of the public. The university operated several testing and vaccination sites via large-scale mobile health units through Clemson Rural Health and various on-campus facilities to ensure safety and public health across the region.

In the aftermath of Hurricane Helene in 2024, Clemson opened its Littlejohn Coliseum and the Snow Family Outdoor Fitness and Wellness Complex for community members in need of respite following the destruction caused by the hurricane.

The College of Behavioral, Social and Health Sciences (CBSHS) collaborates with various K-12 schools and districts, with programs like "Momentum Bike Club" supporting low-income youth of color and STEM initiatives targeting underrepresented groups. The athletics booster initiative involving baseball and softball players raised \$10,000 in FY24 in the Pickens School District.

The College of Engineering, Computing, and Applied Sciences' (CECAS) programs like NEXT Engineers Camp and S.E.E. Clemson introduce engineering concepts to middle and high school students, benefiting youth across South Carolina.

The College of Education's (CoE) programs like "STEM Night" at Clemson Elementary and "Astronomy Night" at RC Edwards Middle School engage students in hands-on science education. Additionally, the "Science Coordinators Advancing a Framework for Excellence" initiative supports curriculum development in schools. Further, the STEM Teacher Learning Progression (CU-TLP) initiative raised \$3 million for the partner non-profit.

Clemson offers a wide variety of events through their **Science Outreach Center** to increase scientific literacy for people of all ages. The Center offers science camps for K-12 students, after school programs, and field trips, reaching an estimated 16,000 K-12 students in FY 2024.

Clemson: A Land Grant Institution

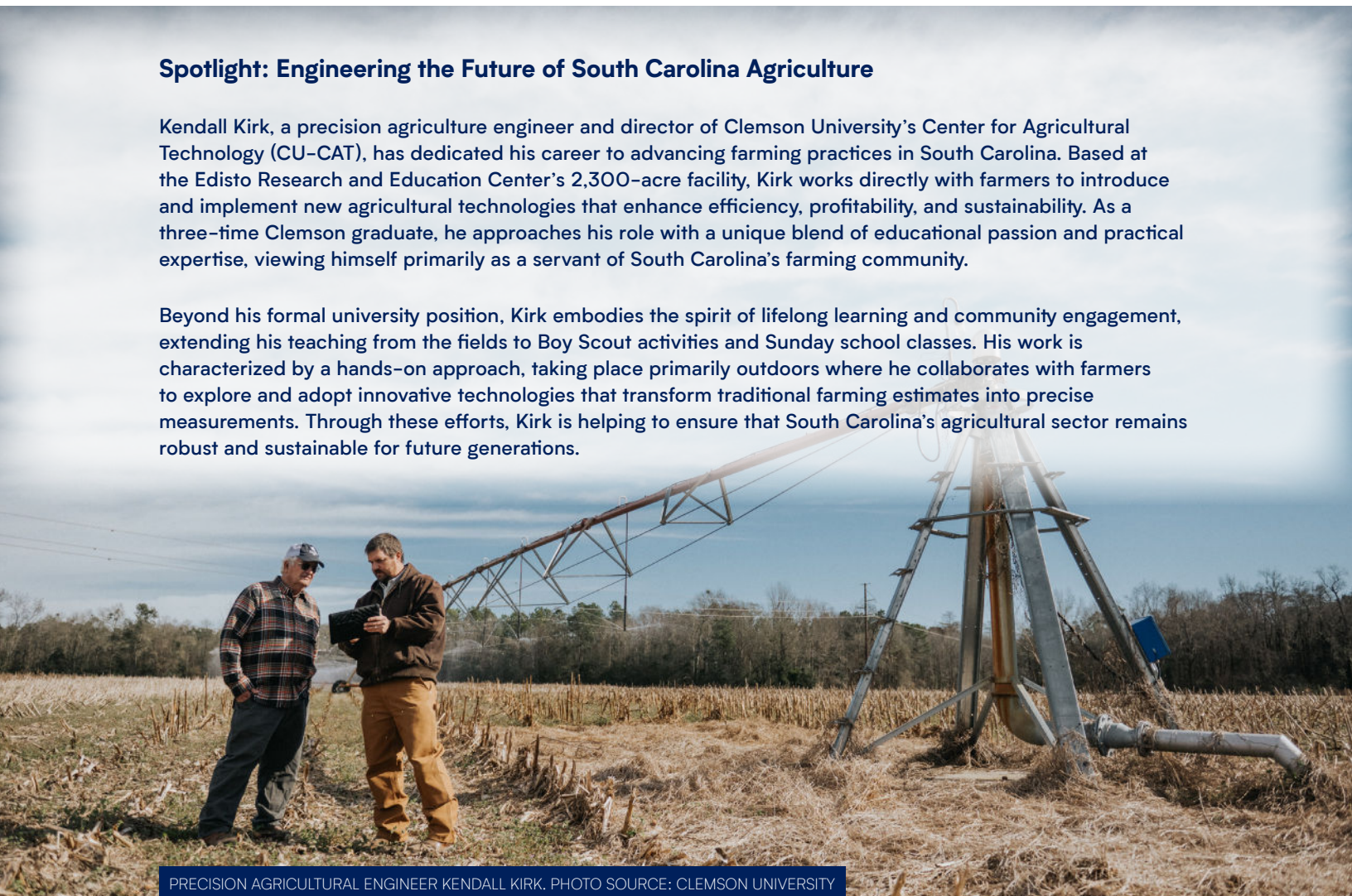
A land-grant college or university is an institution designated by state legislatures or Congress to benefit from the Morrill Acts of 1862 and 1890, or the Equity in Educational Land-Grant Status Act of 1994. The original mission of these institutions was to provide practical education in agriculture, military tactics, and the mechanical arts, alongside classical studies, and to give working-class individuals access to higher education. Over time, land-grant status has come with federal support, including land grants and financial appropriations.²⁰

Via Clemson Cooperative Extension, providing valuable resources and education to farmers, families, and communities across all 46 counties in South Carolina, Clemson addresses broad critical issues facing the state's diverse communities.

Spotlight: Engineering the Future of South Carolina Agriculture

Kendall Kirk, a precision agriculture engineer and director of Clemson University's Center for Agricultural Technology (CU-CAT), has dedicated his career to advancing farming practices in South Carolina. Based at the Edisto Research and Education Center's 2,300-acre facility, Kirk works directly with farmers to introduce and implement new agricultural technologies that enhance efficiency, profitability, and sustainability. As a three-time Clemson graduate, he approaches his role with a unique blend of educational passion and practical expertise, viewing himself primarily as a servant of South Carolina's farming community.

Beyond his formal university position, Kirk embodies the spirit of lifelong learning and community engagement, extending his teaching from the fields to Boy Scout activities and Sunday school classes. His work is characterized by a hands-on approach, taking place primarily outdoors where he collaborates with farmers to explore and adopt innovative technologies that transform traditional farming estimates into precise measurements. Through these efforts, Kirk is helping to ensure that South Carolina's agricultural sector remains robust and sustainable for future generations.



PRECISION AGRICULTURAL ENGINEER KENDALL KIRK. PHOTO SOURCE: CLEMSON UNIVERSITY

²⁰ Association of Public and Land-grant Universities. "What Is a Land-Grant University?" APLU, www.aplu.org/about-us/history-of-aplu/what-is-a-land-grant-university/. Accessed 9 Oct. 2024.

Military History at Clemson

Clemson University's military legacy is deeply intertwined with its founding as a military school focused on agricultural and mechanical education. Today, the university continues to honor that heritage by supporting South Carolina's strong military presence through a range of programs and organizations. Clemson offers 10 student military organizations, including Army ROTC, Air Force ROTC, and Tiger Platoon, which promote leadership and service within the military community. The Wilbur O. and Ann Powers College of Business houses two departments dedicated to military studies: the Department of Aerospace Studies, which oversees Clemson's Air Force ROTC, and the Department of Military Leadership, which supports Army ROTC.

“This we’ll defend.”
–Fightin’ Tiger Battalion, Clemson
Army ROTC



With a rich military tradition, Clemson has more than 10,000 alumni who have served in the Armed Forces. This strong connection to the military is further enhanced by Clemson's commitment to being a military-friendly institution, providing education and resources that benefit veterans, active-duty personnel, and military families. By embracing and supporting this important sub-community, Clemson contributes to the broader military presence in South Carolina, reinforcing the state's strong connection to the U.S. Armed Forces.

Harvey S. Peeler Jr. College of Veterinary Medicine

“This new college is a great opportunity to unify the state for animal care and the human-animal bond. We have some top priorities to ensure we’re helping our state that relies on animal agriculture.”
–Dr. Steven Marks, Founding Dean

Clemson University's establishment of the Harvey S. Peeler Jr. College of Veterinary Medicine represents a strategic response to a critical need in South Carolina's veterinary care landscape. A 2022 feasibility study revealed stark disparities in veterinary coverage across the state, with 33% of counties having fewer than five veterinarians and 48% having fewer than ten. This shortage is particularly acute in rural areas, where access to animal healthcare is essential for agricultural communities. The new state-of-the-art facility, currently under construction, will directly address this need while advancing Clemson Elevate's third pillar to transform both animal and human lives. The timing

is crucial, as the veterinary profession faces national challenges: There are only 33 AVMA-accredited veterinary colleges in the United States serving a profession that is one-tenth the size of the medical field. Additionally, veterinary medicine maintains full employment for its graduates, meaning that graduating students in this field who want to work are able to find a job at the existing wage rate. When the college welcomes its first cohort in 2026, its cutting-edge facilities equipped with advanced technology for teaching and research will position Clemson as a leader in veterinary education while strengthening vital partnerships with the agricultural and animal health sectors throughout the region.

Research & Innovation at Clemson University is generating progress.

99% increase in research funding since FY2014

\$254M in research revenue
(FY2023)

60% of funding from federal grants

R1 research institution status since FY2016

79 new patent applications

218 invention disclosures

10 start-ups formed

(FY2020-FY2023)

\$334M +

FY2024 Research & Development Activities

121 research projects of at least \$2M won since 2015

\$706M total value of these projects

100% increase in the number of postdoc & research faculty since 2014

Clemson University has been receiving major research awards from various federal agencies and research activities and expenditures have been growing across all of the university's colleges. As a result of this activities, Clemson doubled the research scientists and post doctoral candidates in non-tenured positions, and graduated 324 PhDs in 2024.

Major Research Projects

U.S. Army Virtual Prototyping of Ground Systems Center (~\$76 million) (Oct. 2020–Dec. 2025)

U.S. Department of Agriculture Partnerships for Climate-Smart Commodities (\$70 million) (May 2023–May 2028)

4 National Institutes of Health Centers of Biomedical Research Excellence (~\$30 million each) (SC BioCRAFT started in 2009; EPIC funded through 2028)

National Science Foundation ESPCoR ADAPT-SC (\$20 million) (Aug. 2023–Jul. 2028)

U.S. Department of Transportation National Transportation Center (\$20 million)

Centers for Disease Control and Prevention (\$17.5 million) (Sep. 2023–Sep. 2028)

U.S. Department of Agriculture Controlled Environment Agriculture (\$10 million) (Apr. 2023–Mar.2028)

SECTION 8

Statewide Economic Competitiveness through Scholarship, Research, and Innovation

Research Activities at Clemson University Drive Economic Opportunity

Clemson's research activities play a significant role in driving economic opportunity. The university's research expenditures not only create jobs and economic activity directly but also lead to innovations that can be commercialized. Through technology transfer and partnerships with industry, Clemson helps to create new products, services, and even companies, fostering entrepreneurship and economic diversification in the state.

Research Footprint

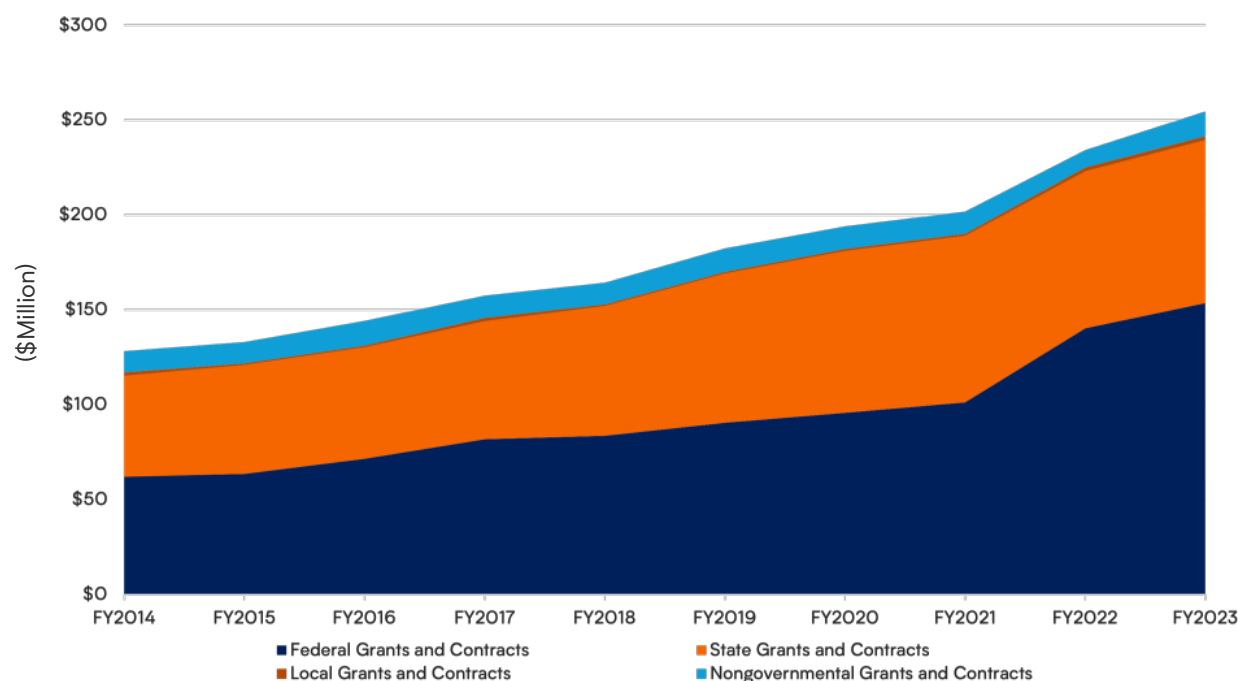
Clemson University's dramatic increase in research funding over the past decade is a powerful testament to the excellence of its people, infrastructure, and the growing confidence in the institution's ability to generate impactful results. As outlined in the Clemson Elevate strategic plan, one of the university's core goals is to "double research by 2035" through strategic partnerships with government and industry. The remarkable growth in research revenues—reaching a record \$254 million in FY2023, a 99% increase from FY2014—underscores Clemson's rising stature as a premier research institution. Federal grants and contracts, accounting for 60% of total research funding, reflect Clemson's increasing credibility as an institution capable of translating research investments into scientific breakthroughs. This enhanced reputation, coupled with the university's world-class faculty and cutting-edge facilities, not only attracts more funding but also drives further advancements in scientific discovery. The influx of research dollars also fuels economic activity in South Carolina, creating a ripple effect as salaries, goods, and services are sourced locally, amplifying Clemson's impact on the state's economy.

Clemson University Research Revenue Increased 99% from FY 2014 to FY 2023



Incredibly, Clemson surpassed \$334 million in R&D expenditures in FY2024, further solidifying its role as a powerhouse in innovation and discovery. This enhanced reputation, coupled with the university's world-class faculty and modern facilities, not only attracts more funding but also drives further advancements in scientific discovery. The influx of research dollars also fuels economic activity in South Carolina, creating a ripple effect as salaries, goods, and services are sourced locally, amplifying Clemson's impact on the state's economy.

RESEARCH REVENUE FROM GRANTS AND CONTRACTS, BY TOTAL AND BY TYPE, FY2014 TO FY2023, (\$M)



SOURCE: CLEMSON UNIVERSITY (2024); ECONSULT SOLUTIONS, INC. (2024)

Spotlight: Center for Addiction and Mental Health Research

Clemson's Center for Addiction and Mental Health Research (CAMHR) conducts research with the goal of informing policies and practices to better address these pressing public health concerns. CAMHR is part of the South Carolina Center of Excellence in Addiction, and provides technical assistance for substance abuse abatement strategies, law-enforcement-assisted deflection and diversion programs for individuals with substance use disorders, a warmline for clinician consultation on substance use evaluation and management, and academic detailing for healthcare professionals, policy makers, community leaders, and law enforcement in partnership with Prisma Health. In the past year, CAMHR has provided over 150 instances of opioid and substance use disorder abatement strategy and planning and has assisted clinicians in over 20 counties through the warmline. Since its founding two years ago, CAMHR has secured 17 projects funded by grants, totaling nearly \$13 million for Clemson University.

Commercialization and Entrepreneurship

Clemson possesses the Clemson University Research Foundation (CURF), which is a full-service tech transfer office that aids with evaluation, protection, promotion, and licensing of University technology. As a valuable resource, CURF acts as a bridge between business and academia, helping academic community members navigate the process from idea development to commercialization.

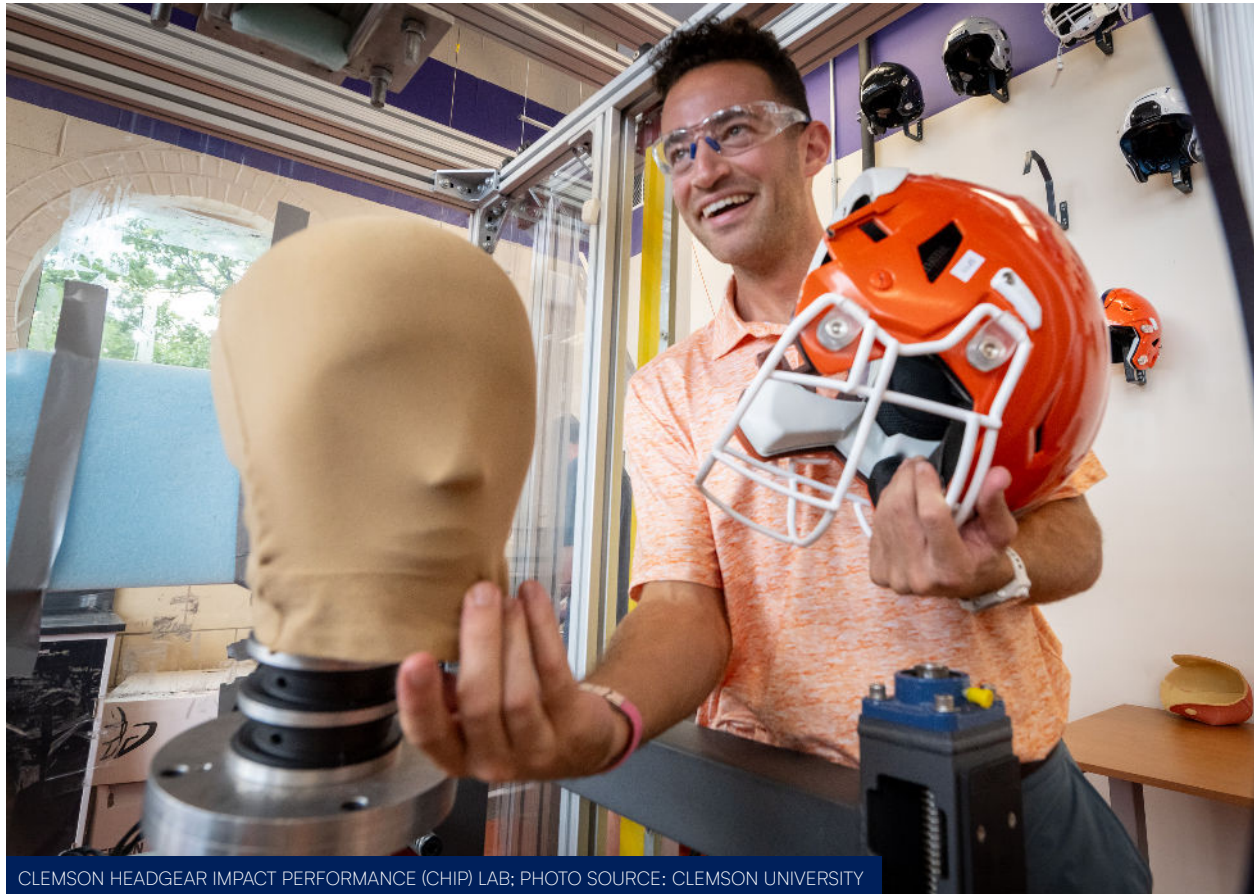
Clemson University’s research commercialization efforts, managed through CURF, have shown notable trends over the past four years. The most prolific year for licenses and options was 2022 with 27 agreements; and gross license income reached its peak of more than \$392 thousand in 2023, up from almost \$316 thousand in 2020. Patent applications more than doubled from 14 in 2020 to 31 in 2023 (see table below). Through these metrics, CURF has demonstrated its vital role in bridging academic innovation with commercial opportunities.

INVENTION AND INNOVATION METRICS, FY2020–FY2023						
Year	Total NSF R&D Expenditures	Licenses & Options	Gross License Income	Invention Disclosures	New Patent Applications	Start-ups
2020	\$263,403,000	13	\$315,578	69	14	5
2021	\$237,485,000	14	\$239,074	44	12	1
2022	\$263,158,000	27	\$380,286	50	22	NA
2023	\$282,000,000	4	\$392,162	55	31	4

SOURCE: CLEMSON UNIVERSITY (2024)

Spotlight: Solutions to the Armillaria Root Rot Threat Affecting the U.S. Stone Fruit Industry

Research conducted in collaboration with the United States Department of Agriculture, such as Dr. Ksenija Gasic’s project on stone fruit and nut crops, was awarded nearly \$5 million in startup revenue and has a significant impact. Crops such as peach, cherry, and almond are vital to U.S. health, economies, and communities but are threatened by Armillaria Root Rot (ARR), a devastating fungal disease. To address this, the coordinated project aims to develop genetically durable ARR-resistant rootstocks. By leveraging transdisciplinary efforts, the project will identify ARR resistance sources, enable genomic breeding solutions, and develop both short- and long-term strategies. Additionally, the project assesses economic impacts and promotes adoption of results through outreach and extension activities.



CLEMSON HEADGEAR IMPACT PERFORMANCE (CHIP) LAB; PHOTO SOURCE: CLEMSON UNIVERSITY

Spotlight: Making Sports Helmets Safer

Clemson University professors John DesJardins and Greg Batt have developed and patented a novel method for testing sports helmet face guards through their work at the Clemson Headgear Impact Performance (CHIP) Lab. Their research addresses an understudied aspect of helmet safety—how face guard performance affects overall helmet dynamics. The lab, which tests over 1,000 masks annually, evolved from using an old-school destructive testing method to developing a new non-destructive compression test that can measure face guard strength more efficiently.

The project began when Clemson graduate Jay Elmore donated testing equipment from his face mask reconditioning business, Green Gridiron. DesJardins and Batt, along with then-Ph.D. student Alex Bina, created a more precise testing method that compresses face masks slightly to determine strength without destroying them, leading to a patent in 2022. The team recently received a Technology Maturation Grant from the Clemson University Research Foundation to develop a marketable bench top testing machine, and they're expanding their research to include chest protection and studying commotio cordis, the condition that affected NFL player Damar Hamlin in 2023.

Strengthening the Regional Workforce

Clemson University's research initiatives play a pivotal role in strengthening the regional workforce by fostering innovation and training students in critical fields. Where Clemson's research addresses local needs—such as developing disease-resistant crops—this research in turn supports the state's agricultural workforce. Clemson stakeholders turning research into startups provide more statewide jobs, growing the State's overall economy. These efforts not only produce highly skilled graduates ready for regional and statewide jobs but also enhance industry collaboration, creating jobs and boosting the local economy.

Corporate Partnerships

Corporate partnerships are crucial to Clemson University as they bridge academic research with industry needs, fostering innovation and real-world application. These collaborations provide students with hands-on experiences, internships and job placements while enabling companies to access cutting-edge research and a skilled workforce.

Clemson's partnerships with automotive giants through Clemson University International Center for Automotive Research (CU-ICAR) have positioned the university as a leader in automotive engineering, boosting regional economic growth and workforce readiness. These alliances strengthen Clemson's role in regional and global industry development.

Clemson's strategic corporate partners participate in many activities across the university's strategic engagement portfolio.

Talent Development: Facilitating internships, co-ops, full-time position recruitment, guest lectures, hosting students at company facilities, capstone design projects, creative inquiry undergraduate research, named scholarships and fellowships, corporate partner in a program or organization such as the Sales Innovation Program, equipment and software deep discounts and/or donations, and event and program sponsorship.

Research: Industry sponsored research, federal and state grant proposal collaboration, cost share on grants, letters of support, and master research agreements.

Campus and Community Impact: Co-location at or investment in at Innovation Campuses such as CU-ICAR, collaboration on economic development initiatives, serving on advisory boards across campus, athletic sponsorships, licensing university technology, and/or enrolling employees in university courses.

Spotlight: Michelin

Michelin, a founding partner of Clemson's CU-ICAR, invested \$3 million in an endowed chair and contributed significantly in 2023 through capstone projects, study abroad opportunities, equipment donations, and student hires. They collaborated on grant proposals and have executives on key advisory boards. Michelin values access to Clemson talent as part of its strategic business plan, leveraging university partnerships to support traditional and emerging business sectors while attracting top talent.

Spotlight: SC Nexus for Advanced Resilient Energy

Clemson University's strategic corporate partnerships drive cutting-edge research, innovation, and economic development, aligning with state priorities. Initiatives like the SC Nexus for Advanced Resilient Energy, supported by the U.S. Department of Commerce, showcase Clemson's collaboration with industry to address energy challenges. Clemson's Duke Energy eGRID facility and Dominion Energy Innovation Center play a central role in advancing energy technology. These partnerships result in targeted research projects, intellectual property development, and the commercialization of solutions that strengthen South Carolina's economy and innovation landscape.

Spotlight: South Carolina Commissioner’s School for Agriculture

The South Carolina Commissioner’s School for Agriculture (SCCSA) is a prestigious summer program focused on career and leadership development in agriculture, natural resources, and life sciences. It aims to inspire high school students to pursue careers in these fields while fostering leadership and an agriculturalist philosophy. With emphasis areas including livestock production, forestry and natural resources, and plant science, the program is open to rising 11th and 12th graders who are passionate about agriculture and natural resources.

Clemson University Experiential Learning

\$1.9M Allocated to the Clemson Career and Professional Development Center

Supported 1,151 students in internships and co-ops, earning \$14.2 million in wages. 69.3% worked for South Carolina employers, with 19.3% being first-generation or low-income students.

These initiatives create career pathways, develop future-ready skills, and connect students with over 100 employers. Clemson University’s commitment to experiential learning and workforce development supports state economic growth while preparing students for impactful careers.

Research Experience for Undergraduates (REUs) offered at Clemson allows students from other institutions to stay on campus in residence halls and take part in summer research experiences. The programs are funded by the National Science Foundation, and draw over one hundred students in the region to Clemson for a unique educational experience. In 2025, Clemson is offering a Biophysics REU that will span 10 weeks and connect students with faculty, postdocs, and graduate and undergraduate students as they undertake interdisciplinary research projects.

Student Cluster Competition Funded with \$100,000, Clemson’s team built a supercomputer and was one of 22 selected for the SC24 global competition.	Watt Family Innovation Center Makerspace Used by over 2,000 students across 85 majors, this \$200,000 facility enhanced experiential learning through state-of-the-art technology like 3D printers and laser cutters.	Accelerate to Industry (A2i) With \$100,000, this program helped 77 Ph.D. students transition to industry through site visits and skill development.	Summer Creative Inquiry With \$1.2 million in funding, student participation rose 120%, engaging 143 students in projects with 25 industry partners, including General Motors and IBM Health Science Center. 72% were South Carolina residents.
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Spotlight: Self-Extinguishing Rechargeable Battery

Researchers at Clemson have developed a self-extinguishing rechargeable battery that addresses a major safety concern in lithium-ion batteries: their tendency to catch fire. The innovation lies in replacing the traditional flammable electrolyte (made of lithium salt and organic solvent) with modified commercial coolants typically found in fire extinguishers. The new battery design performed successfully in safety tests, including the nail penetration test, and functioned effectively across a wide temperature range from -100°F to 175°F.

The researchers specifically utilized Novec 7300, an affordable commercial fluid that is non-toxic, non-flammable, and environmentally friendly. By combining this with other chemicals for durability, they created an electrolyte that not only prevents and extinguishes fires but also maintains battery performance for over a year without significant capacity loss. This development is particularly significant because lithium-ion batteries, widely used in electronics and electric vehicles, are prone to thermal runaway—a dangerous process where internal heat triggers chain reactions that can lead to fires or explosions.

Spotlight: Cooking Capable

Ivy Prince's Cooking Capable program, developed through Clemson University's Cooperative Extension and 4-H youth development programs, exemplifies how the university's outreach initiatives create meaningful social and economic impact across South Carolina. The 17-year-old's initiative, which teaches young people with disabilities to prepare nutritious meals, demonstrates the multiplier effect of Clemson's extension services: what began as participation in a 4-H Healthy Habits Summit has grown into a grant-funded program with support from Horry County Council and extension professionals like Miracle Rabon and Chef Chad Carter. Through Clemson's statewide network of extension offices and professionals, Prince has been able to secure a \$10,000 national grant, develop comprehensive programming, and create positive change in her community—showcasing how Clemson's cooperative extension programs foster entrepreneurship, leadership development, and community service while addressing important social needs across the state.



COOKING CAPABLE, IVY PRINCE.
PHOTO SOURCE: CLEMSON UNIVERSITY

SECTION 9

Conclusion

Aggregate Economic Impact

Clemson's aggregate economic impact derives from direct, indirect, and induced effects in five categories of economic activity directly attributable to the institution. In total, these impacts represent the regional, statewide, and nationwide economic value of the University. Throughout South Carolina, that benefit generates in aggregate \$6.4 billion in economic impact, supporting more than 37,000 jobs, with more than \$1.9 billion in earnings (see tables below).

AGGREGATE ECONOMIC IMPACT IN THE FOUR-COUNTY REGION (ANDERSON, OCONEE, PICKENS AND GREENVILLE COUNTIES)

Impact Type	Operations	Wage Premium	Student and Visitor Spending and Large-Scale Events	Athletics	Capital Investments	Total
Total Output (\$M)	\$2,196	\$1,420	\$539	\$175	\$530	\$4,859
Employment (FTE)	10,700	7,500	5,000	1,500	3,200	27,900
Earnings (\$M)	\$976	\$320	\$116	\$27	\$140	\$1,578

SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS (2024)

AGGREGATE ECONOMIC IMPACT IN SOUTH CAROLINA

Impact Type	Operations	Wage Premium	Student and Visitor Spending and Large-Scale Events	Athletics	Capital Investments	Total
Total Output (\$M)	\$2,296	\$2,650	\$642	\$217	\$580	\$6,385
Employment (FTE)	11,200	13,900	6,100	2,500	3,400	37,100
Earnings (\$M)	\$999	\$580	\$147	\$33	\$150	\$1,910

SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS (2024)

AGGREGATE ECONOMIC IMPACT IN THE U.S.

Impact Type	Operations	Wage Premium	Student and Visitor Spending	Athletics	Capital Investments	Total
Total Output (\$M)	\$2,737	\$6,040	\$753	\$247	\$780.0	\$10,556
Employment (FTE)	12,700	28,320	6,400	2,600	4,000	54,020
Earnings (\$M)	\$1,100	\$1,360	\$174	\$40	\$230	\$2,904

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS (2024)

These economic impacts additionally produce tax revenues for South Carolina and the U.S., contributing to the funding of essential public services. Therefore, while Clemson is tax-exempt, it is still tax-generating. In particular, the University produces a significant amount of tax revenues for the South Carolina and U.S. governments via economic impact resulting from its annual operations, capital investments, spending of the visitors drawn to its campuses and facilities, athletics spending, and the increased household earnings enjoyed by its alumni. Across the five economic impact categories analyzed in this report, it is estimated that Clemson generates more than \$172 million in aggregate tax revenues each year for the state (see table below). Beyond increasing state tax revenues, Clemson’s operations, investments, and activities generate significant federal tax revenue impacts across the five economic impact categories. The University generates an estimated \$879 million in annual federal tax revenues (see table below).

AGGREGATE TAX REVENUE IMPACT TO SOUTH CAROLINA

Impact Type	Operations	Wage Premium	Student and Visitor Spending	Athletics	Capital Investments	Total
Income Tax (\$M)	\$17.1	\$70.1	\$2.6	\$0.6	\$3.2	\$93.6
Sales Tax (\$M)	\$13.0	\$35.2	\$1.3	\$3.6	\$3.4	\$56.5
Business Taxes (\$M)	\$2.1	\$5.8	\$0.2	\$0.6	\$0.6	\$9.3
Lodging Tax (\$M)	N/A	N/A	\$1.9	\$8.3	N/A	\$10.2
Admissions Tax (\$M)	N/A	N/A	N/A	\$2.8	N/A	\$2.8
Total (\$M)	\$32.3	\$111.1	\$6.0	\$15.8	\$7.2	\$172.4

SOURCE: IMPLAN (2022); ECONSULT SOLUTIONS (2024)

AGGREGATE ECONOMIC IMPACT IN THE U.S.

Impact Type	Operations	Wage Premium	Student and Visitor Spending	Athletics	Capital Investments	Total
Income Tax (\$M)	\$250.1	\$404.8	\$42.7	\$9.8	\$55.4	\$762.7
Sales Tax (\$M)	\$4.9	\$14.6	\$2.6	\$0.8	\$1.2	\$24.0
Business Taxes (\$M)	\$18.7	\$57.0	\$8.6	\$4.5	\$3.9	\$92.6
Total	\$273.6	\$476.3	\$53.9	\$15.1	\$60.4	\$879.3

SOURCE: IMPLAN (2023); ECONSULT SOLUTIONS (2024)



APPENDIX A

Input-Output Methodology



In an inter-connected economy, every direct dollar spent generates two spillover impacts:

First, some amount of the proportion of that expenditure that goes to the purchase of goods and services gets circulated back into an economy when those goods and services are purchased from local vendors. This represents what is known as the **indirect effect** and reflects the fact that local purchases of goods and services support local vendors, who in turn require additional purchasing with their own set of vendors.

Second, some amount of the proportion of that expenditure that goes to labor income gets circulated back into an economy when those employees spend some of their earnings on various goods and services. This represents what is known as the **induced effect** and reflects the fact that some of those goods and services will be purchased from local vendors, further stimulating the economy.

To model the impacts resulting from the direct expenditures of Clemson University, ESI developed a customized economic impact model using IMPLAN's input/output modeling system. Utilizing an industry standard approach, IMPLAN's input/output modeling system allows users to assess the economic and job creation impacts of industry-based events and public policy changes within a county or its surrounding area. IMPLAN has developed a social accounting matrix (SAM) that accounts for the flow of commodities through economics. From this matrix, IMPLAN also determines the regional purchase coefficient (RPC), or the proportion of local supply that satisfies local demand. These values not only establish the types of goods and services supported by an industry or institution, but also the high level at which they are acquired locally. This assessment determines the multiplier basis for the local and regional models created in the IMPLAN modeling system. IMPLAN takes these multipliers and divides them into 546 industry categories in accordance with the North American Industrial Classification System (NAICS) codes.

Explanation of Multipliers

The use and application of multipliers are intuitive. Multipliers¹, in their most basic form, are the result of an algebraic analysis expressing how two inputs are interconnected in the production of an output. The result of the equation generates a multiplier that is broken down into direct, indirect, and induced effects. In a generalized example: if the multiplier for good X to good Y is 3, then the direct effect of good X on Y is 1, with indirect and induced effects of 2. Essentially, every unit of good X supports 2 units of good Y.

When implemented on a large complex scale, such as that of the US economy or any subsection of it, multiplier effects across industries can be complicated. However, the same general concept comes into play. Each industry has largely different and varied inputs into other industries. The quantity of the output is largely decided by the scale and efficiency of the industries involved. As a result, the sum of those inputs equates to an output product plus a value added/component. By arranging these inputs and outputs by industry in a matrix and performing some algebra to find the Leontief inverse matrix, each industry's effect on final demand can be estimated. Additionally, the direct, indirect, and induced effects can also be determined. Direct effects include direct purchases for production, indirect effects include expenses during production, and induced effects concern the expenditures of employees directly involved with production. Using building construction as an example, the direct effects would include materials, brick, steel, and mortar; the indirect effects would involve the steel fabrication and concrete mixing; and the induced effects would consider purchases by construction workers using their wages. While impacts vary in size, each industry has rippling effects throughout the economy. By using an input-output model, these effects can be more accurately quantified and explained.

IMPLAN is one of several popular choices for regional input-output modeling. Each system has its own nuances in establishing proper location coefficients. IMPLAN uses a location quotient to determine its regional purchase coefficient (RPC). This represents the proportion of demand for a good that is filled locally; this assessment helps determine the multiplier for the localized region. Additionally, IMPLAN also accounts for inter-institutional transfers (e.g., firms to households, households to the government, etc.) through its social account matrix (SAM) multipliers. IMPLAN takes the multipliers and divides them into industry categories in accordance with the North American Industrial Classification System (NAICS) codes, allowing a comprehensive breakdown of a region's multipliers by industry to be shown.

Despite the usefulness of input/output modeling, there are some shortcomings to the system. Notably, input-output models ignore economies of scale. Input-output models assume that costs and inputs remain proportionate through different levels of production. Further, multipliers are not generally updated on a timely basis; most multipliers are prone to be outdated with the current economy. If the multipliers are sourced from a year of a recession economy, the multipliers may not accurately represent the flows from an economic boom period. Additionally, multipliers may not capture sudden legal or technological changes which may improve or decrease efficiency in the production process.

1. Lahr, Michael. "Input-Output Analysis: Technical Description and Application." Rutgers University Edward J. Bloustein School of Planning and Public Policy.

Glossary of Terms for Input/Output Models

Multiplier Effect: the notion that initial outlays have a ripple effect on a local economy, to the extent that direct output leads to indirect and induced output.

Economic Impacts: total expenditures, employment, and labor income generated.

Tax Revenue Impacts: local and/or state tax revenues generated.

Direct Output: initial outlays usually associated with the project or activity being modeled; examples: one-time upfront construction and related expenditures associated with a new or renovated facility, annual expenditures associated with ongoing facility maintenance and/or operating activity.

Direct Employment: the number of annual jobs associated with direct output (including full- and part-time employment)

Direct Labor Income: the salaries and wages earned by employees, contractors, and proprietors as part of the direct output.

Indirect Output: indirect and induced outlays resulting from the direct output; examples: vendors increasing production to meet new demand associated with the direct output, workers spending direct labor income on various purchases within the local economy.

Indirect/Induced Employment: the number of annual jobs associated with indirect/induced output (including full- and part-time employment)

Indirect Labor Income: the salaries and wages earned by employees, contractors, and proprietors as part of the indirect output.

Total Output: the sum of direct output and indirect output.

Total Employment: the sum of direct employment and indirect employment.

Total Labor Income: the sum of direct labor income and indirect labor income.

SOURCE: ECONSULT SOLUTIONS, INC.

Visitor Spending Profiles

Spending profiles were developed by visit type to reflect that visitor spending patterns vary based on point of origin (local, regional, or overnight), reason for visit, and other factors. Unique spending patterns were estimated for each visitor type using available proxy data on national travel trends and local hotel rates. Where no proxy data is available, conservative assumptions are utilized. ESI used 12 different spending profiles based on the likely differences of visitors for different types of events. For instance, free events would have one spending profile, while ticketed sporting events would have their own unique spending profiles.

APPENDIX B

Wage Premium Methodology

The alumni wage premium represents the average difference in wages between college graduates and those with less education. To determine the median earnings for Master's students, we first determine the ratio between the median earnings of Bachelor's students (collected from College Scorecard) and the median earnings of the next educational level down at the state level (median earnings of individuals with Associate's degree in South Carolina). In this case, the ratio is $\$71,513 / \$53,617 = 1.33$. We then take this additional 0.33 and divide it in half, yielding a conservative estimate for the Master's premium of an additional 0.17. The median earnings of Master's students is determined by taking the state median earnings of Master's students and multiplying it by this premium, $\$69,975 * 1.17 = \$81,303$.

APPENDIX C

Ancillary Tables: Clemson University Events

The following table provides a comprehensive list of events that Clemson University hosts both on- and off-campus. Beyond the university-wide events such as graduation, move-in day, and ring ceremony that attract visitors from all over the country, ESI's ancillary spending model, in Section 4, also captures events that are hosted by each college, such as conferences, workshops, and free public events. In FY2024, there were 370,096 visitors to Clemson University's events who spent on lodging, food, retail, and transportation in the region and state of South Carolina, generating economic impact to the region.

CLEMSON UNIVERSITY NON-ATHLETIC EVENT ATTENDEES, BY TYPE OF VISITOR

Type of Event	Total Visitors	Local	Day Trip	Overnight
Totals	370,096	137,069	78,611	154,416
<i>Littlejohn Events</i>				
Ladies Clinic	1,500	1,500	0	0
Tri-County Summer Graduation	1,000	1,000	0	0
Clemson August Graduation	6,500	325	1,625	4,550
Fall Career Fair	2,000	0	0	2,000
Homecoming Pageant	1,000	900	100	0
Fall Ring Ceremony	20,000	2,000	4,000	14,000
Clemson December Graduation	13,000	650	3,250	9,100
Spring Career Fair	2,000	0	0	2,000
Spring Ring Ceremony	20,000	2,000	4,000	14,000
Tri-County Spring Graduation	2,000	2,000	0	0
Clemson Spring Graduation	39,000	1,950	9,750	27,300
Anderson HS Graduation	28,000	28,000	0	0
Pickens HS Graduation	16,000	16,000	0	0

CLEMSON UNIVERSITY NON-ATHLETIC EVENT ATTENDEES, BY TYPE OF VISITOR (CONT.)

Type of Event	Total Visitors	Local	Day Trip	Overnight
<i>Center for Leadership and Engagement</i>				
August Graduation (1 Ceremony)	5,000	250	1,250	3,500
December Graduation (3 Ceremonies)	15,000	0	3,000	12,000
May Graduation (6 Ceremonies)	30,000	0	6,000	24,000
August Doctoral Commencement	740	0	148	592
December Doctoral Commencement	740	740	0	0
May Doctoral Commencement (2 Ceremonies)	1,480	1,332	148	0
Memorial Services at Samuel J. Cadden Chapel (1)	120	0	12	108
Weddings at Cadden Chapel (15)	1,800	1,620	180	0
Ready, Set, Roar Sessions (July '22/June '23)	3,500	1,750	1,050	700
Family Weekend Fall	4,200	0	420	3,780
Family Weekend Spring	630	0	63	567
First Friday Parade	1,000	1,000	0	0
Homecoming Display Build	1,000	1,000	0	0
January Orientation	100	0	10	90
<i>Science Outreach</i>				
Research Experience for Undergraduates	136	112	24	0
K-12 Field Trips	12,653	5,061	5,061	2,531
Afterschool Programs	1,350	1,350	0	0
SCIENCE Camps	2,733	2,596	68	68
K-12 Teacher Professional Development	6,160	6,160	0	0
Women's Basketball Education Day	5,234	5,234	0	0
Men of Color	1,868	1,538	330	0
4-H Engineering Challenge	145	145	0	0
Elementary STEM Night	160	160	0	0
Book Fair	330	330	0	0
Black Men in White Coats	250	250	0	0
Middle school STEM Night	250	250	0	0
Juneteenth	70	70	0	0
Biology Merit Exam	389	311	58	19
STEM SC Event	200	0	200	0
Chemistry Grad student outreach events	200	160	30	10
AP Stats exam	64	32	31	1

CLEMSON UNIVERSITY NON-ATHLETIC EVENT ATTENDEES, BY TYPE OF VISITOR (CONT.)

Type of Event	Total Visitors	Local	Day Trip	Overnight
<i>Science Outreach (cont.)</i>				
Clemson Calculus Challenge	241	241	0	0
Physics STEM Competition	250	138	100	13
Carrion STEM Outreach	100	100	0	0
Clemson Women in Physics Conference	125	11	3	111
Wassamasaw Powwow Fall '23	1,200	0	1,200	0
Homeschool Hangout Science	100	100	0	0
Boy Scouts of America	30	30	0	0
Eclipse Event	4,000	3,800	200	0
Elementary Science Fair	40	40	0	0
iMAGINE Upstate	2,064	2,023	41	0
Be a Tiger Field Day	1,049	892	105	52
<i>College of Education</i>				
Total All Events	11,765	5,294	2,824	3,647
<i>College of Engineering, Computing, and Applied Sciences</i>				
Total All Events	10,115	2,722	2,784	4,609
<i>College of Behavioral, Social and Health Sciences</i>				
Total All Events	15,237	2,212	11,202	1,823
<i>Brooks Center for the Performing Arts</i>				
Total Audience	36,000	21,600	14,400	0
Artists	300	180	120	0
Dance workshop	75	75	0	0
Off-campus free public events	2,400	2,400	0	0
Outreach	2,000	1,600	400	0
<i>Community, Engagement, Belonging, and Access (CEBA)</i>				
Women's Roundtable 2024	547	77	410	60
STEM Fest	498	473	25	0
International Festival	1,015	203	761	51

CLEMSON UNIVERSITY NON-ATHLETIC EVENT ATTENDEES, BY TYPE OF VISITOR (CONT.)

Type of Event	Total Visitors	Local	Day Trip	Overnight
<i>Conferences, Workshops, and Events</i>				
Parent Orientation Social	1,729	0	0	1,729
Licensing Seminar	150	150	0	0
Siemens Event	60	30	15	15
Bsides Greenville Event	300	210	90	0
Mauldin Middle School, Guest Speaker	200	200	0	0
Supercharged Saturday	300	270	30	0
AVL and CU-ICAR Industry Day	45	23	13	9
SC Logistics Meeting	85	43	42	0
Montgomery Tour and Meeting, AL Delegation	40	0	4	36
SCRA Event	50	25	25	0
CubeSat Launch Initiative Workshop	50	25	25	0
Student Career Fair	100	80	10	10
VIPR-GS Event	250	125	50	75
Girls on the Run	300	270	30	0
City of Anderson Tour	200	200	0	0
TraCR Annual Conference	100	40	20	40
Siemens Event	85	51	17	17
Michelin PRIME	100	80	0	20
MEMA Event	150	60	45	45
BMW ITRC and NEXT Event	70	70	0	0
Fall 2023 Visitor Counts	5,980	658	239	5,083
Spring 2024 Visitor Counts	15,208	1,521	456	13,231
All Visiting Scholars	10	10	0	0

Source: Clemson University (2024)

Besides Clemson University's various events, there are a number of athletics-related events that are hosted by Clemson Athletics such as tailgates and sports camps. The table below provides a comprehensive list of athletic-related events that are captured in ESI's ancillary spending model in Section 5. The below figure is a detailed list of the other athletic-related events included in Section 5.

CLEMSON UNIVERSITY ATHLETICS-RELATED EVENTS VISITORS, BY TYPE

Type of Event	Total Visitors	Local	Day Trip	Overnight
Campers	22,691	0	3,631	19,060
All-In Ball	1,500	1,500	0	0
IPTAY Board Meetings – All	130	130	0	0
Letter Jacket Ceremony – Fall	200	200	0	0
Letter Jacket Ceremony – Spring	200	200	0	0
Hall of Fame	300	300	0	0
Block C Golf Tournament	160	160	0	0
REP Event – Winter	100	100	0	0
REP Event – Spring	275	275	0	0
Receptions & Ribbon Cuttings	375	375	0	0
Clemson Family Tailgate – Bowl	364	182	182	0
IPTAY Golf Tournament	120	0	120	0
Cub Club Fall Tailgate	200	200	0	0
Clemson Family Tailgate	460	0	460	0
Clemson Road Show	169	0	169	0
Clemson Road Show	258	0	258	0
Clemson Road Show	169	0	169	0
Clemson Road Show	165	0	165	0
Clemson Road Show	165	0	165	0
Cub Club Spring Tailgate	125	125	0	0

Source: Clemson University (2024)



Leading with Excellence, Transforming Lives and Fueling Economic Growth in South Carolina

THE ECONOMIC AND SOCIAL IMPACT OF CLEMSON UNIVERSITY 2025

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