



## BUSINESS & COMMERCE IMPACTS

The Economic Value of the Centennial Education Center | October 2019

In FY 2018-19, CEC’s total impact on the economy of the City of Santa Ana was \$224.9 million in added income, equal to 0.9% of the city’s GRP. This contribution that the center provides on its own is larger than the entire Arts, Entertainment, & Recreation industry in the city.

### CEC PAYROLL & EXPENSES SUPPORT LOCAL BUSINESSES

- In FY 2018-19, CEC employed **319** full-time and part-time faculty and staff, with an annual payroll of **\$12.5 million**. Much of this was spent in the City of Santa Ana to purchase groceries, clothing, and other household goods and services.
- The center is itself a buyer of goods and services and spent another **\$846.8 thousand** to support its operations during the analysis year.
- The net impact of center payroll and expenses in the City of Santa Ana was **\$13.3 million** in added income.

### CEC STUDENTS BOOST LOCAL SPENDING

- Around 39% of students attending CEC originated from outside the city. A number of in-city students would have left the city for other education opportunities if not for the existence of CEC.
- The expenditures of these relocated and retained students added approximately **\$2.7 million** in income to the city during the analysis year.

### CEC TRAINING SUSTAINS A SKILLED WORKFORCE

- Over the years, students have studied at CEC and entered or re-entered the workforce with newly-acquired skills. Today, many former students are employed in the City of Santa Ana.
- As students apply the skills they acquired at the center, they are rewarded with higher earnings. They also raise business profits through their increased productivity. These higher earnings and increased profits create even more earnings as they are spent in the city.
- In FY 2018-19, the impact of former CEC students on the local economy amounted to **\$208.9 million** in added income.

#### ADDED INCOME CREATED BY CEC IN FY 2018-19



**\$13.3 million**  
Operations Spending Impact



**\$2.7 million**  
Student Spending Impact



**\$208.9 million**  
Alumni Impact



**\$224.9 million**  
Total Impact