

WE DEFINE THE *Future*



VIEW OF NEW CENTRAL PLAZA LOOKING TOWARD COOK STREET

IMAGE COURTESY OF **Assemble** CALLS0R2TKL

PRESS RELEASE

4-3-18

Contact: Mike Singer

(760) 341-2883, ext. 78107

msinger@csusb.edu

Study shows that a fully-utilized CSUSB Palm Desert Campus will benefit the local economy

PALM DESERT, Calif. – The results of a recent economic impact study produced for the Greater Palm Springs Convention & Visitors Bureau found that a fully-utilized Cal State San Bernardino, Palm Desert Campus with 8,000 students will contribute greatly to the local economy in many ways.

The PDC master plan, originally implemented in 2016, envisions a series of buildings and other improvements that will be developed incrementally over a long period of time in response to enrollment growth and campus functional needs. Each of the major projects will depend on the ability of the campus to fund its development either through the limited funds from the state of

California or through local fundraising which has been the hallmark of the Palm Desert Campus in its development to date.

The five phases of the master plan will generate significant economic benefits in the local economy as the PDC spends money on the development of buildings, student support services, administration resources and other programs. The growth will increase construction jobs and tax impact, and benefits will be seen as students spend money on and off campus in areas such as housing, restaurants, retail stores, entertainment and recreational activities.

The report produced specifically analyzes the potential economic benefits that the Palm Desert Campus' master plan would generate in Greater Palm Springs in terms of economic and fiscal impacts, including total economic output, labor income, jobs and taxes generated.

Key elements of all five phases of PDC's master plan include:

- The addition of 6,600 new students, bring enrollment to 8,000 students;
- A 74,400 square-foot student union and College of Extended Learning building;
- A 105,000 square-foot physical education center;
- A 72,600 square-foot academic building;
- Nearly \$710 million in total project costs;
- Annual job impact of 2,635 jobs; and
- Annual tax impact of \$26 million.

The detailed study may be read online at "The Economic Impact of a Fully Utilized CSUSB Palm Desert Campus," posted at https://res.cloudinary.com/simpleview/image/upload/v1/clients/palmsprings/PDC_Phase_5_EI_S_web_ff850776-89e9-4181-8ec1-e9960e49fea9.pdf.

Also visit the CSUSB Palm Desert Campus master plan website at <https://www.csusb.edu/master-plan/palm-desert-campus>.

Located in beautiful Palm Desert, the CSUSB Palm Desert Campus offers bachelor's and master's degrees, a doctorate in educational leadership, and teacher credentials and certificates. With more than 1,400 students, it is the Coachella Valley's four-year public university and plays a vital role in educating and training the region's growing population.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the campus' Office of Public Affairs at msinger@csusb.edu or (760) 341-2883, ext. 78107, or visit the campus website at pdc.csusb.edu.