



BEYOND★

Regional Economic Impact

2024

Engaged, invested, and committed. Beyond Notre Dame.



The University of Notre Dame—located in St. Joseph County, Indiana, and adjacent to Elkhart and Marshall counties—is a leading global, Catholic research university for the 21st century, providing a distinctive voice in higher education that is at once rigorously intellectual, boldly moral in orientation, and firmly embracing of a service ethos.

Grounded in its Catholic mission, Notre Dame engages in scholarship and research that creates a safer, healthier, more sustainable, and more equitable nation and world. At the same time, Notre Dame remains committed to the community in which it resides and, with other leaders, is proud to play a part in bolstering the region’s competitiveness and economic prosperity. In fact, in the fall of 2023, when the University published its strategic framework, *Notre Dame 2033*, South Bend was singled out as a major priority.

The substantial expansion of Notre Dame’s research activities over the past decade has led to significant advancements in knowledge and technology, and garnered the attention of the University’s peers. In 2023, Notre Dame was invited to join the Association of American Universities (AAU), a consortium of the nation’s 69 leading research-intensive universities. Notre Dame’s rapidly rising national and international profile as an elite research institution brings notable economic benefits to the region, including outside research dollars and world-class faculty. The research itself has already led to job creation and entrepreneurship opportunities.

The *2024 Regional Economic Impact* report is published as Rev. Robert A. Dowd, C.S.C., begins his tenure as the University’s 18th president. He is dedicated to expanding Notre Dame’s relationship with the region in “the most respectful, thoughtful, and collaborative way possible.”

This executive summary and its larger 90-page study draw from the most recent data set (mostly from fiscal or calendar year 2023). The full report was prepared by the consulting firm Econsult Solutions, Inc.

See the full report.



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^ Sunset over downtown South Bend and the St. Joseph River, southwest of the Notre Dame campus. (Photo by Matt Cashore, University of Notre Dame)

Overview	Economic Impact Report	2024
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\$3.3 BILLION

ANNUAL ECONOMIC IMPACT ON REGION

SUPPORTING
21,000
JOBS IN REGION

GENERATING
\$139 MILLION
IN STATE TAXES

The sum of Notre Dame's annual impact—through its operations and capital investments, and additional spending by students, visitors, and event attendees—is \$3.3 billion within the region, supporting 21,000 jobs and generating \$139 million in state tax revenues.

Strategic Framework

The University's newly adopted strategic framework includes, as a major priority, further collaborations to advance the economic well-being in the South Bend–Elkhart region. Use this QR code to access Notre Dame 2033.



“The University is putting into action what it committed to through its strategic framework, acknowledging the importance of a vibrant region to ensure best-in-class opportunities for their students while serving the communities we call home.”

~Bethany Hartley, president and CEO, South Bend–Elkhart Regional Partnership

“The University of Notre Dame has always been a critical piece of South Bend’s regional economy and will be increasingly so in today’s knowledge-based economy. Our partnership has grown stronger and unlocked transformational opportunities for the South Bend community.”

~James Mueller, mayor of South Bend

re·gion

/rĕj(ə)n/

an area or division, especially part of a country or the world, having definable characteristics but not always fixed boundaries. In this report, “region” refers to St. Joseph, Elkhart, and Marshall counties. It is sometimes referred to simply as the South Bend–Elkhart region.



^ Marya Lieberman, professor of chemistry and biochemistry, uses a device to check for lead on the front porch rail of a home in South Bend's Near Northwest Neighborhood. Sally Geslar, the homeowner, and her 2-year-old son stand on the porch. (Photo by Barbara Johnston/University of Notre Dame)

Operations

Economic Impact Report

2024

\$1.6 BILLION

ANNUAL OPERATING BUDGET

Notre Dame's operating budget includes salaries and payments for goods and services needed to run the University. Most of that money is spent locally, including helping regional businesses operate their companies and employ even more people.

\$2.4 BILLION

ANNUAL ECONOMIC IMPACT OF
OPERATIONS ON REGION

~

SUPPORTING

15,000

JOBS AND GENERATING

\$1.2 BILLION

IN WAGES

Did you know?

- More people are employed at Notre Dame than anywhere else in St. Joseph County.
- Notre Dame employs 8,340 faculty, staff, postgraduates, and graduate students.
 - * 43 percent live in South Bend
 - * 71 percent live in region
- Notre Dame is the top educational institution on *Forbes* list of America's Best Large Employers 2024.

"No other company or organization in our region has an economic impact as significant as the University. Universities across the country are driving economic activity in communities, and the University of Notre Dame has been a real leader across the region in that effort."

~Jeff Rea, CEO and president,
South Bend Regional Chamber



^ Ellis Adams, associate professor of geography and environmental policy, teaches a Keough School of Global Affairs Master of Global Affairs course. (Photo by Matt Cashore/University of Notre Dame)



^ Juan Leyva, owner of Junbuggies, says his business with Notre Dame is so good, he has purchased two additional food trucks to keep up with campus demand for his food. (Photo by Matt Cashore, University of Notre Dame)

Operations	Economic Impact Report	2024
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Junbuggies offers a variety of street taco and quesadilla dishes.

Junbuggies

The University’s relationship with Junbuggies began in 2020, during the pandemic. The food truck offered students the opportunity to spend time with their friends outdoors and safely distanced. Students fell in love with Junbuggies, voting it as their favorite food truck for three years in a row.

Small-business and supplier diversity

To boost innovation and economic growth throughout the region, Procurement Services in the Finance Division introduced an initiative to increase the volume of business and the number of small and diverse suppliers with which the University partners. Junbuggies of South Bend is one such business.

Procurement

\$812 MILLION ANNUAL TOTAL PROCUREMENT OF GOODS AND SERVICES	\$21 MILLION SPENT IN 2023 WITH 30 DIVERSE SUPPLIERS IN REGION
9 PERCENT OF PURCHASES ARE WITH SOUTH BEND COMPANIES	Shopping locally is both positive for the region’s economy and better for the environment because goods are transported shorter distances.
22 PERCENT OF PURCHASES ARE MADE IN REGION	

“The University of Notre Dame is a great partner and our relationship has grown by leaps and bounds. We started with one simple food truck and a really small menu, feeding students. Now, we serve up tacos and quesadillas outside soccer and rugby games and Notre Dame Stadium for home football games. We are grateful.”
~Juan Leyva, owner of Junbuggies



^ Eddy Street Commons, south of campus, at dusk. (Photo by Matt Cashore, University of Notre Dame)

Capital Investments

Economic Impact Report

2024

Recent key projects include:

Raclin Murphy Museum of Art: The museum, which opened in December 2023, anchors the University's expanding arts district and offers free admission. The Raclin Murphy Museum of Art is located just north of Eddy Street Commons.

Eddy Street Commons: Completed in 2023, Eddy Street Commons is the result of a public-private partnership among Notre Dame, Kite Realty Group, and the city of South Bend, among others. The project on University-owned land south of campus broke ground in 2008 and has added economic vitality to the area.

**\$425
MILLION**

ANNUAL ECONOMIC IMPACT OF
CAPITAL INVESTMENTS ON REGION

~
SUPPORTING

2,420

FULL-TIME LOCAL
TRADESPEOPLE

GENERATING
\$136 MILLION
IN WAGES

Notre Dame's capital expenditures energize the region's economy, stretching to the local construction industry and adjacent sectors such as health care, retail, transportation, and administration services.

**\$237
MILLION**

ANNUAL CAPITAL EXPENDITURES
(AVERAGE OVER 10 YEARS)

Over the past 10 years, Notre Dame has dedicated an average of \$237 million a year to capital expenditures, fostering campus and community enhancements through physical space investments.



^ A student walks north past the Raclin Murphy Museum of Art, located on the south end of campus, north of Eddy Street Commons. (Photo by Matt Cashore, University of Notre Dame)



^ A \$30 million grant from Lilly Endowment will support a planned tech and talent district encompassing the former South Bend Tribune building.
(Photo by Matt Cashore, University of Notre Dame)

Capital Investments

Economic Impact Report

2024

In 2023, the University announced its investment in these projects that will serve the community and Notre Dame.

Urban Trail

An urban trail linking downtown to the University is the result of a public-private partnership among Notre Dame, the city of South Bend, and Visit South Bend Mishawaka.

“This new trail will greatly enhance access to downtown, campus, and points in between. It will also promote health and recreation, spur economic development, and contribute to a more safe, livable, and walkable community.”

~Tim Sexton, associate vice president for public affairs, University of Notre Dame

Tribune Building

The acquisition of the former South Bend Tribune building dovetails with the city’s efforts to leverage private investment downtown.

“The city asked people, what do we need downtown? The No. 1 answer is business and jobs. Is there something that Notre Dame can do that can be part of that? I would say it’s about economic development and community development.”

~Shannon Cullinan, executive vice president, University of Notre Dame

Veldman Family Psychology Clinic

The new clinic in the Northeast Neighborhood will develop scalable, evidence-based solutions in childhood trauma, suicide prevention, and substance use.

“About 70 percent of Americans have better access to psychiatric care than we do in this region. This clinic will allow us to increase the capacity to serve the most vulnerable among us, while raising the level of care we can provide.”

~Sarah Mustillo, the I.A. O’Shaughnessy Dean of the College of Arts and Letters, University of Notre Dame



^ Pictured is Seitz Park along the St. Joseph River in South Bend. Underneath the park is a hydroelectric facility that generates power for campus.
 (Photo by Matt Cashore, University of Notre Dame)

Community Engagement

Economic Impact Report

2024

The University of Notre Dame works with community partners to achieve bold goals.

Sustainability Initiatives

The University is actively working to achieve carbon neutrality by 2050. Sustainability investments provide opportunities for Notre Dame to connect its mission to the region.

Seitz Park and ND Hydro

As part of its investment in ND Hydro, the University contributed to the restoration of Seitz Park. The hydroelectric facility, situated beneath the park, generates 7 percent of the campus's electricity and offsets 9,700 tons of carbon dioxide annually, which also benefits the region.

West Campus Solar Project

The University will install a 46,000-square-foot solar array west of campus as part of an ongoing effort to diversify its energy supply. The project will provide 1 percent of campus's power while reducing greenhouse gas emissions by 600 to 700 tons annually.

"We have reduced our carbon footprint by almost 49 percent as of fiscal year 2023, from our baseline in 2005, and about 30 percent of our electricity is now generated by carbon-free sources. We will continue to make more progress moving forward."

~Rev. Robert A. Dowd, C.S.C., president, University of Notre Dame

Affordable Housing

In honor of the Inauguration of Notre Dame's 18th president, Rev. Robert A. Dowd, C.S.C., and his focus on expanding the University's engagement in the region, Notre Dame partnered with Habitat for Humanity of St. Joseph County for Inauguration Build 2024. The University fielded a team of about 750 faculty and staff volunteers to help construct five affordable homes on South Bend's Near Northwest Side. Notre Dame is also partnering with Habitat for Humanity to build seven affordable homes in the Northeast



^ The Talk with Your Baby program presents Sensory Saturdays at the Robinson Community Learning Center. Babies and their families can visit different stations to explore their five senses: sight, touch, sound, taste, and smell. (Photo by Matt Cashore, University of Notre Dame)

Community Engagement	Economic Impact Report	2024
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Neighborhood, south of campus. In the same block, the University donated four lots to the Northeast Neighborhood Revitalization Organization. The NNRO will build affordable, single-family homes as part of a newly formed community land trust, pioneering Indiana’s first such initiative.

Educational Opportunities

Robinson Community Learning Center

This off-campus educational initiative in the Northeast Neighborhood provides high-quality, low-cost early childhood, youth, and adult

programming. In 2023, its Talk with Your Baby program received a \$500,000 grant to expand early literacy efforts with the city of South Bend. It now offers the program at 14 locations, a remarkable growth from its initial two.

Notre Dame Programs for Education in Prison

NDPEP, facilitated by the Center for Social Concerns, offers liberal arts education and college credits to students in Indiana prisons. NDPEP includes the Moreau College Initiative at Westville Correctional Facility and the Women’s College Initiative

at Indiana Women’s Prison, co-sponsored with Holy Cross College and Marian University, respectively.

South Bend Entrepreneurship and Adversity Program

This program, offered by the McKenna Center for Human Development and Global Business, aids approximately 70 individuals annually, focusing on marginalized groups including people of color and formerly incarcerated and refugee populations.



^ Environmental science student Hunter Gonzalez conducts research in the forest at the Notre Dame Environmental Research Center in Land O'Lakes, Wisconsin. (Photo by Barbara Johnston/University of Notre Dame)

Research and Innovation

Economic Impact Report

2024

NOTRE DAME RESEARCH

Researchers at Notre Dame advance human understanding through research, scholarship, and creative endeavor in order to be a repository for knowledge and a powerful means for doing good in the world.

Notre Dame Research supports and encourages innovation in more than 30 core facilities and resources, as well as in a number of key areas of research, including cancer, environmental change, global health, and many more. Faculty find their homes in one of the University's seven colleges or schools. The University is committed to research excellence, demonstrated through its record growth in research awards. During fiscal year 2023, Notre Dame received nearly \$216 million in new

research award funding, topping \$200 million for the third year in a row. This total included 824 separate awards, the largest number the University has ever received.

As a testament to its research impact, in 2023, Notre Dame was invited to join the Association of American Universities—a consortium of the nation's leading public and private research universities. Notre Dame is one of just 69 universities in the US that is part of this elite organization.

2023



INVITES NOTRE DAME
TO ITS RANKS

\$216 MILLION

IN RESEARCH AWARDS
(THIRD YEAR EXCEEDING
\$200 MILLION)

824

RESEARCH AWARDS,
A NEW RECORD



^ Mae Jiang, a doctoral student, soaks a piece of concrete in a solution to see how much per- and polyfluoroalkyl substances it has absorbed. PFAS are found in consumer products like pesticides, household cleaners, and personal care products. On the right is Kyle Doudrick, associate professor in the Department of Civil and Environmental Engineering and Earth Sciences. (Photo by Barbara Johnston/University of Notre Dame)

Research and Innovation

Economic Impact Report

2024

Mission-driven research

With the University's mission in mind, Notre Dame researchers are committed to turning these accolades into discoveries and findings that have real-world application for people around the globe and the region.

For example, University researchers are engaging community partners in Elkhart and St. Joseph counties to reduce the region's high number of postpartum deaths by improving access to health care services for pregnant and postpartum women in underserved areas. In the South Bend–Elkhart community, Notre Dame is convening a coalition of community health workers, community navigators, and certified addiction peer recovery coaches to advance research,

provide opportunities for student education, and improve public health.

University researchers are collaborating with town and city leaders in places like La Porte, Indiana, and Kalamazoo, Michigan, to create strategies to encourage economic development and regenerate communities.

Scholars are also using their world-class research in the areas of wireless technology, biotechnology, and more to not only advance their leading-edge research, but also to develop educational and training programming, including internship and experiential learning opportunities, and create new workforce development opportunities for community members in the region.

Learn how the Center for Broader Impacts is creating pathways between research and the common good.





^ Pete Zahrt, founder of Nygt Ryder (pronounced “Night Rider”), left, and Chad Mastagh, founder of Rides2U, pose for a photo at the IDEA Center.
(Photo by Matt Cashore/University of Notre Dame)

Research and Innovation	Economic Impact Report	2024
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IDEA Center

As part of Notre Dame Research, the IDEA Center supports all commercialization and entrepreneurial activities at the University and within the region. This includes idea development, intellectual property protection, business formation, prototyping, fundraising, mentorship, and entrepreneurial education.

The center aims to transform ideas into economic opportunities for the benefit of the region and society. Since 2017, it has collaborated with regional partners to harness the area’s creative

potential, resulting in more than a dozen community-led startups, 35 regionally based companies derived from faculty and student innovations, and the mentorship of dozens of local entrepreneurs.

The center’s regional startups have collectively raised more than \$70 million in investments and reported \$35 million in sales. They employ 63 full-time workers with an average salary of \$94,000, as well as 79 part-time employees.

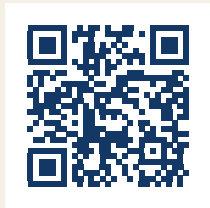
Startups at the IDEA Center, between 2017 and 2023:

\$35 MILLION
SALES BY REGIONAL STARTUPS

63
FULL-TIME WORKERS

\$94,000
AVERAGE SALARY

Learn how South Bend–based startups Nygt Ryder and Rides2U leveraged the IDEA Center for business growth.





^ Undergraduate engineering student Alexandra Gomez with iNDustry Labs listens to a process engineer for Smoker Craft, a boat builder in Elkhart County, as he offers a tour of the factory. (Photo by Matt Cashore/University of Notre Dame)

Research and Innovation

Economic Impact Report

2024

iNDustry Labs

In 2019, Notre Dame received a \$42.4 million grant from Lilly Endowment Inc. The LIFT grant brought about a step change in the University's collaborations with regional industry and institutional partners, largely through the creation of iNDustry Labs, a platform of expertise, facilities, and services geared toward advancing regional companies.

The LIFT Network also crystallized a formal relationship with the South Bend-Elkhart Regional Partnership and enFocus Inc., and these successes:

\$152.3 million of new and committed direct investments in the region's innovation ecosystem, including \$88 million in cutting-edge labs, equipment, and training facilities

18 regional partner organizations, including all nine colleges and universities in the region

iNDustry Labs successes include:

181

PROJECTS COMPLETED
WITH 62 LOCAL COMPANIES

\$164 MILLION

THREE-YEAR FORECAST OF
NEW REVENUE AND SAVINGS
IDENTIFIED FOR LOCAL
MANUFACTURERS THROUGH
95 PROJECTS

1,372

REGIONAL COLLEGE
STUDENTS ENGAGED WITH
LOCAL COMPANIES VIA
APPLIED COURSES AND
INTERNSHIPS

Watch iNDustry Labs
at work.



"With the support from iNDustry Labs, we've invested not only in technology but also in transforming our entire approach. And let me tell you, the sparks flying in our workshop now will not just be from welding, but also from the excitement of what's to come next."

~John Disher, CEO of Liftco Inc.



^ Billy Joel performs in Notre Dame Stadium for a crowd of 45,000 in June of 2022. (Photo by Matt Cashore/University of Notre Dame)

Student and Visitor Spending

Economic Impact Report | 2024

Notre Dame home football games draw more people to the region than any other event, but there are plenty of other reasons to visit campus. Conerts like Billy Joel in 2022 and international soccer matches in 2019 and, more recently, in 2024 brought tens of thousands of people to town. Annual events such as move-in and

move-out, Junior Parents Weekend, Commencement, and Reunion are popular. Others come just to see iconic sights such as the Golden Dome and the Grotto of Our Lady of Lourdes.

Youth hockey is a big deal

The Compton Family Ice Arena is a 5,022-seat, two-rink ice facility on campus. Together, Compton and the Ice Box in South Bend host more than 20 youth tournaments each year.

**\$177
MILLION**
ANNUAL ECONOMIC IMPACT OF
STUDENT/VISITOR SPENDING ON
REGION

SUPPORTING
1,320
FULL-TIME JOBS
GENERATING
\$36 MILLION
IN WAGES

“Other than Notre Dame athletics, youth sports are the largest driver of tourism in our region. It accounts for more than 44,000 overnight hotel stays and \$27 million of economic impact with more than 168,000 attendees and participants. Youth hockey is doubly important in that most of the competitions take place from October to March when our general visitation is far less.”
~Jeff Jarnecke, executive director, Visit South Bend Mishawaka



^ The Notre Dame football team runs out of the Notre Dame Stadium tunnel for the first home game of the 2022 season.
(Photo by Matt Cashore/University of Notre Dame)

Football Fan Spending

Economic Impact Report

2024

Notre Dame football draws fans from around the country to the region. Lodging, transportation, food, and retail account for significant visitor spending each year. Football game visitors generate an economic impact of \$214 million per year within the region or \$36 million per weekend.

\$214 MILLION

ANNUAL ECONOMIC IMPACT OF FOOTBALL ON REGION

\$36 MILLION

IMPACT PER GAME

SUPPORTING

2,000

FULL-TIME JOBS

GENERATING

\$63 MILLION

IN WAGES

\$164 MILLION

SPENT WITHIN REGION

\$1.2 MILLION

ANNUAL HOTEL TAX REVENUES
FOR ST. JOSEPH COUNTY



^ The Notre Dame Marching band plays at Notre Dame Stadium during a football game.. (Photo by Matt Cashore/University of Notre Dame)

“Retailers, restaurants, and hotels circle all the Notre Dame home football game dates on their calendars because, in their world, it’s a little like Black Friday.”

~Jeff Rea, president and CEO, South Bend Regional Chamber

*“WE SHARE A FUTURE. WHEN I THINK
ABOUT THE REGION, WE WANT TO THRIVE.
THE UNIVERSITY OF NOTRE DAME IS
WORKING TO BRING MORE INVESTMENT
TO THE AREA, EVEN AS WE WORK TO
PROMOTE HUMAN FLOURISHING.”*

~REV. ROBERT A. DOWD, C.S.C.,
president, University of Notre Dame



UNIVERSITY OF
NOTRE DAME