Return on Investment Analysis
Wingate University Development Project
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Executive Summary

Wingate University began its partnership with Hendersonville in 2011 by offering a Doctor of Pharmacy program housed in an 11,000 square foot building in downtown. The University is growing and is searching for an expansion location. The new facility will house not only expanded Wingate University programs, but a new partnership with Blue Ridge Community College’s (BRCC) allied health sciences and Pardee Hospital. With this project, a Henderson County child can be educated from kindergarten through a doctorate without leaving their home community.

In order to support the growth of Wingate University and the partnership with Blue Ridge Community College and Pardee Hospital, the City of Hendersonville and Henderson County are proposing to partner on the development project. The City is proposing to purchase property upon which Henderson County will construct a building for Wingate and BRCC. The development project will be in close proximity to Pardee Hospital’s main campus – confirming the commitment to downtown.

The partnership between educational institutions, the hospital, and local governments will be unique and could be transformational. This partnership will serve to meet crucial needs of each entity. The University and BRCC need to expand educational opportunities to serve the community and the needs of business. Pardee Hospital needs a steady stream of qualified talent. The City and County need to support community and economic development leading to more educational and economic opportunities for citizens and business. Beyond meeting current needs, the partnership can transform the landscape of Hendersonville and Henderson County.

Henderson County Partnership for Economic Development engaged Creative Economic Development Consulting to perform a high-level return on investment analysis of the development project. We assert that the intangible project benefits will outweigh the significant and quantifiable tangible ones. There will be positive benefit on construction, retail spending, housing, and the overall economy. The economic impact of Wingate University is estimated to be $18M - $22M as enrollment grows to projected numbers. This project will add significantly to Wingate’s positive effect on Henderson County’s economy. Beyond the tangible benefits, increasing the talent pipeline, expanding educational opportunities, freeing space for advanced manufacturing at BRCC, and synergies from the partnership will create additional economic development opportunities.
Impacts Summary

Intangible Benefits
• Talent pipeline
• Downtown development
• BRCC space for advanced manufacturing
• Supports recruitment of medical mfg projects
• Unv-CC-Hospital partnership
• Community education benefits

Tangible Benefits
• $24M construction impact
• 5 - 8 direct, indirect, induced jobs
• $482k in new payroll
• Retail spending
• Housing spending
• $18M-$22M total Wingate impact

Costs
• Land purchase
• $6k/yr in lost tax revenue
• Some increase in public service expenditures
Project Overview

Since Wingate University first located a campus in Hendersonville in 2011, it has been growing. The University began its partnership with Hendersonville by offering a Doctor of Pharmacy program housed in downtown. In 2013, Wingate added more space next to the main building. The pharmacy program has been very successful. The first graduating class in 2012 achieved a 100% pass rate on the national licensing exam.

In addition to the pharmacy program, Wingate began offering a Master of Business Administration program in 2011. The program has approximately 15 – 20 students and is targeted to working professionals. In 2012, the University received accreditation for a Physician Assistant program. Currently, the PA program accepts approximately 10 students a year at the Hendersonville campus. Important to this study, the physician assistant and pharmacy programs engage local hospitals and physicians through clinical rotations. As of November 2013, Wingate’s enrollment at the Hendersonville Campus was 80 students.

Wingate has outgrown their existing facility in Hendersonville. The University’s need for more space, and a desire to form a partnership with Blue Ridge Community College and Pardee Hospital, have led it to explore expansion options.

In order to support the growth of Wingate University and the partnership with BRCC and Pardee Hospital, the City of Hendersonville and Henderson County are proposing to partner on a development project. The City is proposing to purchase property upon which Henderson County will construct a building for expanded Wingate and BRCC programs. The development project will be in close proximity to Pardee Hospital’s main campus – confirming the commitment to downtown.

A new, larger facility is needed to accommodate future growth plans of all institutions involved. Future plans for Wingate University calls for 72 Doctor of Pharmacy students, 30 Masters in Physician Assistant students, and 40 MBA students at the Hendersonville campus. When accrediting agencies issue approval, Wingate plans to have 40 Doctor of Physical Therapy and 40 – 50 Bachelor of Science in Nursing students. The institution is also considering adding new education degree programs including graduate degrees. Overtime, Wingate University enrollment at the Hendersonville Campus is projected to exceed 200 – 250.

Blue Ridge Community College will expand the Associate Degree in Nursing program at the new facility. The College has a total of 57 students in the program today. The program is expected to
grow because BRCC has State Board of Nursing approval for up to 150 students. In addition to nursing, the College will offer a surgical technology program. There are currently nine students enrolled in the Associate of Applied Science and 19 in the diploma program. The Nurse Aid I and II programs will be offered at the new location. Last year, 150 students completed the Nurse Aid program. It is anticipated that the expanded space will allow for 200 students. A new Phlebotomy program will be offered in Fall 2014 with an anticipated enrollment of 40 students. As many as 300 students in these expanded programs can be served at the new facility.

Pardee Hospital will not create any new jobs or relocate any existing jobs to the new location. It will, however, provide clinical facilities, staff, and patients to afford Wingate and BRCC the opportunity to meet academic and accrediting requirements for allied health and professional degree programs. The “real world” experience offered through Pardee Hospital will be invaluable to students, faculty, and patients.

The goals of the City-County-Wingate-BRCC-Pardee partnership have been identified as follows:

- Improve the quality and availability of health care to the residents of Hendersonville, Henderson County, and the surrounding communities
- Improve the quality and availability of education in health care fields to the residents of Hendersonville, Henderson County, and the surrounding communities
- Create an interdisciplinary educational environment
- Efficiently use and apply the resources available to the participating organizations/government entities for the education of future health care providers
- Improve the general and long-term well-being of the partnering organizations and government entities, their constituents and the residents of Hendersonville, Henderson County, and the surrounding communities

A major component of this proposed partnership is that Henderson County will construct a building on City property that will house state-of-the-art educational space and provide sufficient parking and other infrastructure as necessary. BRCC and Wingate will have the exclusive rights to occupy this building. The estimated 60,000 square feet will be divided between the two educational institutions.

Wingate will relocate its existing Pharmacy, Physician Assistant, and MBA educational programs and services to the building. BRCC will relocate allied health education programs, currently offered on the Henderson County Campus, to this new building. Wingate University will be required to lease its portion of space in the building from Henderson County. BRCC will not be required to make any payment of rent or other value in consideration for its use and occupancy of a portion of the building.
Project Benefits

The partnership between Wingate, BRCC, and Pardee Hospital will have a strong focus on health science education. It would allow a pathway for students leading from community college degrees and certificates to bachelor and graduate degrees at Wingate University. There is inherent, although intangible value, in Henderson County promoting that a student could attend Henderson County Schools, BRCC, Wingate, and then on to a masters or doctorate degree at Wingate without leaving the county.

Talent drives economic development projects today. Companies are very concerned about locating and expanding where they can recruit and retain quality talent. Just as important is the talent pipeline. This development project will enhance the talent pipeline in many allied health and science fields. This will directly support the business recruitment, expansion, and development efforts of Henderson County’s economic development program.

Downtown Impact

Another intangible benefit is the commitment to downtown. The 0.92-acre site is located at 747 6th Avenue West in Hendersonville. The property will house a 60,000 square foot building and will utilize adjacent parking that is owned by Pardee Hospital. The hospital has agreed to provide a minimum of 175 parking spaces. The site is indicated on the map outlined in blue. Maintaining a downtown location in Hendersonville is important to Wingate University, students, staff, and the City of Hendersonville. Students are currently located one block from Main Street. This proximity supports businesses in the downtown district.

The space vacated by Wingate University is also in the downtown area. It will become available for other businesses that will add to the economic base of downtown.
Blue Ridge Community College Facility Impact

When BRCC relocates the Henderson County Campus allied health programs to the shared facility with Wingate, the College will be able to expand the advanced manufacturing program. The College has targeted the vacated space for new equipment that will be used in advanced manufacturing training – a top priority for the College. This expansion will serve to meet the needs of existing manufacturing companies and Henderson’s County business recruitment efforts.

BRCC serves both Henderson and Transylvania Counties and receives financial support from both county governments. Recently, Henderson County funded the construction of the Technology Education and Development (TED) Center on campus. The TED Center includes a 1,000-seat conference hall, television recording studio, interactive distance learning facilities, computer labs, and a 3D virtual cave. The center includes 69,000 square feet of instructional space and the estimated investment is $10M - $14M.

The BRCC portion of the Wingate development project should be considered part of Henderson County’s ongoing commitment to capital improvement investments in the College.

Target Industry Sector Recruitment Impact

The partnership between Wingate University, BRCC, and Pardee will support the recruitment of the medical products manufacturing cluster to Henderson County. The number one concern of expanding and relocating companies is finding a qualified talent pool. The expansion of allied health education should increase the number of students participating in science education. Students may choose a patient care pathway or another pathway related to the health sciences industry such as medical device manufacturing.

In 2002, Henderson County Partnership for Economic Development engaged Lockwood Greene to develop a Master Plan for economic development. The consulting project included a target industry analysis. Lockwood Greene recommended eight primary target clusters including medical products manufacturing, laboratories, and distribution. Specifically, the study recommended recruiting the following:

- Surgical and Medical Instruments
- Electromedical Equipment
- Medical and Hospital Supplies Distribution
- Medical Laboratories

Henderson County already has a small cluster of companies involved in making health or medical related products or providing a health related service. The companies range from Advantcare with a few employees to large companies like Kimberly-Clark.
University, Hospital, Community College Partnerships in Greenville, NC

Greenville, NC describes their signature institutions as “transformative.” The economy of Greenville would have had a much different outcome following the decline of tobacco had it not been for East Carolina University, Vidant Health, and Pitt Community College. Creative EDC interviewed the economic development program of the City of Greenville because we see parallels between the education and health care system partnership there and the vision Henderson County has for the Wingate development project.

East Carolina University (ECU), with undergraduate enrollment over 21,000, is a leading institution in the University of North Carolina system. The Brody School of Medicine is ranked as a “top medical school” by U.S. News & World Report in primary care, rural medicine, and family medicine. Greenville is also home to Vidant Health, a regional health system serving 29 counties in Eastern North Carolina. Vidant is made up of hospitals, physician practices, home health, hospice, wellness centers, and other health care services. These two institutions, along with Pitt Community College, play an integral role in the economic development strategy of Greenville.

Even though the institutions in Greenville/Pitt County are larger than in Henderson County, what is happening in Greenville has applicability to the proposed local partnership.

These are a few of the economic development related projects that have been born out of the alliance.

- The City of Greenville is working in partnership with ECU, Vidant, and Pitt CC to develop a technology transfer center. The concept is to co-locate research from ECU, technology training programs from Pitt CC, and the City is proposing to master lease space for the private sector. The concept is to house research, training, and entrepreneurs in one
building leading to technology transfer in the science fields. The building will be a key driver in revitalizing a part of Greenville.

Similar to Wingate’s commitment to downtown, ECU is playing a major role in the revitalization of downtown Greenville.

Another partnership of note is Operation Re-Entry. It is a university-wide initiative to address the rehabilitation and re-entry concerns of military personnel, veterans, and their families. The approach is to mobilize the University's talent and resources – particularly in research, workforce training, clinical services, telemedicine & advanced technology, and statewide planning – to assist returning combat veterans and their families.

Pitt County Schools has created a Health Sciences Academy, a high school curriculum program that provides four-year health careers strands (academic and health sciences elective courses) for students pursuing healthcare related careers after graduation. This concept is laying the groundwork for a new STEM program through a pending Golden LEAF grant.

We asked Greenville for best practices and recommendations to other communities forming university-health care partnerships. Greenville recommends communities develop a strong avenue of communication to aid in the development of the partnership. In general, universities are insular, as are healthcare systems. One of Greenville’s challenges is that the institutions were not collaborating. Vidant was focused on developing a premier health care facility. ECU was focused on developing a premier medical school. Until recently, there had not been a discussion of transferring technology from research developed at both institutions to the private sector. It has been difficult to move the partnership beyond patient care and into technology transfer and commercialization of research.

Greenville economic development engages the University, community college, and health care system on the business recruitment team. The institutions have firsthand experience with talent recruitment and retention. They can attest to the quality of life and school systems. Leadership from all institutions are ambassadors for the City.

The City of Greenville makes investments into the education-health care partnership when the venture supports the City’s overall economic development strategy. The City developed a strategic plan in 2012 and routinely goes back to that document to determine if projects align with the City’s economic development goals. Henderson County Partnership for Economic Development (HCPED) is recommended to do the same and ensure alignment with the 2002 strategic plan developed by Lockwood Greene. Creative EDC found alignment between the proposed development project and the medical manufacturing target for recruitment.
Return on Investment Analysis

Return on Investment

Calculating a hard-and-fast return on investment (ROI) in economic development is difficult. Jobs, wages, spending, and housing effects can be captured; however, the most important impacts are often unquantifiable, such as the ones described above. The importance of synergies for long-term, sustainable economic growth cannot be measured.

This ROI was performed at a high level given the small data set available and a short timeline for research and analysis. We recommend HCPED revisit this analysis as the project develops and more data is available. Once the project is complete, another review will be in order. Hindsight in economic analysis is always better than forecasting.

Methodology

Creative EDC used publicly available data from state and federal government sources. All data is sourced in the document. We also use ESRI, a private data source. To determine multiplier effects of employment, payroll, and construction spending, we used the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System (RIMS II). Since the impact of Wingate University is relatively new to the Henderson County economy, we used multipliers for Greenville, NC as a comparable community. We also draw comparisons from a 2013 economic impact of UNC-Asheville which is in Henderson County’s region. We caution that the information should be viewed as an indicator of economic growth rather than absolute numbers.

Construction Impact

There will be a positive impact on the local economy from the construction phase of the project. Construction of the 60,000 square foot building is projected to cost $16.2M. Construction is estimated to begin in March 2015 and be complete in December 2015.

The construction phase of the project is expected to generate $24M of output in the local economy; $7M in new earnings of households; and 198 jobs according to the RIMS II model.

Using multipliers from a UNC-Ashville economic impact study on capital spending, the $16.2M spent during construction by Henderson County would result in approximately $9M in new earnings and 272 jobs related to construction spending.

Both analysis tools used shows a significant impact on employment and earnings during the construction phase.
Employment Impact

The Wingate University development project will create 1 - 5 new full-time faculty positions with an average wage of $100,000 and 5 - 8 part-time positions with an average wage of $10,000. The 2012 average weekly wage in Henderson County is $669 or $34,788 a year. The new full-time jobs will be almost three times the average weekly wage - a significant factor.

For impact analysis purposes, we used three full-time jobs plus one additional full-time position to equate to the part-time positions for a total of four full-time equivalents. This is an estimate of total employment resulting from the project.

For every full-time job created by Wingate University, 1.2943 (RIMS II multiplier) direct, indirect and induced jobs will be created. Thus, the four direct jobs would create a total of 5.2 direct, indirect and induced jobs.

A recent study on the economic impact of UNC-Asheville used an employment multiplier of 2.11. For every one direct job of UNCA there are 2.11 jobs created in the local economy. If we applied this to the Wingate project, the four jobs created would equal 8.4 new jobs.

The two models result in an estimated 5 – 8 new jobs from the project. It is our recommendation to give the UNCA figure more validity given the proximity and shared regional economy of Henderson County.

We do not want to overlook Wingate University’s existing impact on the community. As of November 2013, Wingate employed 17 full-time and 10 part-time professionals. The 17 full-time employees equate to between 22 and 35 direct, indirect, and induced jobs in the economy.

Payroll Impact

The Henderson County’s per capita income for 2012 was $26,260 (US Census). The full-time positions created by Wingate University will pay an average of $100,000 in annual salary plus benefits. That salary level is almost four times the per capita income of the County. The part-time positions created by Wingate will pay an average of $10,000 a year.

The annual direct, new payroll related to the project is estimated to be $365,000. We calculated the average of three full-time jobs earning $100,000 and 6.5 part-time employees earning $10,000 each. Using the RIMS II multiplier for earnings, 1.3223, total impact of new payroll will be $482,639. The indirect jobs created will also contribute to the local economy.

In addition to payroll, the University offers employee benefits including retirement plan and dental and medical plans.
Again, we do not want to overlook the existing payroll contribution to the local economy. The 17 full-time employees at Wingate University averaged in excess of $100,000/year in annual salary. The $1.7M payroll equates to a total of $9M of direct, indirect, and induced earnings in the local economy.

Not included in the payroll analysis because they are not net new jobs are the seven full-time and one support staff positions that will be relocated from the Henderson County Campus of BRCC to the shared facility with Wingate. These positions do not represent new payroll; however, having these eight professionals in downtown Hendersonville will mean more retail spending and foot traffic in downtown.

**Retail Spending Impact**

The average person in Henderson County spends $50,386 (ESRI) on retail goods and services a year. This figure includes all spending such as home mortgage, food, transportation, entertainment, travel, etc. With the equivalent of four more paychecks in the County (full-time and full-time equivalents), retail spending is projected to increase by $201,544 a year.

**Housing Impact**

The median home value in Henderson County is $187,800 (US Census). Not all new jobs will relocate to Henderson County. Some may already be living in the County and others may decide to in-commute. If we estimate that half of the new jobs will cause a relocation to Henderson County, the impact on the housing could be two new homes at a median value of $375,600.

**Site Purchase and Lease Impact**

The City will expend funds to purchase the property. At the end of 15 years, the County will repay the City 50% of the purchase price. The actual purchase price has not been released to date; however, the tax value is listed at $641,200.

Henderson County intends to borrow funds to pay for the construction of the building. The lease payments from Wingate University will cover debt service and one-half the cost of the land. BRCC will not make lease payments since Henderson County is responsible for capital improvement and maintenance of the College. We do not yet know what the final apportionment of the lease will be, but the County will be funding a part of it as a facility of Blue Ridge Community College.

If Wingate University continues to lease the building beyond the initial lease term, the County may realize a return from the real estate investment.
Property Tax Impact

The site is currently in private ownership with a tax value of $641,200. This value would yield approximately $5,922 in annual property taxes to the City ($2,628) and the County ($3,293). When ownership transfers to the City, the property will be tax exempt and the revenue lost.

The 11,000 square foot building now occupied by Wingate University at 220 5th Avenue was leased by the University so there will not be a change in its tax status, and thus, tax revenue will continue to be paid to the City and County. However, the vacancy caused by Wingate will create an opportunity for a for-profit company to lease the space and add taxable personal property in downtown.

Wingate University Impact

We wanted to find a way to draw some conclusions about the total economic impact of Wingate University in Hendersonville. For example, students spend more money than their reported income. They spend loan funds, scholarship funds, and parent money. There is faculty spending and general university services spending. The timeline for this project did not allow for a full impact study of all of Wingate’s impact; however, we believe we can draw some conclusions from the ECU and UNCA studies.

The total economic impact of ECU in eastern North Carolina is $1.834B a year. When the multiplier effect is applied, the total annual direct and indirect impact is $3.3B. Wingate University is much smaller, 8.5% of the size of ECU in terms of total undergraduate enrollment and 1.2% the size of ECU at the Henderson campus. Based on the ECU study, when enrollment at the Wingate Henderson Campus reaches 250, it could result in as much as $22M in annual economic impact. This includes direct spending by the University and its constituents (students, faculty, staff, and visitors) and indirect economic benefit.

The total economic impact of UNCA is $268M. The total enrollment of the University is approximately 3,700 students. If we use the UNCA study as an indicator, the annual economic impact of Wingate with 250 in enrollment would be approximately $18M.

There is a range between the ECU and UNCA estimates. We recommend erring on the conservative side, and considering that UNCA is in the same region, and using the $18M figure.
Project Cost Impact

We cannot address the benefits of a project without addressing the costs. Overall, we anticipate little ongoing public costs associated with the project.

- There will be a direct financial cost to the City for land purchase. The purchase price has not been made public but the tax value is $641,200. The County’s investment, except for the portion considered capital spending for BRCC, will be covered by lease payments.

- There will be minimum impact on public schools spending as there is expected to be only a few full-time employees who relocate and may/may not have school-aged children.

- There could be an increase in public safety spending if a significant number of students move to Henderson County. The increase would not come from a higher crime rate; rather, from the general increase in population and more housing areas to patrol.
Concluding Comments

This economic development project will have far greater intangible benefits than tangible ones, even though the jobs, payroll, spending, housing, and tax effects will be significant and real. The partnership between educational institutions, the hospital, and local governments has the opportunity to create new opportunities for citizens and businesses; invest in downtown; and support sustainable economic growth.

### Impacts Summary

#### Intangible Benefits
- Talent pipeline
- Downtown development
- BRCC space for advanced manufacturing
- Supports recruitment of medical mfg projects
- Unv-CC-Hospital partnership
- Community education benefits

#### Tangible Benefits
- $24M construction impact
- 5 - 8 direct, indirect, induced jobs
- $482k in new payroll
- Retail spending
- Housing spending
- $18M-$22M total Wingate impact

#### Costs
- Land purchase
- $6k/yr in lost tax revenue
- Some increase in public service expenditures

The City and County are making a long-term investment in an education and economic development partnership that will reap rewards for decades. Diversifying an economy is a long-term commitment that requires vision for projects such as these. The minimal investment being made by the public sector will leverage tens of millions of dollars in economic return.
Wingate University, ranked as the 8th "best value" in the South by U.S. News & World Report, serves more than 3,000 students on three campuses in Wingate, Charlotte, and Hendersonville, N.C. Founded in 1896, the University offers 35 undergraduate majors, 37 minors and career concentrations, numerous pre-professional programs, graduate degrees in business, accounting, education, physician assistant studies and sport management, and doctorates in pharmacy, physical therapy and education.

The School of Pharmacy opened its doors on the main campus in 2003 to offer the Pharm.D., the University’s first doctorate-level program. This first step into health care education provided the initial momentum that would serve as a catalyst for future programs in health care. While programs on the main campus continued to thrive with the Master of Accounting program and School of Sport Sciences, the Ballantyne (formerly Matthews) Campus also saw extensive growth. The University recognized success there by creating a School of Graduate and Continuing Education offering new programs in educational leadership at the master’s level. In fall 2008, the University elected to offer a Master of Physician Assistant Studies program and introduced its second doctoral program—the Doctor of Education in Educational Leadership.

In August 2011, the University opened the Levine College of Health Sciences on the main campus to house the School of Pharmacy and the Department of PA Studies. The Levine College of Health Sciences, opened in 2011, is the second LEED-certified (Leader in Energy and Environmental Design) building in Union County. In the same month, Wingate University further expanded its programs when it opened a campus in downtown Hendersonville, N.C. to extend its reach to serve the state’s western region with its pharmacy and MBA programs, then adding PA Studies in 2013.

Wingate University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, masters, and doctorate degrees.
Blue Ridge Community College is a two-year, comprehensive post-secondary institution located in Flat Rock and Brevard, serving Henderson and Transylvania counties.

Blue Ridge Community College

- Offers more than 100 programs of study
- Awards associate degrees, diplomas, and certificates
- Offers a wide range of college transfer courses
- Has articulation programs with four-year colleges and universities
- Provides one of the largest Continuing Education programs in the state

Students who graduate from BRCC are eligible to transfer to any of North Carolina’s 18 public colleges and universities.

BRCC maintains an extensive lineup of technical programs designed to prepare students for successful careers in nursing, automotive technology, law enforcement, emergency response, engineering technology, machining technology, and many others.

Chartered in 1969, the College is one of 58 public institutions within the North Carolina Community College System. The mission of the College is to provide quality education and training opportunities that support student learning, enhance student advancement and success, and meet the workforce needs of the community. BRCC works closely with area business and industry to promote economic development.
Appendix C: Pardee Hospital

Pardee Hospital is a not-for-profit community hospital founded in 1953 and is managed by UNC Health Care. It is the first and only hospital in North Carolina to be accredited with the International Organization for Standardization (ISO 9001:2008) for quality health care standards. The hospital has several locations separate from the main campus, including a comprehensive physician practice network.

Pardee Hospital is licensed for 222 acute care beds and has 238 physicians and specialists on the medical staff. A total of 175 physicians hold full admitting privileges and 40 medical specialties are represented through our medical staff. With 1,200 employees, Pardee is the second largest employer in Henderson County. The hospital is owned but not funded by Henderson County.

In addition to Pardee Hospital's acute care beds, there is also a range of Health Services offered to the community. These include a Rehab & Wellness Center, Health Education Center and Urgent Care. The wellness and prevention community outreach services are as notable as hi-tech diagnostic and treatment capabilities.
References


www.colleges.usnews.rankingsandreviews.com/best-colleges