

# Title of Webinar

# Presenters

- Dr. Kevin Roth – NRPA
  - Vice-President, Research since 2015. XX years experience.
- Dr. Terry Clower – GMU Center for Regional Analysis
  - Director of CRA since 2015. 26 years experience in economic development and regional economic analysis
- Dr. Mark White – GMU Center for Regional Analysis
  - Deputy Director, CRA since 2016. 14 years experience in economic and community development and economic research

# Introduction

# Economic Impacts of Local & Regional Parks, 2015

	Operating Impacts	Capital Spending Impacts	Total Impact of Local and Regional Parks' Spending
<b>Economic Activity (transactions)</b>	\$90,898,568,000	\$63,555,471,000	\$154,454,039,000
<b>Value Added (GDP)</b>	\$48,737,503,000	\$32,314,247,000	\$81,051,750,000
<b>Labor Income (salaries, wages, benefits)</b>	\$33,812,467,000	\$21,270,695,000	\$55,083,162,000
<b>Employment (jobs)</b>	723,046	377,983	1,101,029

Sources: IMPLAN, Census Bureau, GMU Center for Regional Analysis

# Our Approach

- Use publicly available data
  - Census of Government
  - Sampling of park systems capital budgets vetted with national data
  - Understand unique nature of park system budgets (not like other government agencies)
    - Revenue generation
    - Seasonal

# Our Approach

- Separate Capital Spending from Operations Spending
  - Operations
    - Recurring
    - Employment data
    - Industry-like spending
  - Capital
    - Non-recurring (though persistent at national level)
    - New and repair/renovation construction

# Our Approach

- Use publicly-available economic models
  - Economic Input/Output Model
  - IMPLAN (MIG, Inc., Charlotte, NC)
    - Widely use in academic and professional research
    - NRPA research staff resources
    - Other models available

# Bureau of Economic Analysis (BEA)

- Outdoor Recreation
  - Newly released economic modeling
  - Biking, fishing, snowboarding
  - Includes support industries
  - 2% of U.S. GDP in 2016 (\$374 billion)
    - Impacts almost every sector of the economy



# Factors Not Included

- Property Values
  - Example 1
  - Example 2
  - No reasonable way to do this at national level
    - Too much variation

# Factors Not Included

- Health & Wellness
  - Example 1
  - Example 2
  - We KNOW its true, but assigning a value is problematic
    - Emerging research is making this more amenable to quantification
    - Still requires lots of assumptions

# Factors Not Included

- Conservation
  - Example 1
  - Example 2
  - (could mention our recent work on conserved lands on Virginia's Eastern Shore, net positive contribution to local tax base)

# Factors Not Included

- Visitor Spending
  - Significant contributor for some systems
    - Destination parks
  - Lack of readily accessible data
  - Substitute spending versus new spending
  - Special events are a subset of this impact category
    - Albuquerque's Balloon Fiesta
    - Training opportunity at NRPA 2018 Annual Meeting

# Parks and Recreation's role in economic development

- New area of research
  - Understanding this role can help further articulate the value of your contributions
- Businesses looking to relocate or expand their business consider Quality of Life factors
  - QoL primarily matters in the short-term for:
    - Businesses relocating management teams
    - Entrepreneurial companies looking for the right cultural fit
  - In the long-term, QoL matters to businesses that will require on attracting and retaining highly educated, skilled workers

# Where does Quality of Life considerations fit in the site location process?



# Report coming this spring

- Examination of Quality of Life considerations broadly, and parks and recreation's role more specifically, on the economic development process.
- Identification of potential steps for expanding your economic role
- Learn more at the NRPA Innovation Lab in Oklahoma City, OK (May 16-18)

# How to Use Information

- Communication with Local Leaders
  - Value of park spending as an investment that has a return (not formal ROI, but the language is value-laden)
  - Competition for scarce resources
- Communication with Public
  - Support bond proposals
  - Business type impacts
- Putting “hard numbers” on operations and capital investment strategies



# Where to Find Resources

# Thank You

- Kevin Roth – VP Research, NRPA
- Terry Clower – GMU Center for Regional Analysis
- Mark White – GMU Center for Regional Analysis