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

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

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 it's 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?

**Broad Site Factors**
- Primary business concerns (e.g., access to labor, markets, transportation)
- Numbers game
- Process of elimination (e.g., 100 sites to 10 sites)

**Reputation and Marketing**
- How attractive are these communities?
- How well known are they?
- Do they merit closer examination?

**Site visits and finding the right fit**
- Making first impressions (e.g., ‘Curb Appeal’)
- Does the product live up to the marketing?
- Cultural fit with company needs
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