THE BENEFITS OF PARKS AND RECREATION...
MAKING IT TANGIBLE AND CAPITALIZING ON THE RESULTS
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CPRA LEGISLATIVE AFFAIRS COMMITTEE MEMBERS

NATIONAL RECREATION AND PARK ASSOCIATION ECONOMIC BENEFIT STUDY

6/13/2019

Key Findings

$154 Billion in National Spending Generated More Than 1.1 Million Jobs
Operations Spending: $90.9 Billion
Capital Spending: $63.6 Billion
725,000 Jobs
378,000 Jobs

National Recreation and Park Association
Annual Agency Performance Review
How does your City/Town/District measure up?
Great Tool to use for your community

Outdoor Industry Association
National
The Outdoor Recreation Economy Generates 7.6 Million Direct National Jobs
$887 Billion in Consumer Spending
$51 Billion in Federal Tax Revenue
$59.2 Billion in State and Local Tax Revenue

Colorado
The Outdoor Recreation Economy Generates 229,000 Direct Jobs
$8 Billion in Consumer Spending
$7.7 Billion in Wages and Salaries
$2 Billion in State and Local Tax Revenue

THE TRUST FOR PUBLIC LAND CONSERVATION ECONOMICS
Examining measurable economic benefits of parks and trails
Translating perceived values into dollars
Parks and trails can:
- Enhance property value
- Support tourism
- Enable recreation
- Increase public health
- Provide economic development
- Reduce stormwater and air pollution
Millions of dollars in economic benefits each year:
- Property value
- Tourism
- Recreation
- Health
- Economic development
- Stormwater
- Air pollution

Case Study #1 – Overview of Colorado Springs, CO

Economic Development
- Park and recreation system makes the area an attractive place to live and work.
- Supports recreation-related economic activity:
  - Average household spending: $183
  - Total spending: $32.4 million
- Supports local recreation businesses:
  - 88 stores
  - $178 million in sales
- Average household spending: $183
- Total spending: $32.4 million

Economic Benefit Summary

Health
- Residents exercise in parks and this leads to health care cost savings.
- Estimate the medical cost savings based on CDC guidelines.
- 45,000 adult residents
- $56.5 million health care cost savings annually

Economic Development

Annual household spending on sports, recreation, and exercise equipment in comparison cities

<table>
<thead>
<tr>
<th>City</th>
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<th>Average household spending per household</th>
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Colorado Springs Parks, Recreation and Cultural Services Economic Benefit Summary

- Property value: $302 million property value
- Tourism: $21.8 million property taxes
- Recreation: $113 million spending
- Local food, $3.1 million sales
- Environmental: $290,000
- Stormwater: $3.01 million
- Air pollution: $201,000
Stats and Stuff

- Population – 13,294 (2019 Estimate)
- Population Growth – 50% since 2010
- Square Miles – 7.1
- 73% of Mesa County or 1.6 Million Acres is Publicly Managed - Primarily by the BLM
- Mountain Biking
  - 18 Road Trail System Visits in 2017 – 72,225
  - Kokopelli Trail System Visits in 2017 – 58,226
  - McInnis Canyons National Conservation Area Visits in 2017 – 174,477
  - Colorado Welcome Center Visits in 2017 – 174,477
  - Colorado National Monument Visits on 2017 – 725,369

City of Fruita – Case Study #2

- Stats and Stuff
  - Highest Median Household Income and Highest Median Home Value in Mesa County
  - Best Outdoor Adventure Town in Colorado 2015-2018 – Elevation Outdoors
  - Top 20 Coolest Outdoor Towns in 2015 and 16 – Matador Network
  - Top 10 Safest Communities in Colorado

- This was not the case 10 years ago!

- What Changed?

City of Fruita

- The Conversation Changed. No Longer an Either/Or but an AND Conversation
  - We still embrace our Agricultural Past, Oil and Gas Friends AND now add OUTDOOR RECREATION to the conversation, especially focusing on Mountain Biking.

- Core Services
  - All the Normal Services – Police, Public Works, Community Development, Finance, etc.
  - AND Parks and Recreation – Focuses on:
    - Parks
    - Health
    - Recreation
    - Open Space
    - Trails

- Done Well these Translate into the other Three Strategic Outcomes which We believe helps the Community Prosper.

City of Fruita – Quality of Place – Focus on the Residents

- Internal Trail Systems
- Lower Little Salt Wash Trail
- Monument View Section of the CRT

- Fruita Community Center
  - Opened January 2011
  - Average Annual Paid Visits – 185,000
CITY OF FRUITA

- Quality of Place – Focus on the Residents
  - Fruita Youth Initiative
  - Address Substance Abuse in 6th – 12th Grade Youth
  - Livability Commission
  - Success and integrate the 8 Domains of Livability into Planning

- Economic Health - Partner to Support Our Local Businesses
  - Hot Tomato – Delivery Boys as IF received the 2018 Wright Awards
  - Over The Edge – Provided Location to T.H.R.O. Trails Summit
  - Product launches and Company Events – Patagonia, Pivot and Rocky Mountain Bicycles, Big Agnes, Backcountry.com, etc.
  - Fruita Trail Initiative – Partnership with BLM, COPMBOA, Local OR Businesses and the City of Fruita
  - North Fruita Desert (18 Road) MP

- Lifestyle (Fun and Funky) - Enhancing Fruita’s Character
  - Festivals and Events
    - Festivals: Mike the Headless Chicken, Fruita Fat Tire Festival, Fall Festival, and more
    - Thursday Night and Riverfront Concert Series
  - Races and Tours
    - Desert Rats Series
    - Mad Racing Events
    - Greater Grand Junction Sports Commission
  - Downtown Enhancements
    - Mayor – ‘Create Places to Loiter’
    - Utilize Local Talent and Theme
    - Benches and Bike Racks

- Planning – Embracing the Future
  - Comprehensive Plan Update – Last Updated in 2008
  - PHROST Master Plan - Created in 2009
  - Adding Health and Recreation in 2020

- Benefits of Parks and Recreation – Bottom Line
  - Quality of Place – Cool, Fun Infrastructure (Facilities and Social) for Residents and Visitors to be Active and Engages
  - Economic Health – Support for Local Businesses to Expand and Provide an Atmosphere that Attracts Businesses and People Who want to Re-Locate
  - Lifestyle – Have Fun as a Community that Reflects Your Values and Character. In Fruita, Locals Play Like Visitors and Visitors Live Like Local
  - WTF - Welcome To Fruita!
ALAMOSA: CASE STUDY #3

Alamosa/San Luis Valley
Rural, Undiscovered, and the Birthplace of Colorado

- Central trade community for the SLV - Apx. 9,000 Residents; 16,000 County
- Largest Alpine Valley in N. America – 8,200 square miles, larger than some States!
- Open space/low population density – .17 people/mile
- Ag., Edu., Health Care and Great Sand Dunes NP are biggest economic drivers
- 3 of the 5 lowest per capita CO income counties are in the SLV

$5,565 CO Welcome Ctr Visits in 2018

How are we using Parks and Recreation to improve our quality of life?
Diverse programs & Experiences...

How?
- Identify Needs of Community & Finding our Tourism Niche
- Foster Good Community Support (Existing Recreation Tax)
- Leverage Revenue (Grants, Partnerships, etc.)

Leveraging Our Tax Revenue (Grants, Partnerships, etc.)
- In 2018 – Grant Revenue for the City of Alamosa ($511,506) was around 25% of total revenues!

2017-18 Alamosa P and R Grants

Grants & Partnerships: Key Strategies:
Create Community Buy-in/Trust & Clearly Define Goals

How? Robust Planning and Outreach
- City Comprehensive Plan
- River Corridor Feasibility Study
- GOCO Generation Wild
- TPL Revitalize the Rio
- Alamosa Ranch Master Plan
Quality of Life = Diverse & Engaging Leisure Experiences...

- 7 team sports offered (7) - most in the Region with similar demographics (2016 Master’s Program Study)
- Growing instructional offerings (Over 50 programs offered from Birding to Basketball Fundamentals)
- Partnerships in program provision - University, schools, & community organizations
- Over seven miles of trails added in two years, new Multiuse Pavilion/Ice Rink & 27 hole Disc Golf Course.

Today, We are an Emerging Outdoor Recreation Area
Capitalize on your strengths/use your weaknesses to your advantage by highlighting needs – Be realistic!
- Ex - Flatwater Aquatic Recreation Focus

Improve quality of life and consider sustainable tourism through building partnerships & trust in your community, knowing strengths and weaknesses, and leveraging revenue.

Montrose, Colorado CASE STUDY #4

Parks and Recreation, an Essential Service

Personal Benefits
- Improves health & well-being
- Reduces stress
- Sharpens physical & mental skills
- Increases life expectancy
- Enriches life at every age
- Improves social connections
- Enhances individuals quality of life
- Fun

Community Benefits
- Builds a stronger community
- Helps create well-rounded citizens
- Improves student achievement
- Increases worker productivity
- Reduces crime
- Reduces health care costs
- Environmental protection
- Increases visibility/quality of life
- Higher property values
- Business retention/attraction

LOTTERY REAUTHORIZATION FOR PARKS & REC

In Montrose, a $300,000 GOCO grant led to $30M in parks and rec. improvements

PROJECT DEVELOPMENT AND COMMUNITY SUPPORT

In Montrose, a $300,000 GOCO grant led to $30M in parks and rec. improvements
$1.3M in annual sales tax
ROI of $4.5M in economic impact plus construction cost

SKEPTICS CONVERTED TO ADVOCATES

Montrose Field House

Montrose Community Rec. Center

Thank you!

Montrose Field House

Before

After

Montrose Community Pool

Montrose Field House

COC. PHASE I AND II

Uses:
$25,000,000 COP Financing
$2,029,008 MRD Reserves
$52,985 Interest
$55,850 Energy Rebates
$2,322,697 Hospital Pre-Paid Rent
$350,000 GOCO
$500,000 Daniels Fund
$25,000 El Pomar
$1,000,000 DOLA
$50,000 Boettcher
$12,520 Colorado Energy Office
$2,289,797 Local Fundraising
Total $30,927,619

Sources:

Thank you!
Community Recreation Center: By the Numbers

- 8,098 Rec. Center annual pass holders in a community of 20,000
- 1,061 people served per day on average in 2018
- 381,994 participant visits
- $1.6M in operational revenue and $1.6M in operational expense in 2018
- Projects have helped generate tremendous community momentum