


THE BENEFITS OF PARKS AND RECREATION... MAKING IT TANGIBLE AND CAPITALIZING ON THE RESULTS



Presented by:

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CPRA LEGISLATIVE AFFAIRS COMMITTEE MEMBERS

NATIONAL RECREATION AND PARK ASSOCIATION ECONOMIC BENEFIT STUDY



KEY FINDINGS

IN 2015 ALONE, AMERICAN LOCAL, PUBLIC AND RECREATION AGENCIES GENERATED MORE THAN

\$154 BILLION

IN ECONOMIC ACTIVITY AND THEIR OPERATIONS AND CAPITAL SPENDING SUPPORTED MORE THAN

1.1 MILLION JOBS

OPERATIONS SPENDING IN TOTAL ECONOMIC ACTIVITY AND SUPPORTED	CAPITAL SPENDING IN ECONOMIC ACTIVITY AND NEARLY
\$90.9 BILLION	\$63.6 BILLION
723,000 JOBS	378,000 JOBS

Source: NRPAA and the Center for Regional Analysis, George Mason University for NRPAA

Economic Impact of Local Park and Recreation Spending to State Economies

America's local public parks and recreation agencies generate more than \$2.6 trillion in economic activity and supported more than 1.2 million jobs from their operations and capital spending in 2015.

The state-level analysis followed that of the national study and considered the economic impact of total park and recreation agency operations and capital spending. The importance of this report is that it provides the most current and comprehensive data on the economic impact of local parks and recreation agency spending on state economies.

Category	Value	Change from 2014
Economic Activity	\$4,093,983,222	+8.4%
Employment	33,582	+1.2%
Economic Activity Per Capita	\$750.28	+0.4%
Labor Income	\$1,553,579,534	+8.4%

Toolkit: <http://www.nrpaa.org/economic-impact-toolkit.aspx>

Source: NRPAA, Center for Regional Analysis, George Mason University for NRPAA

National Recreation and Park Association

Annual Agency Performance Review

- How does your City/Town/District measure up?
- Great Tool to use for your community




2019 NRPAA AGENCY PERFORMANCE REVIEW KEY FINDINGS

- OPERATING EXPENDITURES PER CAPITA: **\$78.69/YEAR**
- REVENUE-TO-OPERATING EXPENDITURES: **27.3 PERCENT**
- AGENCIES OF HOURS PER 1,000 RESIDENTS: **10.1**
- FULL-TIME EQUIVALENT EMPLOYEES (FTEs) PER 10,000 RESIDENTS: **8.3**
- RESIDENTS PER PARK: **2,181**
- AGENCIES OFFERING SUMMER CAMPS: **82.4%**
- AGENCIES WITH PLAYGROUNDS: **94.4%**
- AGENCIES THAT BAN THE USE OF TOBACCO PRODUCTS AT PARKS AND FACILITIES: **73.7%**

Outdoor Industry Association

National
The Outdoor Recreation Economy Generates 7.6 Million Direct National Jobs
\$887 billion In Consumer Spending
\$65.3 Billion In Federal Tax Revenue
\$59.2 Billion In State And Local Tax Revenue

Colorado
The Outdoor Recreation Economy Generates 229,000 Direct Jobs
\$28.0 Billion In Consumer Spending
\$9.7 Billion In Wages and Salaries
\$2 Billion In State And Local Tax Revenue



THE OUTDOOR RECREATION ECONOMY
\$887 BILLION IN CONSUMER SPENDING
7.6 MILLION AMERICAN JOBS

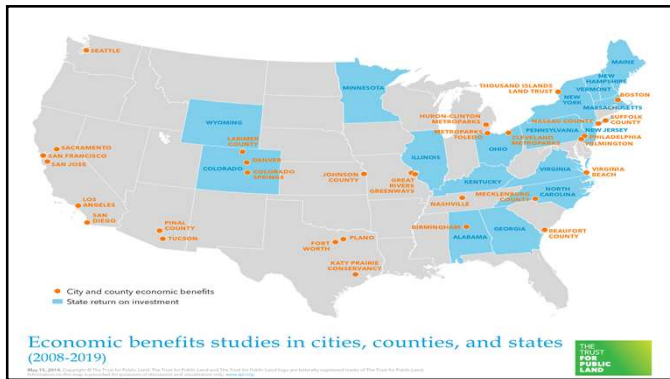
THE TRUST FOR PUBLIC LAND CONSERVATION ECONOMICS



- 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

Photo: Republic

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CASE STUDY #1 – OVERVIEW OF COLORADO SPRINGS, CO

Parkland in Colorado Springs
COLORADO SPRINGS ECONOMIC BENEFIT ANALYSIS

- Millions of dollars in economic benefits each year
 - Property value
 - Tourism
 - Recreation
 - Health
 - Economic development
 - Stormwater
 - Air pollution

THE TRUST FOR PUBLIC LAND

ECONOMIC DEVELOPMENT

Photo: Mike Rowe

- 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
 - 986 employees

©12/2018 Monument Valley Park

THE TRUST FOR PUBLIC LAND

ECONOMIC DEVELOPMENT

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

City	Spending potential index	Average amount spent per household	Total spending
Colorado Springs, Colorado	97	\$183	\$32,400,000
Fort Collins, Colorado	96	\$182	\$11,300,000
Portland, Oregon	90	\$171	\$44,300,000
Atlanta, Georgia	89	\$168	\$32,900,000
Mesa, Arizona	86	\$163	\$28,400,000
Albuquerque, New Mexico	85	\$160	\$36,800,000
Omaha, Nebraska	83	\$158	\$27,500,000
Kansas City, Missouri	80	\$151	\$29,700,000
Wichita, Kansas	80	\$151	\$23,400,000
Tucson, Arizona	63	\$118	\$24,800,000

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HEALTH

Photo: Bob D'Amico

- Residents exercise in parks and this leads to health care cost savings
- Estimate the medical cost savings based on CDC guidelines.
- 45,200 adult residents
- \$56.5 million health care cost savings annually

©12/2018 Manitou Incline

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COLORADO SPRINGS PARKS, RECREATION AND CULTURAL SERVICES ECONOMIC BENEFIT SUMMARY

Photo: Mike Rowe

- Property value:
 - \$502 million property value
 - \$2.58 million property taxes
- Tourism:
 - \$135 million spending
 - \$6.36 million local taxes
- Recreation: \$58.7 million
- Health: \$56.5 million
- Economic development:
 - \$32.4 million spending
 - 88 stores, \$178 million sales, 986 employees
- Stormwater: \$3.01 million
- Air pollution: \$201,000

©12/2018 Garden of the Gods

THE TRUST FOR PUBLIC LAND



COLORADO SPRINGS
OLYMPIC CITY USA

#1 Most Desirable City of 2019



U.S. News & World Report 2019

#1 Hottest Housing Market <small>July 2017</small>	#1 Best for Vets: Places to Live <small>MilitaryTimes.com/2017</small>
#2 Best Places to Retire <small>July 2018</small>	#1 Top Housing Market to Watch <small>July 2018</small>
#1 City for Millennial Growth <small>BookingsMagazine 2018</small>	#3 Best Place to Live in the USA <small>U.S. News & World Report 2017</small>
#2 Best Place to Live in the USA <small>U.S. News & World Report 2017</small>	#5 Best Large City for First-Time Home Buyers <small>RealEstate.com 2018</small>
#2 Largest Employment Growth <small>2017</small>	#5 Best City to Find a Job <small>2017</small>


CITY OF FRUITA – CASE STUDY #2

► **Stats and Stuff**

- Population – 13,294 (2019 Estimate)
 - Mesa County (~160,000)
- 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 in 2017 – 725,369

CITY OF FRUITA



► **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 Best Biking Towns in the West in 2018 - Sunset Magazine
- 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.




► With this we focus on our **Core Services** but also three Strategic Outcomes:

- **Quality of Place**
- **Economic Health**
- **Lifestyle**

CITY OF FRUITA

► **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
 - ▶ Discuss and Integrate the 8 Domains of Livability into Planning



CITY OF FRUITA

- ▶ Economic Health - Partner to Support Our Local Businesses
 - ▶ Kokopelli Section of the Colorado Riverfront Trail
 

 - ▶ Tomondl WakeZone Park – Only Wake Board Park between Kansas City and Las Vegas

CITY OF FRUITA

- ▶ Economic Health - Partner to Support Our Local Businesses
 - ▶ Partner with Local OR Businesses
 - ▶ Hof Tomalo – Delivery Boys as HT received the 2018 Wright Awards
 - ▶ Over The Edge – Provided Location to T.H.E Trails Summit
 - ▶ Product Launches and Company Outings – Patagonia, Pivot and Rocky Mount Bicycles, Big Agnes, Backcountry.com, etc.
 - ▶ Fruita Trails Initiative - Partnership with BLM, COFMOBA, Local OR Businesses and the City of Fruita
 - ▶ North Fruita Desert (18 Road) MP




CITY OF FRUITA

- ▶ 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 Rata Series
 - ▶ Mad Racing Events
 - ▶ Greater Grand Junction Sports Commission
 - ▶ Rim Rock Marathon
 - ▶ Downtown Enhancements
 - ▶ Mayor – "Create Places to Loller"
 - ▶ Utilize Local Talent and Theme
 - ▶ Benches and Bike Racks





CITY OF FRUITA

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



CITY OF FRUITA

- ▶ 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; 14,000 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
- 47% Latino/Hispanic population
- Colorado's oldest town: San Luis, settled in 1851
- 24,565 CO Welcome, Civ. 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!

Recreation Sales Tax - \$1,257,940
Grant Revenue - \$511,506
Sports Programs - \$101,000
Membership Fees - \$60,000
Library Fees - \$5,100
Transfers In - \$88,850
Ice Rink Operations - \$27,000
Donations - \$5,625
Misc. Revenue - \$23,170

2017-18 Alamosa P and R Grants

Take it where you can get it!

(From recycling, trees, and noxious weed management to park development, an ice rink, ice festival and playgrounds.)

Alamosa Rio - GOCO Generation Wild (inspire)	\$868,000.00
Montana Azul Park - GOCO LPOR	\$347,000.00
Montana Azul Park - Colorado Health Foundation (CHF)	\$93,000.00
Lee Field Playground/KaBOOM!/CHF	\$80,000.00
Friends Park Playground/KaBOOM!/CHF	\$80,000.00
Alamosa Multiuse Pavilion - Daniels Fund	\$50,000.00
Colorado Amateur Hockey Association - CAHA	\$25,000.00
Rio Grande Revitalization/DOLA	\$25,000.00
KAB/Dr. Pepper/Snapple Recycling in the Park	\$9,000.00
Alamosa Local Marketing District - Rio Frio Ice Festival	\$5,000.00
Noxious Weed Management - State of Colorado	\$3,000.00
Colorado Tree Coalition (CTC) grant	\$3,000.00
TOTAL	\$1,588,000.00

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 livability/quality of life
 - Higher property values
 - Business retention/attraction

Paid by User Fees

Paid by Taxes

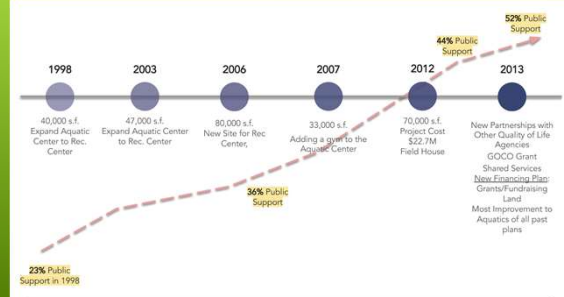
LOTTERY REAUTHORIZATION FOR PARKS & REC

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




Organization	Parks and Recreation Director	Phone	Email	Notes
Aspen	John Curishel	970-788-6900	john@aspenrecreation.com	
Beaver Creek	Samantha Zimmerman	970-355-6480	sszimmer@beavercreek.com	
Breckenridge	South Ford	970-547-7892	sford@breckenridge.com	Scott working on it as of 10.23.13 Enailed sample results
Canon City	Eric Brinkinger	970-662-2741, city park	erbrinkinger@cityofcanon.com	Done
Central	Dean Farnquist	970-544-4080	dfarnquist@cityofcentral.com	http://www.coourag.co.us/department/parks_recreation
Craig	Dave Pike	970-820-2006	dpike@craig.co.us	Done
Crested Butte	Park & Rec	970-843-6070	pr@crestbutte.org	http://www.crestbutte.org/ Sent by Becky
Delta	Veronica Evans	970-854-5749	vevans@cityofdelta.net	Sent by Verica
Dillon	Scott O'Leary	970-242-3428	scott@cityofdillon.com	public works director, never Enailed sample resolution and checklist on 10.17
Englewood Claret District	Rebecca Spill	970-255-7009	rebecca@englewoodclaret.com	on Dec 22 board agenda
Fraser Valley	Rebecca Spill	970-876-3403 ext 228	rebecca@fraservalley.com	http://www.madisoncolorado.com/ Sent by Scott
Golden	Scott Ladin	970-266-0200 ext 6400	scott@cityofgolden.com	Done
Greenwood Springs	Ben Smith	970-344-9155	ben@cityofgreensprings.com	Enailed sample resolution and checklist on 10.15, 14
Grundy	John Smith	970-487-8961	john@cityofgrundy.com	Done
Grand Junction	John Smith	234-3880	john@cityofgrandjunction.com	Done
Grand Junction	John Smith	234-3880	john@cityofgrandjunction.com	Enailed sample resolution and checklist on 10.17
Greenwood	John Smith	970-487-8961	john@cityofgreenwood.com	Done
Hotchkiss	John Smith	970-487-8961	john@cityofhotchkiss.com	Done
Montrose County	John Smith	970-242-3428	scott@cityofdillon.com	sent it to GOCO themselves
Montrose County School District	John Smith	970-242-3428	scott@cityofdillon.com	Sent by Jan W
Montrose	Rebecca Spill	970-242-3428	rebecca@englewoodclaret.com	Sent by Lauren L
Montrose	Rebecca Spill	970-242-3428	rebecca@englewoodclaret.com	Sent by Ken

PROJECT DEVELOPMENT AND COMMUNITY SUPPORT




Economic Impact of Montrose Community Recreation Center and Field House



\$1.3M in annual sales tax ROI of \$4.5M in economic impact plus construction cost

Prepared For: Montrose Recreation District
Prepared By: RPI Consulting
January 2014




CRC, PHASE I AND II

Uses:
 \$25,602,697 CRC and FH Construction
 \$1,099,427 Add Alternates
 \$2,913,973 Other Development Costs
 \$1,311,522 Phase II, Outdoor Facilities
 Total \$30,927,619



Sources:
 \$25,450,000 COP Financing
 \$2,029,608 MRD Reserves
 \$92,985 Interest
 \$55,830 Energy Rebates
 \$232,697 Hospital Pre-Paid Rent
 \$350,000 GOCO
 \$500,000 Daniels Fund
 \$25,000 El Pomar
 \$1,900,000 DOLA
 \$50,000 Boettcher
 \$12,520 Colorado Energy Office
 \$228,979 Local Fundraising
 Total \$30,927,619

Thank you!


to the many donors, individuals, businesses and foundations, that have so fully funded the Enhance CRC Fund! Thanks also to the volunteers on the Montrose Recreation Foundation who conducted the campaign!





Montrose Field House

Montrose Community Pool Montrose Field House



Montrose Community Rec. Center

SKEPTICS CONVERTED TO ADVOCATES

LOCAL

New view on the rec center

Former funding opponents embrace new facility



When you think of people who built all they had a property and property and a road under the bridge?

Opinion

There's only one direction to go - forward

Rec center would generate economic development in Montrose



PROGRESS BRINGS ON MORE PROGRESS

GOCO
GREAT OUTDOORS COLORADO

CONNECT INITIATIVE: CONNECTING THE PEOPLE TO THEIR PARKS AND REC



\$448,220 Design
\$2,709,762 Construction
\$352,618 Land Acquisition Cash
\$759,750 Land Acquisition In-kind
Total \$4,270,350

Sources:
\$2,000,000 GOCO
\$1,041,380 City of Montrose
\$154,220 MRD
\$30,000 Montrose County
\$20,000 Urban Renewal Authority
\$5,000 Black Hills Energy
\$25,000 Colorado Health Foundation
\$35,000 Gates Family Foundation
\$759,750 Land Acquisition In-kind
Total \$4,270,350



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



MONTROSE RECREATION DISTRICT
"For a Better Quality of Life... MRD!"

MONTROSE COLORADO

QUESTIONS & DISCUSSION

