

# Parks and Recreation Department Economic Impact Study

City of Durango

February, 2022

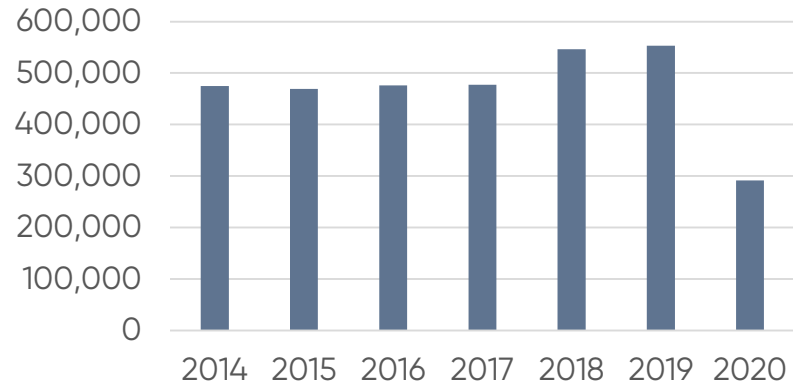
# Study Components

- Parks and Recreation Use Study
- Economic Impact
- Economic Value of Parks and Recreation to the Local Community
- Environmental Effects of Parks, Open Space and Community Forest
- Return on Investment

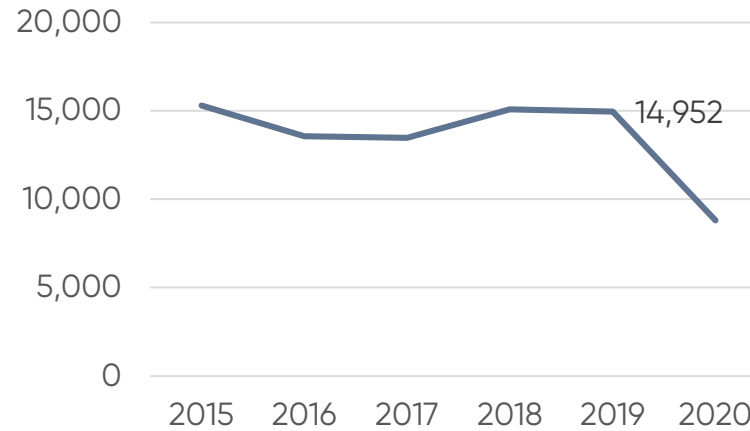
See the full report for details and sources.

# Indoor Recreation and Program Trends

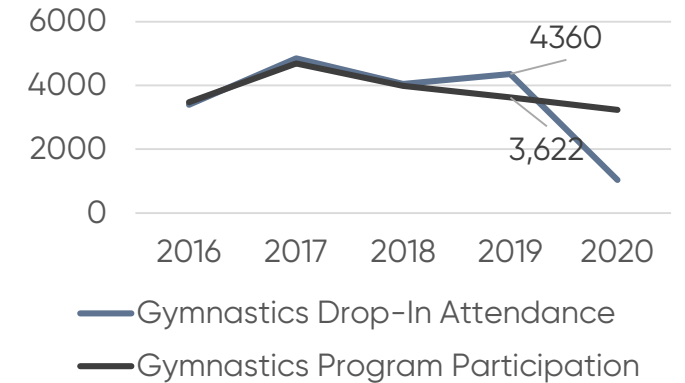
## Parks and Recreation Department Total Documented Services



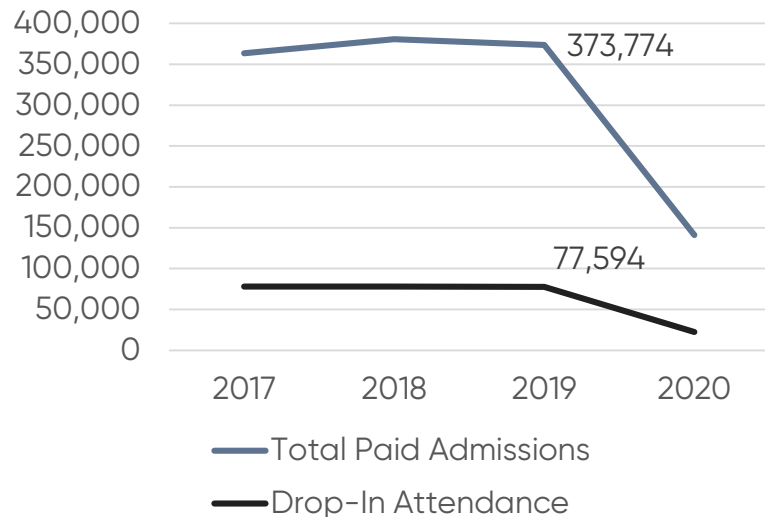
## Chapman Hill Ice Rink User Days



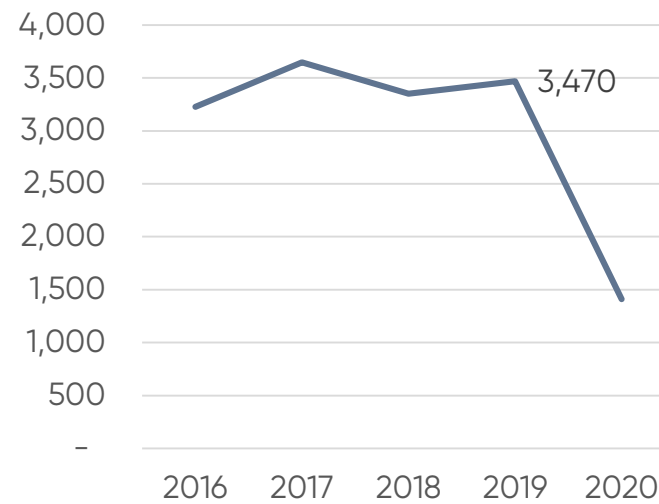
## Durango Gymnastics Participation



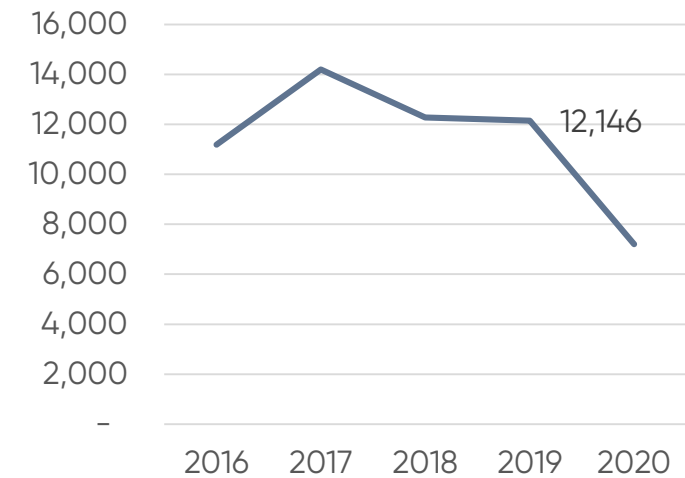
## Recreation Center Attendance



## Adult Program Participation

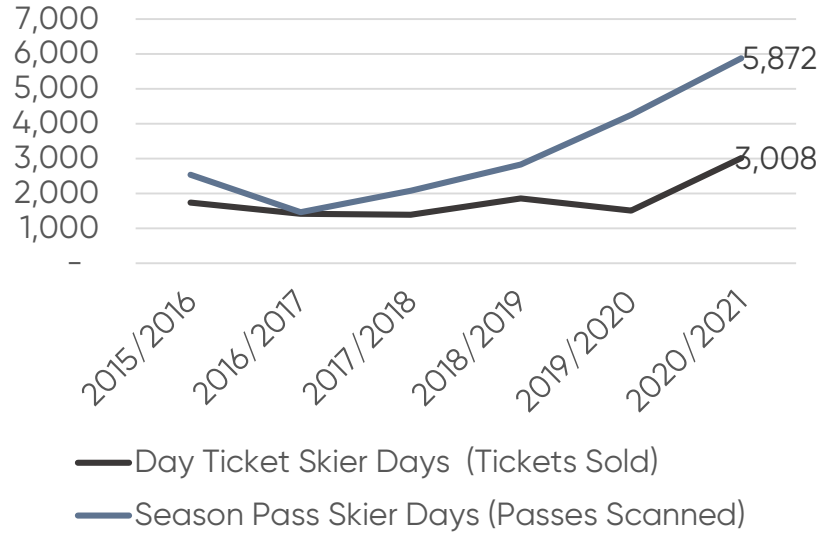


## Youth and Teen Program Participation

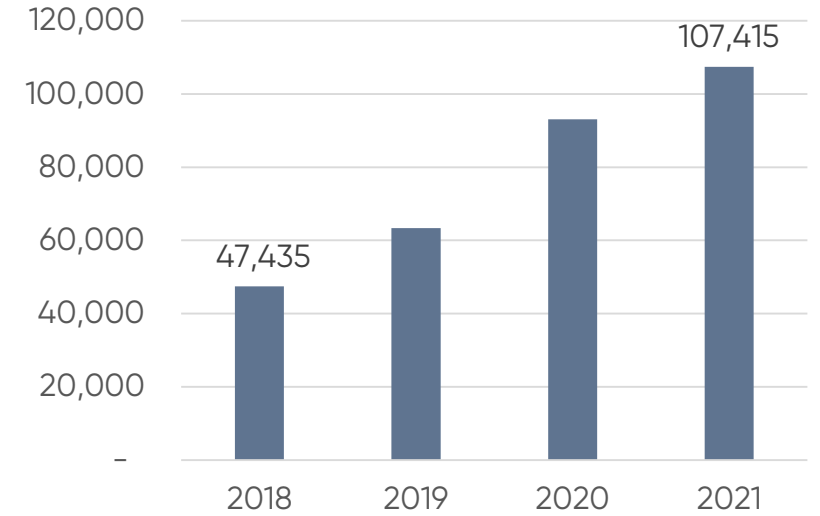


# Outdoor Recreation Trends

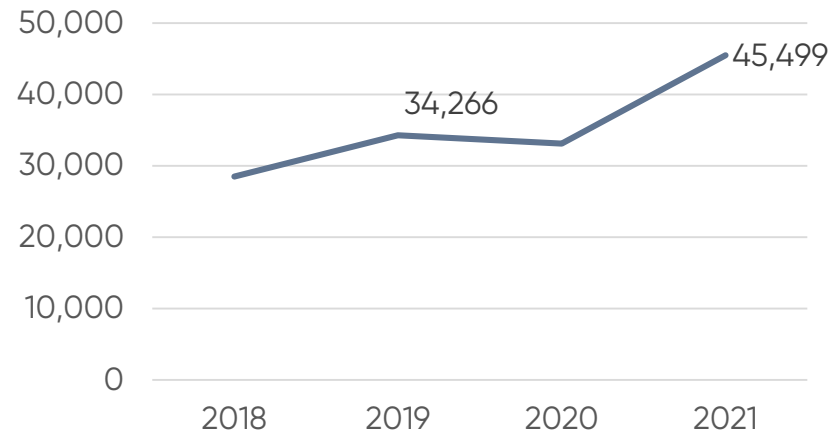
### Chapman Ski Hill Skier Days by Season



### Lake Nighthorse Total Users



### Commercial Rafting User Days - Animas River



# Trail Use 2021 Season

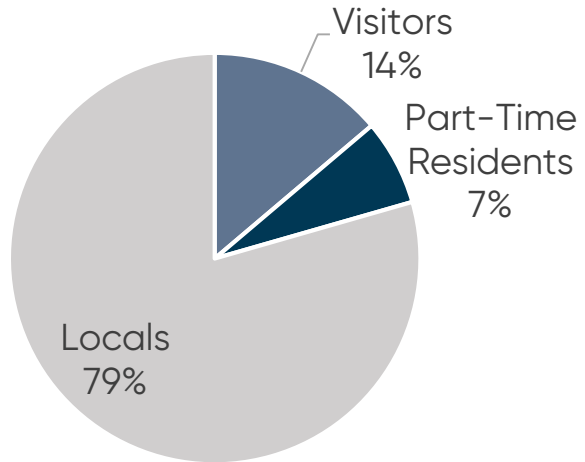
<u>Month</u>	Animas					Twin Buttes	Total
	Animas Mountain	Dalla	River Trail	Horse Gulch	Overend		
May 17th-June 16th	11,358	3,144	32,489	24,280	4,074	2,784	78,129
June 17th-July 16th	11,373	3,525	32,924	13,104	4,954	2,511	68,391
July 17th-August 16th	16,833	3,764	26,767	13,950	4,988	2,682	68,984
Aug 17th-Sept 16th	14,546	3,866	23,764	12,923	5,622	2,985	63,706
Sept 17th-Oct 8th	7,131	2,515	16,657	8,778	2,819	1,900	39,800
Total Passes	61,241	16,814	132,601	73,035	22,457	12,862	319,010
Trail User Days	30,620	8,410	66,300	36,520	11,230	6,430	<b>159,510</b>

# Parks and Recreation Use Study Summary

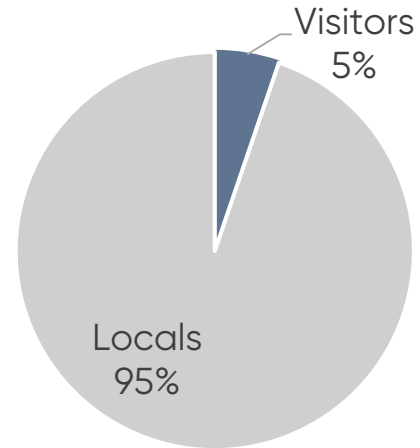
<u>Included in Visitor Study</u>	Annual Use	Units
City Trails	159,500	User Days
Chapman Ski Hill	8,880	Skier Days
Chapman Ice Rink	14,500	Admissions
Lake Nighthorse	67,960	User Days
Commercial Rafting	24,900	User Days
Special Events	38,200	Attendees
Athletic Events	7,420	Athletes + Spectators
<u>Not in Visitors Study</u>		
Community Recreation Center	368,000	Paid Admissions
Parks Reserved Use: Private	21,900	Hours Reserved
Parks Reserved Use: Teams	13,900	Hours Reserved
Youth Program Participation	12,400	Participants
Gymnastics Program Participation	3,800	Participants
Adult Program Participation	3,400	Participants

# Local vs Visitor Use

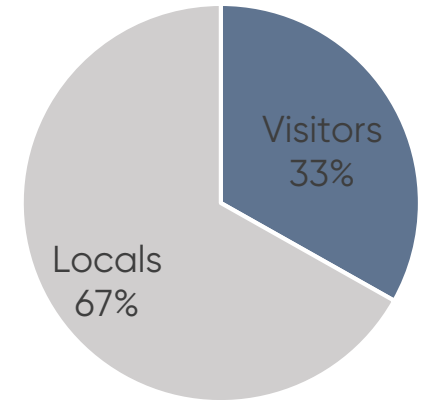
Trails



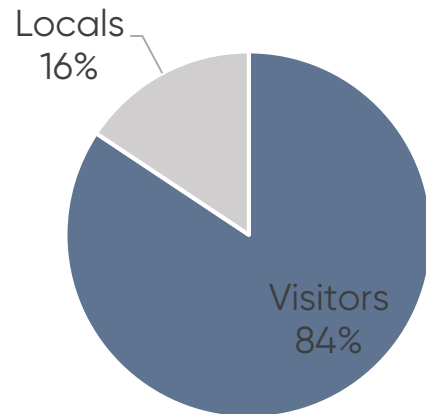
Lake Nighthorse



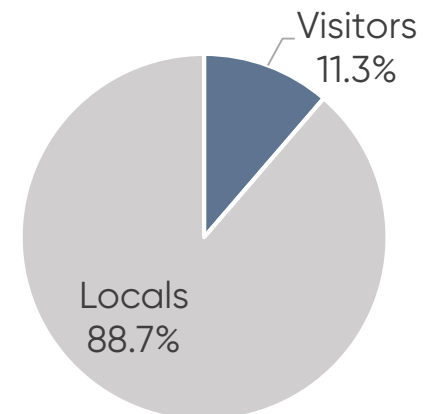
Special Events



Commercial Rafting



Chapman Hill Day Passes



# Visitor Use Summary

## Visitors

### Visitor Parties Using City Parks and Recreation

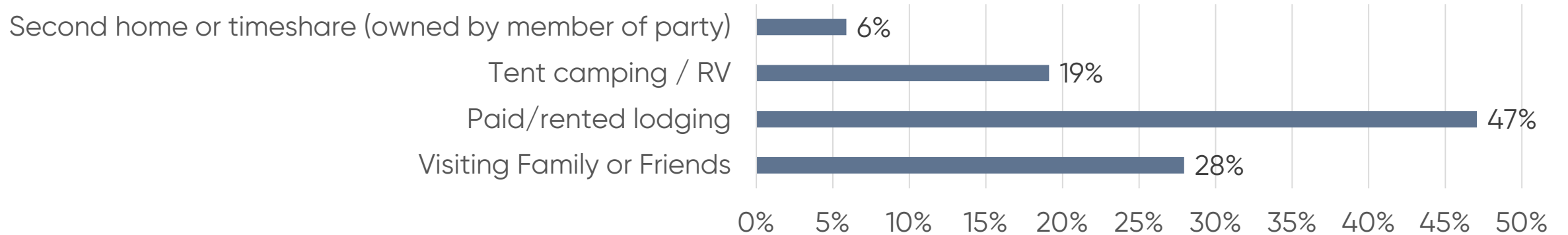
City Trails	22,000
Chapman Ski Hill	240
Lake Nighthorse	3,550
Animas River	21,000
Special Events	12,670
Athletic Events	7,120
<b>Total</b>	<b>66,580</b>



# Economic Impact

# Visitor Spending

## Accommodations for Overnight Visitor Trail Users



	Colorado Visitor Spending	City Trail-Users Visitor Spending
Food and drinks	28%	24%
Shopping, gifts and souvenirs	13%	12%
Recreation, entertainment	12%	7%
Accommodations	24%	29%
Other	23%	28%

# Visitor Spending

	<u>Visitors</u> City Parks and Recreation Visitor Users	<u>Spending per Visitor</u> Visitors Using City Parks and Recreation	<u>Total Spending</u> <u>Including Taxes</u> (rounded)
City Trails	22,000	\$397	\$8,744,100
Chapman Ski Hill	240	\$465	\$111,600
Lake Nighthorse	3,550	\$465	\$1,651,700
Animas River	21,000	\$465	\$9,770,800
Special Events	12,670	\$142	\$1,794,100
Athletic Events	7,120	\$228	\$1,623,600
<b>Total</b>	<b>66,580</b>	<b>\$356</b>	<b>\$23,695,700</b>

# Sales Tax Revenue

	Annual Dollars	Tax Rate
<u>Spending</u>		
Visitor total taxable sales	\$14,094,100	
Lodging spending	\$6,224,500	
<u>Sales tax revenue</u>		
City 1/4 cent sales tax	\$35,200	0.25%
City 1/2 cent sales tax	\$70,500	0.50%
Other City Sales Tax	\$387,600	2.75%
County Sales Tax	\$281,900	2.00%
Lodgers Tax	\$124,500	2.00%
Total revenue	\$899,700	

# Economic Impact

	Total Output Multiplier	Jobs Per \$Million of Spending
Food and drinks	1.5359	16.3563
Shopping, gifts and souvenirs	1.5169	16.1921
Recreation, entertainment	1.6155	16.0721
Lodging	1.4663	10.9379
Other	1.5169	16.1921

	Spending (Less Sales Tax)	Total Output	Jobs
Food and drinks	\$5,246,400	\$8,058,000	93
Shopping, gifts, souvenirs	\$2,623,200	\$3,979,000	46
Recreation, entertainment	\$1,658,800	\$2,680,000	27
Lodging	\$6,224,500	\$9,127,000	75
Other	\$6,634,700	\$10,064,000	107
<b>Total</b>	<b>\$22,387,600</b>	<b>\$33,908,000</b>	<b>348</b>

Economic Impact Area is La Plata County

# Additional Benefits

- Economic Value of Parks and Recreation to the Local Community
  - Value Proposition for Economic Development
  - Non-Market Value
  - Property Value
  - Public Health and Fitness
- Environmental Effects of Parks, Open Space and Community Forest
  - Air Quality
  - Stormwater Management
  - Wildfire Fuel Management
  - Urban Heat Island
  - Land Conservation

# Return on Investment

## Expenditures

\$3.3 million/yr in admissions fees and other charges paid by users

\$3.1 million/yr costs paid from other General Fund revenues

\$8.1 million/year of sales tax funded capital improvements

## Benefits

\$23.7 million/yr spending by visitors who used City Parks and Recreation Department facilities

\$33.9 million/yr in total economic impact and 348 jobs created by visitor spending

\$493k annually in City sales tax collections and \$282k in county sales tax, \$125k in lodgers' tax

17-18% higher value for homes directly adjacent to City parks and open space

The City's managed community forest as whole saves \$121,230 in energy costs per year.

Managed trees save \$163,290 per year for stormwater management. Removal of 21,000 pounds of pollutants 3,220 tons of carbon dioxide by city-managed trees is valued at \$110,200 per year.

300% R.O.I. from wildfire fuel management due to avoided wildfire damage and suppression costs.



## Non- Monetary Benefits

Parks and Recreation Department provided over a half million documented services in 2018 and 2019.

159,500 user days on City trails during peak season, 24,900 commercial rafters

38,200 special event attendees and 7,420 athletic event attendees on City athletic facilities.

The City's parks and open space program preserved 3,284 acres of open space, 365 acres of Animas River greenway, and 65 acres of park land from 1994 to 2021.

Durango Parks and Recreation Department plays a central role in keeping the community active and healthy, saves on health care and prevents hospitalizations.

Parks and recreation asset development is a key component of regional and local economic development.

City of Durango manages bioretention stormwater features that also provide parks and open space value.

Wildfire hazard mitigation and fuels reduction in the wildland/urban interface areas of city-owned open space.