The Benefit of Florida State Parks to Local Communities

Dr. Robert Charles Brooks, Park Manager
Koreshan State Historic Site
Estero Bay Preserve State Park
Mound Key Archaeological State Park
FLORIDA

- Total area of Florida: 58,560 square miles
- Coastline: More than 1,260 miles
- Sandy beaches: 825 miles
- Total fresh water area: 11,761 square miles
- Number of springs: Approximately 700
- Great Cities, Resorts and Attractions

2006-2010 Non-resident Visitors = 83.2 mil/annum

Source: VisitFlorida.org
Florida has 3.8 million acres held by the state for conservation purposes

Florida Park Service

- Manages 704,340 acres for public use
- Operates 160 parks statewide

“To provide resource-based recreation while preserving, interpreting and restoring natural and cultural resources”
What Our Parks Provide

Connection to history

Educational Opportunities

Camping

Water Activities

Relax on the Beach
Florida State Parks Visitation
2006 to 2010
20,453,415
Florida Tourism
Non-Resident Visitors  Resident Visitors
83,146,400  15,160,000
Market Share
20.8%
Revenues Generated
$42,024,419 to $54,977,496
What is the Economic Benefits of Parks to the Community

• Direct Economic Benefits
  ▪ Sales Tax Revenues
  ▪ Money Spent in the Community

• Jobs
Calculating the Economic Benefits of Parks

Money Generation Model - National Park Service

Total Direct Economic Impact = Park Annual Visitation \times Percent Non-Local Visitors \times Average Per Person Per Day Expenditure + Park Annual Fiscal Expenditures

Park Annual Visitation = Total attendance within 12 month fiscal year. Source: Division of Recreation and Parks

Percent Non-Local Visitors = The percentage of visitors that are not from the local area. “Impact” is a measure of new dollars introduced to a community. According to the 2006 Florida State Park Visitor survey, on average, 74% of Florida state park visitors traveled more than 50 miles to reach a park.

Average/Person/Day Expenditure = For the purpose of this assessment the expenditure is defines as the amount a non-resident travelling by automobile will spend. Source: Annual Florida Visitor Study prepared by Visit Florida

Fiscal Expenditures = Total expenditures (salaries/benefits, operating expenses and fixed capital outlays) made by the park in the 12 month fiscal year. Source: Division of Recreation and Parks
Calculating the Economic Benefits of Parks

**Increased Sales Tax Revenue**

\[
\text{Increased Sales Tax Revenue} = \text{Total Direct Economic Impact} \times 7\%
\]

**Jobs**

\[
\text{Jobs} = \text{Total Direct Economic Impact} \times 20 \text{ Jobs/}$1,000,000$
\]

from Dr. Daniel Stynes, Professor, Dept. Parks, Recreation and Tourism, Michigan State University.
Direct Economic Impact

2006 to 2010
Statewide

Total Direct Impact
$932,819,144

Increased Sales Tax
$63,991,073

Jobs
18,259
Direct Economic Impact Distribution

District 1 – 15%

District 2 – 16%

Central Administration – 1%

District 3 – 17%

District 4 – 30%

District 5 – 22%
## Direct Economic Impact to Estero Bay Area

<table>
<thead>
<tr>
<th>Site</th>
<th>Visitation</th>
<th>Total Economic Impact</th>
<th>Sales Tax</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lover's Key</td>
<td>782,414</td>
<td>$32,684,435</td>
<td>$2,278,749.15</td>
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<tr>
<td>Koreshan</td>
<td>65,812</td>
<td>$3,383,301</td>
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<tr>
<td>Estero Bay</td>
<td>8,982</td>
<td>$697,895</td>
<td>$47,220.40</td>
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<td>Mound Key</td>
<td>2,396</td>
<td>$98,668</td>
<td>$6,906.76</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>859,605</strong></td>
<td><strong>$36,864,299</strong></td>
<td><strong>$2,560,676.32</strong></td>
<td><strong>737.3</strong></td>
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Economic Impact Review

2006 to 2010

Total Direct Impact
$932,819,144

Increased Sales Tax
$63,991,073

State Parks Visitation
20,453,415

Market Share
20.8%

Jobs
18,259

For every 1,000 visitors to a Florida State Park
$45,607 is left in the Community
$3,129 of tax revenue is generated
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