

County Parks and Recreation: Opportunities for Economic Development

Dave Marcouiller, UW-Madison/Extension

The Reality of Local Parks & Trails

- Are not “costless”
- Significant expenditures for local governments for development and maintenance
- New parks & trails often require a transfer of individual rights for the greater public good
- Non-local users often perceived as “nuisance”
- So ... local decision-makers rightly ask “what’s in it for us?”





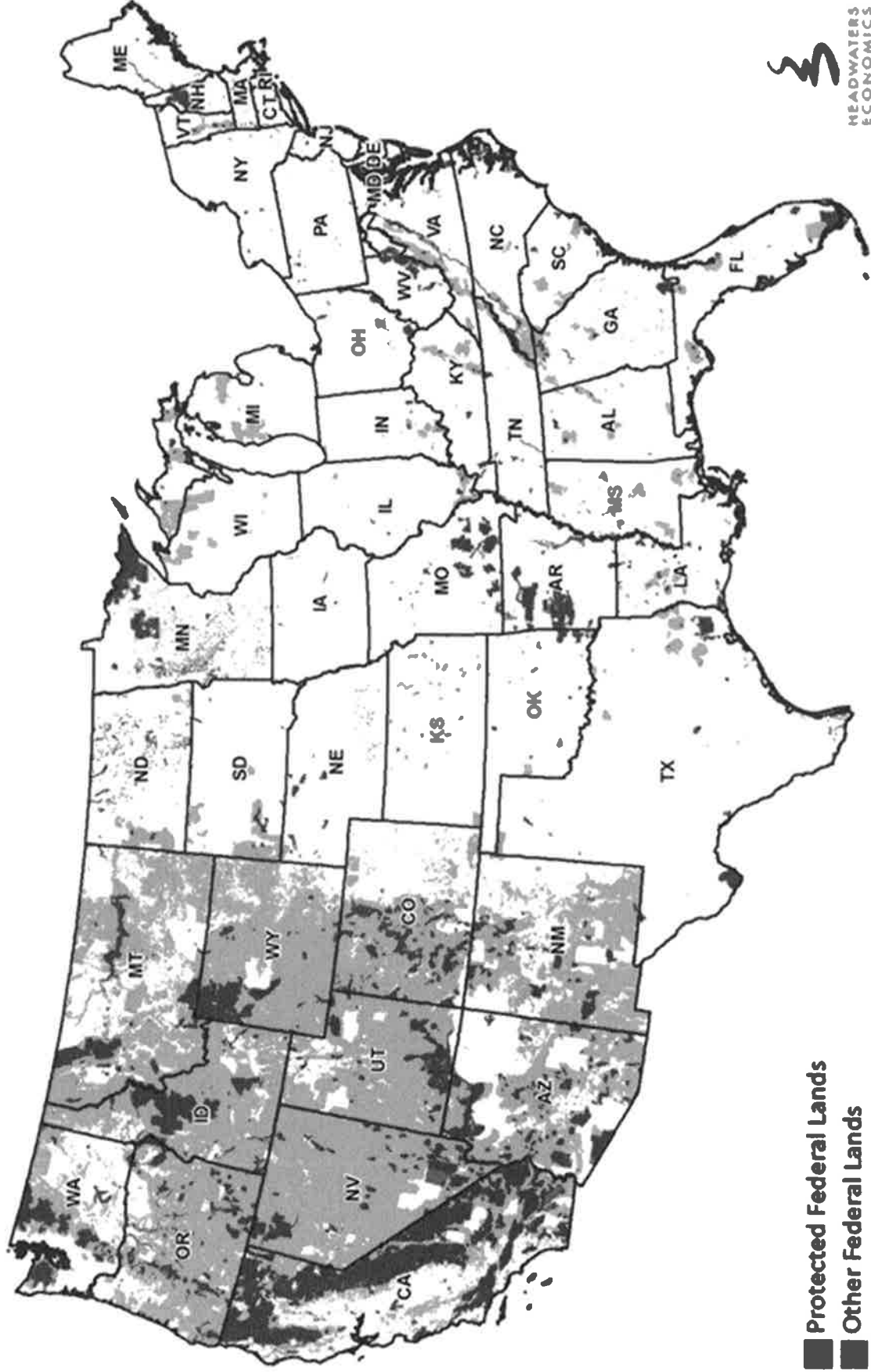
Benefits of Local Parks and Trails:

- Enhance local quality-of-life and attracts new residents
- Stimulates local business receipts
- Leads to increases to nearby property values

Parks & Trails Improve Local Quality-of-Life

- Parks and trails provide access to natural amenities
- Research suggests that natural amenities are an important driver of in-migration
- New residents are often commuters with relatively higher incomes
- Also, new residents are often comprised of retirees and seasonal residents
- Public lands linked to gateway communities



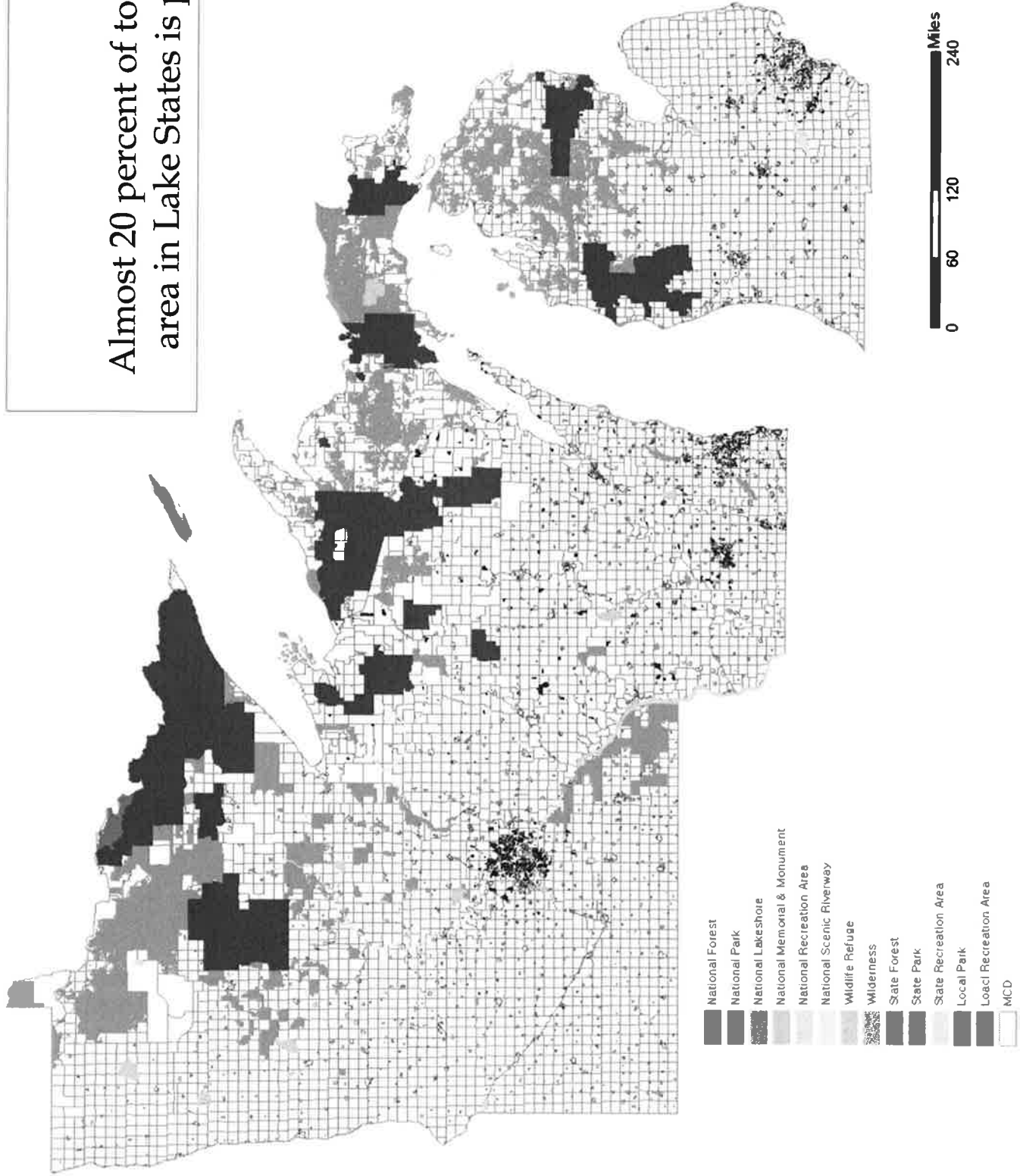


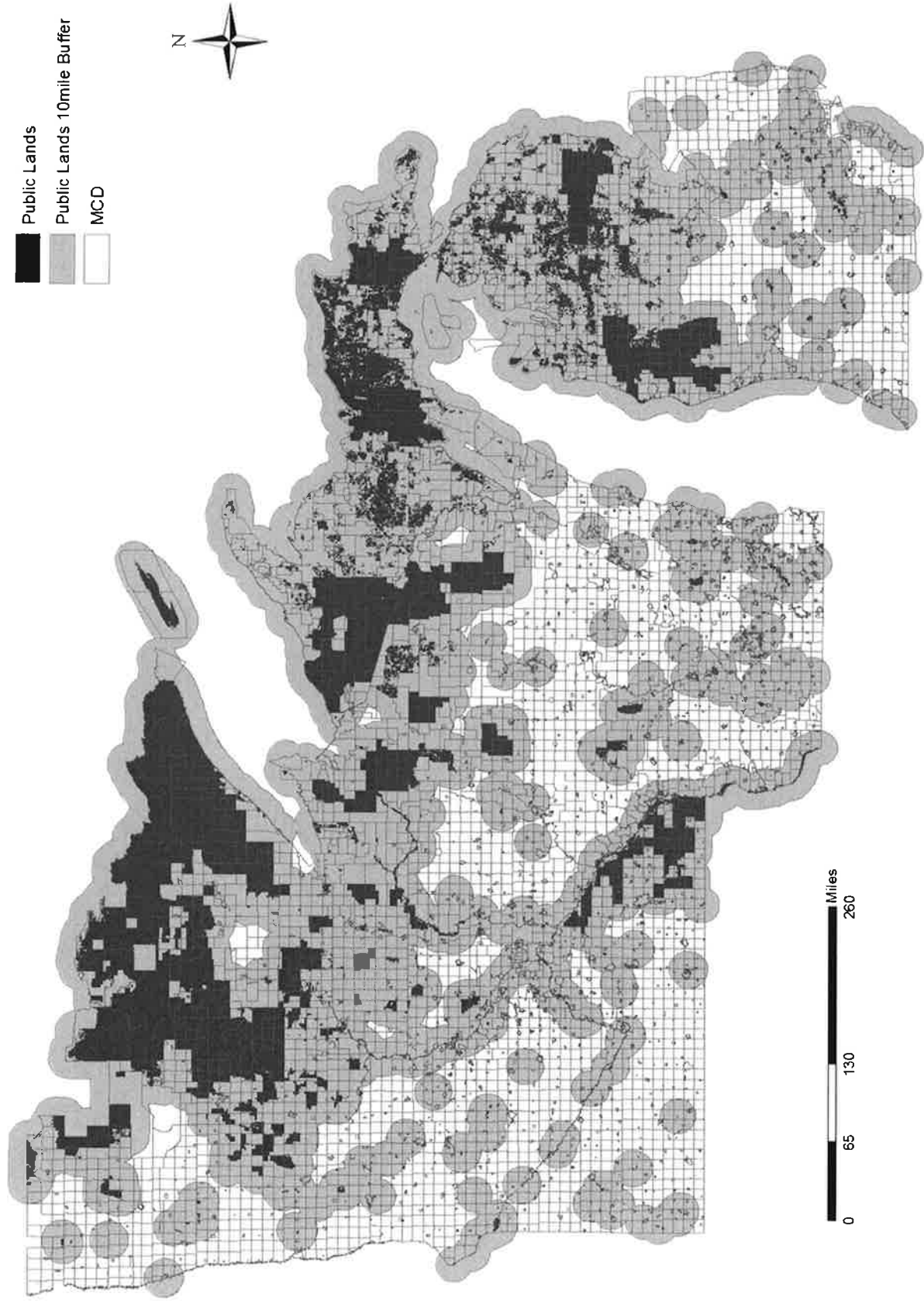
Protected Federal Lands
 Other Federal Lands



Roughly 30 percent of US total land area is owned and managed by the federal government

Almost 20 percent of total land area in Lake States is public





Economic change in proximate communities is increasingly reliant on public land activities

Public Parks as Local Assets

- Local parks are unique public goods
- Primary role in conserving natural, cultural, and historic resources
- Central to local quality-of-life and community pride
- Broad collective economic, social, and environmental benefits
- Visitation creates economic stimulus to gateway communities



Impacts of Visitors

- Key to local impact is the non-local visitor
- Inflow of spending maintains and creates new opportunities for local business
- Inflow also contributes to local sales tax revenue

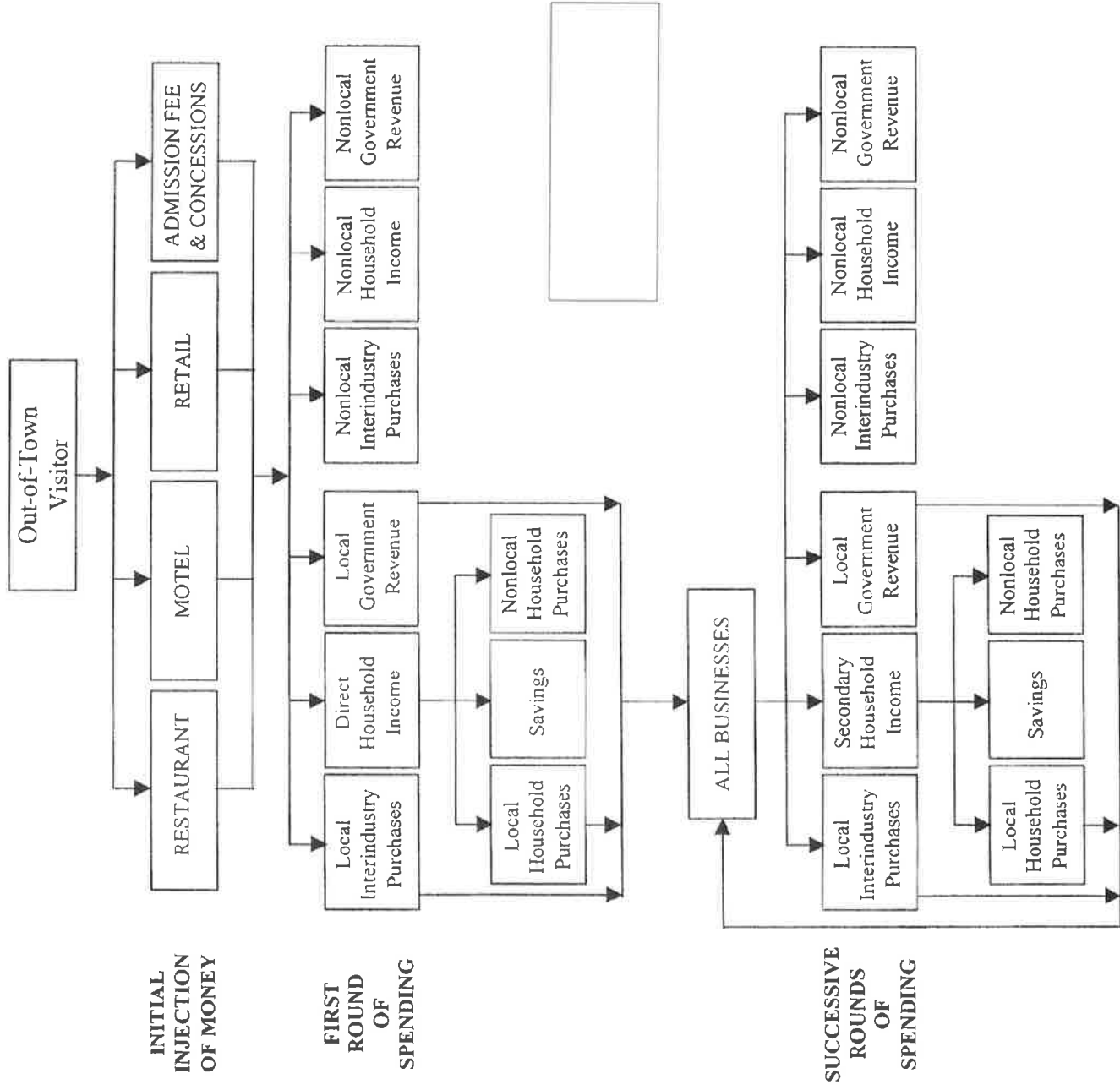
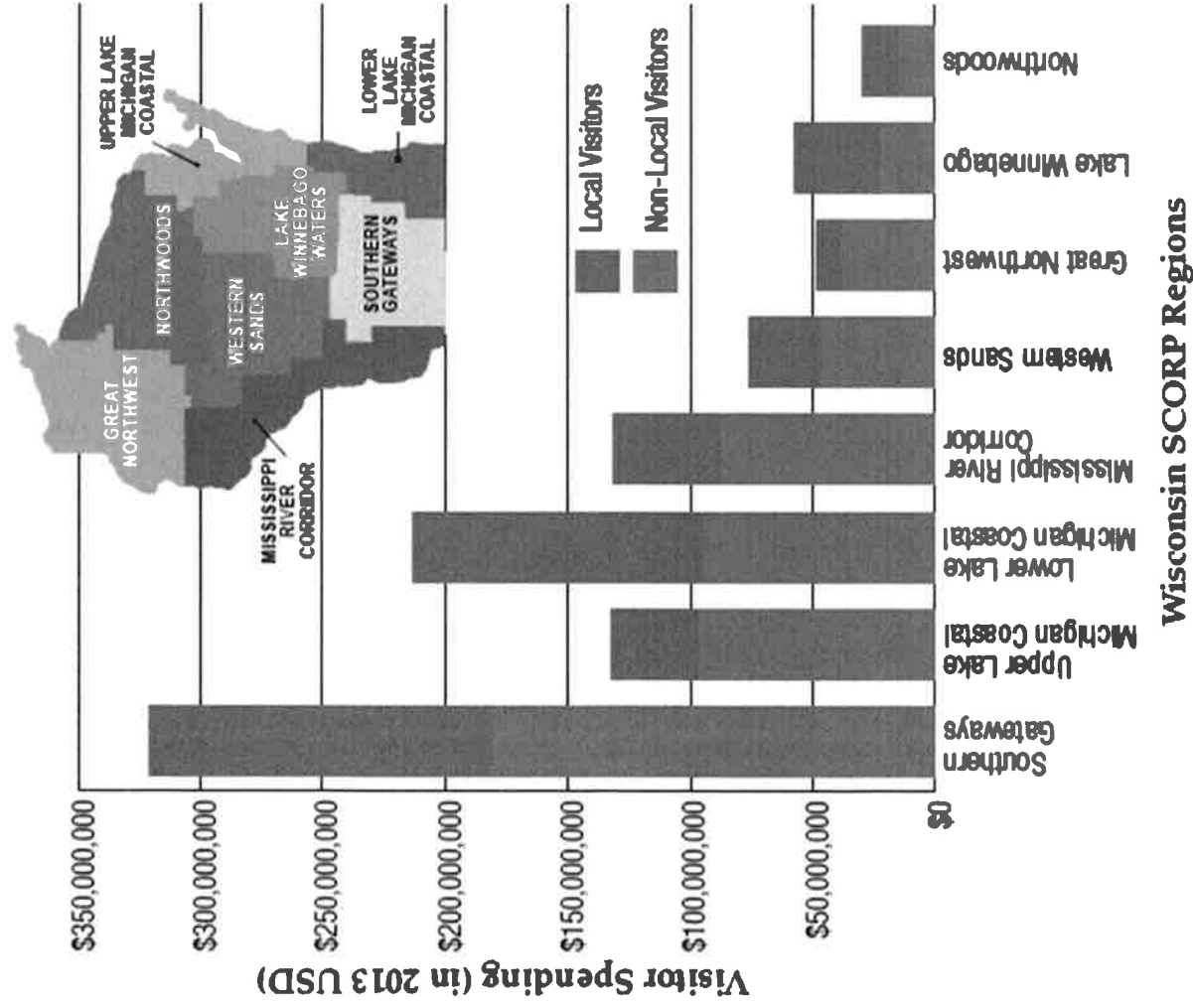


Figure 3. Visitor Expenditures for Trips to the Wisconsin State Park System by Region



- Spending by non-local visitors provides private-sector stimulus to:
 - local businesses
 - local household incomes
 - local government
- Estimates statewide:
 - Just over \$1,000,000,000 spent by visitors to WSPS annually
 - Roughly \$580,000,000 spent by non-local visitors annually
 - Non-local spending provides:
 - roughly 8,200 jobs
 - roughly \$350,000,000 in local income
- Non-market benefits
 - Legacy conservation
 - Ecosystem function value
 - Option, bequest, and existence values

Public Trails as Local Assets

...discovers
...and

State Business

Dis



Elroy-Sparta State Trail

Compatibility of alternative uses

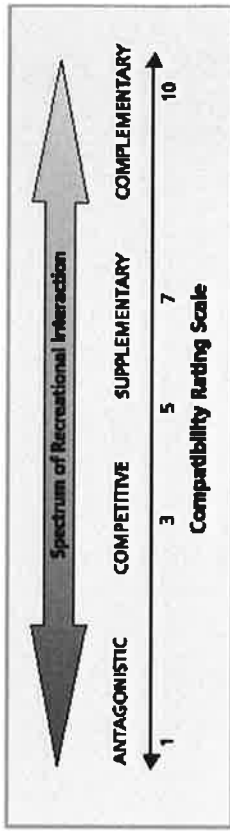
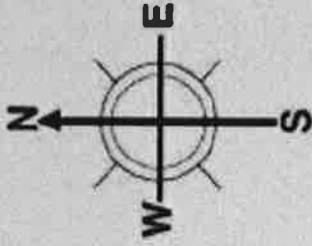


Table 4-2: Average Land-Based Recreation Activity Compatibility Ratings^{a,b}

PRIMARY USE:	INTERACTS:										Average Compatibility
	ATV Riding	Hunting	Snow-mobiling	Horseback Riding	Mountain Biking	Cross-Country Skiing	Linear Trail Biking	Hiking	Wildlife Watching	Camping	
ATV Riding	X	5.3	6.5	5.1	5.5	4.9	5.5	6.1	6.9	7.5	6.0
Hunting	3.3	X	3.7	4.7	4.3	5.3	5.7	5.4	6.0	6.3	5.0
Snowmobiling	4.3	4.0	X	4.0	4.8	4.3	5.8	5.3	6.3	7.2	5.1
Horseback Riding	2.2	3.5	3.0	X	3.8	4.9	4.5	6.3	7.3	7.7	4.8
Mountain Biking	3.1	3.6	4.7	4.8	X	5.7	8.1	6.1	7.4	8.0	5.7
Cross-Country Skiing	1.8	3.6	2.6	3.3	4.2	X	5.6	4.9	8.1	8.5	4.7
Linear Trail Biking	2.6	3.9	5.5	5.3	8.2	7.1	X	7.4	8.0	8.7	6.3
Hiking	2.4	3.5	3.5	5.7	4.7	6.1	6.5	X	8.9	9.2	5.6
Wildlife Watching	2.2	3.2	2.9	6.4	5.2	7.6	6.8	8.6	X	8.3	5.7
Camping	3.9	4.1	5.0	7.5	7.8	8.2	8.2	8.9	8.5	X	6.9
Average Compatibility	2.9	3.9	4.2	5.2	5.4	6	6.3	6.6	7.5	7.9	

a. Compatibility ratings are for how column activity interacts with the row activity. Ratings should therefore be read horizontally across rows.
 b. Ratings below 4.0 (highly competitive or antagonistic) are highlighted in red, ratings between 4.0 and below 7.0 are highlighted in yellow (moderately to mildly competitive), and ratings 7.0 (supplementary or complementary) and above are highlighted in green. Results are based on responses from 23 Wisconsin recreation professionals

 CHEESE COUNTRY TRAIL
 ATV/CLUB TRAILS
 PECATONICA RIVER

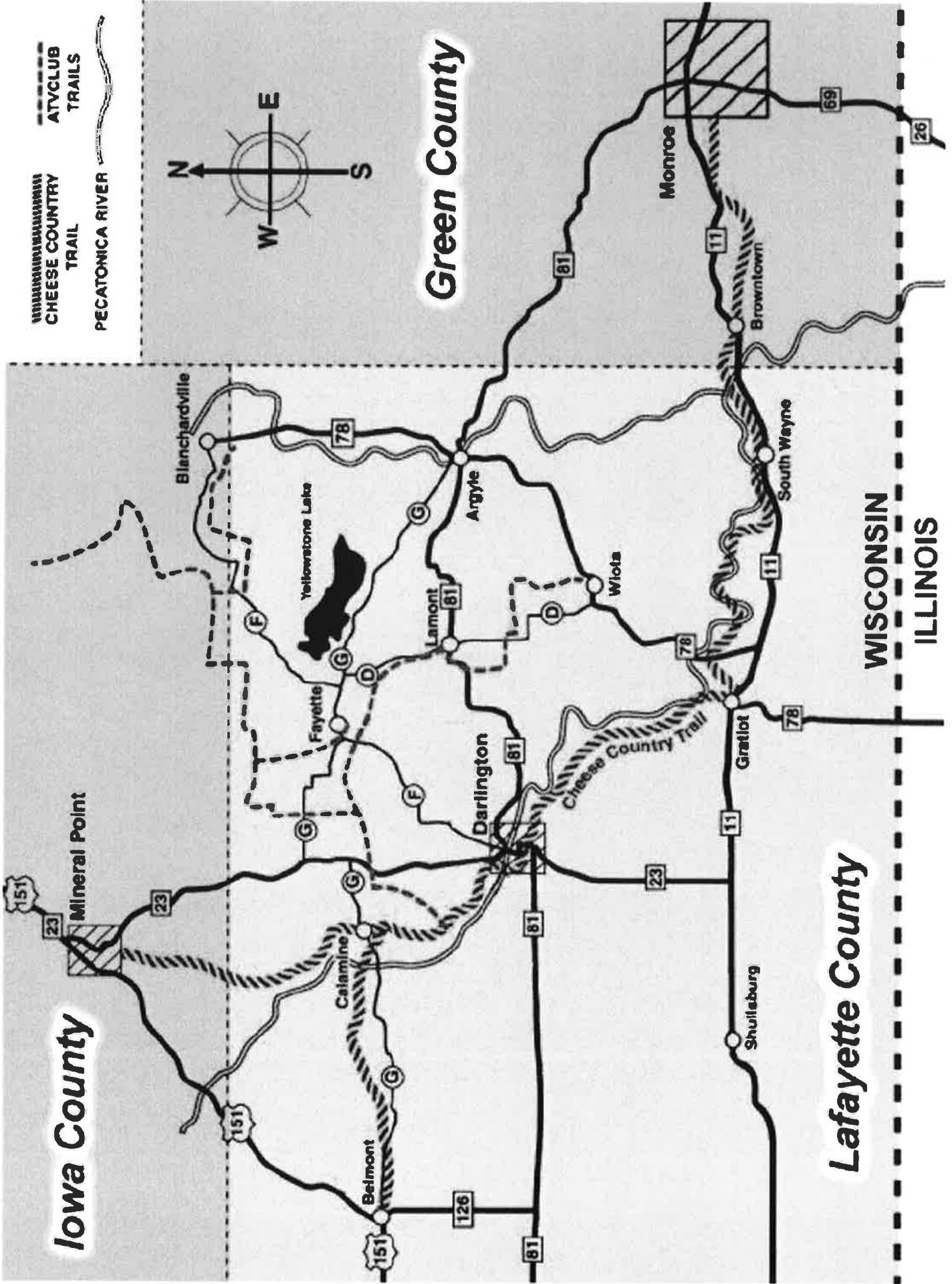


Green County

Iowa County

Lafayette County

WISCONSIN
ILLINOIS



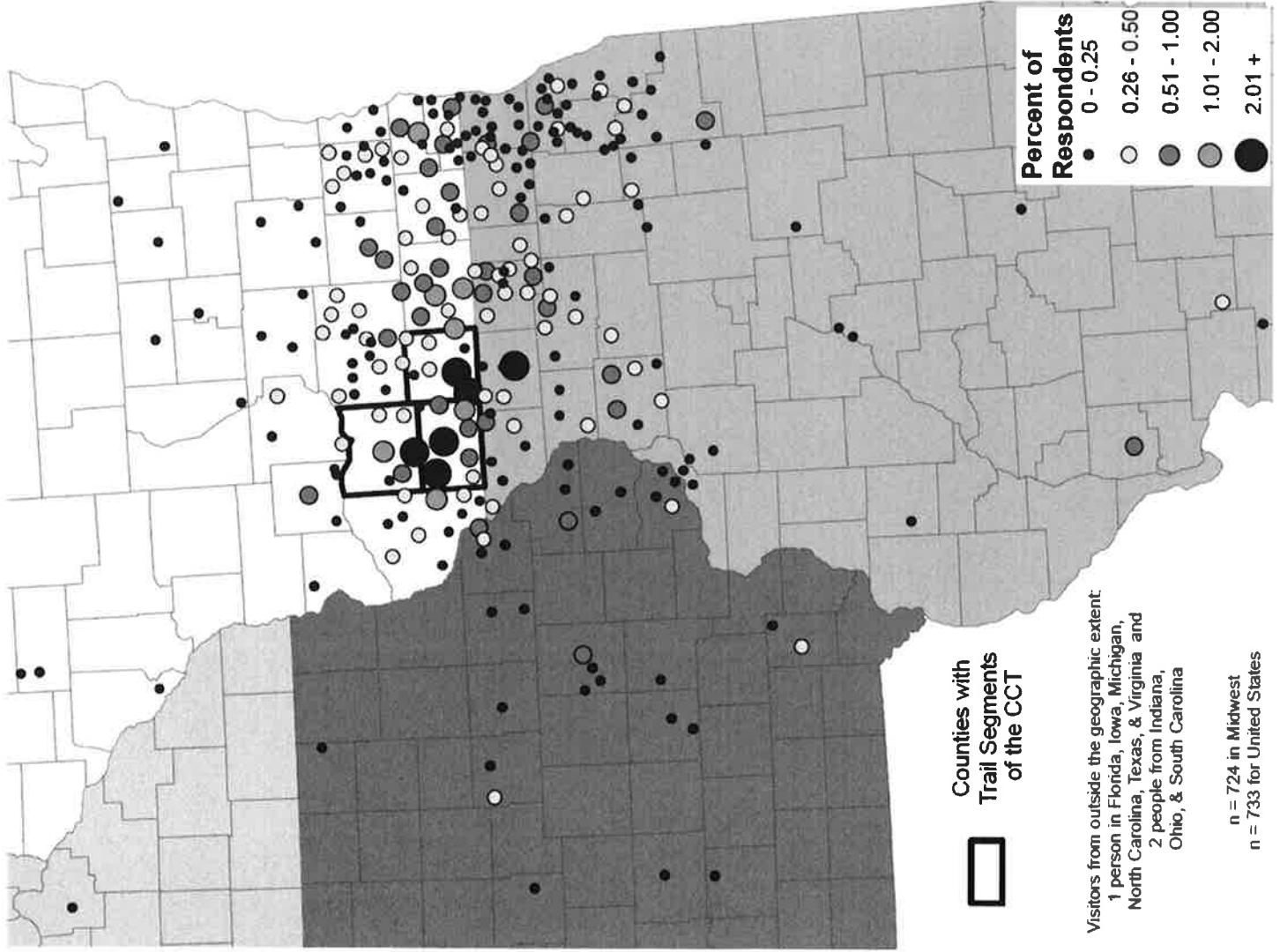
Cheese Country Trail

Trail User Demographics:

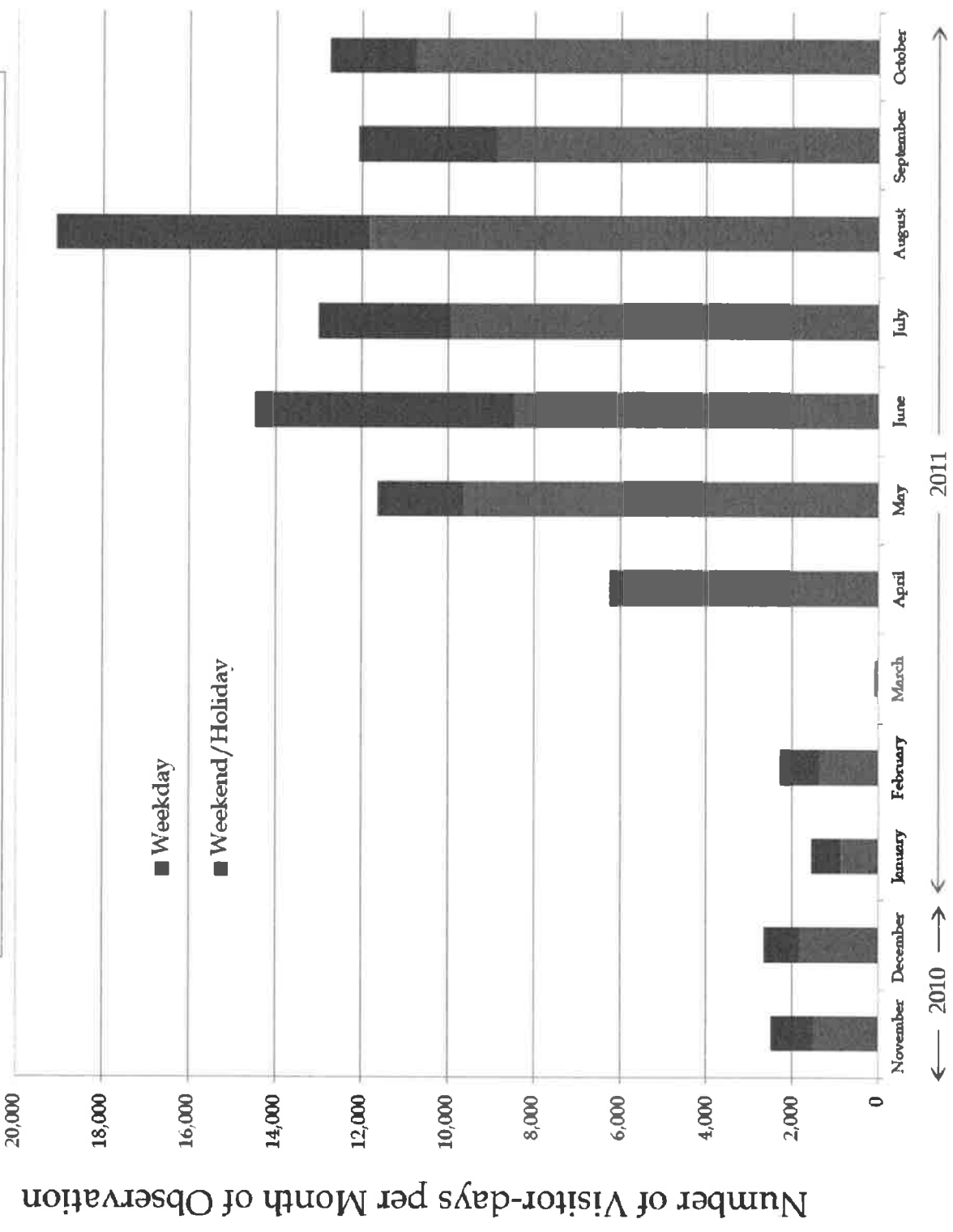
- 98,000 annual visitor-days
- Two-thirds were non-locals
- Average age – mid 40s
- Non-locals tended to be older than local users (46.2 vs. 44.6 years)
- Non-locals were more apt to be college educated and had significantly higher household incomes (\$63,250 vs. \$48,750)

Trip Characteristics:

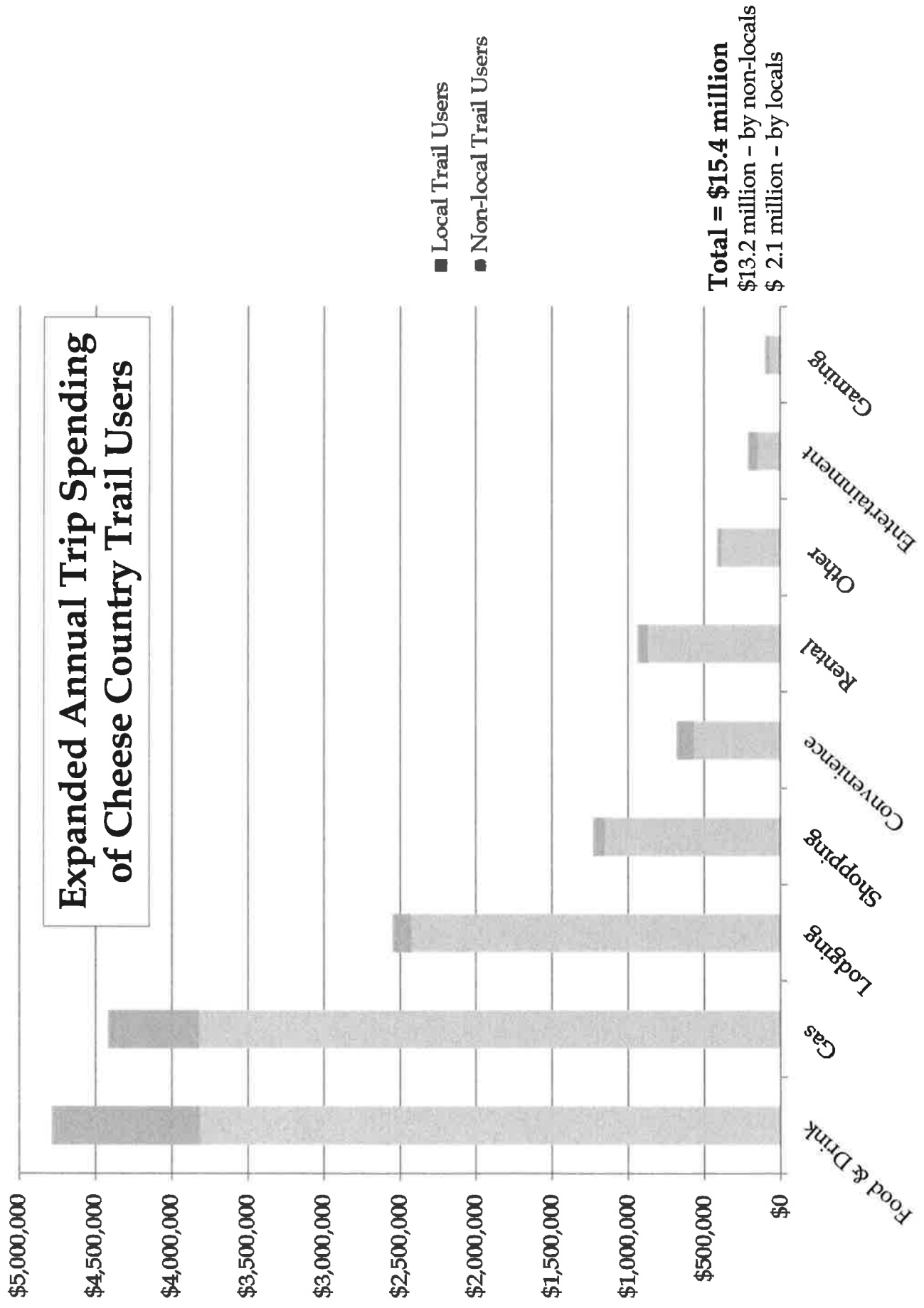
- Locals were familiar with trail, non-locals were less-so
- Trail riding was primary motivation
- Most users were day-trippers
- But ... 1/4 spent at least one night



Annual Cheese Country Trail Use Pressure



Expanded Annual Trip Spending of Cheese Country Trail Users



Total = \$15.4 million
 \$13.2 million - by non-locals
 \$ 2.1 million - by locals



Local Economic Impacts of the Cheese Country Trail

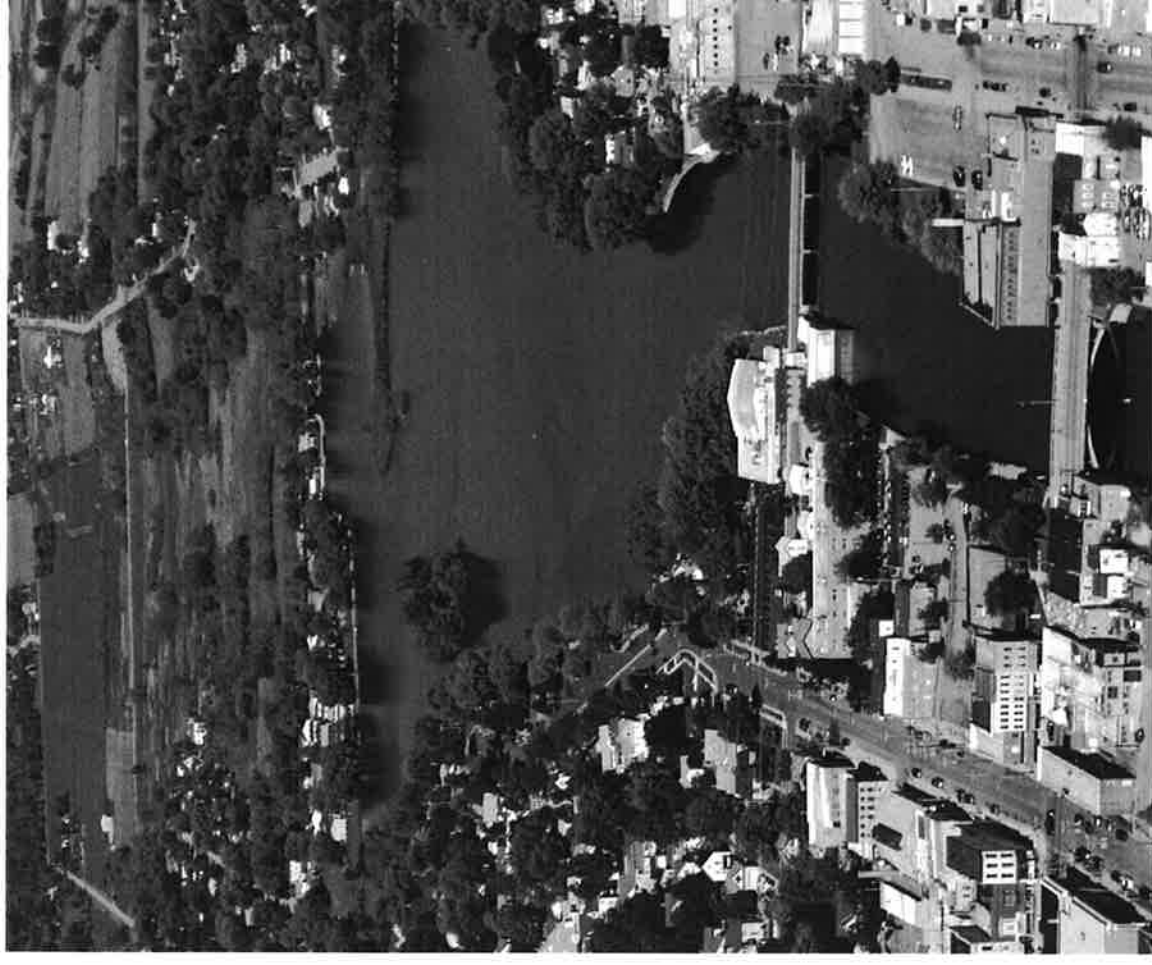
- **Economic Stimulus**
 - Roughly \$11.8 million in annual output change resulted from non-local CCT visitor spending
- **Local Jobs Created**
 - 190 local jobs were supported by non-local CCT visitor spending
- **Income generated**
 - Substantial impact on local income
 - Roughly \$2.9 million annually attributed to non-local CCT visitor spending

Parks Enhance Nearby Property Values

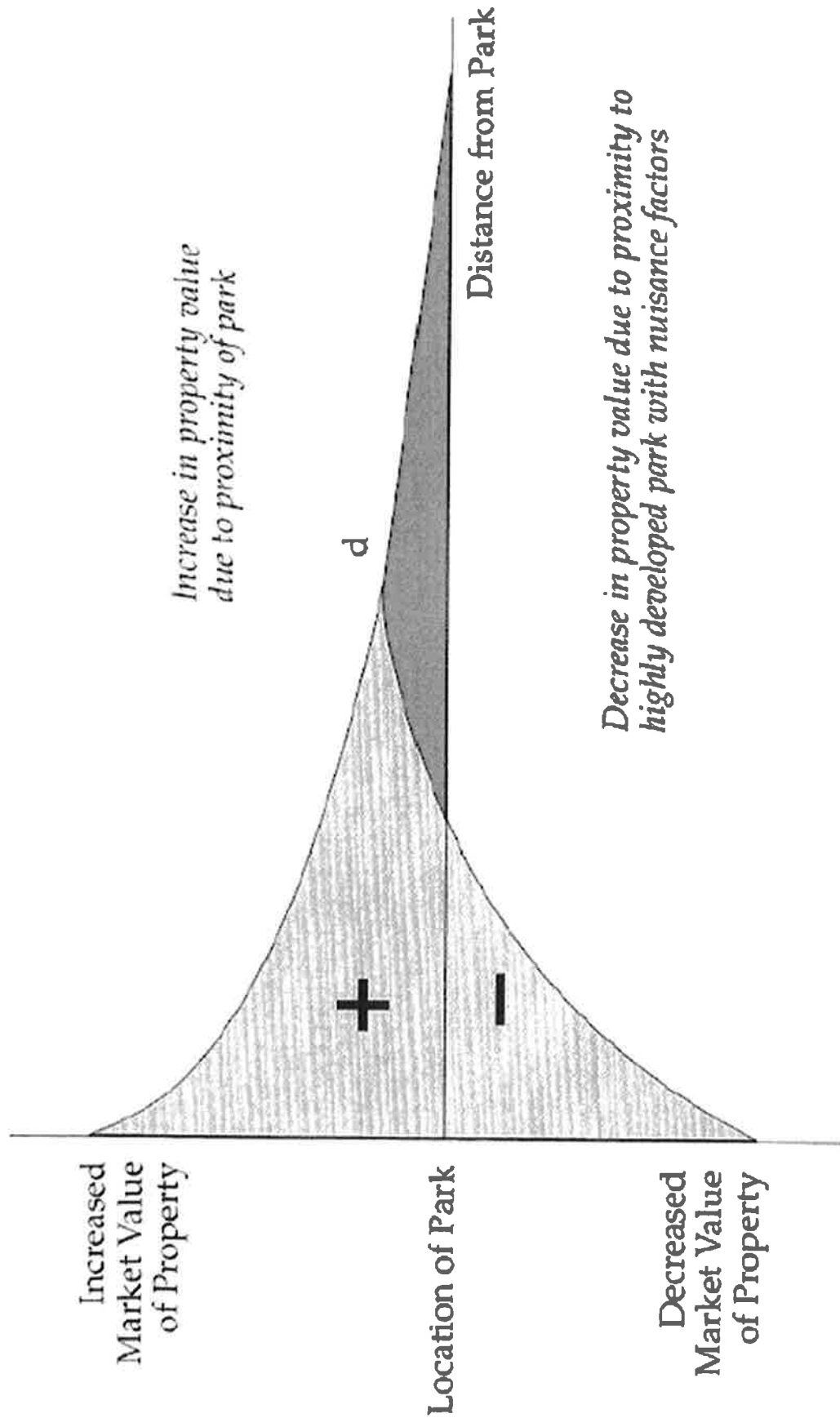
- Recognized early on as a key justification for parks and recreation spending ...
 - “ ...the increase in taxes by reason of the enhancement of values attributable to the park would afford more than sufficient means for the interest incurred for its purchase and improvement without any increase in the general rate of taxation.”

*A.B. Barnes, City Comptroller in 1856
on the creation of NYC Central Park*

- Value of parks and trails are “capitalized” into the value of surrounding real estate



Land Value and Distance from Park



Source: Li and Brown (1980)

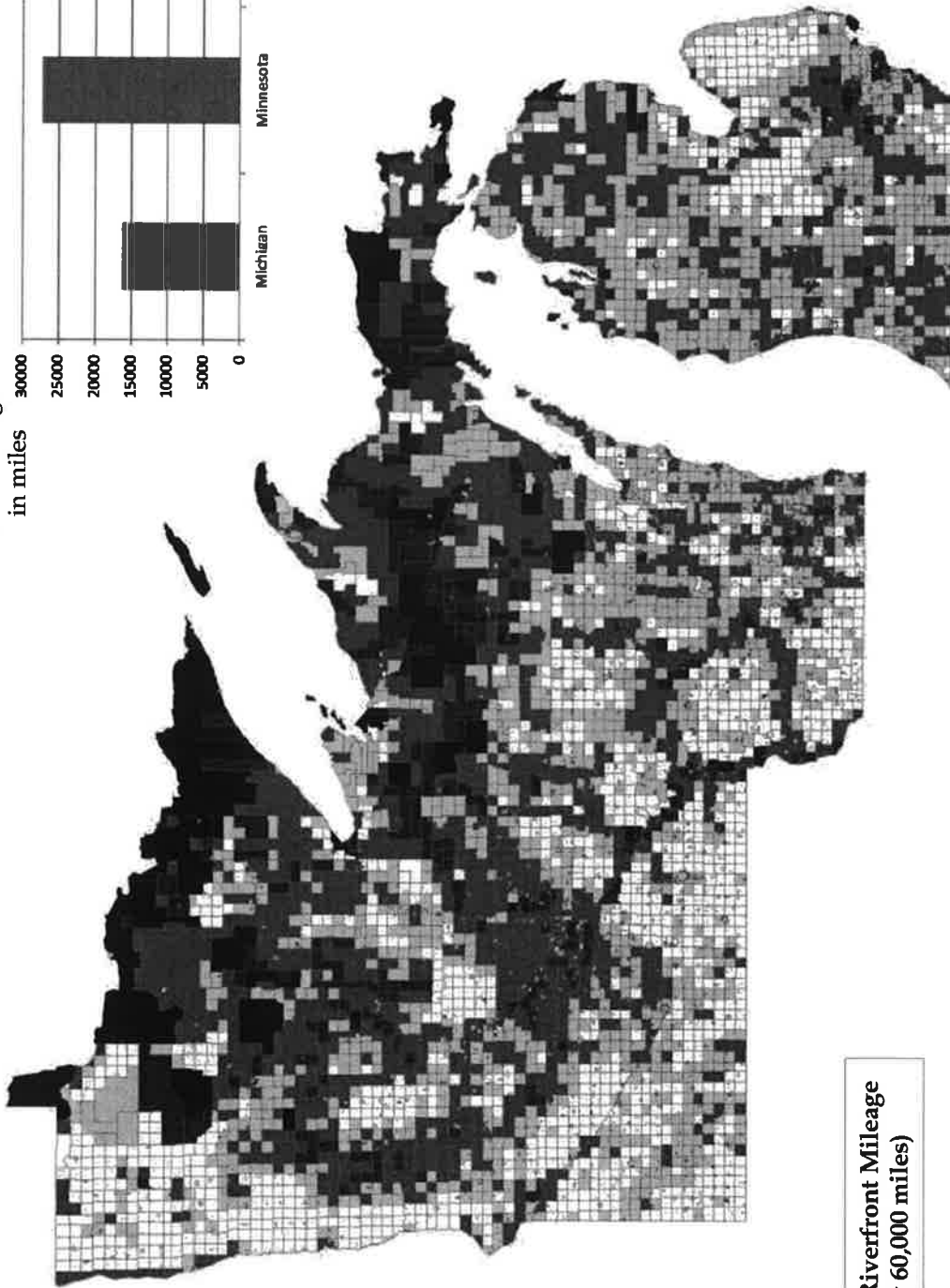
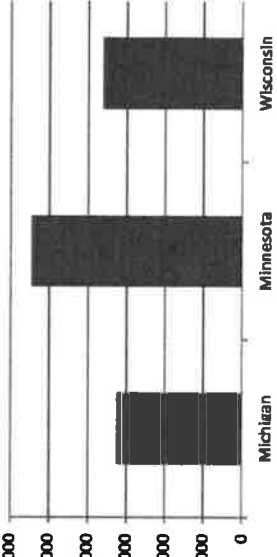
Publicly owned lakes and rivers:

- Provide dramatic economic influence on local property values
- Serve as the primary attraction for local tourism

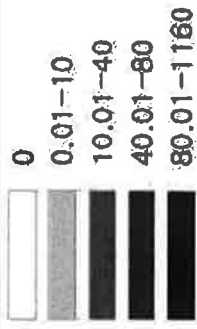


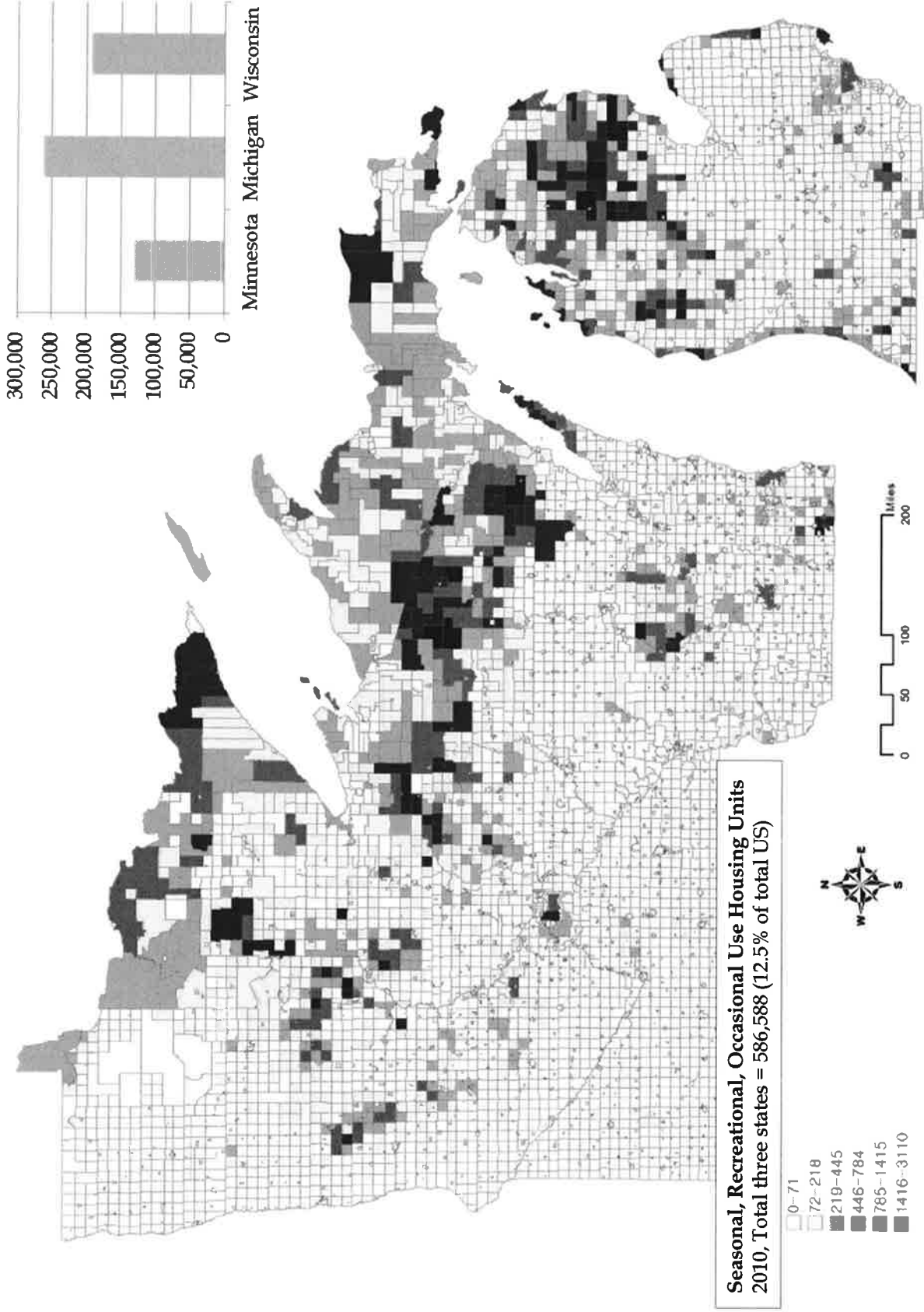
Lake Koshkonong

Water frontage
in miles



Lakeshore plus Riverfront Mileage
(Total of roughly 60,000 miles)





Total value in excess of \$120 billion; annual local spending exceeds \$10 billion

Conclusions

- **County parks are important marketable assets**
 - ✓ Motivate annual infusion of private-sector stimulus
 - ✓ Enhances local quality-of-life
 - ✓ Increases local property values
- **Public lands provide non-marketed benefits**
 - ✓ Legacy conservation
 - ✓ Ecosystem function value
 - ✓ Option, bequest, and existence values





ICC Sign-in Sheet
July 17, 2017 ☆ Jefferson, WI

Name	Affiliation
Kathleen Haas	Columbia Co. UWEX
Dan Schultz	Dodge County Parks + Trails
Bob Miller	Co. Board, Marquette Co
Mary Waters	Co Bd - Marquette Co VC
Jeff Hoffman	UWEX
DAVE MARCOVILLER	UWEX
PAT KILBRO	MARQUETTE COUNTY LWED
Gary Sorensen	Marquette Co. Admin. Coord.
Joe Nehmer	Jefferson County Parks
Harley Reabe	Green Lake City Chair
Jay Dampier	UW - Extension
CATHY SCHMIT	GREEN LAKE Co. Admin.
NANCY ELSING	Columbia County EDC
Mary Cupert	Columbia County 1st vice chair
Andy Rose	Columbia County Supervisor



ICC Sign-in Sheet
July 17, 2017 in Jefferson, WI

8/2 @ 8am
CoCo - ICC @
NEXT year

Name	Affiliation
James E Foley	Columbia Co.
VERN GOVE	Col. Co. CHAIR
JIM SCHARBER	CITY OF HORICON
Keri Solis	UWEX Marquette
Dave Frohling	Dodge Co.
Amy Rinar d	Jefferson Co.
Jens Erickson	Sauk UWEX
MARTY KRUEGER	SAUK Co. BOARD CHAIR
Russell Kothe	Dodge County Chair
Ryle Christenson	WLA



Intercounty Coordinating Committee Meeting Minutes

Monday, July 17, 2017

Jefferson County UW-Extension Building, 864 Collins Rd., Jefferson, Wisconsin

ICC Participants

Columbia County – Mary Cupery; Nancy Elsing; James Foley; Vern Gove; Kathleen Haas; Andy Ross; **Dodge County** – David Frohling; Russell Kottke; Jim Schaefer; Dan Schultz; **Green Lake County** – Harley Reabe; Cathy Schmit; ; **Jefferson County** – Joe Nehmer; Amy Rinard; **Marquette County** - Pat Kilby; Bob Miller; Keri Solis; Gary Sorenson; Mary Walters; **Sauk County** – Jennifer Erikson; Marty Krueger; **WCA** – Kyle Christenson; **State Legislators** – none; **Guest** – Dave Marcouiller; **UWEX AED** – Jay Dampier; Jeff Hoffman

Call to Order

The meeting was called to order by ICC Chair Russell Kottke at 9:30 a.m.

Certification of Wisconsin Open Meetings Law Notice

The Secretary confirmed the requirements of the *WI Open Meetings Law* were met.

Adoption of Agenda

Motion by Marquette County, second by Green Lake, to approve the agenda – Approved.

Approval of Previous Meeting Minutes

Motion by Columbia County, second by Dodge County, to approve the minutes of the June 2017 meeting of the Intercounty Coordinating Committee -- Approved.

Reports from Visiting Legislators -- none

WCA Legislative Report – Kyle Christenson

- Assurity Bonds legislation has passed that allows counties to borrowed. If local unit of government (LUG) chooses not to float an assurity bond then LUG must pass an ordinance.
- Competitive bidding bill would allow county with projects costing over \$25 K to go thru the competitively bidding process, three bids, the new legislation allow LUG to allow project under to \$75K to bid directly.
- Dark Store Legislation: LUG are encountering new big box store (e.g., Walmart, Walgreens, etc.) to seek lower property taxes for new stores, using market data from area closed down near-by stores as basis for lower property taxes, sometimes up to half the assessed value of the new development/store. 150 people testified in support of the bill at hearing. The “dark store” bill is expected to pass in assembly, there may be challenges on Senate side.
- Next month’s WCA monthly magazine will feature the “dark store” issue.
- Joint Agency Statute: commission of government reform and efficiency – currently, state statute has not permitted units of government to work together. This bill allows for collaboration between units of government as long as a state agency is involved.

- **State Budget:** is a problematic, without having a state budget passed, the state is putting things on credit. GPR borrowing has been increased from \$500 million to \$850 million. Legislature still wants to see the transportation budget increased and identify an associated revenue source. Legislature and Executive branch are at a standstill. As of 7/1 the state is not allowed to bond future transportation projects.
- Governor is proposing reducing the lowest two income tax brackets at a cost to state of \$2 million. Senate opposes and is waiting to negotiate before passage of the state budget.

Open Discussion of County Issues

- **Audit of WI DoT --** WI Dot was not accounting for inflation as it relates to multi-year projects. This will lead to requiring additional revenue sources dedicated to the transportation budget.
- **ICC Chair asked member about how group should proceed given the restructuring of UW-Extension/nEXT Gen.** An 8/2 @ 8:30 in Columbia County meeting has been scheduled with ICC county board chairs. Items for consideration include, how nEXT Generation will affect how ICC program coordination and the transfer administrative responsibilities.
- **ICC program ideas shall be considered for 2017-2018 Program as part of the August ICC agenda, 8/21, in Sauk County, Program Topic: *Pro's & Con's of County Strategic and Leadership Models.***

Program – County Parks and Recreation: Opportunities for Economic Development Department (refer to powerpoint presentation)

Professor Dave Marcouiller, UW-Madison Department of Urban and Regional Planning
Email: dave.marcouiller@wisc.edu
Phone: (608) 262-2998
Office: 101 Music Hall

ICC County Parks Directors or Coordinators (invited)

- **Columbia County:** city of Rio has a location on a bike trail that provides bike tools for public use.
- **Dan Schultz/Dodge Co**
- **Pat Kilby/Marquette Co.:** Currently the Co. LWD is partnering with the Co. Health Dept. to improve the county's health rankings; Marquette Co. also realizes the importance and contribution of how trails attract younger generations to area. Marquette county has appointed a county sub-committee that addresses parks and recreation opportunities and have included citizen advisors; Marquette co. has learned that the bike web page is the county's seconded most visited page; 98% of people that are shore fishing are from out-of-county; City of Packwaukee is looking to add a city park that accommodates shore fishing; also have found that the barn quilt trail is used by bicyclists and contributes to improving tourism in the county.
- **Joe Nehmer/Jefferson Co.:** City of Watertown received a \$100K grant to promote health and wellness using bike trails; P & R jobs in rural areas allows the recruitment and hiring of younger generations; Jefferson Co. recently received a \$1.1 million gift to maintain and operate land donation as future park site; Trails have been expanded and being connected thru out State; Over time, the perspective of providing bike trails has changed from negative to being an asset for local units of government; the county has held public feedback sessions examining the use of trails by motorized users/ATV users. This was done when Jefferson co. bought 172 acres of state land from WI DNR. Jefferson Co. agreed to operate the motorized trail for 5 years. After 5 years Jefferson co. held a public meetings to determine if 172 acres should remain ATV trail or become passive trail. Because of major opposition, Jefferson county has converted trail to passive trail.

- **Sauk County:** State purchased 2013 railroad line in Sauk co., Sauk co has converted rail to 3-segment trail; UWEX facilitated a public process to advise county on future use,; The Sauk county (e.g., *connecting pearls as part of a neckless*) trail will:
 - connect with Dane County's trail system;
 - Will build a recreation bridge over WI river,
 - Connect to converted Badgerland property
 - Connect to Devil's Lake State Park, and ,
 - Connect to Ice Age Trail and Elroy Sparta trail.

Open Discussion of County Issues -- none

Adjourn

Next Meeting

Next meeting: August 14, 2017 in Sauk Co. – Topic: Pro's & Con's of County Strategic and Leadership Models

Adjournment

Meeting adjourned after tour

Respectfully Submitted,

Kathleen Haas
UW-Extension, Columbia County