



Maricopa County

Parks and Recreation Department

Presented to

Desert Foothills Land Trust and Anthem Chamber of Commerce

November 13, 2014

Vision and Mission

- Our **vision** is to connect people with nature through regional parks, trails and programs, inspire an appreciation for the Sonoran desert beauty and natural open spaces, and create life-long positive memories.
- Our **mission**, through responsible stewardship, is to provide the quality parks, trails, programs, services and experiences that energize visitors and create life-long users and advocates.

The Regional Park System

- 10 Regional Parks
 - Adobe Dam Regional Park
 - Buckeye Hills Regional Park
 - Cave Creek Regional Park
 - Estrella Mountain Regional Park
 - Lake Pleasant Regional Park*
 - Desert Outdoor Center
 - McDowell Mountain Regional Park
 - San Tan Mountain Regional Park
 - Spur Cross Ranch Conservation Area*
 - Utery Mountain Regional Park
 - White Tank Mountain Regional Park

**Visited by 2.1
million people
in 2013!**

What we do

- Manage ~120,000 acres
- Over 1,500 miles of trails
- Outdoor educational programs
- Ranger-led hikes
- Campgrounds
- Picnic ramadas
- Competitive tracks
- Archery ranges
- Nature Centers
- Events
- *More!*



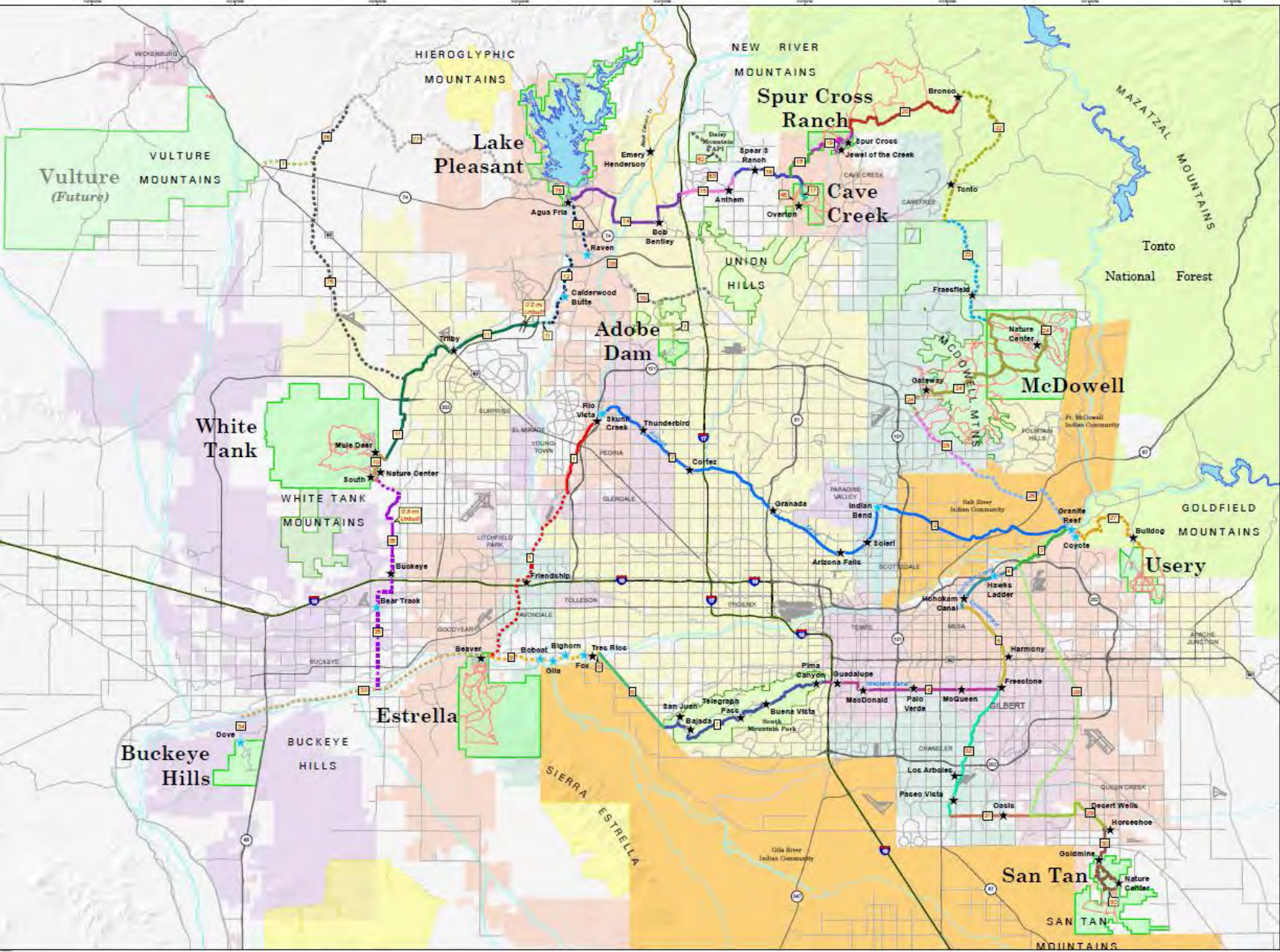
(Cave Creek)

Maricopa Trail

- Connects Regional Parks to communities
 - 310 miles of trail planned
 - 210 miles of trail complete

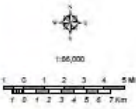


Maricopa Trail and Sun Circle Trail



Regional Trail System

- Trail - Built
- Trail - Future
- Trailhead
- Trailhead - Future
- Now: Colorize by trail segment
- Regional Park
- Other trail
- Mountain Preserve
- BLM Wilderness



How do parks, open space, trails affect businesses in the area?

- Municipal revenues are increased
 - Property Tax Benefits
 - Sales Tax Benefits
 - Tourism-Related Benefits
- Knowledge workers and talent are attracted to live and work
- Real property values are positively affected
- Affluent retirees are attracted and retained
- Homebuyers are attracted to purchase homes

Economic Impact: Nationally

Nationally

OUTDOOR RECREATION GENERATES...

\$646

BILLION
in consumer
spending

6.1

MILLION
direct
American jobs²

\$39.9

BILLION
in federal
tax revenue

\$39.7

BILLION
in state and local
tax revenue

An Overlooked Economic Giant

Annual Consumer Spending, in Billions¹



¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product, based on available 2011 data.

² Direct employment in the outdoor recreation sector—as opposed to indirect, implied, multiplier or ripple effects that include impacts of spending, jobs and wages as they circulate throughout the economy.

Economic Impact: State

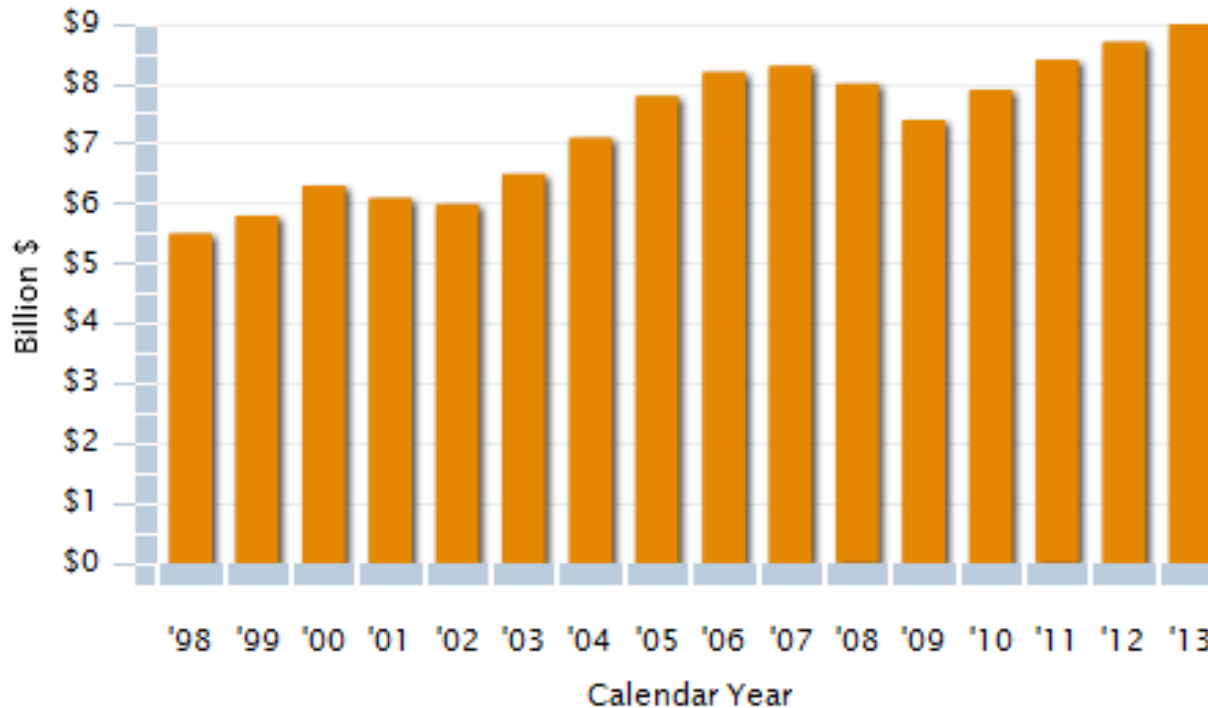


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Economic Impact: County

Total Visitor Spending (all tourism)

Visitor Spending at Destination
Maricopa County



Source: Arizona Office of Tourism (<https://tourism.az.gov/>)

Economic Impact: County Parks

- Arizona State University study
- IMPLAN software
 - 440 sectors or categories
- Two ways return on investment will be measured:
 1. economic impact generated by visitors
 2. leverage ratio (or the number of dollars generated for local residents for every dollar invested by the MCPRD in the annual operating expenses)

Final results are pending.

Future Economic Development Opportunities

- Vulture Mountains Recreation Area
- Sports field complex at Estrella Mountain Regional Park
- El Rio Watercourse project (led by Maricopa County Flood Control District)

Why should businesses care?

- Health benefits:¹
 - Being outdoors increases Vitamin D levels (helps fight disease) and elevates people's mood and ability to focus while relieving stress and anxiety
- Outdoor education teaches or improves:²
 - Leadership, Teamwork, Stewardship (older kids)
 - Imagination, Balance, Memory, Social Behavior (younger kids)
- Your Business:
 - Sales revenue and external dollars
 - Employees
 - *See previous slides regarding Economic Impacts*

Sources:

1 http://www.health.harvard.edu/press_releases/spending-time-outdoors-is-good-for-you

2 <http://www.outwardbound.org/> and http://en.wikipedia.org/wiki/Forest_kindergarten

How can businesses help?

- Partner with Parks for events/programs
- Adopt-a-Trail
- Volunteer
- Support park/open space initiatives
- Voice your support with local, state, national leaders for park, open space, and trail related issues
- *Visit a park!*

For example...



“Muddy Buddy” (Estrella, 2011)



Luke AFB Volunteer Day
(White Tank, 2014)



Adopt-a-Trail

Visit a Park!
(Cave Creek)



Questions

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