



California State Parks; Economic Impacts



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Importance of CA State Parks

1. Provides Healthy Recreation

- 5,100 miles of trails, 14,500 campsites

2. Protects Natural Resources

- 300 mi of coastline, 50% of all rare habitat types

3. Preserves Historical Riches

- 51 historic parks, 1,000's Native American sites, 24 Nat'l Historic Landmarks

4. Showcases Our Cultural Diversity

- Tells the California story, our legacy

5. Generates Significant Economic Impact

- More on this



California State Park Visitation

- Total CSP visitor attendance FY 2009/10 :
65,500,000
- This level of total visitation is:
 - More than Disneyland
 - Equivalent to $\frac{1}{4}$ of all National Park Visits in US
- A 2002 survey* of over 9,000 CSP visitors found **12% came from outside CA**



CA State Parks Partners In State Tourism Promotion

- State Park vacation trip types are featured prominently on CTTC homepage, *Things To Do*

The screenshot displays the California Tourism website homepage. At the top, the logo reads "California find yourself here". Navigation links include "Sign In | Sign Up", "United States", "My Trip", "Visitor's Guide", and a "Site Search" field with a "SEARCH" button. A blue navigation bar contains the following categories: "Life In California", "Destinations", "Things To Do", "Travel Tools", and "Deals". The "Things To Do" menu is expanded, listing: Arts & Culture, Beaches, California Fives, Events Calendar, Family Fun, Golf, Nightlife, Outdoor Recreation, Shopping, Spas & Wellness, Trip Ideas, Wine & Dine, Wine Month, and Winter Recreation. Below the navigation bar is a grid of images: a vineyard, the Hollywood sign, a dog, the Golden Gate Bridge, a horse, a classical building, a person with a whale, and a boardwalk. At the bottom, three regional sections are visible: "Northern California San Francisco & Beyond", "Central California Santa Barbara & Beyond", and "Southern California Los Angeles, San Diego & Beyond".

State Parks Impact As Much As 67% Of CTTC's Targeted US Audience

	US	CA	CA Index
Family Trips	18.9%	24.4%	129
Adult Entertainment	19.2%	21.3%	111
Passive Outdoors	18.1%	15.5%	86
Adult Indulgence	13.0%	14.0%	108
Cultural Travelers	16.5%	13.9%	84
Outdoor Adventure	14.3%	10.9%	77

- A primary slogan for the CTTC is “California has something for everyone.”
- CA State Parks reflect that better than do National Parks in CA
 - Especially historic and cultural state parks

State Park Visitors Spend On More Than Just Entrance Fees

- Visitors to CSPs spend money for a wide range of items and in a variety of locations
 - 42% of total spending is in the park and local community
 - 58% outside the local area
- Average 2009 CA State Park visitor groups spent...

Average 2009 CSP Trip Spending Per Group By Type

Expenditure Type	In Park and Nearby Community	Outside Park and Nearby Community	Average Spending Per Group/Trip
Lodging, Camping	24.01	18.28	42.29
Food and Beverages	18.61	13.76	32.38
Supplies, Groceries	21.72	32.30	54.02
Transportation, Gas	18.65	48.29	66.93
Recreation & Other Purchases	6.77	9.07	15.84
Total Avg. Spending	89.76	121.69	211.46

Source: Rolloff et al, 2009. Per day spending extended by 3.7 group size.

Spending Varies By State Park Visitor Residence

- One study found - CSP non-resident groups spent on average \$684.17 per trip, versus \$211.05 by residents*
- **2011 study determined average trip spending for groups who visited any park was double (\$1,095 vs. \$594 per party), compared to all visitors to California****

* Rolloff et al, 2009

** Mishell, 2011



Total State Park Visitor Economic Impact

- CSP visitor spending in park and local communities
 - **\$ 2.6 billion** (King 2002)
 - **\$1.8 billion** (Rolloff et al 2009)
- Total spending by non-resident CSP visitors in CA
 - **\$1.7 billion** (Rolloff et al 2009)
- Additional sales & output in local communities in CA
 - **\$6.6 billion** (King 2002) (\$1.9 billion in NY state study)
- An estimated **100,000 jobs** are supported (King 2002)



Return On Investment For State

- 14.6% of CA State Parks 2009/10 budget (**\$123mil**) came from the state General Fund
- State tax revenue is generated from CSP visitor spending
- Estimated total **return on investment** to CA from state park visitor spending
 - **\$2.35:1** (King 2002)
 - **\$2.46:1** (Rolloff et al 2009)
- Summary: The general fund investment is more than covered by additional tax revenues

The Flawed Entrance Fee Argument

- Some have argued that entrance fees must cover all CSP operating costs.
- But this is as flawed as saying entrance ticket sales at Disneyland must cover all their operating expenses
 - No theme park can survive on entrance ticket sales alone
- CSP visitors spend on much more than entrance fees and this enriches local communities and the state treasury



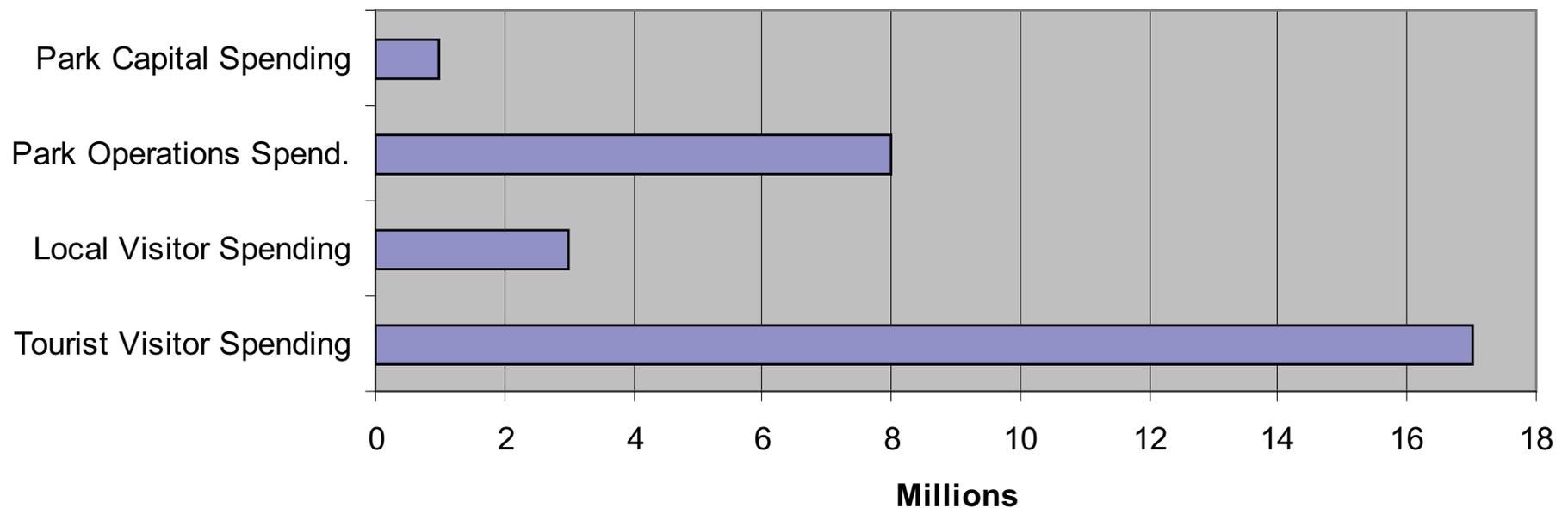
An Extraordinary Large Economic Impact on Rural Areas of California

- CSP operation and capital spending can have a significant impact on smaller rural communities
- CSP generated **tourism is by far largest CSP \$ impact**
 - Tourism is first or second largest employer in many counties
 - State Parks are often top tourist attractions in these rural areas
- Closing a popular state park in rural area could have an extraordinarily large negative impact on that area
- Here is why
- Typical economic impact of a state park.....



State Park Related Economic Impacts To Local Community Come From Several Sources

Average Economic Effects of State Park Related Spending



Source: Minnesota State Parks, 2005

Examples of Economic Impact of State Parks on Rural Communities

- **City of Moro Bay** (Hendricks et al 2002)
 - **Morro Bay State Park** - 230,000 campers over 2 years contributed **\$12 mil to the city**
- **Lake County** (Rolloff et al 2009)
 - **Anderson Marsh and Clear Lake State Park** – Over 143,000 visitors and **\$8.2 mil to local economy**
- **San Luis Obispo County** (Hendricks et al, 2008)
 - **Oceano Dunes SVRA**- **\$70.1 mil impact on surrounding cities**
- **Del Norte County** (King 2002)
 - **Del Norte Coast Redwoods State Park**- 60,439, with **\$1.7 mil. economic impact on county**

Funding Alternatives For Preventing State Park Closures

There are alternatives for funding CSPs

1. **Restore state funding, find savings elsewhere**
 - CSP have one of the best returns on investment
2. **Reduce CSP operating costs - partnerships**
 - **Nonprofit “friends of” organizations** (common)
 - **Commercial concessionaires** (done now for maintenance and ops.)
 - **Cities, counties, districts and nat’l parks** (share responsibilities)
3. **Bring in more revenue**
 - Private sector funds and builds more **profit making facilities in CSPs** (conf. centers, inns – Asilomar)
 - Model funding after Cal Travel, **private industry partnerships**
 - **CSP license plates** for capital improvements
 - State Parks **capital improvements bond**
 - **Surcharge on outdoor recreation equipment & sporting goods sales**



● Thank you

Sources of Information

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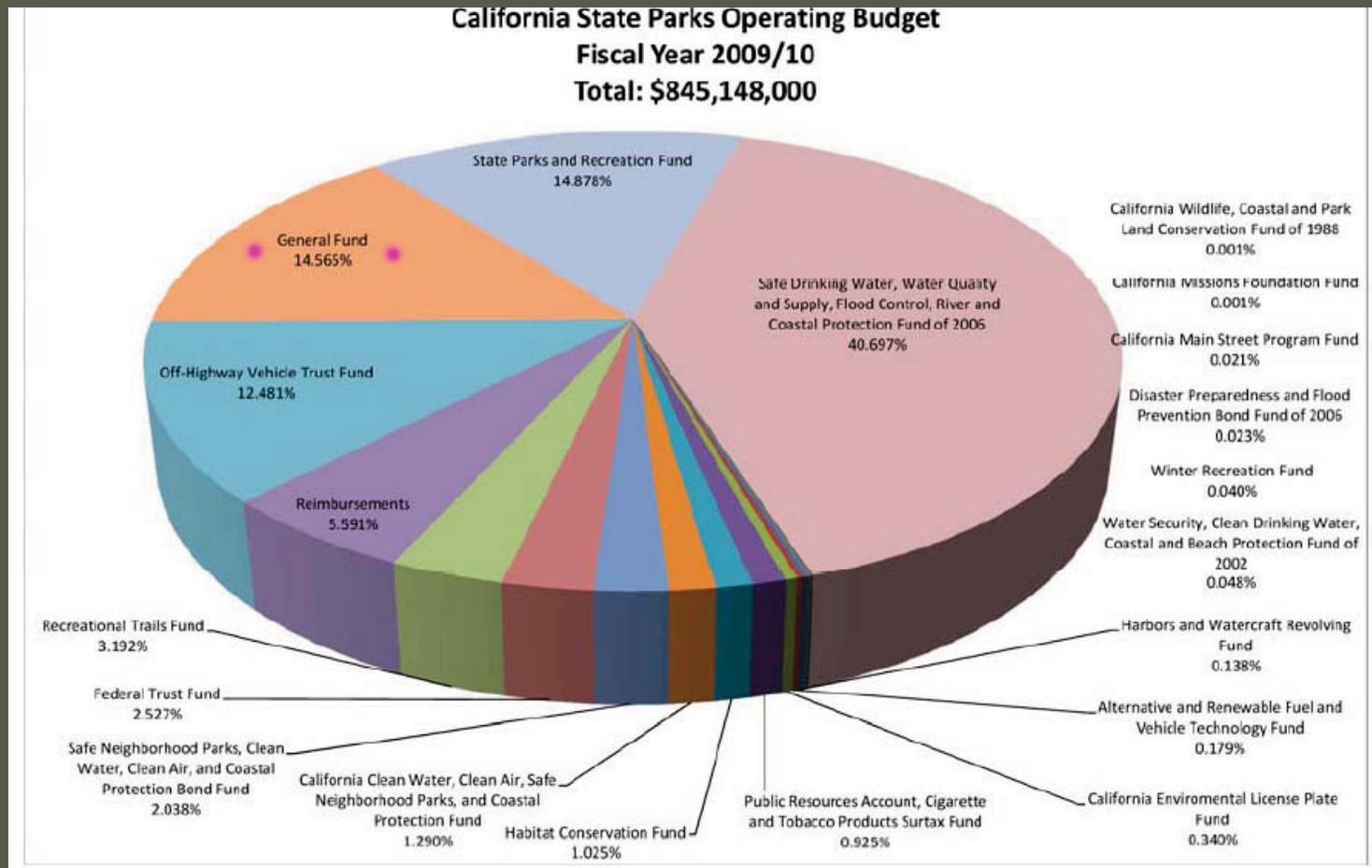
Number and Locations of CA State Parks,

- 278 California State Park Units (CSP)
- Covering 1.5 million acres
- One of largest state parks systems in US
- Large variety of units
 - Ano Nuevo State Reserve
 - Hearst San Simeon State Historic Monument
 - Bolsa Chica St. Beach
 - Marshal Gold Discovery St. Historic Park



CA State Parks 2009/10 Budget and the State General Fund

- Only 14.6% of CA State Parks 2009/10 budget (\$123mil) came from the state General Fund



70 California State Park Units Are Slated For Closure In 2011

Who Will Suffer From State Park Cuts and Closures?

- This will adversely impact our citizens, cities, businesses, natural and cultural resources and the economy
- But three groups will disproportionately suffer the most from CSP budget cuts
 - The CSP employees/families who'll lose jobs
 - Rural areas where CSPs are the major attraction
 - And.....



Our Children

