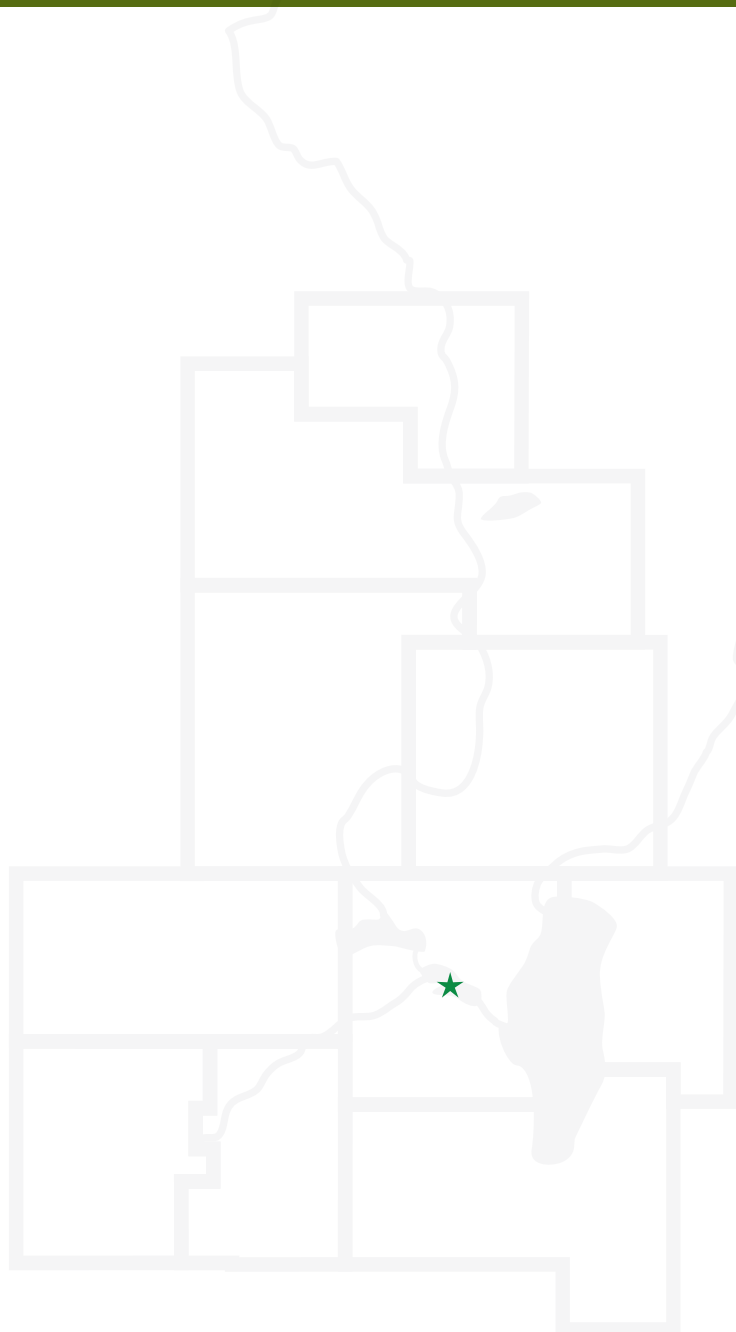


Winnebago County

Economic Impact Study-Parks & Trails

Report of Findings

December 2015



East Central Wisconsin
Regional Planning Commission

ECWRPC

Calumet • Fond du Lac • Menominee • Outagamie
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WINNEBAGO COUNTY

ECONOMIC IMPACT STUDY –
PARKS AND TRAILS

Report of Findings

December 2015

Prepared by the

East Central Wisconsin Regional Planning Commission
Trish Nau, Principal Recreation Planner

ACKNOWLEDGMENTS

The preparation of the Winnebago County Economic Impact Study – Parks and Trails Report of Findings was formulated by the East Central Wisconsin Regional Planning Commission with assistance from the Winnebago County Parks Department.

PICTURE YOURSELF IN WINNEBAGO PARKS!

PARKS & RECREATION COMMITTEE

The committee is composed of five members and meets approximately once a month. The committee works on the planning and development of park improvements and policies with the Parks Director.

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ABSTRACT

TITLE: Economic Impact Study – Parks and Trails Report of Findings

CONTACT: Trish Nau, ECWRPC Principal Recreation Planner

SUBJECT: Report of the economic impact of parks & trails on the county.

DATE: December 31, 2015 Final Draft

PLANNING AGENCY: East Central Wisconsin Regional Planning Commission

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This report represents the findings from a public survey conducted at county parks and facilities to measure economic impact to the area. It seeks to start a series of data collection methods to gauge the importance of parks to the local economy and show their worth. Statistics and information shown here forth depict how the parks and trails help preserve the county's natural environment allowing residents and visitors alike to play, learn, enjoy and live in harmony with it while bringing in dollars to local businesses. In addition, it sets new recommendations and future actions based on present needs and use.

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**WINNEBAGO COUNTY ECONOMIC
IMPACT STUDY-PARKS AND TRAILS**
REPORT OF FINDINGS

REPORT OF FINDINGS

MEASURING IMPACT¹

When looking for a place to recreate, visitors travel because of an attraction or event. There has to be something to draw them to the place or community. Primary attractions vary from place to place and usually offer unique experiences such as sporting events, concerts, festivals, sporting shows, etc. Winnebago County has many events, parks, and facilities that draw visitors and residents alike throughout the year.

Unique factors include the geographic proximity of the participating sports teams to the host site, locations of special events, and the number of county attractions to draw the user. The trending of the destination for spectators and participants, the size of the venue, the location of the venue, the location of the venue to the business district, and the level of supporting infrastructure in the host community as well as marketing all contribute to the success of the possible economic boost to the county. The shorter the time marketed before an event date, the less opportunity for tourists to plan their trip. The amount of positive or negative media attention, promotional budget, weather, and accessibility also play a factor in the economic impact outcomes.

METHODOLOGY

East Central Wisconsin Regional Planning Commission (ECWRPC) along with the Winnebago County Parks Staff formalized a survey on current use and the amount of fees paid in as well as health aspects in terms of recreation. The survey was distributed by volunteers from May to September, 2015 at the nature preserves, at specific areas of the Community Park, the Expo Center, and along the recreational trails. Analysis was performed to look at future updates and the amount of revenue taken in. This is the report on the findings and study performed.

The Oshkosh Convention and Visitor's Bureau (OCVB) had four people that went out on the Wiouwash State Trail once a week for a couple of hours in different locations. There were also members of the Oshkosh Cycling Club who surveyed on the Tribal Heritage Trail one weekend as well as the Butte des Morts Conservation Club surveying their section of the Wiouwash trail. Surveys were also passed out by the soccer groups the rugby club, BMX club, and the County Clerk's Office had some on their counter as did the Parks Office. On any designated day there were up to six people surveying at separate locations.



Marketing for the events were done by posters in all the restrooms with the survey link on them as well as flyers at all kiosks along the Wiouwash and Mascoutin State Trails, and nature areas,

¹ Source and Reference: "Measuring the Economic Impact of Park and Recreation Services", John L. Crompton, NRPA Research Series, 2010.

the Sunnyview Expo center, and throughout Community Park. The survey was also marketed on KZ radio, in the Val Pak coupon mailers, The Scene, Neenah Neighbors Magazine, and various newsletters. The individual groups were asked to pass them out at soccer tournaments (x2) and rugby tournaments (x2), plus at the BMX state meet. Most formally organized events were located at Community Park.

BENEFITS OF PARKS, OPEN SPACE AND TRAILS

Planning for parks and open space is intended to improve the quality of life and provide a sense of place for county residents and visitors. Numerous researchers have attempted and succeeded in a number of cases in presenting scientific evidence that parks and open space have a number of benefits including community benefits, individual benefits, economic benefits, and environmental benefits. Community benefits can be considered those that bring a positive result to a group of people. Individual benefits are the exact opposite providing a direct result to a single person. Economic benefits, for this report, mean effects of park and open space in attracting investment, tourism, and direct positive effects to property values as well as commercial dollars from hotels and restaurants. Finally, environmental benefits are those that show the economic benefits of protecting and enhancing existing natural areas. These benefits are illustrated to show citizens and property developers alike the direct impact parks and open space have on the community and its citizens.

Community Benefits

Families that recreate together report greater stability and satisfaction, the foundation of a stronger society.

Recreation provides a sense of community and an opportunity to interact.

Communities with natural areas and open spaces are considered good places for children and offer high quality of life to all residents.

- Sixty-four percent of Americans consider it very important to conserve and protect wetlands, and 46 percent say they believe there are too few wetlands in North America according to a study conducted by Responsive Management. However, 63 percent could not name a single non-governmental organization that helps conserve wildlife and natural resources, and 57 percent could not identify a nongovernmental group that protects the environment. (*Responsive Management, 2002*)

Community recreation reduces alienation, loneliness, and anti-social behavior.

Recreation provides opportunities for community involvement, and shared management and ownership of resources.

Recreation opportunities, facilities and the quality of the local environment are the foundations of community pride.

Increased green space reduces crime rates.

Individual Health

Contributes to a resident's overall well-being and health by providing the opportunity for recreational activities which enhances the quality of residents' lives. (QOL)

Provide opportunities to experience and observe nature.

Provide opportunities for learning and living a more balanced life.

Provide a place for stress reduction, rest, relaxation, and revitalization through recreation.

Fit Life: Green exercise beats working out indoors (on line blog):

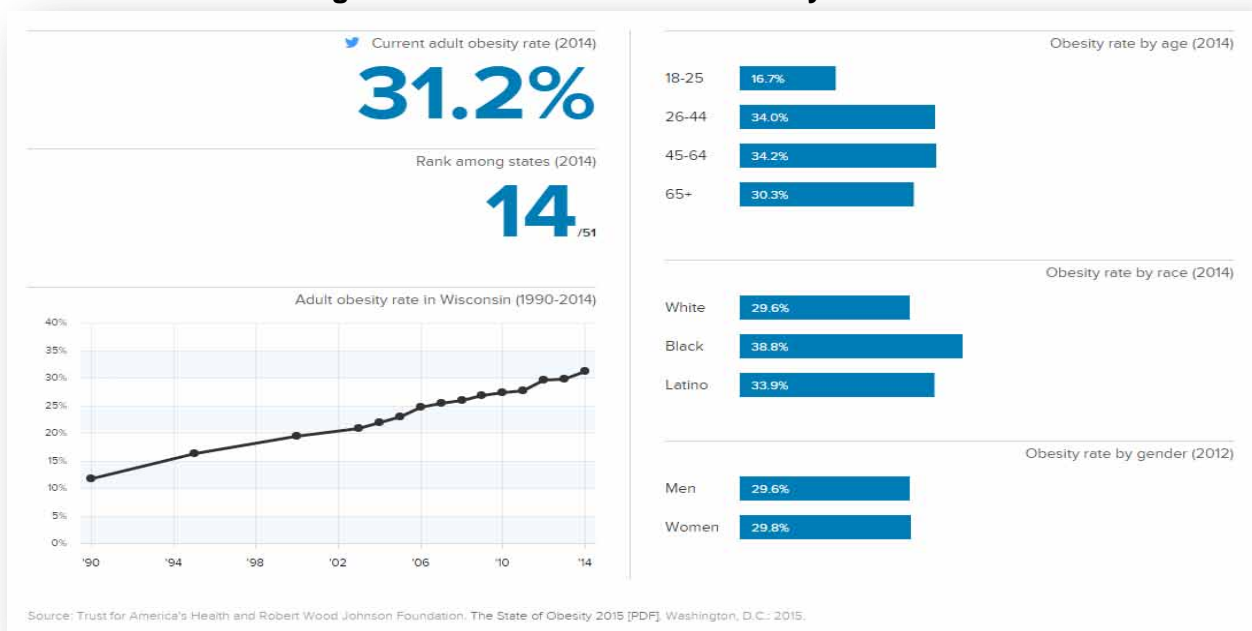
"Exercise is well known to provide physical and psychological health benefits. But where we exercise may determine how much health benefit we get. Emerging scientific evidence is revealing that green exercise, which is defined as exercise done in a natural outdoor environment, has additional positive health effects compared to indoor exercise."

"...A review published in *Extreme Physiology and Medicine* found that, compared with indoor exercise, green exercise produces greater increases in our energy, happiness, self-esteem and concentration; and larger decreases in our levels of tension, confusion, anger, depression, blood pressure, stress and perceived exertion. People also report more enjoyment and satisfaction with outdoor physical activities, and they have a greater intent to repeat the activity at a later date."

In Washington County, Wisconsin residents were asked if they personally were benefited from parks, this what they had to say:

- Helped improve overall physical health 55%
- Helped obtain greater appreciation of nature/outdoors 79%
- Helped decrease stress level 77%
- Improved quality of life 76%
- Helped provide balance between work and play 77%

Figure 1: State of Wisconsin Obesity Rates



Huffpost Healthy Living 7/18/14 (online edition):

“Here are six ways the outdoors makes us healthier: 1) The outdoors can spur weight loss, 2) Nature increases brain function, 3) It amps up vitamin D intake, 4) The outdoors may even help us age more gracefully, 5) Nature is great for stress-reduction. and 6) The outdoors makes us happy.”

According to the new 2015 county health rankings, Winnebago County is in the higher half of the ranking system at 42 (of 1 being the highest and 72 being the lowest) according to the UW-Population Health Institute. Calumet County is listed as number three statewide for healthy outcomes which measures length of life and quality of life along with health factors and behaviors.

Economic Benefits

Attracts Investment

Parks and open space enhances the quality of life that attracts tax-paying businesses and residents to communities.

**Figure 2: County Health Rankings
2015**

COUNTY HEALTH RANKINGS (2015)		
Based on Health Outcomes:		
County Rankings	County	Ranking
A ranking of 1 is the best and 72 the worst.	Brown	39
	Calumet	3
	Outagamie	23
	Shawano	46
	Waupaca	55
	Winnebago	42

Small company owners say recreation, parks, and open space are the highest priority in choosing a new location for their business. (Trust for Public Land, *Economic Benefits Report*, April, 2015)

Attracts Tourism

Winnebago County visitors to summer programs spent on average \$150 a day from the recent survey conducted in the summer of 2015.

“According to the Oshkosh Convention and Visitors Bureau, travelers spent more than \$230 million dollars in Oshkosh and Winnebago County. That is an increase of 5.2% over the past years. In 2014, Winnebago County travelers spending supported over 4800 jobs and over \$122 million dollars in wages and salaries.

Travelers spending in Winnebago County generated \$29.8 million in taxes for local and state government.

According to the US Bureau of Labor Statistics, the hospitality and leisure industry added 1.67 million jobs from February 2010 to May 2014. The Talent Tribune; *a national website dedicated to all things HR about talent management, jobs, workplace culture, and recruiting*; announced the best cities for hospitality jobs where Oshkosh is ranked 6th in the nation for our addition of permanent jobs.

Recreation and park services are often the catalyst for tourism, a growing sector of the economy. For instance, the American Hotel and Lodging Association reported that Americans spent \$150 billion on leisure related stays in 2000. That's 59% of the total American hotel/motel industry (\$2.54 billion) for the year.

<http://www.manitowoc.org/parkandrec/benefits.htm>

Increases Property Values

Numerous studies have indicated the positive effect of parks on property values:

A study by Frank and Sielski on Washington County, Wisconsin parks found that for properties within 200 feet of an “active recreation park” assessed value increased \$113/sq. ft. Within 2,600 feet of a “passive recreation park,” assessed values increased \$4.96/sq. ft. It further found \$1.5 million of assessed value could be attributed to an “active recreation park” of which \$30,000 was collected in taxes; \$879,000 of assessed value could be attributed to the “passive recreation park” yielding \$18,000 in collected taxes.”

According to the Trust of Public Land, parks and open space outside of cities produce economic benefits as well. Parks attract non-resident visitors who put new dollars into local economies. Proximity to parks and open space enhances the value of residential properties and produces increased tax revenues for communities.

Four city parks in Worcester, Massachusetts were analyzed by researchers. The study found that homes within 200 feet from a park sold for \$2,675 more than homes 2,000 feet away. Aggregate property value increased by \$3.5 million.²

As for Winnebago County, property values varied but still showed an increase of value when a house was closer to a trail or park amenity. The average sale price of a house in Winnebago County is \$132,500. A house within 200 feet of a park had an increase in Fair Market Value of approximately \$10,791; 201-500 feet, \$7,013; 501 and 1000 feet from a park \$3,235³.

The economic snapshot in the 2009-2013 American Community Survey (ACS) indicates that 7.5% of families in Winnebago County had an income below the poverty level. Looking further at these families, 30% had children under 18 years of age. The ACS information for individuals 65 years and older, indicates that 7.5% had an income below poverty levels. These income levels indicate that children, families and the elderly have income levels that will benefit from a public park system that has free offerings of activities for outdoor recreation.

The overall park budgets shown below are a comparison of park money spent within each of the county's overall budgets. These percentages are based upon the amount of park acreages in each county and the maintenance required to sustain them, i.e. service items and labor. Below is also the percentage of park land being serviced per county.

**Figure 3:
Overall County Park Budget Comparisons**

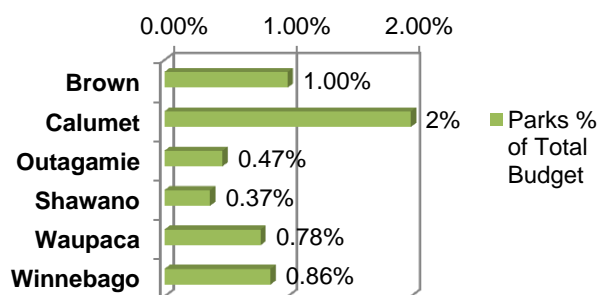
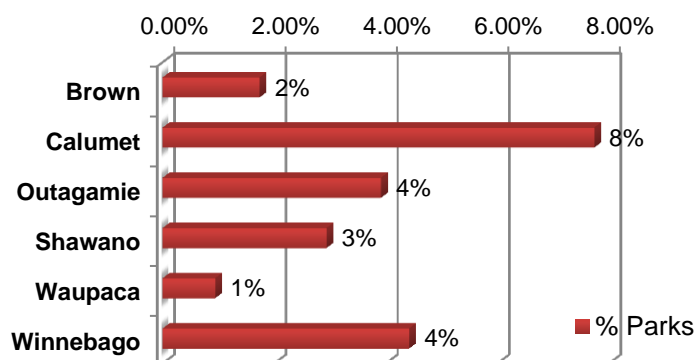


Figure 4: County Parks % of Land Mass

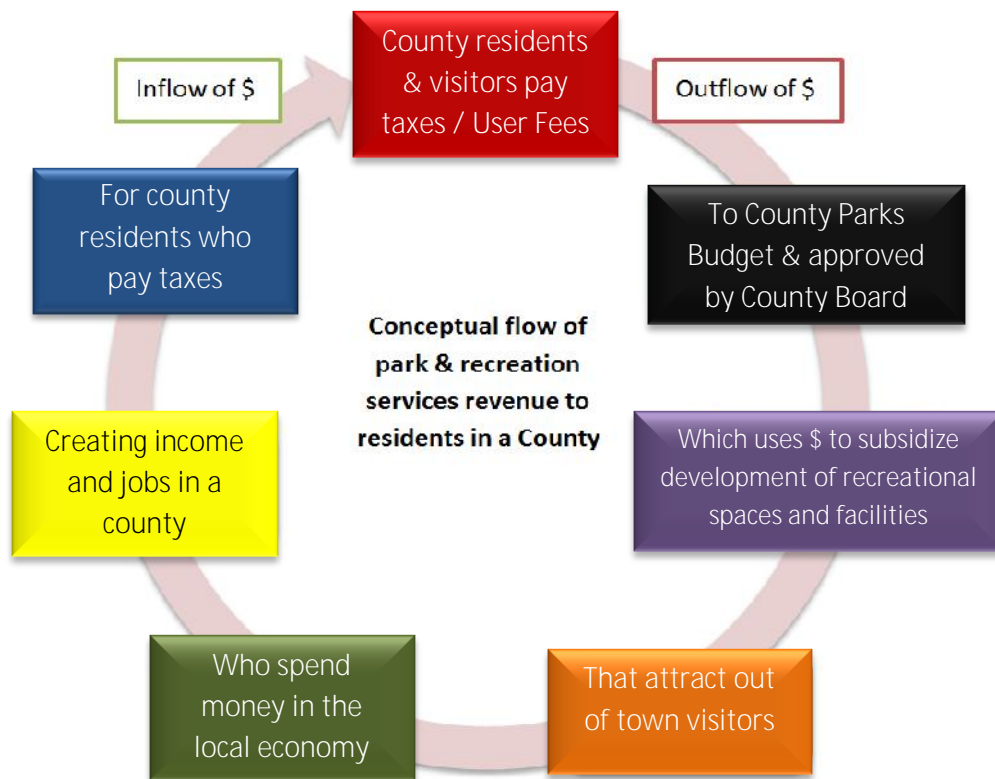


As another comparison to the above is the City of Madison, WI which has about a total of 11.4% parks of its total land mass (54,210 acres). Winnebago's land mass is 371,000 acres and Calumet County is 254,000 acres.

² According to the "The Return on Investment in Parks and Open Space Massachusetts Report", September 2013.

³ Fair market values calculated from park distance of residential property and joined to Winnebago County parcel data.

Figure 5: Conceptual Flow of County Services



The in and out flow of money in a county is shown in the conceptual chart above. Revenue is created by services provided and collected in terms of fees, taxes, grants, and/or donations. Examples of high revenue resources may include: shelter rentals, camping fees, trail fees, nature center group tours, swimming lessons, boat launch fees, dog park fees, zoo admissions, special events, rifle and archery range fees, etc. Amusement parks have taken in fair amounts of revenue looking at the popularity of Bay Beach in Green Bay. This is a city operated venue vs. a county but the concept is the same.

Environmental Benefits

Reduces Flooding

Green spaces help in reducing run-off and utilizing stormwater best practices as is followed by the Winnebago County Land and Water Conservation Department. (LWCD) Education in shoreland buffers and pollution prevention are key to controlling flooding according to the LWCD.

Natural areas reduce the rate and volume of storm water runoff, which reduces incidents and severity of flooding. Stream flowage has decreased by 3.7% for every 1% increase in protected wetlands along a stream corridor. (Illinois State Water Survey, 1993)
A community near Boston purchased or protected 8,000 acres of wetlands along the Charles River. These wetlands were capable of containing 50,000 acres of water and were an alternative to a \$100 million system of dams and levees. The loss of wetlands would have resulted in \$17 million in flood damage annually. (Trust for Public Land, *Economic Benefit Report*, 1999)

Enhances Air Quality

An urban ecological analysis found that more green space within a city's boundaries can improve the urban environment. Among the green space advantages listed in EcoPlanIT Madison: Green Space Goal ("Project EverGreen": UW-Madison Department of Urban and Regional Planning) are: helping regulate air quality and climate, reducing energy consumption by countering the warming effects of paved surfaces, recharging groundwater supplies and protecting lakes and streams from polluted runoff.

An urban ecological analysis in New Berlin, Wisconsin found:

- Trees save urban residents a total of \$11,000 each year in cooling costs. As young trees mature, this is expected to grow to \$107,000 in saving each year.
- Trees in the city remove over \$478,000 worth of pollutants each year. (David B. Haines, *The Value of Trees in the City of New Berlin*, 2001)

A typical tree provides \$196,250/yr. worth of ecological benefits including air purification and oxygen formation. (G. Tyler Miller, Jr., *Living in the Environment*, 1998).

ECONOMIC IMPACT OF WINNEBAGO COUNTY PARK PROPERTIES

A detailed economic impact study for the county on how the current parks affect the budget as well as an illustration of how taxpayer dollars yield tangible economic and social benefits should be examined to get a clearer picture of the impact parks have. Site placement also determines the fiscal impact. Park and recreation departments frequently are viewed as relatively high-cost centers in annual budgets because operational costs exceed revenues. However, this narrow perspective is incomplete because it fails to recognize that money invested in park and recreation department services does not belong to the county, but rather to its residents. The purpose of an economic impact study is to measure the economic return that residents (rather than the county itself) receive on their investments. (ROI)

In comparing the cost per resident by year, Winnebago is close to the regional average of \$12.90, as compared to its surrounding neighbors. Most of the parks budget operating expenses go to staffing, maintenance, and the management of the Expo. The table below takes the tax base, population, and the parks budget into account when determining the cost being spent to accommodate each tax paying resident. Currently, Winnebago County spends \$11.90 annually per tax payer, if no change occurs to the existing budget and revenue, the amount of service, in dollars, will continue to decrease. The county is able to maintain many of its facilities with

donations, sponsorships, and in-kind labor through volunteers and friends groups as well as a modest budget. If this kind of support diminishes in the future, the parks and services provided may dwindle and negatively impact the economy. The survey analysis in *Appendix B* gives a more detailed breakdown of expenditures at events and within the county for the summer 2015 season*.

Table 1: Annual Parks Cost per Resident by Year 2010-2040 (2014 expenditures)

County	2010	2015	2020	2025	2030	2035	2040
Brown	\$11.44	\$11.15	\$10.48	\$9.93	\$9.47	\$ 9.19	\$9.09
Calumet	\$24.40	\$23.75	\$21.90	\$20.60	\$19.51	\$ 18.90	\$18.61
Outagamie	\$ 7.87	\$ 7.68	\$ 7.25	\$ 6.93	\$6.66	\$ 6.51	\$6.46
Shawano	\$11.32	\$11.23	\$10.89	\$10.53	\$10.25	\$10.20	\$10.34
Waupaca	\$11.91	\$11.69	\$11.46	\$11.11	\$10.87	\$10.93	\$11.22
Winnebago	\$12.11	\$11.90	\$11.43	\$11.04	\$10.72	\$10.55	\$10.47
Regional Average	\$13.18	\$12.90	\$12.24	\$11.69	\$11.25	\$11.05	\$11.03

Source: Annual park expenditures from the 2014 County Budget Reports. (Season is May-September, Memorial Day to Labor Day)

SURVEY ANALYSIS

(See *Appendix B* for the detailed Survey Results & Analysis Summary)

Particular items of interest were looked at to spur and justify possible future park updates as well as the amount of revenue taken in from event visitors and residential use. The survey was based primarily on the use of trails and nature preserves. Cross tabulation was performed on:

gender and age groups vs. activity level (quality of life needs);
demographics - high middle-age female base (58.56% safety of use of the trails/parks);
attendance rates vs. use of park/facility;
out of town visitor vs. local resident;
amount of days and nights stayed in the area;
spectator (70%) vs. athlete (16.67%), coach (6.67%), sponsor (6.67%) - vendor, media, or umpire;
use of the nature areas with random stops along



the trails - (Tribal Heritage Crossing, Lasley Point, Mascoutin, Waukau, and WIOUWASH);

16 summer weeks of clement weather - warm

temperatures at 96.88% of the time;

survey responses were slow at 81.25%; and

most, if not all observations were taken in the afternoon.



Challenges – Lessons Learned

Unanticipated delays

Reaching all age groups was difficult

Volunteer accuracy rate to complete office only section of survey

Number of volunteers represented (4-6 / day)

Validity of survey itself, level of accuracy and number of participants that were visitors

Questions responded to – year of birth and zip code were hard to formulate with crosstabs

Number of overall responses (185)

Weather conditions – no control over

Date and time of event(s)

Park renovations - these can have dramatic effects on increasing park use and physical activity level among park users and improve perceptions of park safety as well as reduce event attendance

Variety of time/location had to go where the people were

Re-users of the trail who already had completed the survey were noted

Many respondents asked why the survey was being done and some were reluctant to give information (accuracy)

Other Statistics Collected

From June 23-24, and 27 2015, ECWRPC placed traffic type counters to get information on pedestrian and bicycle usage for the Tribal Heritage Crossing of the WIOUWASH Trail. Totals, just for that day, were pedestrians 94 and bicyclists 32, a total of 126 users. As the trail grows in popularity, these numbers will most likely increase at peak seasonal times.



Figure 6: Tribal Heritage Trail User Counts by Day and Direction

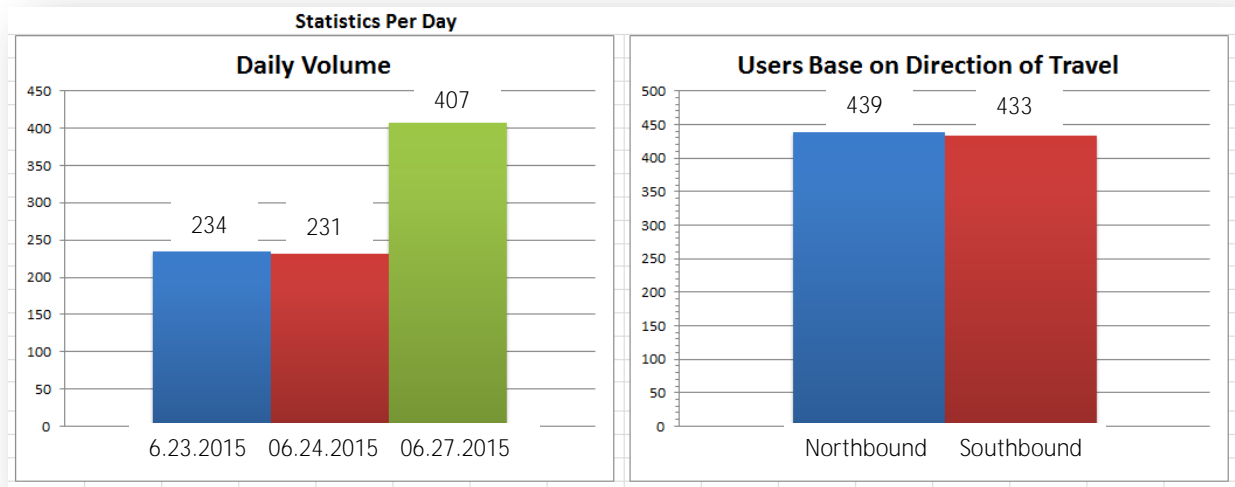
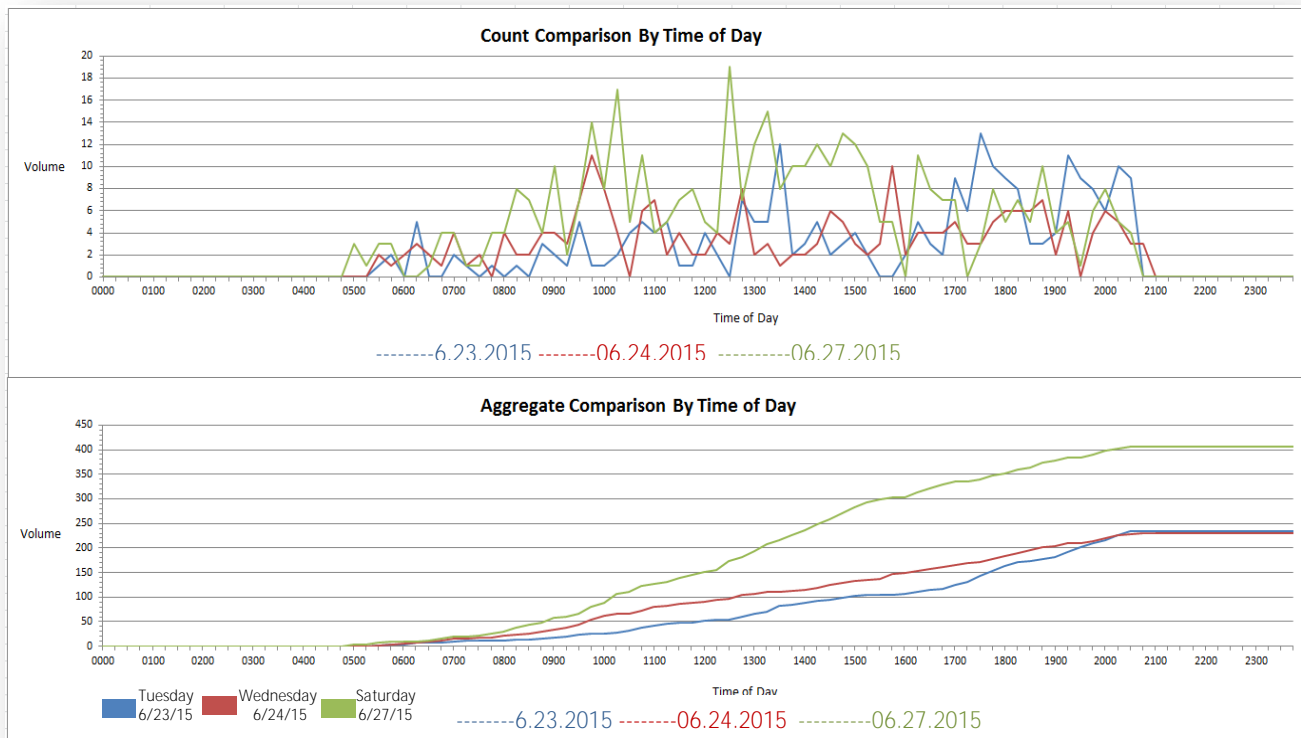
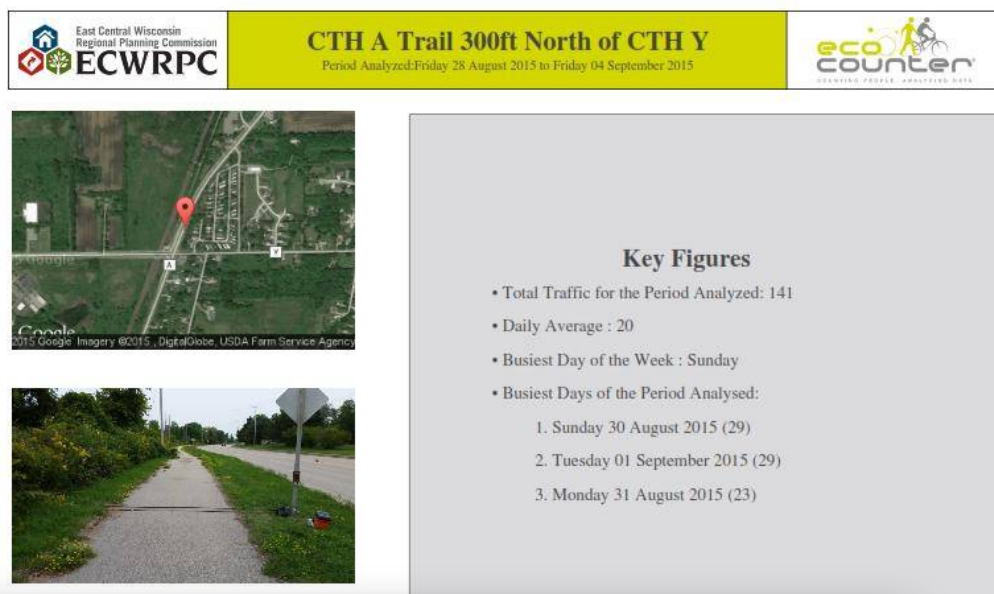


Figure 7: Tribal Heritage Trail User Counts by Time and Day



ECWRPC also placed traffic type counters on the Community Park shared use path and along CTH Y and CTH A. The daily totals report is shown on the following page.

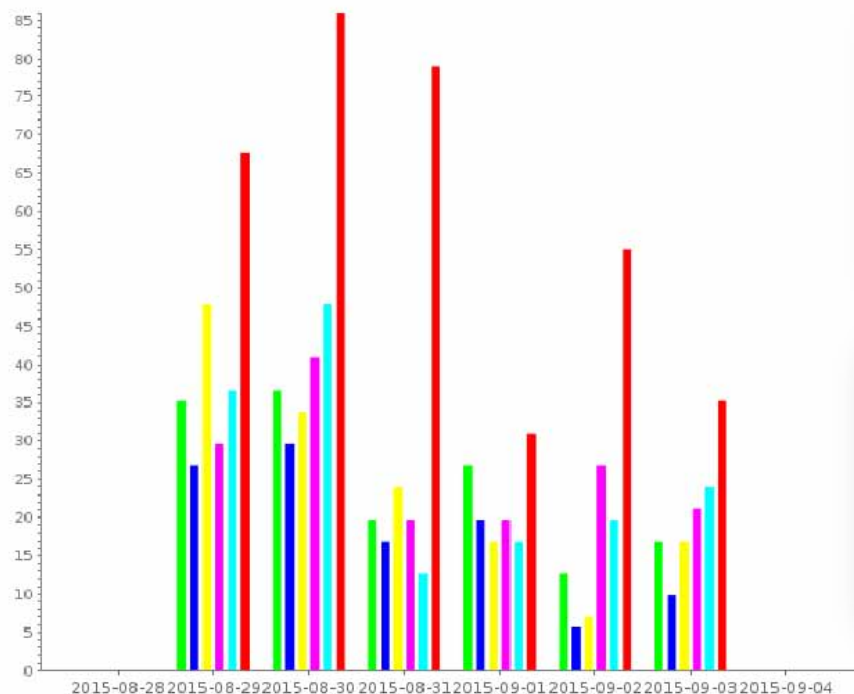


Daily totals report

Covering 8 days from 2015-08-28 to 2015-09-04

Report generated on 2015-09-04 09:21:29 (UTC -06:00) by bkrumenauer@ecwrpc.org

[TRAFx DataNet \(http://www.trafx.net/\)](http://www.trafx.net/)



Site Name	Average	Min	Max
CTH A 300ft North of CTH Y	25.3	14.0	38.0
CTH A 500ft South of Indian Point Road	18.7	6.0	30.0
CTH Y 500ft West of CTH A	25.2	8.0	48.0
Winnebago County Park North Trail Head	27.0	21.0	41.0
Winnebago County Park South Trail Head	27.0	13.0	49.0
Winnebago County Park West Trail	59.5	32.0	86.0

A = adjustment applied, D = divide by 2 applied, F = filtering applied

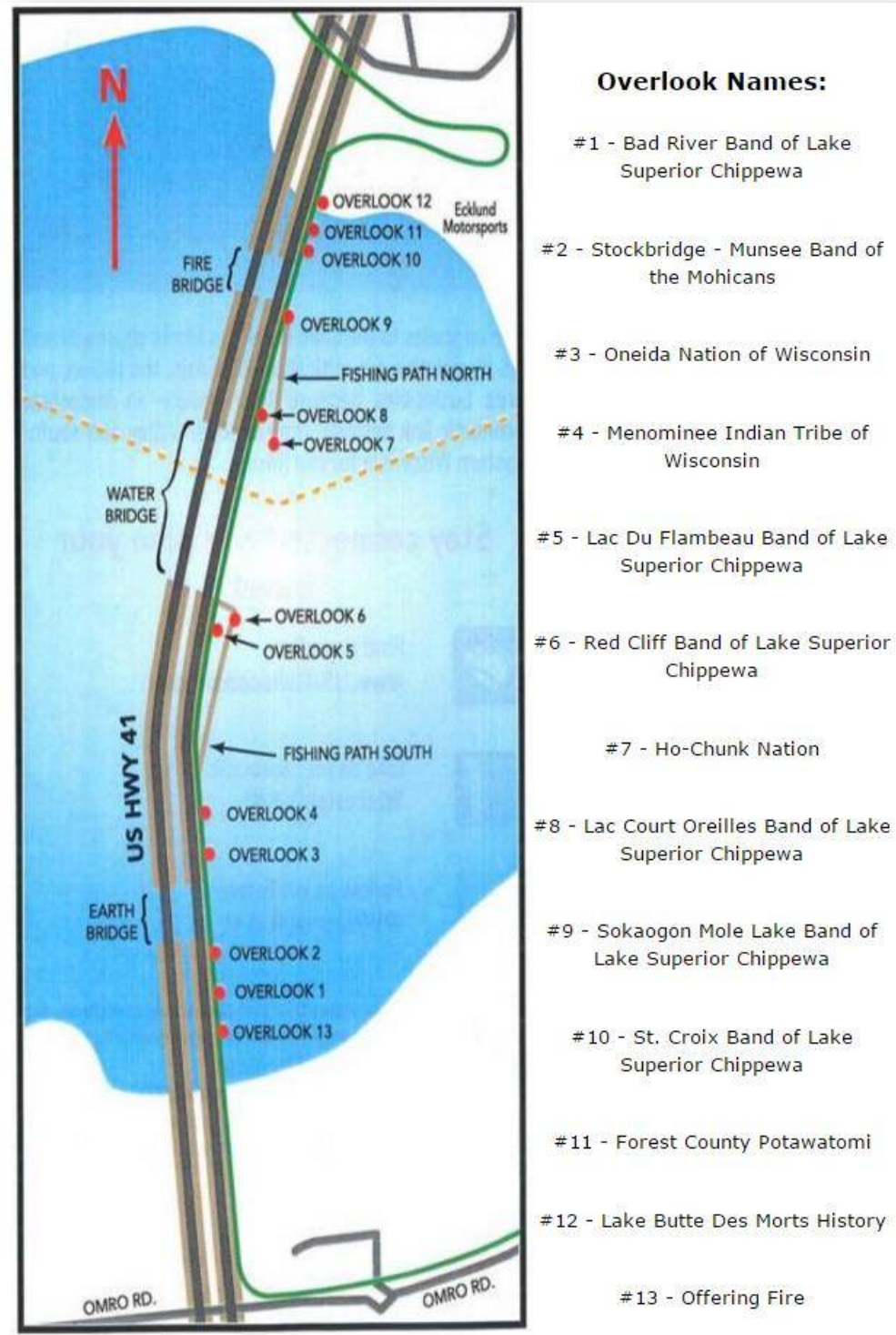


Community Park Trail North



Community Park Trail South

Map 1: Tribal Heritage Trail Overlooks



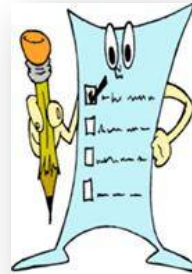
FUTURE STEPS

In future projects, increasing park and trail use by all age groups could be addressed by offering outreach and programming that target specific age groups (such as teens or seniors). The county has done a good job of providing park and facility features as well as opportunities that appeal to different age groups. This report is just one step in determining how much parks and trails contribute to the county's local economy. To continue this approach, it is recommended that Winnebago County use these types of "snap surveys" every year over the next five years to determine trends and patterns of use. Future trends will be trail connectivity and expansion as well as more pet friendly areas.

General Recommendations

Future surveys should target different audience groups and be condensed into easy, concise questions and answers to chart days of visit, why they are in the county, where do they reside, and how much users are spending, etc. Possible future events to target are:

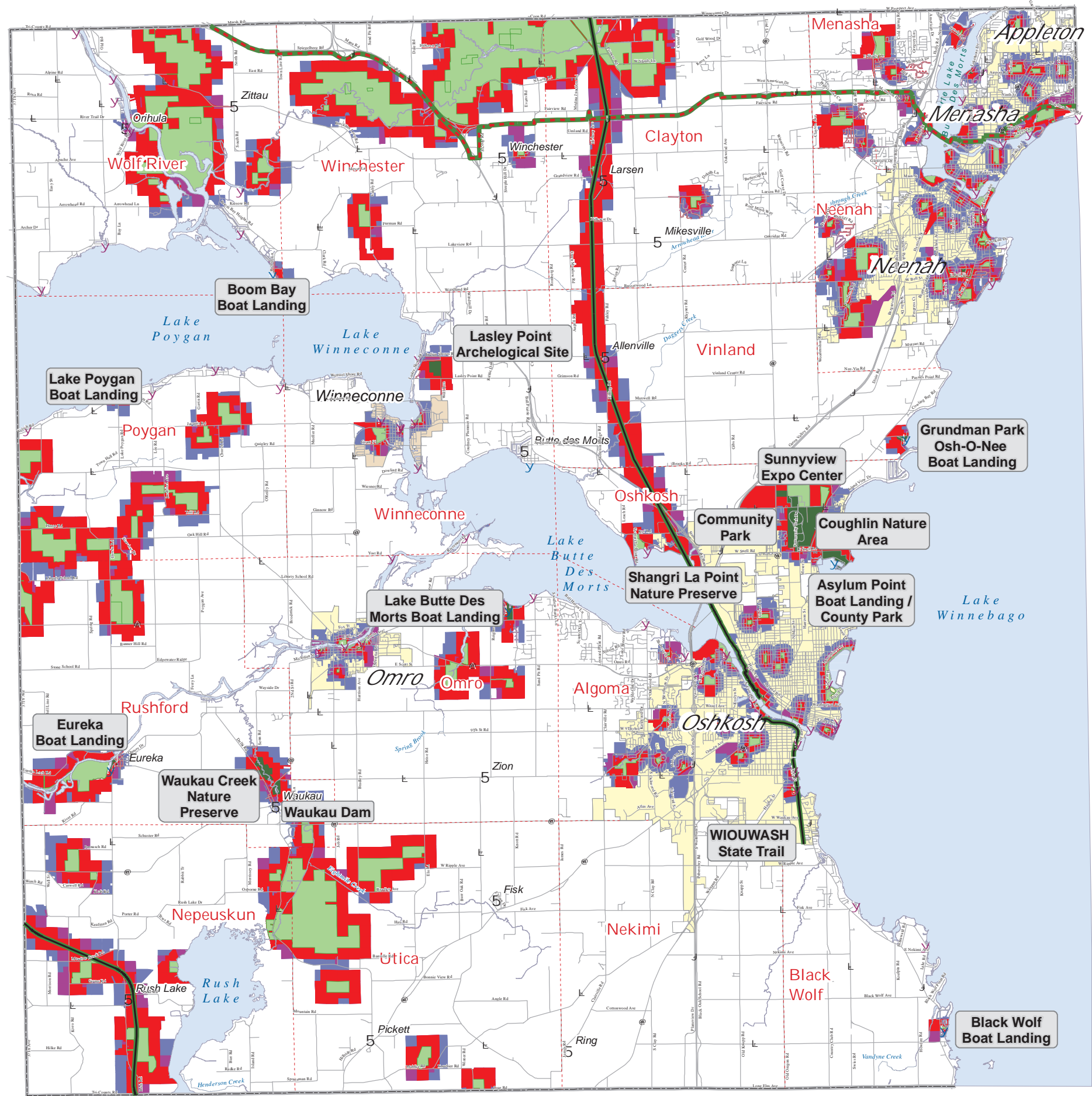
- Expo Events
- Soccer Tournaments
- Sport and Fishing Expo
- Lifest
- EAA
- Fisheries and Jamborees
- Nature Areas and Program
- Park Events
- Oshkosh and Fox Cities Marathons
- County Fair
- Other trail uses: skiing, snowmobiling, etc.



The county should consider partnering with the OCVB and other entities to conduct surveys and collect the data that is needed. This could be a great opportunity for marketing to hotels, retail establishments, and restaurants with package deals for events held within the parks department. Justification and marketing of why parks and trails are needed should be an ongoing task of every county parks department as funding resources dwindle over time.

This report is Phase I in a series of surveys and studies that should be conducted to show the economic impacts that parks and recreation facilities have on the county-wide community and the resident's values. Future reports should target the Expo Center and sections of Community Park not already surveyed.

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MAP 2

DISTANCE FROM A RECREATIONAL FACILITY Winnebago County, Wisconsin

- y Other Boat Launches
- y County Launches
- 5 Unincorporated Areas
- ~ Other Trails
- ~ County Maintained State Trails
- ~ Streams
- ~ Open Water
- Other Recreational Areas
- County Owned/Maintained Facilities
- Parcels 200ft From a Park
- Parcels 500ft From a Park
- Parcels 1000ft From a Park
- Cities
- Villages

E

0 2.5 5 Miles

Sources: Base Data Winnebago County GIS (WINGS) 2015, Boat Launch Data provided by WI DNR and ECWRPC.

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.



Prepared October 2015 By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION



APPENDICES



APPENDIX A

SURVEY QUESTIONS

Economic Impact Perception Survey Winnebago County Parks



Economics & Use

1.) To what extent do you feel the local economy, and the community in general, directly benefits from recreational tourism? (Please choose from 1 - 5, with 5 being the largest extent.) **5 4 3 2 1**

2.) On a scale of 1 to 5, (with 5 being the highest) how important are the benefits of free outdoor recreation and green space to the local economy, the community and to your business or profession? **5 4 3 2 1**

3.) On a scale of 1 to 5, how important is the ability to exercise/play/recreate outdoors to you?
5 4 3 2 1

4.) How important was this county park/facility in your decision to visit Winnebago County on this trip?

☐ Very Important ☐ Somewhat Important
☐ Neutral ☐ Somewhat Unimportant
☐ Very Unimportant

5.) Is this park/facility your main reason for visiting Winnebago County on this trip? ☐ Yes ☐ No

6.) How many days/times per week do you or your immediate family use this (or any other County) facility? ☐ This facility x _____
☐ other facility x _____ (name of other facility)

7.) In a typical month, approximately how much do you and your family usually spend on outdoor recreation? (including equipment purchases, gas to get to destinations, clothing, supplies, food/beverage, etc..)

☐ \$0-\$25 ☐ \$25-\$50 ☐ \$50-\$75
☐ \$75-\$100 ☐ \$100 or more

8.) On a scale of 1 to 5, how do you rate the importance of practicing a healthy lifestyle within your household? (please circle one with 5 being the highest) **5 4 3 2 1**

9.) Does having local, free, outdoor recreation have an impact on your healthy lifestyle decisions?

☐ Yes ☐ No

10.) Do you currently belong to a gym, YMCA or other fitness facility, that requires a financial commitment? ☐ Yes ☐ No

If yes, how much do you spend per month?
\$ _____

11.) Estimated household income?

☐ \$0-\$10,000
☐ \$11,000-\$25,000
☐ \$26,000-\$40,000
☐ \$41,000-\$60,000
☐ \$61,000-\$75,000
☐ \$76,000 +
☐ Prefer not to answer

Demographics

12) Male Female

13.) Year of Birth? _____

14.) What is your Zipcode? _____

15.) If out of the area, are you staying overnight?
☐ Yes ☐ No

If so, where are you staying?

☐ a hotel
☐ camping
☐ with relatives
☐ other _____

Comments? (Hint: How can we make your experience better? (Quality, satisfaction of facility, pet friendly, etc...))

Picture Yourself in Winnebago County Parks!

Special Event

16.) Are you here to attend a specific event? ☐ Yes ☐ No

If so, please answer the following.

If not thank you for your participation.

17.) Which of the following are you? (circle one): **athlete** **spectator** **coach** **vendor** **exhibitor**
referee/umpire **media person** **sponsor** **other** _____

18.) How many days will you be at this event? ☐ 1 ☐ 2 ☐ 3+

19.) How many nights will you be spending in the area? ☐ 1 ☐ 2 ☐ 3+

20.) Will you be staying at (check one): ☐ **motel/hotel** ☐ **with friends and relatives**
☐ **camping** ☐ **bed and breakfast** ☐ **other** _____

21.) How many people (**including yourself**) are in your party? _____

22.) Would you have come to the Winnebago County area at this time even if this event had not been held?
☐ **Yes** ☐ **No**

23.) Did you stay longer in the Winnebago County area than you would have if this event had not been held and for how long? ☐ **Yes, we stayed 1 extra day** ☐ **Yes, we stayed 2 extra days**
☐ **Yes, we stayed more than 2 extra days** ☐ **No, we only stayed for the event**

24.) Approximately how much did you spend on this trip to Winnebago County for this event? (including lodging, food/beverages, retail purchases, sporting equipment purchases or rentals etc..)
☐ **\$0-\$100** ☐ **\$101-\$200** ☐ **\$201-\$300** ☐ **\$301-\$400** ☐ **\$401-\$500** ☐ **\$500+**

FOR OFFICE USE ONLY

COMMENTS/REMARKS/SUGGESTIONS MADE TO SURVEYOR BY PARTICIPANT:

GENERAL OBSERVATIONS BY SURVEYOR:

(WEATHER CONDITIONS, AMOUNT OF USAGE AT FACILITY AT THIS TIME, EVENT TAKING PLACE, OTHER)

DATE: _____ LOCATION: _____ TIME: _____

EVENT NAME: _____

SURVEYOR NAME: _____

WEATHER CONDITIONS: ☐ Cloudy and Cool ☐ Cloudy and Warm
☐ Sunny and Cool ☐ Sunny and Warm ☐ Rainy / Stormy

USAGE: ☐ Slow ☐ Steady ☐ Busy

Winnebago County Parks Dept.
625 E. Cty. Rd. Y #500
Oshkosh WI 54901
(920)232-1960
www.co.winnebago.wi.us/parks



APPENDIX B

SURVEY RESULTS & DETAILED ANALYSIS

Appendix B

Winnebago County Parks & Recreation Economic Impact Survey

2015

SURVEY RESULTS & ANALYSIS

Summary



Total Started Survey: 185

Total Finished Survey: 175 (94.5%) completion rate

May-September, 2015

Parks & Recreation Facilities maintained by the County are the following:

Asylum Point Park and Boat Landing
Black Wolf Boat Landing
Boom Bay Boat Landing
Community Park
Coughlin Nature Area
Eureka Boat Landing
Grundman Boat Landing
Butte des Morts Boat Landing
Lasley Point Archeological Site
Mauscoutin Valley State Trail
Poygan Boat Landing
Shangri La Point Nature Area
Sunnyview Exposition Center
Waukau Creek Nature Preserve
Waukau Dam
WIOUWASH State Trail



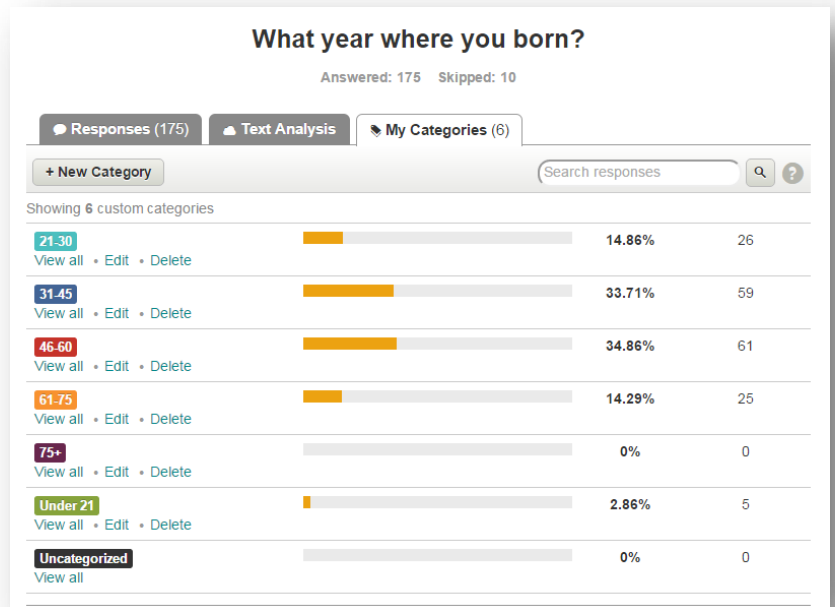
Assistance provided by the East Central
Wisconsin Regional Planning Commission

Winnebago County – Survey Analysis BY THE NUMBERS:

A. DEMOGRAPHICS

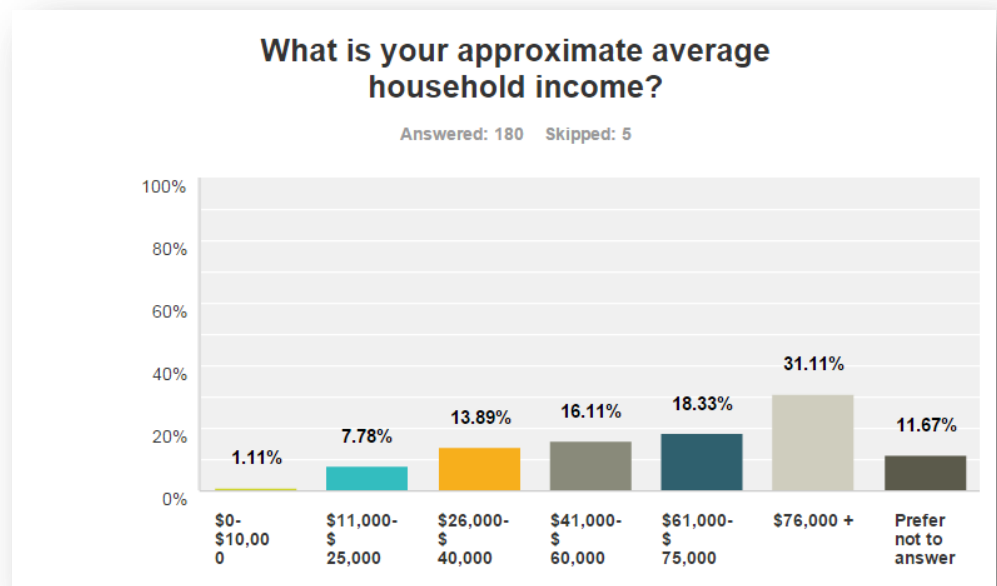
1. Age Group: *46-60 was the largest age group who participated in the survey at 34.86%.*

Under 21 21-30 31-45 **46-60**
60-75 75+



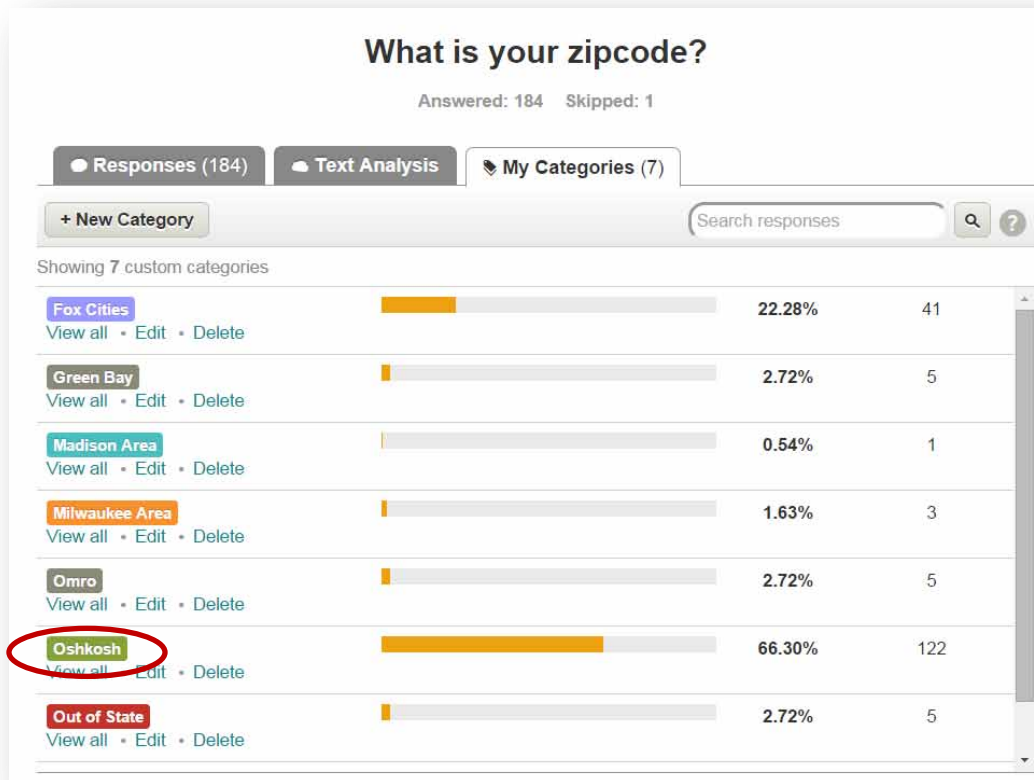
2. Are you Male or Female?
*41.44% Male, **58.56% Female***

3. Average Household Income:
*Over **\$76,000** was the common answer.*



4. Survey participants Locations:

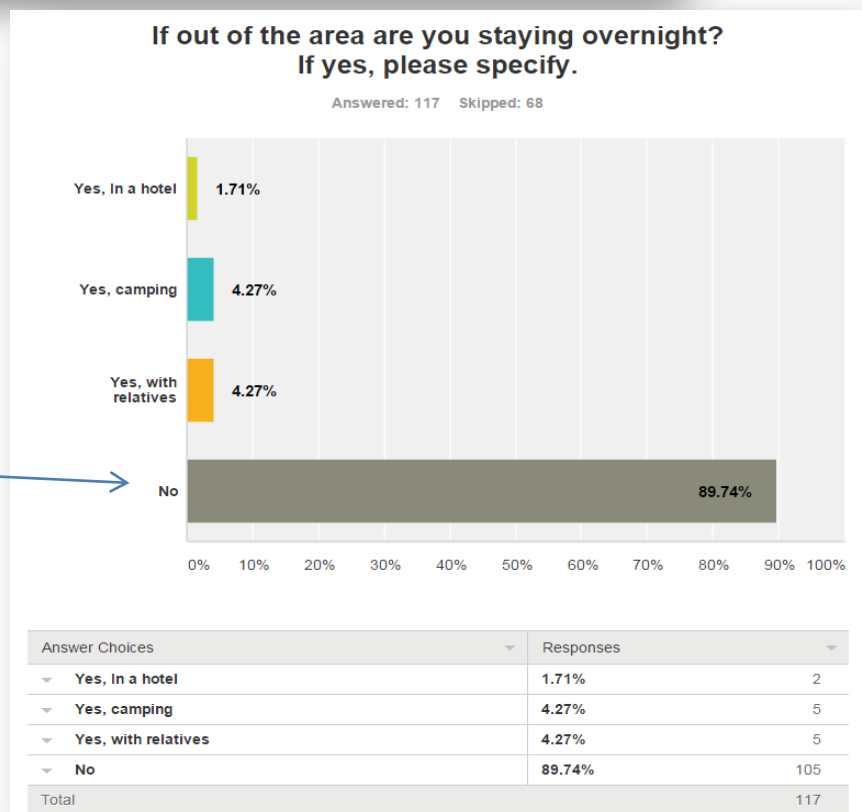
66.30% came right from the Oshkosh area with 22.28% from the Fox Cities. The events drew some out of state guests at 2.72%. There were 50 survey takers from outside the Oshkosh area that can be classified as visitors to the area.



5. Area Accommodations:

Most participants were from the area and didn't stay somewhere other than home.

(89.74%)



B. ECONOMICS & USAGE

1. When asked how important the ability was to exercise and have free outdoor recreation:

70.63% said it was very important to the local economy, community and or business/profession to have these types of benefits.

2. Importance To Local Economy

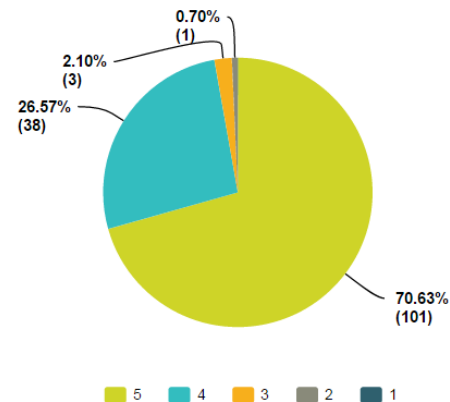
Of the visitors to the county parks/facilities, over 50% (58.97%) thought that the local economy and the community in general benefited directly from tourism.

3. Importance of being able to exercise outdoors at a county park/facility:

An overwhelming 91.36% said it was very important to them to be able to recreate outdoors.

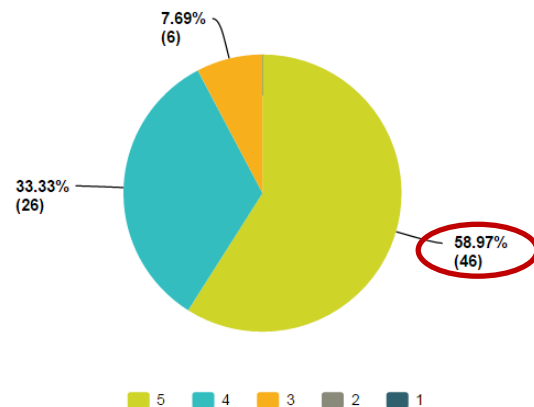
How important are the benefits of free outdoor recreation and green space to the local economy, the community and to your business/profession? Please choose 1-5 with 5 being the highest.

Answered: 143 Skipped: 0



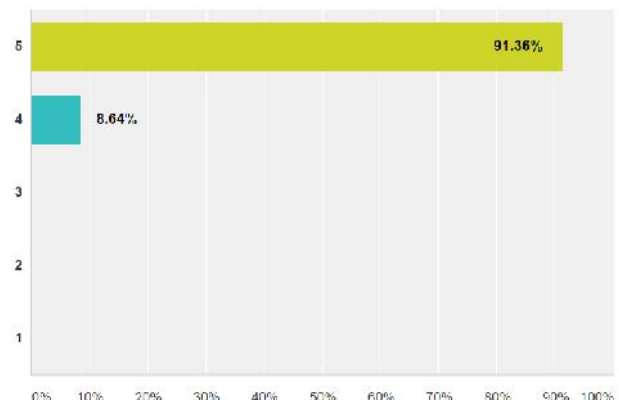
To what extent do you feel the local economy, and the community in general, directly benefits from recreational tourism? (Please choose from 1 - 5, with 5 being the largest extent.)

Answered: 78 Skipped: 0



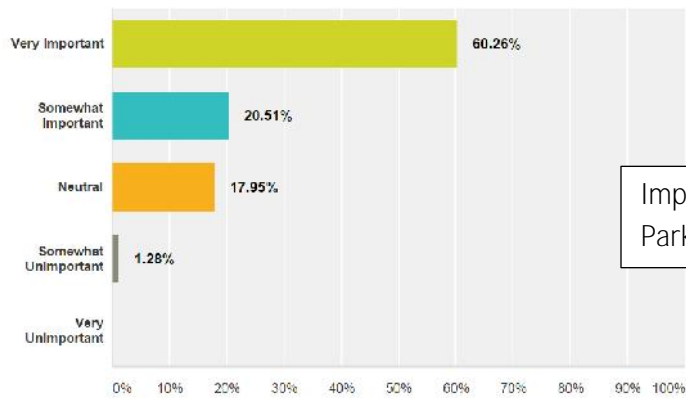
How important is the ability to exercise/play/recreate outdoors to you? Please choose 1-5 with 5 being the highest.

Answered: 81 Skipped: 1



How important was this county park/facility in your decision to visit Winnebago County on this trip?

Answered: 78 Skipped: 4



Importance of using a Winnebago County Park/Facility for Outdoor Exercise = 60.26%

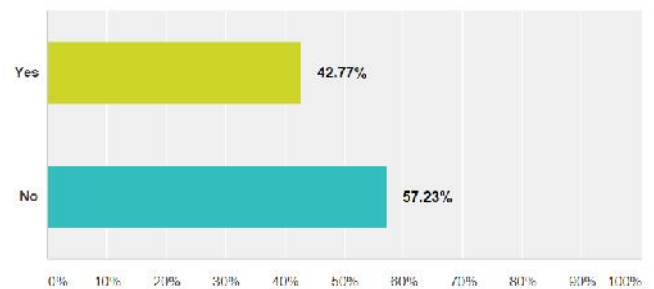
4. Importance of County Facility – Main reason for visiting Winnebago County was mixed:

Only 42.77% said it was the main reason for visiting and 57.23% said no, it wasn't their main reason for visiting the County.

Most people who used the park or facility where not here to attend a specific event, 83.46%.

Is this park/facility the main reason for visiting Winnebago County on this trip?

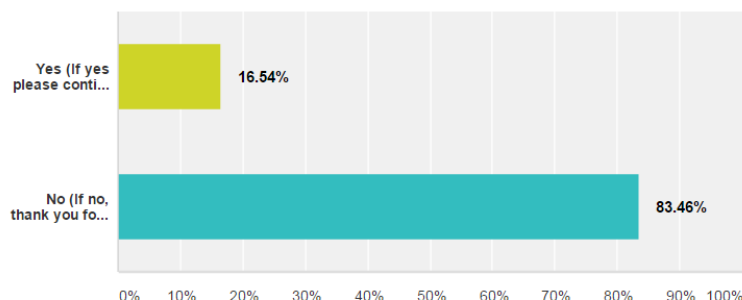
Answered: 173 Skipped: 0



Answer Choices	Responses	
Yes	42.77%	74
No	57.23%	99
		173

Are you here to attend a specific event?

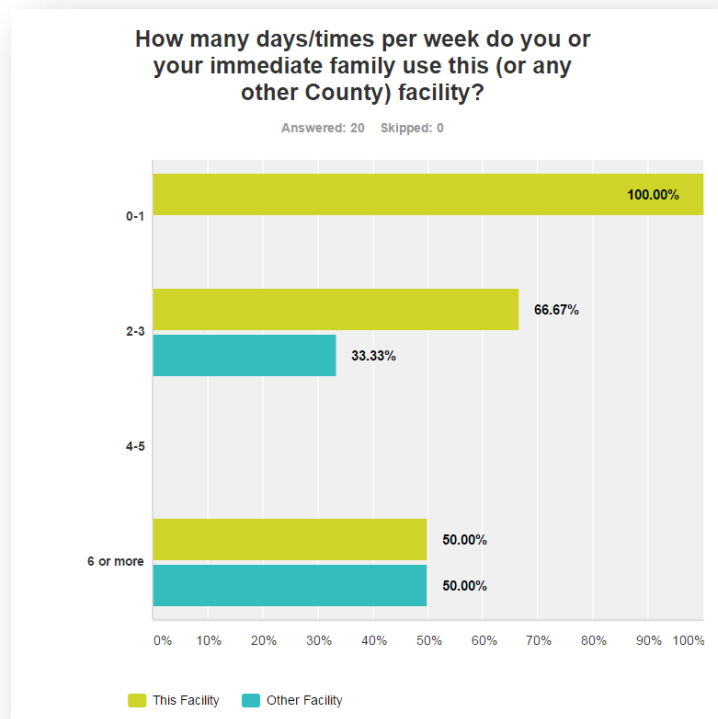
Answered: 127 Skipped: 58



Answer Choices	Responses	
Yes (If yes please continue below.)	16.54%	21
No (If no, thank you for your participation.)	83.46%	106
Total		127

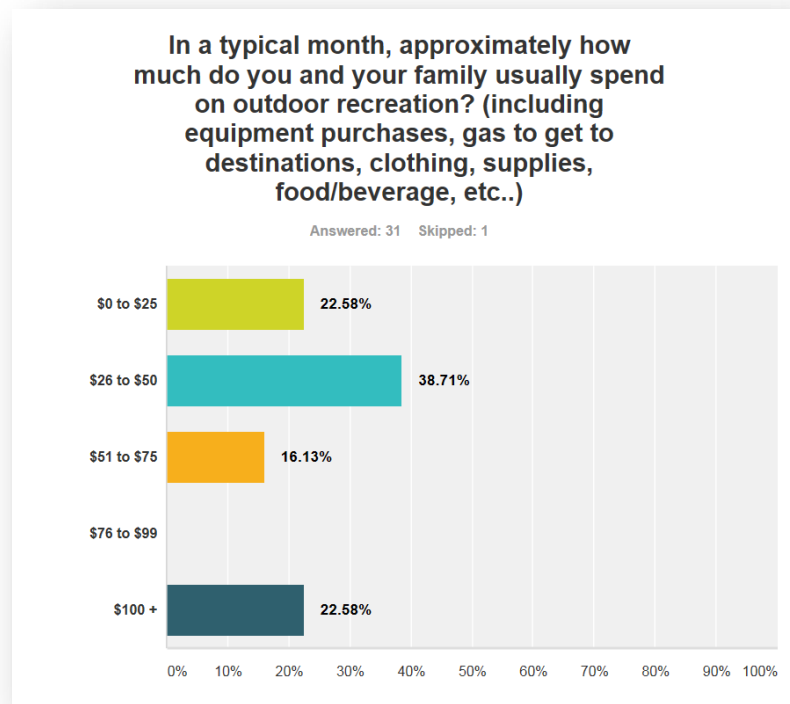
5. Frequency of Use vs. Amount Spent when visiting a Winnebago County Park or Facility:

Of the 20 who answered: 40% said they spent more than \$100 in a month on outdoor recreation and 66.67% said they had visited a county facility.



6. Visitors who went to a County Park or Facility greater than four times per week and amount they spent per month:

\$26-\$50 a month spent was the highest answer at 38.71% of the 31 participants who visited a county facility or park.

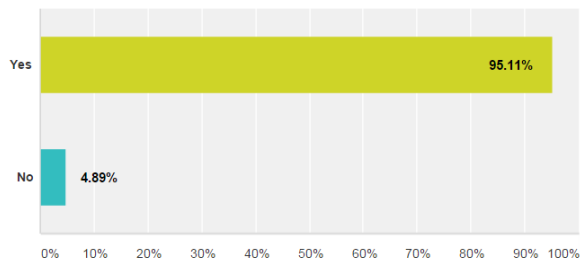


7. Importance of Free recreation vs. those who own a Gym Membership in promoting a healthy lifestyle: 95.11% said having free recreation is important with 41.76% owning a gym membership

Most Paid = \$300/Mo. Least Paid = \$10/Mo.

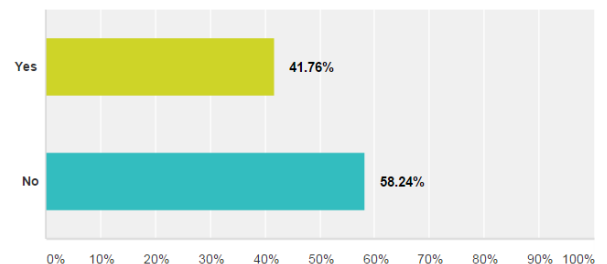
Does having local, free, outdoor recreation have an impact on your healthy lifestyle decisions?

Answered: 184 Skipped: 1



Do you currently belong to a gym, YMCA or other fitness facility, that requires a financial commitment?

Answered: 182 Skipped: 3



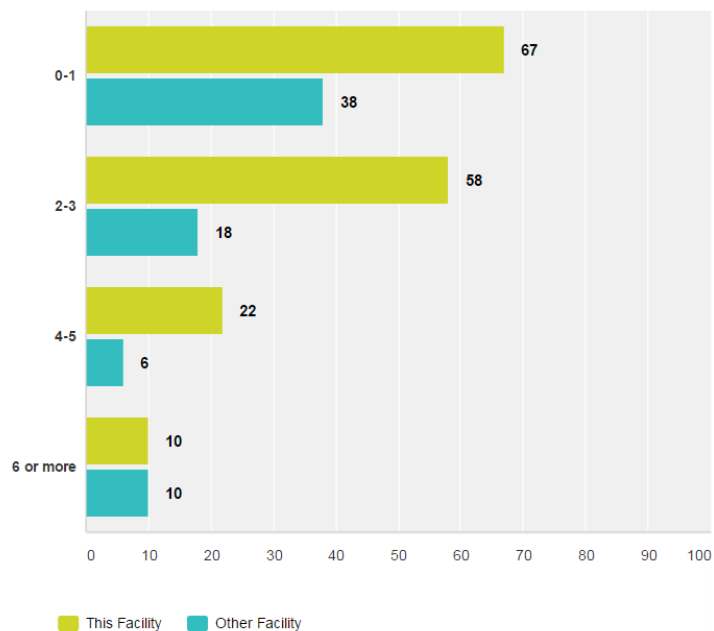
8. Frequency of use of a county park/facility vs. another facility:

Users who stated they used the facility 0-1 times per week was the highest response with 2-3 times per week being the next highest user rate.

Both other facilities and county facilities got a split response for 6 or more times per week from participants.

How many days/times per week do you or your immediate family use this (or any other County) facility?

Answered: 171 Skipped: 14



C. SPECIAL EVENT:

1. Of the Attendees of an event:

70% were at the facility as spectators.

Only 16.67% were athletes with about 7% as an exhibitor or sponsor.

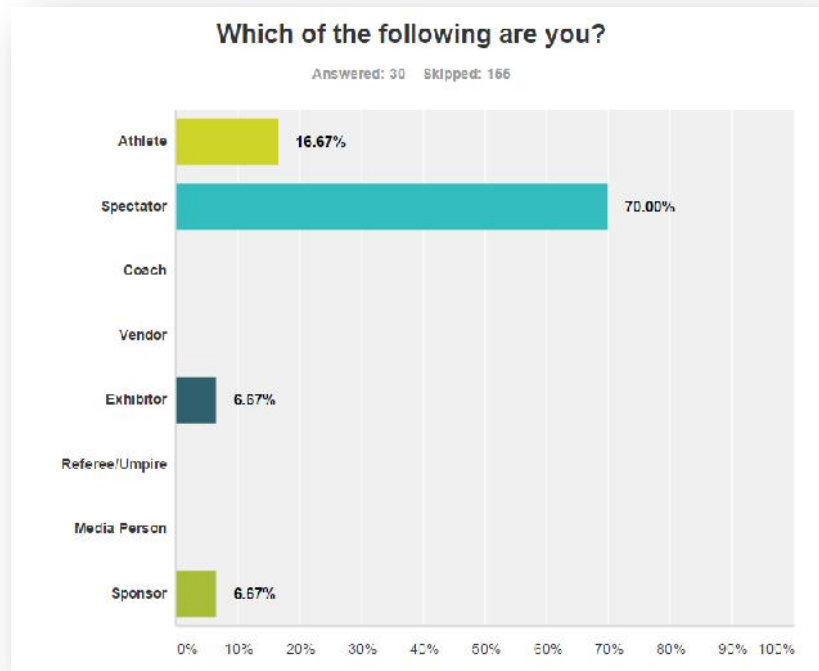
Average \$ Spent:

a) Spectators = \$150 x 70% =
\$105 / day

b) Athletes = \$100 x 16.67% =
\$16.67 / day

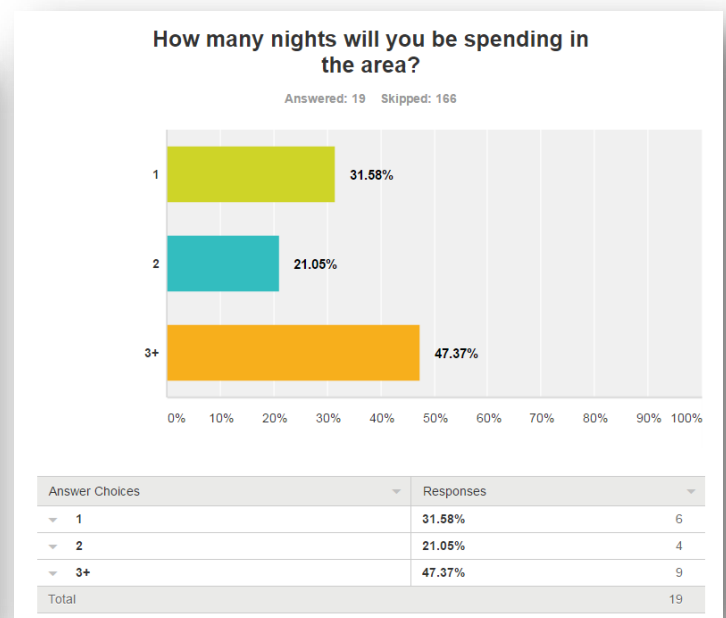
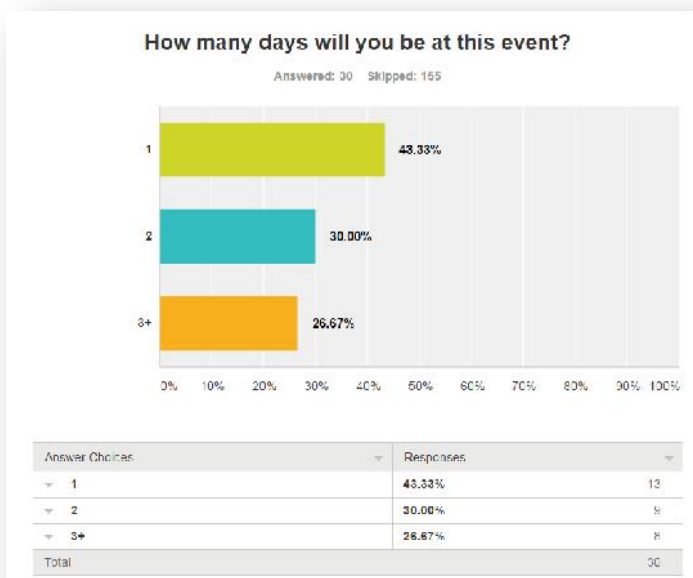
c) Exhibitor = \$200 x 6.67% =
\$13.34 / day

e) Sponsors = \$100 x 6.67% = **\$6.67 / day**



2. Overall Days and Nights spent in the area:

Common answer was 1 day just for the event and of those who stayed the night 47% said 3 or more days/nights.



3. Where?

Most participants said they stayed with either friends or relatives, (63.64%) with only 18% for either a hotel/motel or campground. \$0-\$100 was the popular answer on the amount spent.

4.. Extra Time Spent?

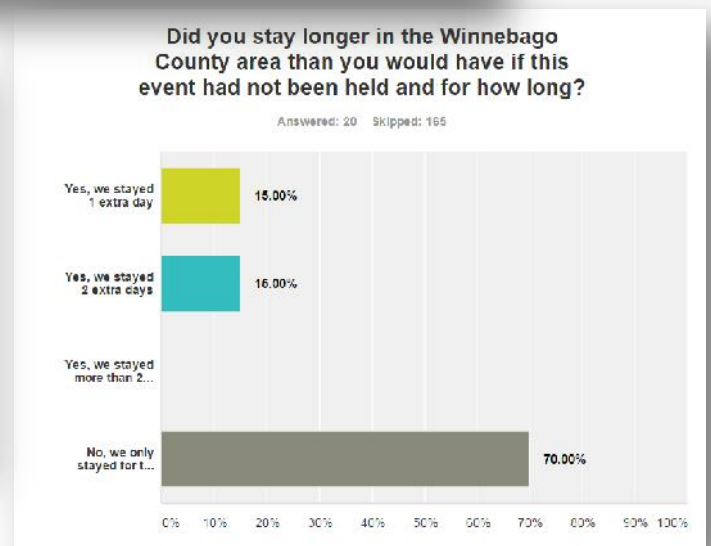
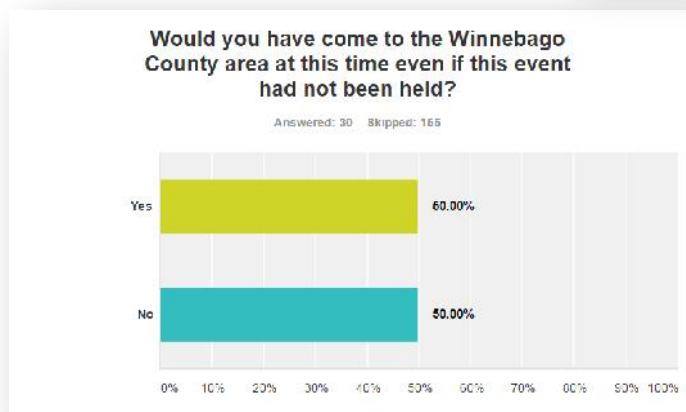
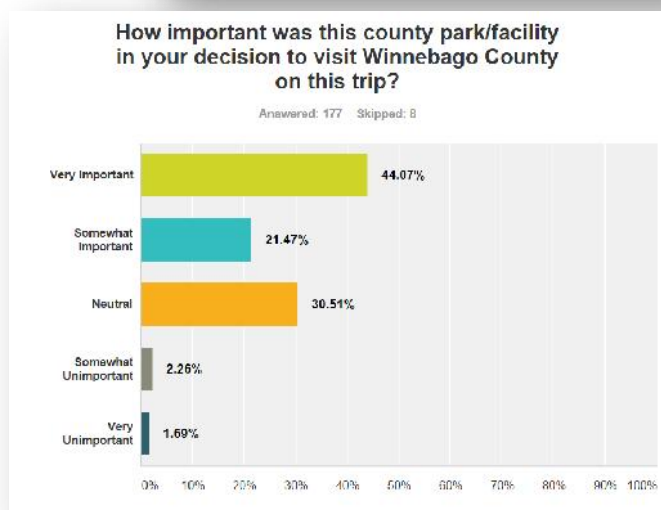
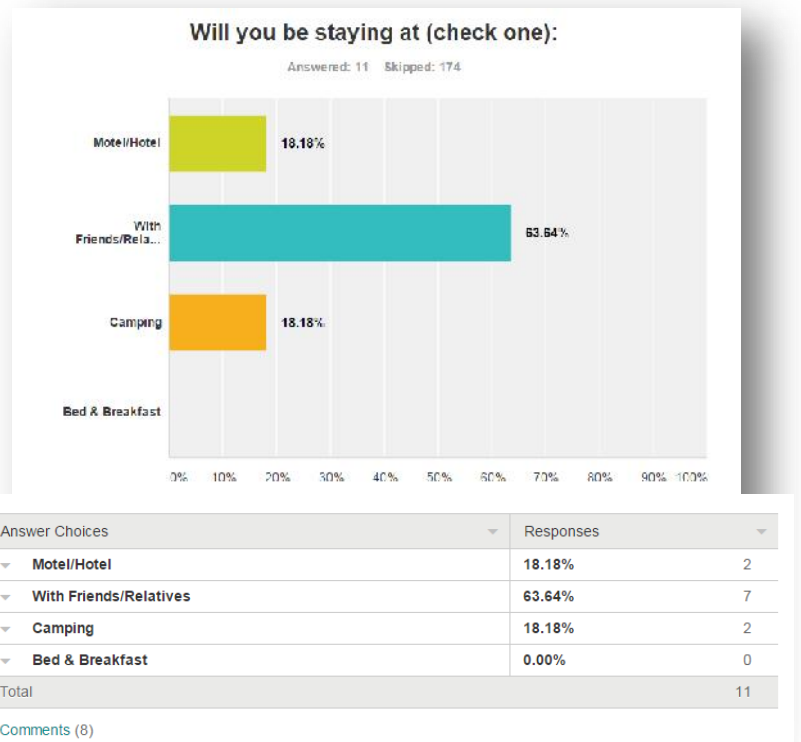
Most participants stayed just the day for the event and were split in their answers as to coming to the Winnebago County Area. When looking at those who stayed 1-2 days extra 30% answered yes. The facility caused them to extend their stay or to not come to Winnebago County at all.

Days vs. Nights for an Event

1 day = 43.33%

3 or more nights = 47.37%

Approximately 44% stated that the county park/facility was very important on their trip to visit the county with 1-3 people in their party, 48.28%.



5. Average Money Spent:

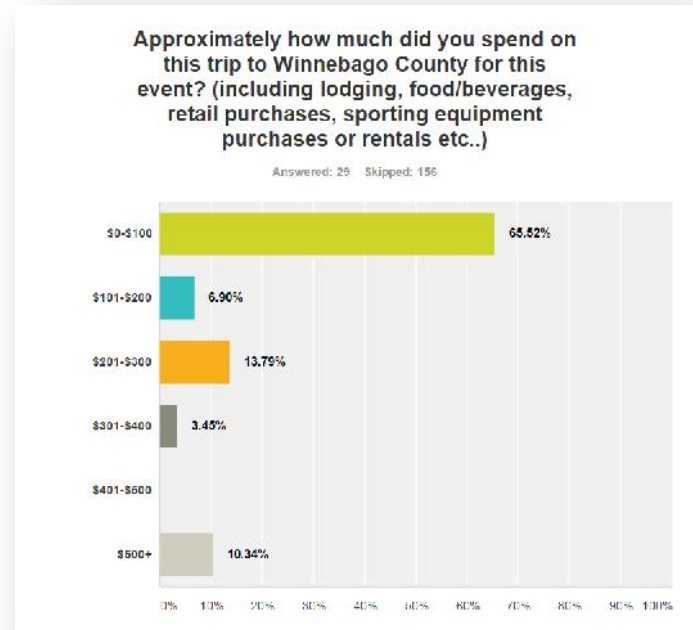
Average amount spent for all event participants attended was up to \$100. 65.52%.

Total Number of Visitors from out of Town = 50

Average size of Immediate Group = 4

Average Expenditures per respondent's immediate group = \$201-300

Total expenditures by out-of-town guests = $50/4 \times \$250 = \$3,125$ for all events



6. When participants were asked - Do you have any other comments, questions, or concerns?

34 noted trails – easier connectivity, signs, maps, paved trails and great quality

7 noted to have more pet friendly areas and parks, another dog park would be beneficial

3 mentioned the Sunnyview Expo Center – upkeep of barn areas, lower prices

2 said the parks/facilities need more garbage receptacles

8 other responses included:

- *More trees in the Parks*
- *Other County Parks are better than Winnebago's, add access from Neenah on CTH A to Community Park*
- *Free parks and places to recreate are important.*
- *Great parks and facilities*
- *Fantastic place to bring the entire family*
- *Community Park has lots of room and should be gradually improved upon.*

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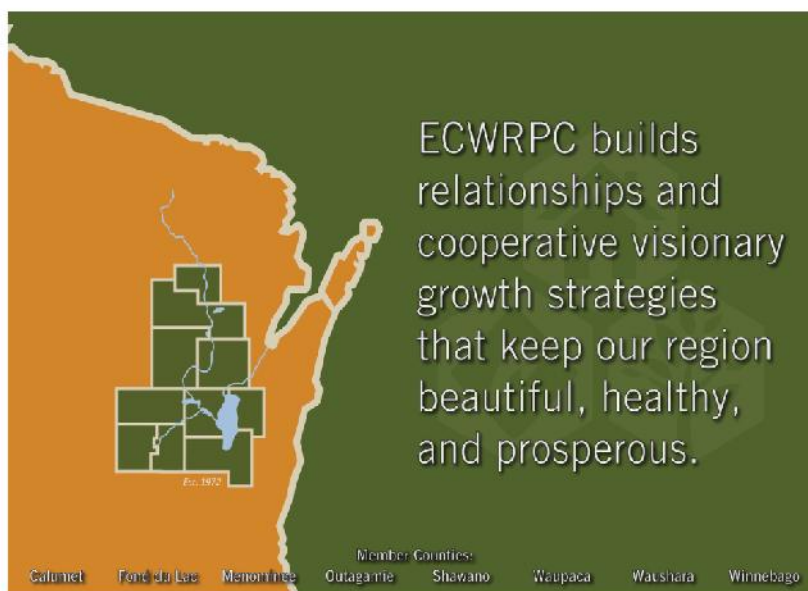
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* To be determined