

SHOW ME THE MONEY



Communities offering a diverse range of parks, recreation facilities, programming and green spaces within short distances from work and home are shown to have higher rates of retaining companies and drawing in new business thus generating more revenue in the community.

Multitude of Benefits

Local parks and recreation departments provide a variety of benefits to their community and those visiting. Parks offer not only environmental benefits, like preserving plant and animal life and health benefits by encouraging exercise and outdoor play, but also provide a positive economic impact to the community.

There have been many studies that show a correlation between park spaces and recreational facilities and positive economic growth. For this reason, parks and recreation play a vital role in the continued growth of healthy cities and healthy economies.

Seven Attributes

The following financial benefits were identified by a group of two dozen park experts and economists. While there are numerous benefits to providing parks and recreational services, we will focus on the following which have shown measurable, economic growth in these specific areas.

Property Value – Provides a direct income to the city. Data from numerous studies shows, the value of a home increases an average of 5% when the home is within 500 – 2,000 feet of a local park. 65% of people shopping for a home stated that they are seriously influenced by proximity to parks and green spaces.

Tourism – Provides a direct income to the city. Parks play hosts to numerous festivals, tournaments and large events that draw in visitors who will visit local restaurants, retail stores and hotels, generating increased tax revenue. Some parks have their own attractions that draw visitors to the park itself without additional events (Central Park in New York City, Millennium Park in Chicago, etc.)

Direct Use – Provides savings to residents. While not a standard revenue, the savings to residents through use of the parks and facilities at low to no cost creates a 'richer' resident.

FINDINGS OF THE POSITIVE ECONOMIC IMPACT FROM THE PARKS AND RECREATION INDUSTRY



“Local park and recreation agencies generated more than \$154 billion in economic activity and more than 1.1 million jobs in 2015.”

Source: US Census Bureau



Parks with lush landscapes reduce air pollution and capture rainfall runoff, reducing costs from storm water treatment and building maintenance.



Community festivals generate not only revenue but build social relationships within the community.

Health – Provides direct savings to residents. Use of park space and recreational centers for physical activity is shown to improve overall health and thus lowers medical costs, providing a savings for residents.

Community Cohesion – Parks provide social spaces (swimming pools, park benches, playgrounds, etc.), for residents to build relationships. This 'social capital' helps stave off antisocial activities that increase costs of services for residents such as fire, police, counseling, prisons and other services.

Clean Water – Provides an environmental savings to residents. Parks systems retain rainfall and reduce costs of storm water treatment, which is a significant problem for many urban areas.

Clean Air – provides an environmental savings to residents. Park landscapes absorb many air pollutants reducing the health care costs for residents. Pollutants in the air increase costs to repair and maintain buildings. By creating cleaner air, these maintenance costs are reduced.



**“1 Acre of Trees
absorbs the carbon dioxide produced by
driving a car 11,000 miles.”**

Source: 2008 Environmental Protection Agency's Report on the

TAKE ACTION

Legislation that supports consistent funding of parks and recreation will in turn generate more revenue for community's and enhance overall quality of life.

Parks are not just a luxury residential service; they are a necessity for generating prosperous communities that give back to residents through promoting health and wellness, conservation, increased tourism, increased property value and corporate recruitment. For these reasons and many more, funding and protection of parks and recreational programming should be a priority for our elected officials.

**“Parks have the power to
strengthen communities, transform
lives, and protect the future.**

**Parks are the most
powerful aspect of every
community.”**

Source: National Recreation and Park Association



Providing affordable park space allows residents to engage in physical activity, reducing costs associated with health concerns. This is a direct savings to residents.

AMBER BARNES
2018 TRAPS ACADEMY OF
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