

Kansas Recreation & Park Association

Impact Report



Wichita Parks and Recreation



KRPA

Kansas
Recreation and
Park Association



Why Reports Matter.

The importance of quality reporting and how it plays a crucial role in understanding the true value of parks and park systems and the programs offered cannot be understated. By quantifying the value of parks, we can gain a comprehensive understanding of their impact on the community.

In order to accurately measure the value of park and recreation agencies, it is imperative that we define quantitative metrics through meticulous data collection and analysis. These metrics encompass a range of aspects, such as the number of people visiting the parks, the variety of programs and facilities available, as well as the amount of revenue generated and expenditures made. These quantitative measurements provide us with tangible data points that offer insights into the success and efficiency of operations.

However, it is equally important to consider the qualitative benefits of our parks. Beyond the numbers, we must recognize the perceived improvements in areas such as mental and physical health, quality of life, and environmental conditions. These qualitative benefits reflect the intangible value that parks bring to the community, fostering healthier lifestyles, promoting social interactions, and enhancing overall well-being.

As Vince Lombardi once said, "The measure of who we are is what we do with what we have." By embracing quality reporting, we demonstrate our commitment to transparency, accountability, and continuous improvement. Quality reporting enables us to effectively communicate the value of our parks, allowing everyone to make informed decisions and understand the positive impact they have on a community.

In conclusion, quality reporting is not just about numbers; it is about capturing the essence of the park and its contributions to the community. Through a combination of quantitative metrics and qualitative benefits, a comprehensive understanding of the value of parks is provided. Let us continue to strive for excellence in data collection, analysis, and reporting, ensuring that there is an accurate understanding of the true worth of parks and their transformative impact.





The Power of Parks.

As the Executive Director of the Kansas Recreation and Park Association (KRPA), I wanted to take a moment to highlight the importance of parks and recreation in Kansas communities and their significant economic impact. Parks and recreation not only contribute to the quality of life for residents but also play a vital role in building community identity and driving economic growth.

At KRPA, we recognize the need to raise awareness of the economic value of parks and recreation, which is why we are partnered with Sports Facilities Companies on statewide economic impact calculators. This innovative tool will educate both internal and external stakeholders on the economic benefits of parks and recreation, including job creation, increased property values, and direct spending generated by parks and recreation events.

By showcasing the economic impact of parks and recreation, we hope to strengthen funding sources from stakeholders, community leaders involved in hosting events, creating budgets, and other initiatives. We believe that this partnership will enable KRPA to provide valuable insights to our members, build a network of informed people, and to expand funding models that recognize economic impact. This initiative will equip them with the tools they need to advocate for parks and recreation in their communities.

We are proud to serve as the voice for parks and recreation professionals in Kansas and are committed to promoting the value and benefits of parks and recreation. We look forward to working with our partners to continue to elevate parks and recreation as a crucial component of community development and economic growth.



Erika Devore

Erika Devore
Executive Director

Property Values

The presence of open spaces, such as public parks, greenspaces, and golf courses, offers tremendous value by providing stunning views and top-notch amenities to nearby residents. It's no secret that the distance from these recreational areas has a significant impact on property values. In fact, extensive nationwide research has demonstrated that proximity to such spaces can increase market value by up to 20% or more within a 2,000 feet radius. This underlines the immense worth of having such spaces nearby, not just for leisure but also for the financial prosperity of homeowners.



\$990,000

Increased value of nearby homes based on the proximity effect

\$9,900

Incremental property tax value increase



Healthcare

Physical inactivity poses a significant threat to our health and well-being, as it is a primary risk factor for chronic diseases and premature mortality. The consequences of physical inactivity extend beyond individual health outcomes and can result in a considerable economic burden on society. However, the benefits of regular physical activity cannot be overstated, as it can lead to improved cardiovascular health, reduced risk of chronic diseases, and enhanced mental health. By engaging in regular physical activity, individuals can not only improve their health but also contribute to the overall wellness of their community, making it a vital component of a healthy and thriving community.



\$24,600

Healthcare cost savings for users under 65

\$49,200

Healthcare cost savings for users over 65





Environment

Environmental conservation has far-reaching economic impacts, affecting the quality of life and well-being of all living beings. Conserving natural resources, protecting biodiversity, and reducing pollution are all essential for maintaining healthy communities. Green spaces, including forests, parks, and wetlands, play a significant role in mitigating environmental changes by acting as carbon sinks, absorbing and storing carbon dioxide and other harmful gases. These spaces also reduce carbon emissions by providing natural areas for non-motorized recreation and by providing shade and cooling in urban areas. The economic benefits of green spaces extend to supporting pollinators such as bees, butterflies, birds, and bats, which are essential to maintaining the diversity and productivity of agricultural and natural ecosystems. The economic impact of environmental conservation is vast, and investing in these practices benefits not only the natural world but also the economies of communities around the globe.

Forest/tree carbon sequestration

84.00

Total tons of Carbon Sequestered

Value of stormwater savings

\$2,017

Savings for Stormwater Mitigated by Trees

\$3,344,000

Economic Value of Forest Ecosystem

Economic value of trail-based ecosystem benefits

\$940

Economic value of Primitive/Semi-Primitive Trails

Pollination

\$35,000

Economic and Environmental Benefit of Pollinators

Tourism

Parks and recreation tourism events play a significant role in generating economic value for communities. In recent years, the sports event and tourism industry saw over 175 million Americans travel for sport-related reasons generating billions of dollars in direct spending and tax revenue, resulting in substantial economic impact for communities. By promoting purpose-driven events that showcase the benefits of hosting events, communities can raise awareness and gain buy-in from stakeholders, leading to more successful events and continued economic growth. The value of parks and recreation tourism events cannot be overstated as they offer numerous economic benefits that contribute to the overall well-being of communities.

\$206,576

Annual spending generated through recreation and/or events



Job Creation

Parks and recreation are not only essential for community engagement but also for job creation, with significant economic value. These departments provide employment opportunities in various sectors, including recreation, hospitality, tourism, transportation, infrastructure, horticulture, and construction, to name a few. Furthermore, many young people find their first jobs in these sectors, allowing them to gain valuable experience and develop important skills in improving community culture. By supporting these departments, communities can not only provide enjoyable experiences for their residents but also create job opportunities and drive economic growth.



1

Number of jobs created through annual operating budget

5

Number of jobs potentially created from capital



Arts

Arts and cultural programming are not just a source of enjoyment and entertainment but also offer immense value to communities. Nonprofit arts and cultural organizations, as well as cultural audiences, contribute significantly to the economic development of communities. They generate event-related spending that goes towards supporting local economies, creating jobs, and supporting businesses. Furthermore, they provide quality of life benefits by enhancing community cohesion and social engagement. Overall, arts and cultural programming are invaluable assets to any community, contributing to both economic and social well-being.



3

Full-Time Equivalent Jobs

\$2,944

Spending by Cultural Art Audiences





SUMMARY REPORT

OVERVIEW

Quantifying the value of a park or park system is essential to communicating the value of the spaces and programs offered. This initiative will build a network of informed people to help promote the message of how important parks and recreation offerings are to a community, and provide agencies with the resources to help adopt best practices and sustainable and expanded funding models that recognize economic impact.

\$990,000

Increased value of homes based on the proximity effect

\$9,900

Incremental property tax value increase

\$24,600

Healthcare cost savings for users under 65

\$49,200

Healthcare cost savings for users over 65

84.00

Total tons of Carbon Sequestered

\$2,017

Savings for Stormwater Mitigated by Trees

\$3,344,000

Economic Value of Forest Ecosystem

\$940

Economic value of Primitive/ Semi-Primitive Trails

\$35,000

Economic and Environmental Benefit of Pollinators

\$206,576

Annual spending generated through recreation and/or events

1

Number of jobs created through annual operating budget

5

Number of jobs potentially created from capital

3

Full-Time Equivalent Jobs

\$2,944

Spending by Cultural Art Audiences



Photo Credit: Johnson County Park and Recreation District



Kansas Recreation & Park Association

KRPA is the premier non-profit professional organization representing the parks, recreation, and leisure industry in Kansas. We are proud to represent nearly 1,400 professional, commercial, agency, board/commission, student, and retiree members throughout the state. With members in almost every county, KRPA has a robust network of support and active professionals committed to enhancing the quality of life in Kansas by providing top-quality park and recreation services. Our local parks and recreation agencies and state parks serve millions of Kansans and tourists annually, providing open spaces, recreation facilities, and healthy programs for children, adults, and senior citizens. Our mission is to advance park and recreation opportunities that enhance the quality of life through education, communication, and advocacy. Our vision is to be the go-to source for information advancing parks and recreation in the State of Kansas and beyond.



Sports Facilities Companies

The mission of Sports Facilities Companies is to dramatically improve the health and economic vitality of the communities we serve.

Our goal is to transform the decision making process for parks & recreation budgets, empowering parks professionals and advocates with data that elevates the conversation around the true value of parks. We believe that parks are a vital ingredient in a recipe for building a healthier society - providing opportunities for increased physical activity, access to sport and a community hub for social engagement.



Property Values Calculations and Citations

Citations:

Crompton, John, and Sarah Nicholls. 2020. "The Impact on Property Prices of the Proportion of Park-like Space in the Proximate Area." *World Leisure Journal* 63(2): 201–15.

Crompton, John L., and Sarah Nicholls (2006). An Assessment of Tax Revenues Generated by Homes Proximate to a Greenway. *Journal of Park and Recreation Administration* 24(3), 103-108

Crompton, John L. (2005). The Impact of Parks on Property Values: Empirical Evidence from the Past Two Decades in the United States. *Leisure Management* 10, 203-218

Harnick, Peter, and Ben Welle. 2009. Measuring the Economic Value of a City Park System. The Trust for Public Land. <http://cloud.tpl.org/pubs/ccpe-econvalueparks-rpt.pdf>.

Liu, Sezhu, and Diane Hite. 2013. AgEcon Search Measuring the Effect of Green Space on Property Value: An Application of the Hedonic Spatial Quantile Regression. Southern Agricultural Economic Association. <https://ageconsearch.umn.edu/record/143045>.

Nicholls, Sarah, and John L. Crompton. 2005. "The Impact of Greenways on Property Values: Evidence from Austin, Texas." *Journal of Leisure Research* 37(3): 321–41.

Healthcare Calculations and Citations

Citations:

Carlson, Susan A. et al. 2015. "Inadequate Physical Activity and Health Care Expenditures in the United States." *Progress in Cardiovascular Diseases* 57(4): 315–23. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4604440/>.

Coughlan, Diarmuid et al. 2021. "Leisure Time Physical Activity throughout Adulthood Is Associated with Lower Medicare Costs: Evidence from the Linked NIH-AARP Diet and Health Study Cohort." *BMJ Open Sport & Exercise Medicine* 7(1): e001038.

Medical Expenditure Panel Survey Insurance Component 2021 Chartbook. Rockville, MD: Agency for Healthcare Research and Quality; October 2022. AHRQ Publication No. 22(23)- 0056.

Michael Pratt, Caroline A. Macera & Guijing Wang (2000) Higher Direct Medical Costs Associated With Physical Inactivity, *The Physician and Sportsmedicine*, 28:10, 63-70, DOI: [10.3810/psm.2000.10.1237](https://doi.org/10.3810/psm.2000.10.1237)

Reynolds, Gretchen. 2021. "Lifelong Exercise Adds up to Big Health Care Savings." *The New York Times*. <https://www.nytimes.com/2021/06/16/well/move/exercise-health-care-cost-savings.html>.

Towne, Samuel D. et al. 2018. "Physical Activity and Associated Medical Cost Savings among At-Risk Older Adults Participating a Community-Based Health & Wellness Program" ed. Manlio Milanese. *PLOS ONE* 13(6): e0198239.

Environmental Calculations and Citations

Citations:

FEMA Ecosystem Service Value Updates. 2022. https://www.fema.gov/sites/default/files/documents/fema_ecosystem-service-value-updates_2022.pdf.

Gitarskiy, M.L. 2019. "THE REFINEMENT to the 2006 IPCC GUIDELINES for NATIONAL GREENHOUSE GAS INVENTORIES." *Fundamental and Applied Climatology* 2: 5–13.

Hoover, C.M., Smith, J.E. Current aboveground live tree carbon stocks and annual net change in forests of conterminous United States. *Carbon Balance Manage* 16, 17 (2021). <https://doi.org/10.1186/s13021-021-00179-2>

Inventory of U.S. Greenhouse Gas Emission and Sinks: 1990-2019. 2019. U.S. Environmental Protection Agency <https://www.epa.gov/sites/default/files/2021-04/documents/us-ghg-inventory-2021-main-text.pdf>.

Morse, Roger, and Nicholas Calderone. 2000. The Value of Honey Bees as Pollinators of U.S. Crops in 2000. <https://www.beyondpesticides.org/assets/media/documents/pollinators/documents/ValueofHoneyBeesasPollinators-2000Report.pdf>.

Pimentel, David et al. 1997. "Economic and Environmental Benefits of Biodiversity." *BioScience* 47(11): 747–57.

Ray, C. Claiborne. 2012. "Tree Power." *The New York Times*. <https://www.nytimes.com/2012/12/04/science/how-many-pounds-of-carbon-dioxide-does-our-forest-absorb.html#:~:text=A..>

Salm, J. A. Papineau, Marija Bočkarjova, W. J. W. Botzen, and H. A. C. Runhaar. 2023. "Citizens' Preferences and Valuation of Urban Nature: Insights from Two Choice Experiments." *Ecological Economics* 208(169): 107797. <https://www.sciencedirect.com/science/article/pii/S0921800923000605> (April 20, 2023).

Smith, James E.; Heath, Linda S.; Nichols, Michael C. 2007. US forest carbon calculation tool: forest-land carbon stocks and net annual stock change. Revised. Gen. Tech. Rep. NRS-13. Newtown Square, PA: U.S. Department of Agriculture, Forest Service, Northern Research Station. 34 p. [DVD-ROM]. <https://doi.org/10.2737/NRS-GTR-13>.

STRATUM US Climate Zones Map. https://www.researchgate.net/figure/STRATUM-Climate-Zones-Source-US-Forest-Service-US-Forest-Service-nd_fig1_265609301.

U.S. Environmental Protection Agency. 2015. "Greenhouse Gas Emissions ." U.S. Environmental Protection Agency. <https://www.epa.gov/ghgemissions>.

_____. 2019. "Greenhouse Gas Equivalencies Calculator ." US EPA. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>. "Winrock International - FLR Carbon Storage Calculator." winrock.org. <https://winrock.org/flr-calculator/>.

Tourism Calculations and Citations

Citations:

Crompton, John. 2005. "How Cities Use Parks to Promote Tourism." *American Planning Association*. <https://www.planning.org/publications/document/9148691/>.

Dogan Gursoy, Robin Nunkoo, and Medet Yolal. 2020. *Festival and Event Tourism Impacts*. Routledge.

"Economic Impact of the Nonprofit Arts & Culture Industry." 2019. *Americans for the Arts*. <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv/calculator> (April 20, 2023).

ECONOMIC IMPACT of TOURISM in KANSAS 2019 Prepared For: Kansas Department of Wildlife, Parks and Tourism 2. 2019. https://tiak.org/wp-content/uploads/2020/12/Economic_Impact_of_Tourism_in_Kansas_2019.pdf.

"Kansas Tourism Event Impact Calculator." *www.travelks.com*. <https://www.travelks.com/travel-industry/programs-and-resources/event-impact-calculator/> (April 20, 2023).

Sports Marketing Analysis & Strategic Recommendations. 2017. https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/manhattanks/Visibility_Sports_5a8a23dc-0731-4abc-929d-e95ed1baf949.pdf (April 20, 2023).

Stoll, Jennifer, and Tammy Koerte. 2023. "The Strong Performance of the Sports Tourism Sector and Rising Resident Sentiment of Sport." *Sports ETA*. <https://www.sportseta.org/blog/2023/01/30/the-strong-performance-of-the-sports-tourism-sector-and-rising-resident-sentiment-of-sport> (April 20, 2023).

THE OUTDOOR RECREATION ECONOMY. 2017. Boulder, CO: Outdoor Industry Association. https://outdoorindustry.org/wp-content/uploads/2017/04/OIA_RecEconomy_FINAL_Single.pdf.

Zhou, Ran, and Kyriaki Kaplanidou. 2018. "Building Social Capital from Sport Event Participation: An Exploration of the Social Impacts of Participatory Sport Events on the Community." *Sport Management Review* 21(5): 491–503.

Job Creation Calculations and Citations

Citations:

Bivens, Josh. 2019. "Updated Employment Multipliers for the U.S. Economy." Economic Policy Institute. <https://www.epi.org/publication/updated-employment-multipliers-for-the-u-s-economy/>.

ECONOMIC IMPACT of LOCAL PARKS an EXAMINATION of the ECONOMIC IMPACTS of OPERATIONS and CAPITAL SPENDING by LOCAL PARK and RECREATION AGENCIES on the UNITED STATES ECONOMY EXECUTIVE SUMMARY. 2018. <https://www.nrpa.org/siteassets/research/economic-impact-study-summary-2018.pdf>.

"Kansas - May 2020 OEWS State Occupational Employment and Wage Estimates." www.bls.gov. https://www.bls.gov/oes/current/oes_ks.htm.

"Kansas Labor Information Center (KLIC) - Occupational Employment and Wage Statistics." klic.dol.ks.gov. <https://klic.dol.ks.gov/vosnet/gsipub/documentView.aspx?enc=Lu+tiqjOCxAftHRgnfsSGg==> (April 20, 2023).

Parks, Kansas Department of Wildlife &. "Kansas State Parks: Economic Contributions to Regional and State Economies." ksoutdoors.com. <https://ksoutdoors.com/State-Parks/Kansas-State-Parks-Economic-Contributions-to-Regional-and-State-Economies> (April 20, 2023).

THE ECONOMIC IMPACT of LOCAL PARKS. 2022. <https://www.nrpa.org/contentassets/f568e0ca499743a08148e3593c860fc5/2022economicimpactreport.pdf>.

Arts Calculations and Citations

Citations:

"Arts & Economic Prosperity 6." 2021. Americans for the Arts. <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-6>.

"Calculator." 2019. Americans for the Arts. <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv/calculator>.

"Social Impact Exploration Wheel | Americans for the Arts." ww2.americansforthearts.org. <https://ww2.americansforthearts.org/explorer>.

The Economic and Employment Impact of the Arts and Music Industry. 2009. One Hundred Eleventh Congress - First Session Ser. No. 111-12. Washington DC: U.S. House of Representatives.



KRPA

Kansas
Recreation and
Park Association

www.krpa.org 785-235-6533 PO Box 1283 Lawrence, KS 66044