

Kansas State Parks - Impact

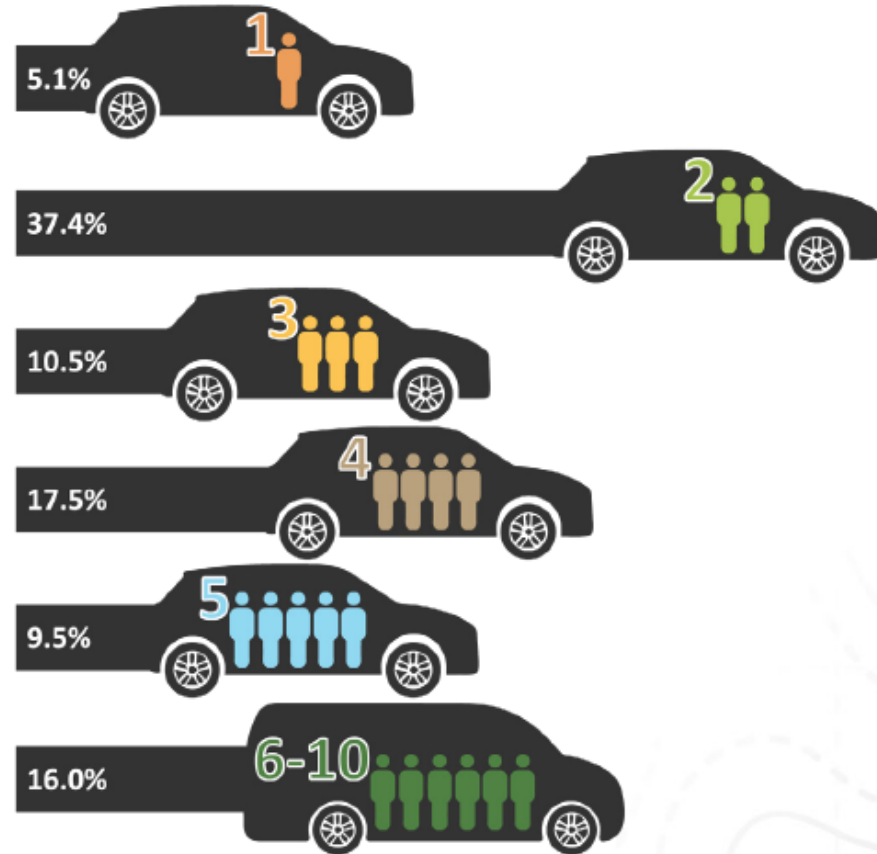


Trail Map

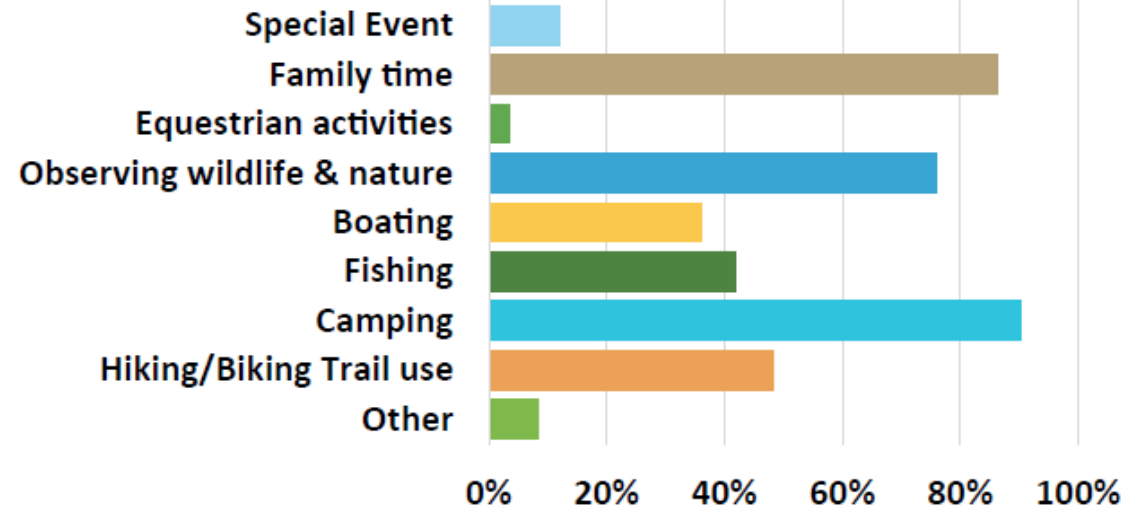
- Characteristics of visitors
- Impact
- Vendors
- Social benefits
- Activity impacts
- Park impacts

Visitors are looking for family-oriented fun

Overall Size of Visitors' Parties



Visitor Activities



Source: CEDBR

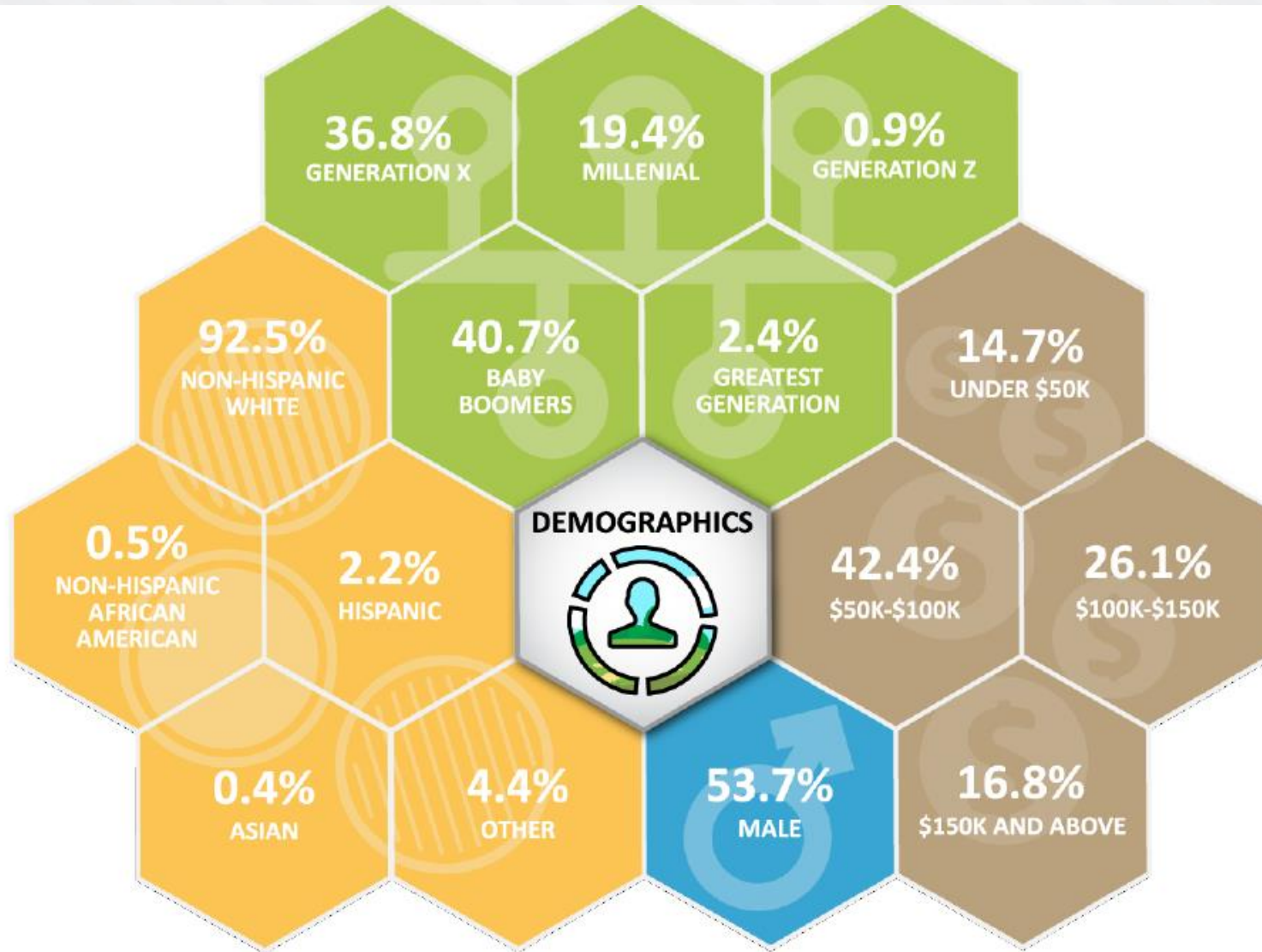


**AVERAGE
GROUP SIZE**



**AVERAGE
LENGTH OF STAY**

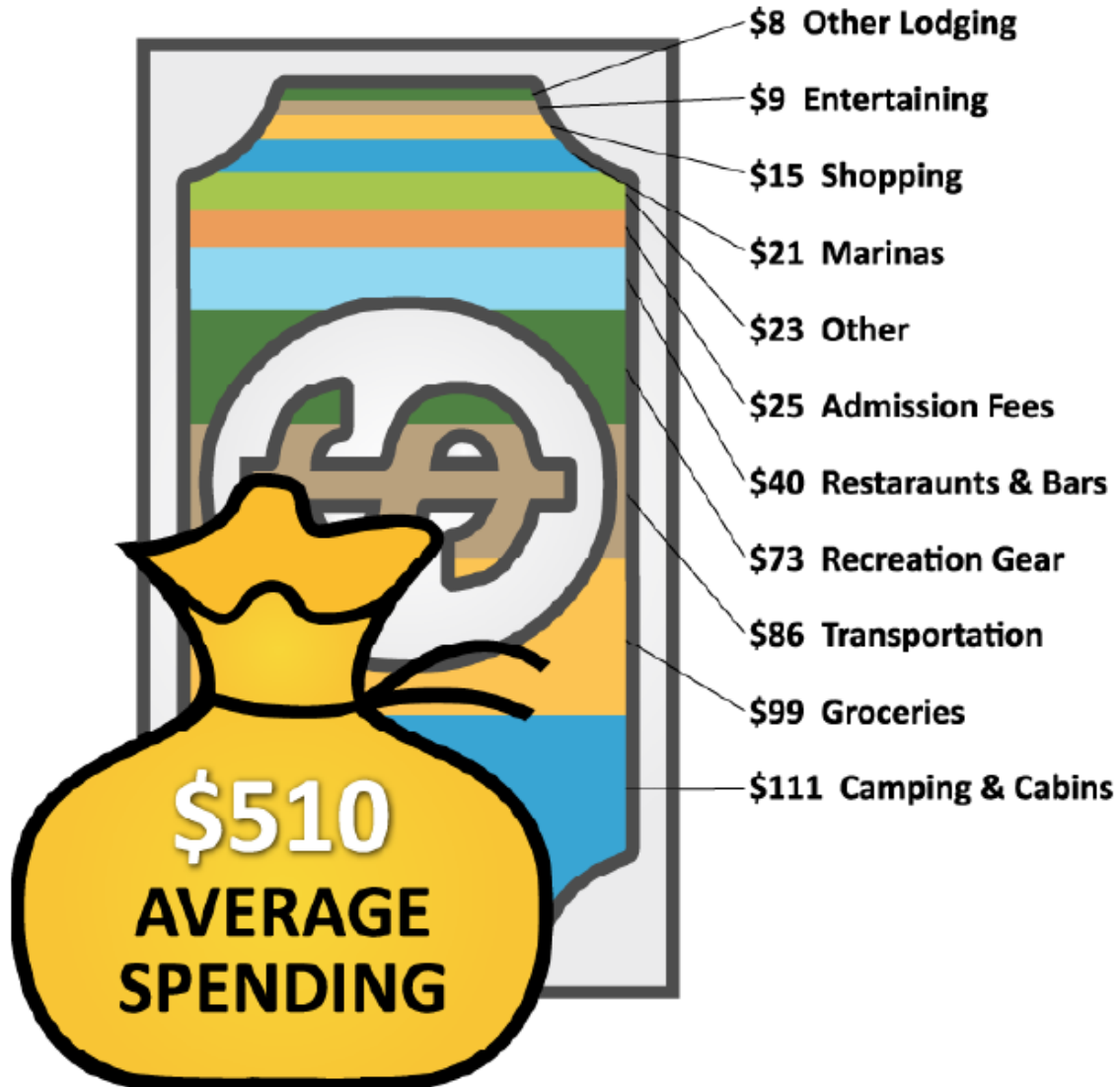
The state parks are for everyone



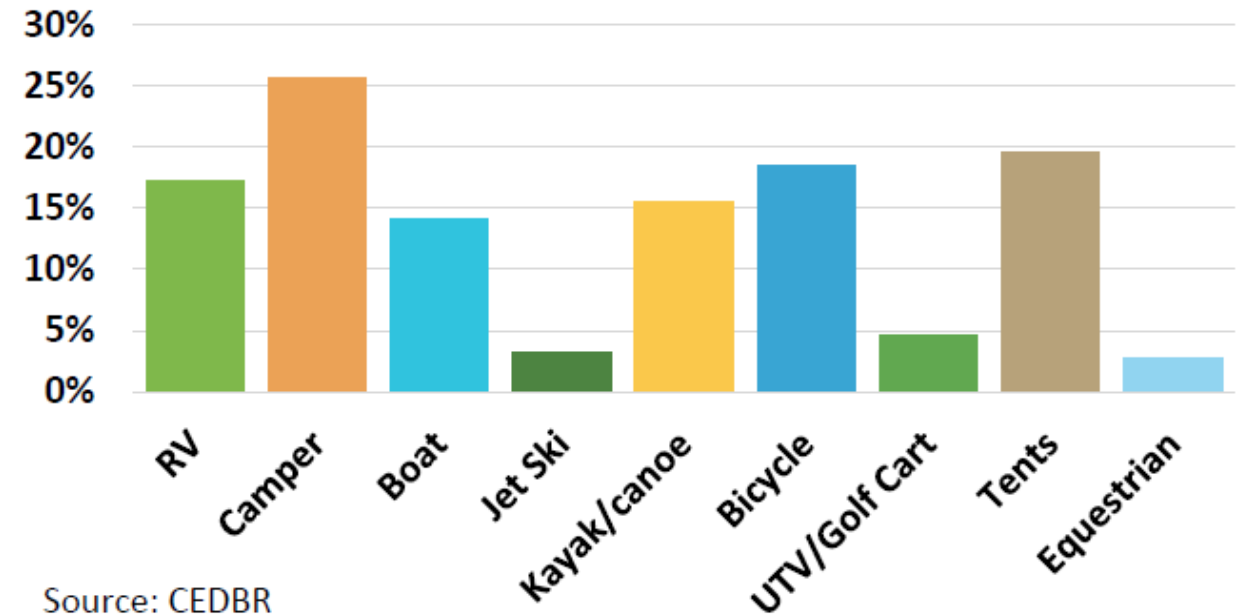
*Demographics were based on the purchaser and not the entire party.
Source: CEDBR survey 2020

Visitors can spend based on their interest and financial ability

Average Spending by Visitors at Kansas Parks



Outdoor Recreational Equipment Investment



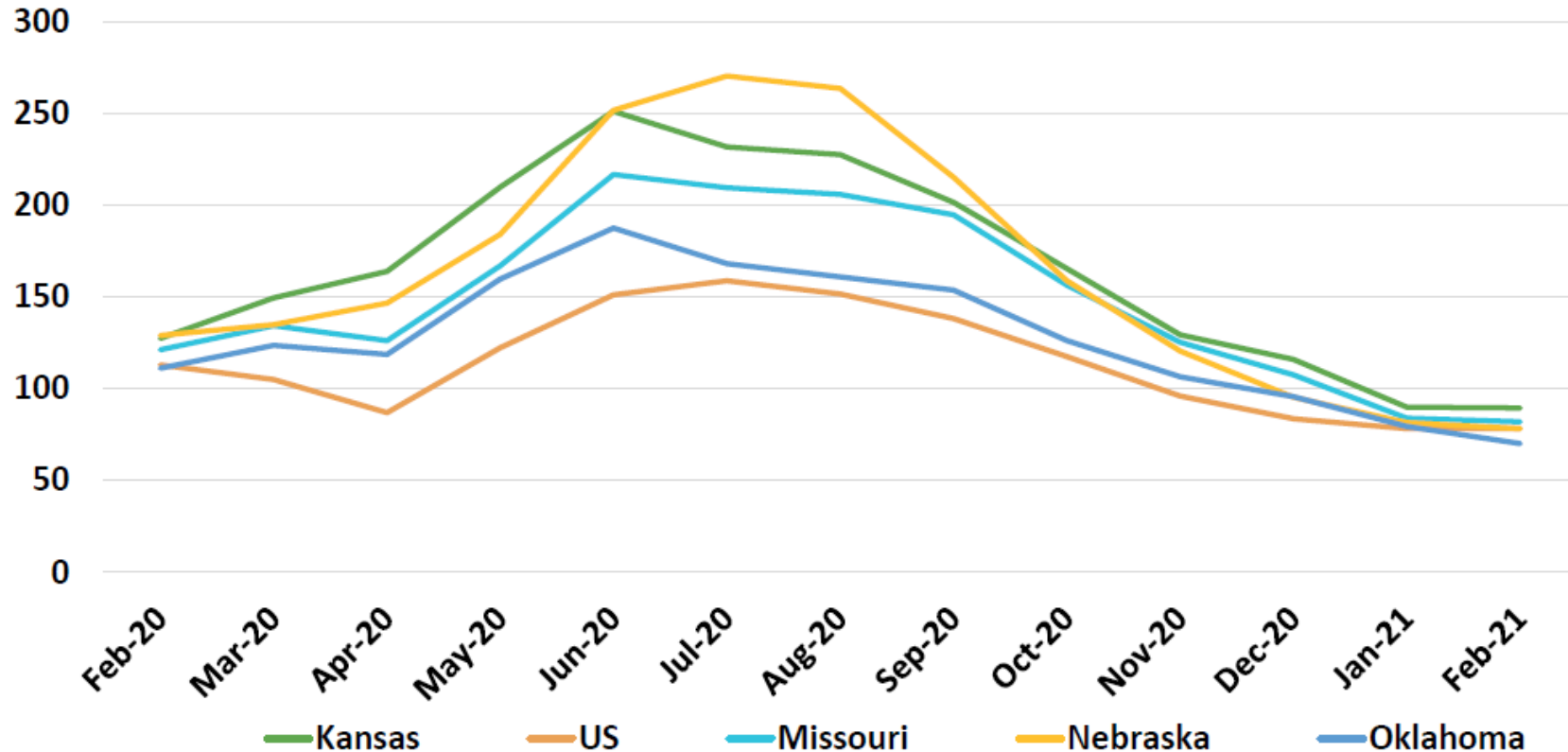


Impact



Kansans used the parks for respite during the pandemic

Visits to All Parks (Jan 2020 = 100)



Source: CEDBR, Google COVID-19 Community Mobility Report

VISITORS

2015-2019 AVERAGE

6,809,562

2020 TOTAL

8,611,311

*Visitor Days





Kansas State Parks



	DIRECT	INDIRECT	INDUCED	TOTAL
LABOR	\$5,412,592	\$109,253,659	\$17,395,027	\$132,061,278
EMPLOYMENT	119	4,512	427	5,058
OUTPUT	\$4,705,635	\$219,484,125	\$63,236,771	\$287,426,531

Source: CEDBR

Construction further adds to the state economy

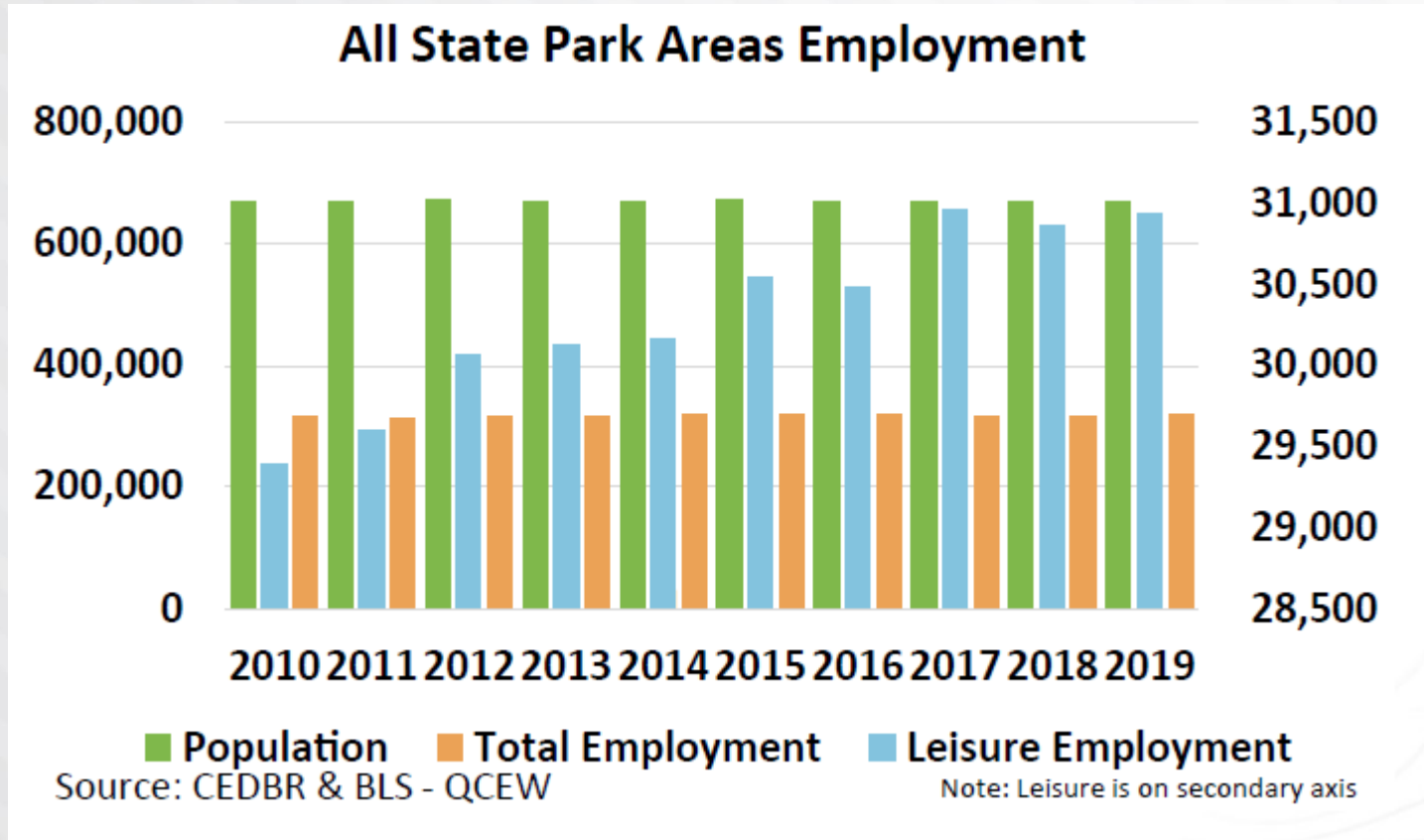
	DIRECT 	INDIRECT 	INDUCED 	TOTAL 
LABOR	\$1,078,129	\$227,723	\$298,724	\$1,604,576
EMPLOYMENT	19	3	6	29
OUTPUT	\$2,405,996	\$757,125	\$983,121	\$4,146,242

Source: CEDBR



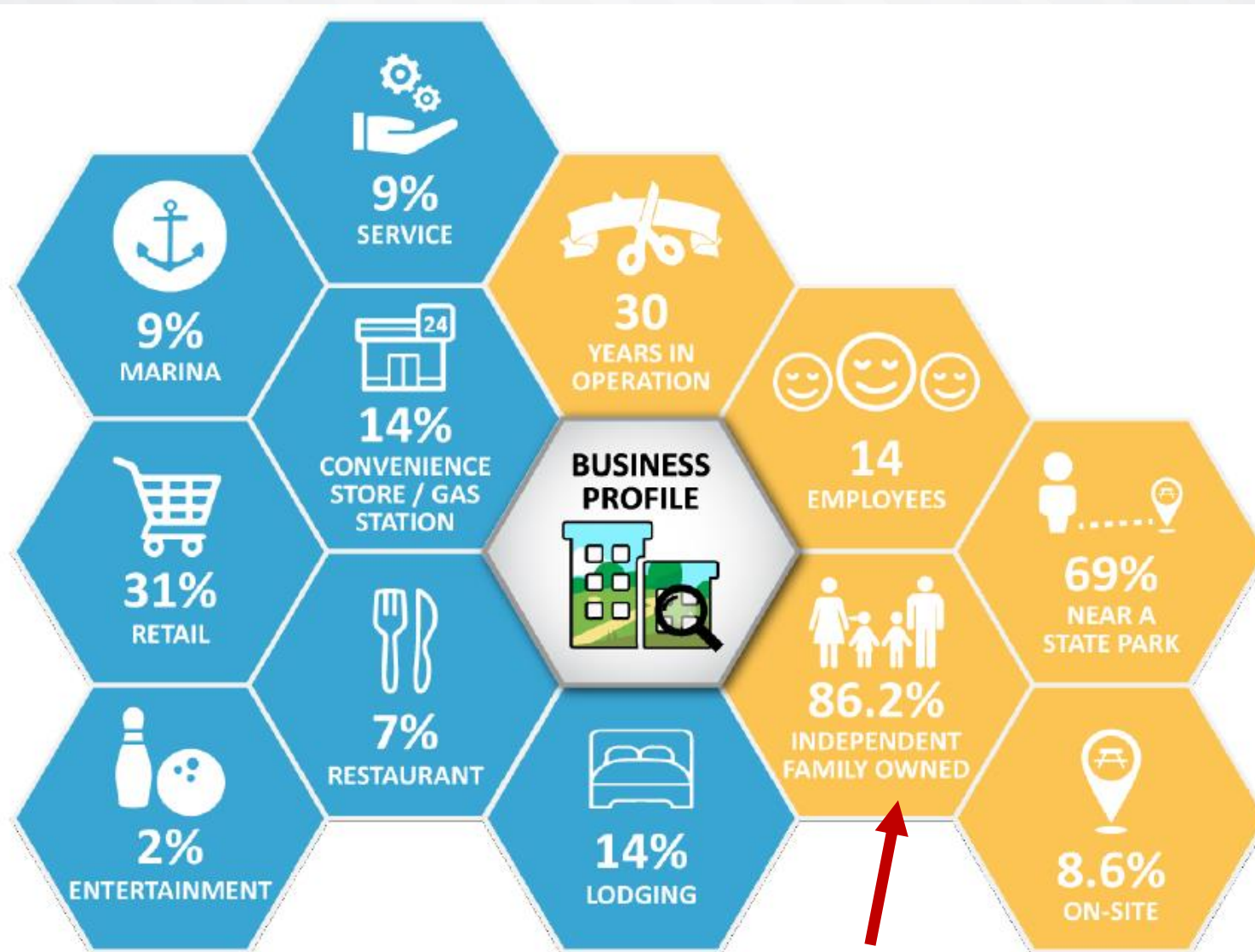
Vendors and communities

State Park are economic drivers in rural economies



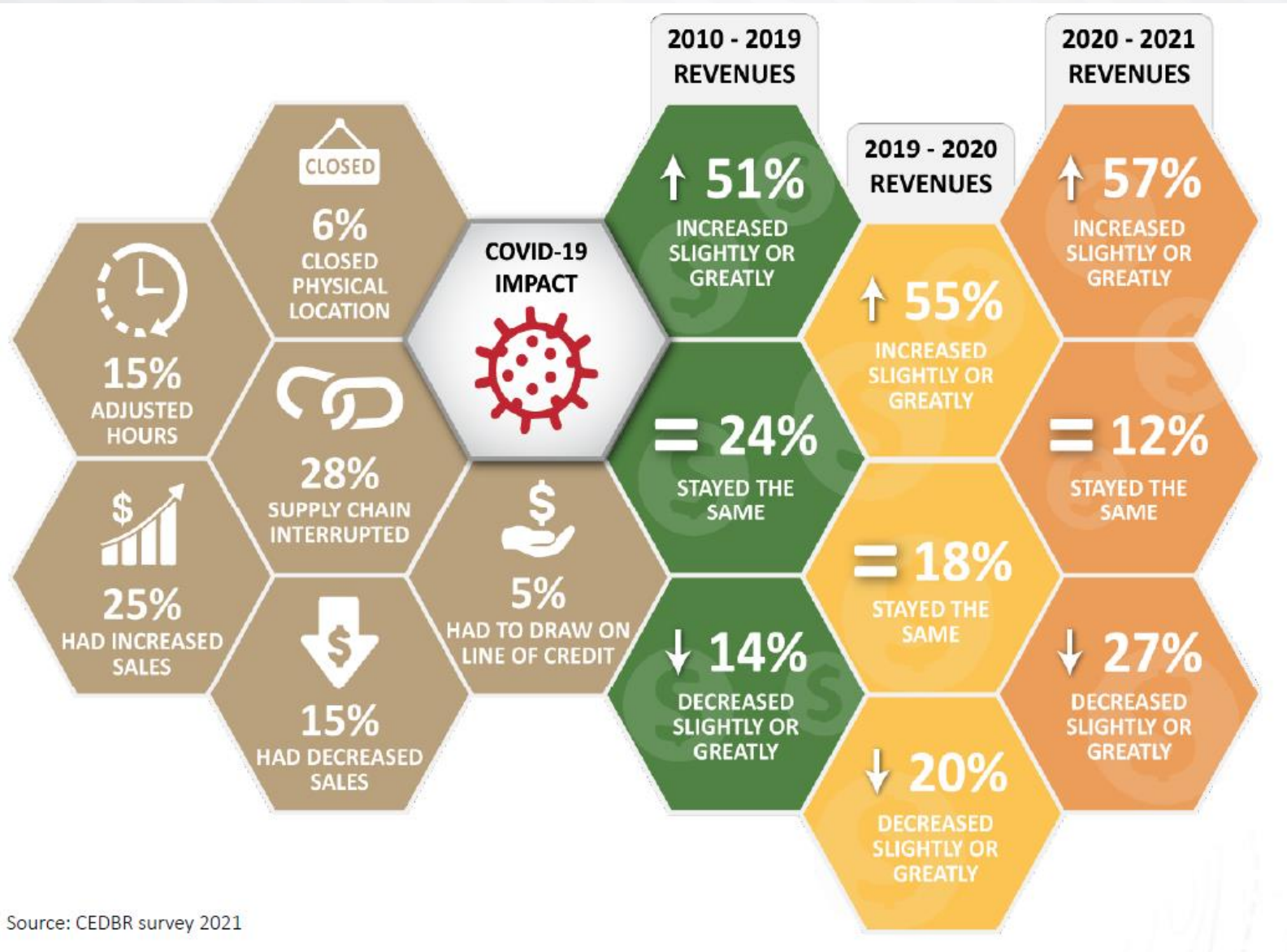
- Markets are predominantly rural
- Employment concentration was higher than the nation
- Economies were slowing and struggling, except for the leisure sector

Small-independent businesses benefit the most











*N=101
Source: CEDBR survey 2021

SM BIZ are thriving because of state parks



2020 KANSAS STATE PARKS TOTAL CONTRIBUTION

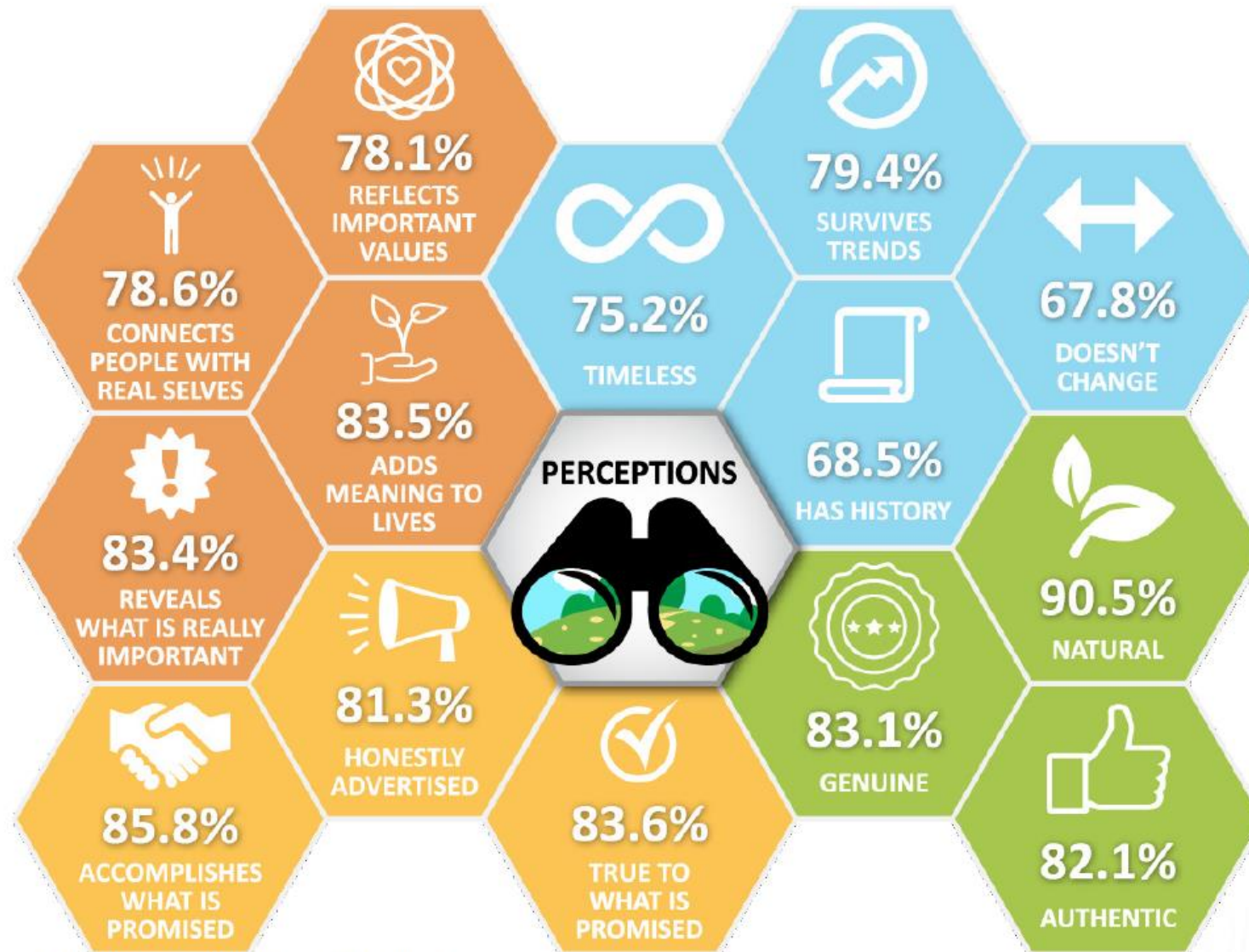
INDUSTRY		LABOR INCOME	EMPLOYMENT	OUTPUT
Agriculture		\$67,389	-	\$351,811
Mining		\$150,080	4	\$2,018,131
Construction		\$532,465	6	\$1,906,904
Manufacturing		\$634,810	6	\$6,935,581
TIPU		\$7,160,749	145	\$41,455,336
Trade		\$75,182,252	3,478	\$95,077,295
Service		\$46,733,317	1,402	\$136,396,862
Government		\$1,600,209	18	\$3,284,582
Total		\$132,061,278	5,058	\$287,426,531

Source: CEDBR

A yellow horizontal bar spans the width of the slide. A dashed black line runs along the top edge of the bar. On the right side of the bar, a large yellow arrow points upwards and to the right, following the contour of the bar.

Social Benefits

Genuine-authentic experiences that add meaning to lives

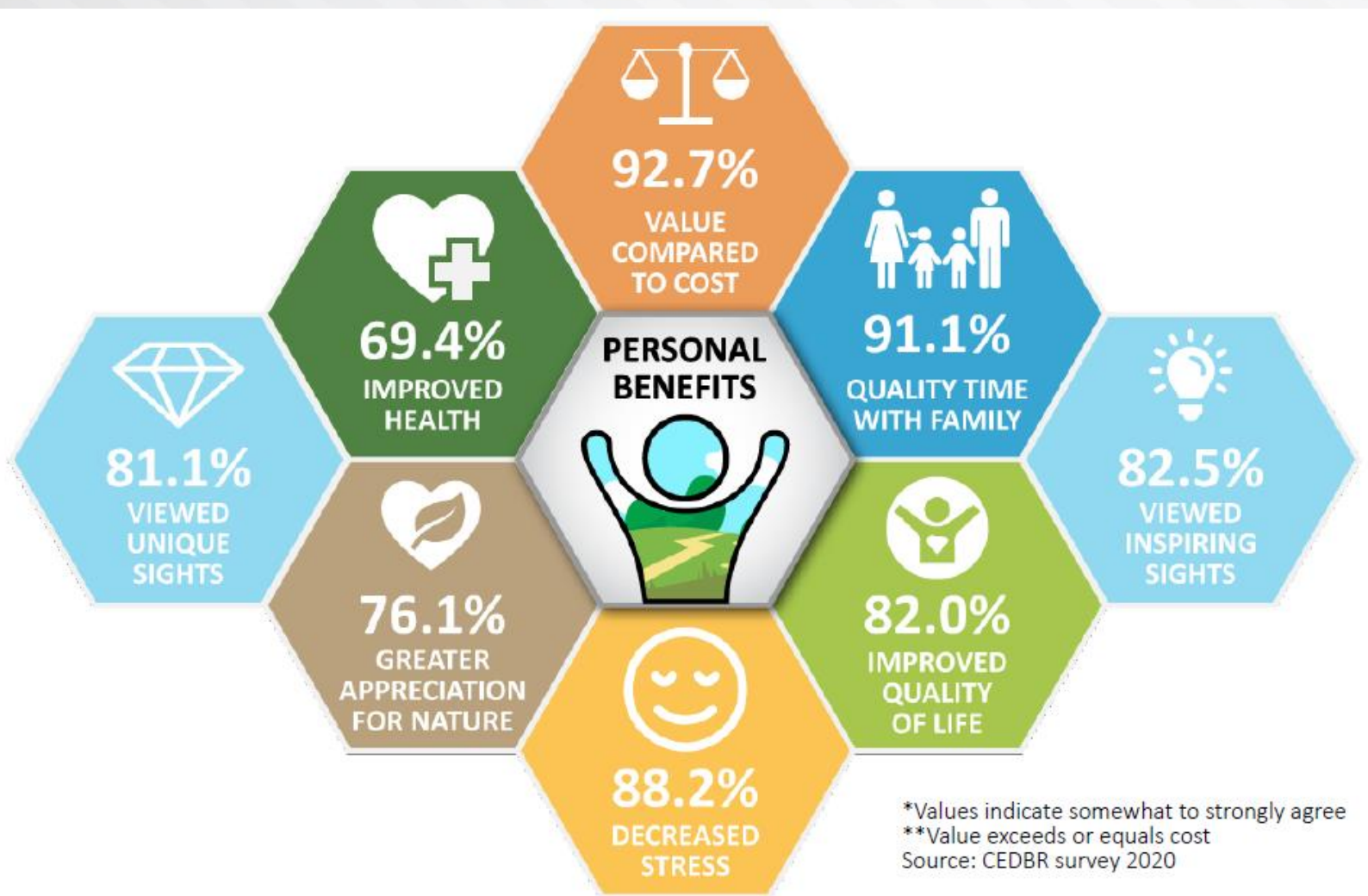


*Values indicate somewhat to strongly agree

**N= 8,397

Source: CEDBR survey 2020

Families were inspired and enriched by the experience



PERSONAL BENEFITS BY GENERATION			
PERSONAL BENEFIT	B	X	M
Inspiring sights	82%	84%	82%
Viewed unique sights	80%	83%	81%
Helped Improve Overall Health	68%	73%	69%
Appreciation of nature	76%	78%	76%
Decreased stress	87%	92%	88%
Improved Quality time with Family	80%	85%	82%
Spent quality time with family	90%	93%	91%
Value greater than cost	92%	94%	93%

Source: CEDBR

State parks have multiple amenities

ECONOMIC CONTRIBUTION BY ACTIVITY

PRIMARY PURPOSE BY ACTIVITY

	LABOR INCOME	EMPLOYMENT	OUTPUT
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Boating	\$7,271,523	217	\$24,426,425
Camping	\$39,274,459	1,201	\$124,908,552
Equestrian	\$3,504,071	112	\$10,558,459
Fishing	\$6,157,033	192	\$19,703,031
Other	\$6,191,203	192	\$19,684,829
Special Event	\$1,351,106	42	\$4,305,064

ALL ENGAGEMENT BY ACTIVITY

	LABOR INCOME	EMPLOYMENT	OUTPUT
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Family time	\$47,917,204	1,481	\$153,039,832
Hiking/Biking	\$28,412,814	898	\$91,623,274
Observing wildlife	\$70,208,496	2,197	\$220,425,503

Source: CEDBR

- **Equestrian** – although smaller in number of visitors, it had a larger impact because of spending
- **Special Events** – have an untapped value to enrich local communities

A yellow horizontal bar spans the width of the slide. A dashed black line runs along the top edge of the bar. On the right side of the bar, a large yellow arrow points upwards and to the right, following the contour of the bar's end.

Park impacts

Takeaways

- Visitors are looking for family-oriented fun
- The state parks are for everyone
- Visitors can spend based on their interest and financial ability
- Kansans used the parks for respite during the pandemic
- **Support over 5,000 jobs and \$130 million labor income**
- State Park are economic drivers in rural economies
- Small-independent businesses benefit the most
- Create genuine-authentic experiences that add meaning to lives
- Families were inspired and enriched by the experience

Lehigh Portland State Park



Governor Signs HB 2039 Creating Lehigh Portland State Park 28th State Park

- Generous donation from lola Industries (\$2 million for the park)
- Nearly 360 acres and 14 miles of existing trails
- Plans include a campground, visitor's center, cabins, boat ramp