



GENESEE COUNTY PARKS

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2021-2022 Economic Impact Analysis of the Genesee County Parks and Recreation Commission Report

Prepared for:
**Genesee County
Parks and Recreation Commission**

Prepared by:



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TABLE OF CONTENTS

Section 1. Introduction 1

 1.1 Economic Impact from Tourism..... 1

 1.2 Economic Impact from Operations 2

 1.3 Total Commission Economic Impact..... 2

 1.4 CRV Attendance 2

Section 2. Economic Impact Analysis of Crossroads Village Operations 3

 2.1 Visitor Analysis 4

 2.2 CRV Economic Impact 6

 2.3 Conclusion..... 7

Section 3. Economic Impact Analysis of Day Out With Thomas at Crossroads Village Operations..... 7

 3.1 Day out With Thomas Visitor Analysis 7

 3.2 Economic Impact of Day Out With Thomas 10

 3.3 Conclusion..... 10

Section 4. Economic Impact Analysis of 2022 Local Payroll for the Genesee County Parks and Recreation Commission..... 10

 4.1 Economic Impact of 2022 Local Payroll 10

 4.2 Conclusion..... 12

Section 5. Economic Impact Analysis of 2022 Local Purchases for the Genesee County Parks and Recreation Commission..... 12

 5.1 Conclusion..... 13

Section 6. Keep Genesee County Beautiful Volunteer Hours..... 13

2021-2022 Economic Impact Analysis of Genesee County Parks and Recreation Commission

SECTION 1. INTRODUCTION

The Genesee County Parks and Recreation Commission (GCPRC) makes a significant economic impact to the local community through tourism, local purchasing, and local payroll. The national economy has had a negative impact on the Crossroads Village (CRV) revenues, but even with economic downturn, CRV continues to make a significant positive impact through tourism. PROS Consulting Inc. performed an economic impact analysis to measure the economic benefit from the operations of the Parks Commission. Three tourism functions, two segments of the Commission operations, and the value of volunteer services were analyzed:



- Tourism
 - Crossroads Village and Huckleberry Railroad (CRV)
 - Day Out With Thomas at Crossroads Village (DOWT)
- Commission Operations
 - Parks and Recreation Commission local purchasing from Genesee County businesses
 - Parks and Recreation Commission local payroll to Genesee County residents
 - Volunteer Services
 - Keep Genesee County Beautiful

1.1 ECONOMIC IMPACT FROM TOURISM

Figure 1 shows the summary of the economic analysis from tourism. Crossroads Village and Huckleberry Railroad analysis indicates an additional economic impact of approximately \$4.7 million and 126 jobs from tourist spending.

Figure 1 – Economic Impact Summary

Tourism Events	Economic Impact	Jobs
Crossroads Village and Huckleberry Railroad	\$ 4,301,257	116
Day Out With Thomas at CRV	\$ 467,351	10
Total Economic Impact from Tourism	\$ 4,768,608	126

The data for this analysis is based on CRV visitor surveys and economic factors from the Regional Input-Output Modeling System produced by the U.S. Department of Commerce - Bureau of Economic Analysis.

The model developed in Microsoft Excel uses local multipliers and presents approximate economic impact on the local economy. The economic impact is expressed in terms of dollars generated in the economy and in terms of the change in the number of jobs. Based on the economic multipliers for the Flint metropolitan statistical area, the average salary per new job is estimated at \$28,811.

1.2 ECONOMIC IMPACT FROM OPERATIONS

The total economic impact from in-county payroll, local direct expenditures, and volunteer programs is \$11.6 million and 193 jobs shown in **Figure 2**. The economic impact of in-county payroll is \$6.0 million and 104 jobs. The economic impact of local direct expenditures is approximately \$5.2 million and 89 jobs. The total value of volunteer hours during fiscal year ending 2022 is \$325,202 based on the U.S. Department of Commerce average personal income for the Genesee County area.

Figure 2 – Operations Economic Impact Summary

Commission Operations	Economic Impact	Jobs
Commission Local Payroll	\$ 6,097,163	104
Commission Local Purchasing	\$ 5,237,418	89
Keep Genesee County Beautiful Program	\$ 325,202	N/A
Total	\$ 11,659,783	193

1.3 TOTAL COMMISSION ECONOMIC IMPACT

From the segments and events analyzed the total economic impact is \$16,428,391 and 319 jobs as shown in **Figure 3**.

Figure 3 – Total Economic Impact Summary

Description	Economic Impact	Jobs
Tourism	\$ 4,768,608	126
Commission Operations	\$ 11,659,783	193
Total Economic Impact	\$ 16,428,391	319

1.4 CRV ATTENDANCE

The annual attendance for CRV including DOWT is shown in **Figure 4**. The visitor count shifted from the Halloween and summer seasons to the Christmas seasons.

The Covid-19 Pandemic has negatively impacted all park and recreation operations in 2020. The 2022 attendance shows a slight decrease to the CRV from the 2021 seasons. The Fiscal Year Ending 2022 CRV attendance from 2021 attendance in the 10-year attendance shown in **Figure 4**.

Figure 4 – Annual CRV Attendance

Attendance										
Fiscal Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Summer	54,352	56,661	54,780	46,091	48,735	45,001	42,753	0	31,316	35,802
Halloween	39,468	42,227	46,508	45,992	50,703	44,611	36,722	31,635	51,747	41,705
Christmas	44,462	42,391	57,394	60,619	52,633	57,315	52,243	65,601	40,594	44,491
Total	138,282	141,279	158,682	152,702	152,071	146,927	131,718	97,236	123,657	121,998

DOWT attendance distance from 6,580 in 2021 to 6,476 in 2022.

Visitors traveling from farther away from CRV increased between years. Local attendance for 2022 is consistent with the 2021 local attendance. CRV attendance (excluding DOWT) is shown in **Figure 5**.

Figure 5 – Change in Distance Traveled to CRV in Visitors Surveyed

Total Annual Visitors						
Distance Traveled To CRV (Miles)						
		Estimated		Estimated		
		Total		Total		
		Visitors		Visitors		
		By		By		
Greater Than	Less Than or Equal To	Distance In 2021		Distance In 2022		
0	25	42,223	36.96%	37,115	32.13%	
25	50	38,724	33.90%	40,573	35.12%	
50	75	18,094	15.84%	20,377	17.64%	
75	100	8,744	7.65%	9,364	8.11%	
100	150	1,962	1.72%	3,274	2.83%	
150	200	1,553	1.36%	1,018	0.88%	
200	250	2,838	2.48%	787	0.68%	
250	and over	103	0.09%	3,014	2.61%	
Total Annual Visitors		114,241	100.00%	115,522	100.00%	

SECTION 2. ECONOMIC IMPACT ANALYSIS OF CROSSROADS VILLAGE OPERATIONS

PROS Consulting Inc. performed an economic impact analysis to measure the economic benefit of Crossroads Village and Huckleberry Railroad. The data for this analysis is based on CRV visitor data, economic factors from the U.S. Department of Commerce - Bureau of Economic Analysis, and CRV visitor information. The model developed in Microsoft Excel uses local multipliers and presents estimated

economic impacts on major retail sectors; such as, lodging and food/beverage sectors. The CRV economic analysis excludes the impact of the “Day Out With Thomas” event that is analyzed separately below.

2.1 VISITOR ANALYSIS

The CRV historical visitor data from fiscal year 2022 is used to identify the attendance and the travel distance for CRV visitors. The CRV attendance data excluding the DOWT events is segmented into eight distance groups as shown in **Figure 6**.

Figure 6 - Distribution of Annual Visitor by Distance Traveled

Total Annual Visitors (2022)				
Distance Traveled To CRV (Miles)				
Greater Than	Less Than or Equal To	Total Visitors Surveyed	Percent of Total	Total Visitors By Distance
0	25	5,430	32.13%	37,115
25	50	5,936	35.12%	40,573
50	75	2,981	17.64%	20,377
75	100	1,370	8.11%	9,364
100	150	479	2.83%	3,274
150	200	149	0.88%	1,018
200	250	116	0.68%	787
250	and over	441	2.61%	3,014
Totals		16,902	100.00%	115,522

PROS estimated the average out-of-area visitor spending per day by spending category as shown in **Figure 7**.

Figure 7- Spending Amounts by Visitor per Day

Spending Level by Category	Estimated Average Daily Spending Per Visitor
Accommodation	\$ 60.00
Food services and drinking places	\$ 50.00
Transit and ground passenger transportation	\$ 15.00
Retail trade	\$ 25.00
Performing arts, museums, and related activities	\$ 7.50
Amusements, gambling, and recreation	\$ 7.50
Other services	\$ 10.00
Total	\$ 175.00

The economic impact multipliers used in this analysis are from U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) for the Genesee County, Michigan area. The RIMS II factors are most recently available based on 2012/2018 economic information. **Figure 8** shows the factors used in the analysis.

Figure 8 - RIMS II Multipliers

Region: Flint MSA (Type II)	Final-demand			Final-demand		Direct-effect	
	Output /1/ (dollars)	Earnings /2/ (dollars)	Employment /3/ (number of jobs)	Value-added /4/ (dollars)	Earnings /5/ (dollars)	Employment /6/ (number of jobs)	
Accommodation	1.4818	0.3703	10.1509	0.8815	1.4923	1.4166	
Food services and drinking places	1.5382	0.3977	17.3015	0.8398	1.4825	1.219	
Transit and ground passenger transport:	1.4634	0.3807	26.6964	0.6415	1.4123	1.1121	
General merchandise stores	1.5215	0.3887	14.1806	0.9359	1.4895	1.2717	
Performing arts, spectator sports, muse	1.4224	0.4063	13.4658	0.9525	1.3438	1.2542	
Amusements, gambling, and recreation	1.5321	0.4179	19.6261	0.9002	1.4276	1.1942	
Other services*	1.5200	0.4648	12.9681	0.8558	1.3735	1.3361	

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

The average spending per out-of-town visitor per day was adjusted based on the distance the visitor traveled to CRV. The major assumption is that the spending is less for visitors traveling shorter distances than the spending of those visitors driving from longer distances. The adjustments are shown in **Figure 9**.

Figure 9 - Adjustments to Average Visitor Spending

Distance Traveled To CRV (Miles)									
Greater Than	Less Than or Equal To	Accommodation	Food services and drinking places	Transit and ground passenger transportation	Retail trade	Performing arts, museums, and related activities	Amusements, gambling, and recreation	Other services	
0	25	0%	0%	0%	0%	0%	100%	5%	
25	50	0%	10%	0%	0%	35%	100%	10%	
50	75	0%	20%	25%	35%	50%	100%	15%	
75	100	0%	30%	35%	45%	60%	100%	25%	
100	150	0%	40%	45%	55%	70%	100%	50%	
150	200	10%	60%	100%	75%	80%	100%	50%	
200	250	25%	100%	100%	100%	90%	100%	50%	
250	and over	100%	100%	100%	100%	100%	100%	100%	

The direct CRV related spending was estimated based on the visitor survey data and analysis described above. The net spending per visitor by distance traveled is shown in **Figure 10**.

Figure 10 - Net Direct CRV Related Spending Per Visitor

Total Annual Visitor Spending					
Distance Traveled To		Estimated Total Visitors By Distance	Total Spending Per Visitor	Estimated Total Spending	
Greater Than	Less Than or Equal To				
0	25	37,115	\$ 8.00	\$ 296,920.00	
25	50	40,573	\$ 16.13	\$ 654,442.49	
50	75	20,377	\$ 35.25	\$ 718,289.25	
75	100	9,364	\$ 46.00	\$ 430,744.00	
100	150	3,274	\$ 58.25	\$ 190,710.50	
150	200	1,018	\$ 88.25	\$ 89,838.50	
200	250	787	\$ 124.25	\$ 97,784.75	
250	and over	3,014	\$ 175.00	\$ 527,450.00	
Totals		115,522		\$ 3,006,179.49	

2.2 CRV ECONOMIC IMPACT

The total direct economic impact of CRV is shown in **Figure 11**. The economic impact is \$4,301,257 with a local job impact of 116 full-time jobs.

Figure 11 - Total Economic Impact of CRV

Economic Impact of the Medium Spending Profile by Category	Total Rev/Sales Captured by Local Region	Final Demand				Direct Effect	
		Output (Dollars) <1>	Earnings (Dollars) <2>	Employment / \$M Sales (Jobs) <3>	Final-demand Value-added (Dollars) <4>	Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)
Accommodation	198,753	310,293	122,628	5	273,523	192,084	7
Food services and drinking places	833,165	1,283,157	536,231	30	1,104,028	773,245	36
Transit and ground passenger transportation*	219,959	330,687	176,587	7	331,877	229,334	9
Retail trade	442,774	674,610	275,713	11	661,388	401,080	15
Performing arts, museums, and related activities	866,415	1,344,330	531,683	20	1,256,411	824,800	30
Amusements, gambling, and recreation	276,472	419,132	188,945	10	404,462	260,933	12
Other services*	168,641	280,888	161,230	5	269,568	224,271	7
Total Annual Spending	\$ 3,006,180	\$ 4,643,097	\$ 1,993,017	88	\$ 4,301,257	\$ 2,905,747	116

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

Figure 11 illustrates the total final economic impact of CRV operations. Column 1 shows the output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs), on the Genesee County area. The Final-demand Value-added in dollars is shown in Column 4. Columns 5 and 6 show the Direct-effect Earnings and Total Jobs, respectively.

2.3 CONCLUSION

The Final-demand Value-added factors include direct, indirect, and induced economic impacts. This economic benefit is estimated to be \$4,301,257 with a local job increase of 116 full-time jobs. This analysis excludes the impacts of the Day Out with Thomas events.

SECTION 3. ECONOMIC IMPACT ANALYSIS OF DAY OUT WITH THOMAS AT CROSSROADS VILLAGE OPERATIONS

PROS Consulting Inc. performed an economic impact analysis to measure the economic benefit of Day Out With Thomas (DOWT) program at Crossroads Village and Huckleberry Railroad. The data for this analysis is based on CRV visitor data, economic factors from the U.S. Department of Commerce - Bureau of Economic Analysis, and CRV visitor information. The model developed in Microsoft Excel uses local multipliers and presents estimated economic impacts on major retail sectors; such as, lodging and food/beverage sectors.

3.1 DAY OUT WITH THOMAS VISITOR ANALYSIS

The Day Out with Thomas visitor data from the six days over two weekends are used to identify the attendance and the travel distance for visitors. The attendance data from the survey and projected total visitor distances were segmented into seven distance groups as shown in **Figure 12**.

Figure 12 - Distribution of Annual Visitor by Distance Traveled

Total DOWT Visitors (2022)					
Distance Traveled To CRV (Miles)					
Greater Than	Less Than or Equal To	Estimated Total Visitors By Distance	Percent of Total	Estimated Total Visitors By Distance	
0	25	915	16.84%	1,091	
25	50	1,826	33.62%	2,177	
50	75	1,109	20.42%	1,322	
75	100	539	9.92%	643	
100	150	414	7.62%	494	
150	200	172	3.17%	205	
200	250	135	2.48%	160	
250	and over	322	5.93%	384	
Total Annual Visitors		5,432	100.00%	6,476	

The first segment of zero to twenty-five miles includes visitors from Genesee County. The segments over 250 miles are an estimated eight-hour drive time. PROS estimated the average out-of-area visitor spending per day by spending category as shown in **Figure 13**.

Figure 13 - Spending Amounts by Visitor Per Day

Spending Level by Category	Estimated Average Daily Spending Per Visitor
Accommodation	\$ 60.00
Food services and drinking places	\$ 50.00
Transit and ground passenger transportation	\$ 15.00
Retail trade	\$ 25.00
Performing arts, museums, and related activities	\$ 7.50
Amusements, gambling, and recreation	\$ 21.00
Other services	\$ 10.00
Total	\$ 188.50

The economic impact multipliers used in this analysis are from the U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) shown in **Figure 8**.

The average spending per out-of-town visitor per day was adjusted based on the distance the visitor traveled to the CRV. The major assumption is that the spending is less for visitors traveling shorter distances than the spending of those visitors driving from longer distances. The adjustments are shown in **Figure 14**.

Figure 14 - Adjustments to Average Visitor Spending

Distance Traveled To CRV (Miles)		Spending Adjustments by Distance Traveled							
Greater Than	Less Than or Equal To	Accommodation	Food services and drinking places	Transit and ground passenger transportation	Retail trade	Performing arts, museums, and related activities	Amusements, gambling, and recreation	Other services	
0	25	0%	0%	0%	0%	0%	100%	5%	
25	50	0%	10%	0%	23%	35%	100%	10%	
50	75	0%	20%	25%	35%	50%	100%	15%	
75	100	0%	30%	35%	45%	60%	100%	25%	
100	150	0%	40%	45%	55%	70%	100%	50%	
150	200	10%	60%	100%	75%	80%	100%	50%	
200	250	25%	100%	100%	100%	90%	100%	50%	
250	and over	100%	100%	100%	100%	100%	100%	100%	

The direct DOWT related spending was estimated based on the visitor survey data and analysis described above. The net spending per visitor by category by distance traveled is shown in **Figure 15**. The total direct spending is shown in **Figure 16**.

Figure 15 - Net Direct DOWT Related Spending Per Visitor

Distance Traveled To CRV (Miles)		Adjusted Spending Per Visitor								Total Spending Per Visitor
Greater Than	Less Than or Equal To	Accommodation	Food services and drinking places	Transit and ground passenger transportation	Retail trade	Performing arts, museums, and related activities	Amusements, gambling, and recreation	Other services		
0	25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21.00	\$ 0.50	\$ 21.50	
25	50	\$ -	\$ 5.00	\$ -	\$ 5.75	\$ 2.63	\$ 21.00	\$ 1.00	\$ 35.38	
50	75	\$ -	\$ 10.00	\$ 3.75	\$ 8.75	\$ 3.75	\$ 21.00	\$ 1.50	\$ 48.75	
75	100	\$ -	\$ 15.00	\$ 5.25	\$ 11.25	\$ 4.50	\$ 21.00	\$ 2.50	\$ 59.50	
100	150	\$ -	\$ 20.00	\$ 6.75	\$ 13.75	\$ 5.25	\$ 21.00	\$ 5.00	\$ 71.75	
150	200	\$ 6.00	\$ 30.00	\$ 15.00	\$ 18.75	\$ 6.00	\$ 21.00	\$ 5.00	\$ 101.75	
200	250	\$ 15.00	\$ 50.00	\$ 15.00	\$ 25.00	\$ 6.75	\$ 21.00	\$ 5.00	\$ 137.75	
250	and over	\$ 60.00	\$ 50.00	\$ 15.00	\$ 25.00	\$ 7.50	\$ 21.00	\$ 10.00	\$ 188.50	

Figure 16 - Total Direct Spending by Day Out with Thomas Visitors

Total DOWT Visitors (2022)					
Distance Traveled To CRV (Miles)					Estimated Total Spending
Greater Than	Less Than or Equal To	Estimated Total Visitors By Distance	Total Spending Per Visitor		
0	25	1,091	\$ 21.50	\$ 23,455.59	
25	50	2,177	\$ 35.38	\$ 77,013.04	
50	75	1,322	\$ 48.75	\$ 64,449.63	
75	100	643	\$ 59.50	\$ 38,234.27	
100	150	494	\$ 71.75	\$ 35,413.54	
150	200	205	\$ 101.75	\$ 20,854.42	
200	250	160	\$ 137.75	\$ 22,098.19	
250	and over	384	\$ 188.50	\$ 72,362.62	
Total DOWT Visitor Spending				\$ 353,881.30	

3.2 ECONOMIC IMPACT OF DAY OUT WITH THOMAS

The total direct tourism spending is estimated to be \$353,881 from the two weekends of the Day Out with Thomas event. The economic impact on the local area is \$467,351 and approximately 10 jobs. **Figure 17** shows economic impact by industry sector.

Figure 17 - Total Economic Impact of DOWT

Economic Impact of the Medium Spending Profile by Category	Total Rev/Sales Captured by Local Region	Final Demand				Direct Effect	
		Output (Dollars) <1>	Earnings (Dollars) <2>	Employment/\$ M Sales (Jobs) <3>	Final-demand Value-added (Dollars) <4>	Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)
Accommodation	26,669	39,519	14,634	0	34,836	21,838	1
Food services and drinking places	76,980	118,411	47,092	2	99,441	69,814	3
Transit and ground passenger transportation*	22,902	33,515	12,759	1	21,500	18,020	1
Retail trade	55,552	84,523	32,854	1	79,105	48,936	2
Performing arts, museums, and related activities	135,985	193,425	78,589	3	184,237	105,607	3
Amusements, gambling, and recreation	21,347	32,706	13,668	1	29,442	19,512	1
Air transportation	0	0	0	0	0	0	0
Other services*	14,446	21,957	10,206	0	18,791	14,018	0
Total Annual Spending	\$ 353,881	\$ 524,055	\$ 209,801	8	\$ 467,351	\$ 297,746	10

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

3.3 CONCLUSION

The Day Out with Thomas event not only provided a quality family event for the citizens of Genesee County, but also produced over four hundred thousand dollars in economic benefit from tourism. The DOWT economic benefit is estimated to be \$467,351 with a local job increase of 10 full-time jobs.

SECTION 4. ECONOMIC IMPACT ANALYSIS OF 2022 LOCAL PAYROLL FOR THE GENESEE COUNTY PARKS AND RECREATION COMMISSION

This analysis measures the estimated economic benefit of local payroll of the Commission. This analysis is based on payroll of in-county employees.

4.1 ECONOMIC IMPACT OF 2022 LOCAL PAYROLL

The Commission's local payroll for fiscal year ending 2022 is used as the basis for the analysis. The annual local payroll amounts were summed for employees with a local U.S. Postal Service Zip Code. The impact of local payroll was analyzed using the recreation industry impact economic multipliers from the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System (RIMS). Each RIMS industry category has a value multiplier and a jobs multiplier. The Commission's local payroll was multiplied by the related multipliers to calculate the economic impacts in terms of economic value and jobs. The payroll details are shown in **Figure 18**.

Figure 18 – County Payroll Details

2022	Payroll
In County Wages	\$4,420,808.17
Out County Wages	\$ 809,342.55
Total Payroll FYE 9/30/2022	\$5,230,150.72

The economic impact multipliers used in this analysis from U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) for the Genesee County, Michigan area. The RIMS II factors are based on 2012/2018 economic data for the region as shown in **Figure 19**.

Figure 19 – Economic Mutlipliers

RIMS II Multipliers (2012/2018)						
Table 2.5 Total Multipliers for Output, Earnings, Employment, and Value Added by Industry Aggregation Genesee County, Michigan (Type II)						
INDUSTRY	Multiplier					
	Final Demand				Direct Effect	
	Output/1/ (dollars)	Earnings/2/ (dollars)	Employment/3/ (jobs)	Value-added/4/ (dollars)	Earnings/5/ (dollars)	Employment/6/ (jobs)
Amusement, gambling, and recreation industries	1.5321	0.4179	19.6261	0.9002	1.4276	1.1942
NOTE.--Multipliers are based on the 2012 Benchmark Input-Output Table for the Nation and 2018 regional data. Industry List B identifies the industries corresponding to the entries.						

Genesee County Commission employees that live in the County contribute to the Genesee County economy through purchase of goods and services in Genesee County. This analysis includes only Commission employees living in Genesee County. The local payroll for fiscal year ending 2022 is \$4,420,808.

Figure 20 illustrates the total final economic impact of the Genesee County Parks and Recreation Commission Local Payroll. Column 1 shows the output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs), on the Genesee County area. The Final-demand Value-added in dollars is shown in Column 4. The Final-demand Value-added factors include direct, indirect, and induced economic impacts. Column 5 shows the effect on household earnings of all industries for each dollar in the analyzed activities of the Commission. The total jobs in all industries are shown in Column 6 that result from the total change in jobs of the analyzed activities of the Commission.

Figure 20 - Total Economic Impact of 2022 Genesee County Parks and Recreation Commission Local Payroll

Local Payroll	Final-demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final-demand Employment /3/ (number of jobs)	Final-demand Value-added /4/ (dollars)	Direct-effect Earnings /5/ (dollars)	Direct-effect	
						Employment /6/ (number of jobs)	
	Factors	1.5321	0.4179	19.6261	0.9002	1.4276	1.1942
\$ 4,420,808	Results	\$ 6,773,119.94	\$ 1,847,455.66	87	\$ 6,097,163	\$ 2,637,428	104

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

4.2 CONCLUSION

Final economic impact of Commission local payroll is estimated to be \$6,097,163 with a local job increase of 104 full-time jobs.

SECTION 5. ECONOMIC IMPACT ANALYSIS OF 2022 LOCAL PURCHASES FOR THE GENESEE COUNTY PARKS AND RECREATION COMMISSION

The Commission's local purchasing for fiscal year ending 2022 is used as the basis for the analysis. The annual local purchasing amounts were summed for vendors with a local U.S. Postal Service Zip Code. The impact of local purchases was analyzed using the recreation industry impact economic multipliers from the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System (RIMS). Each RIMS industry category has a value multiplier and a jobs multiplier. The Commission local purchases were multiplied by the related multipliers to calculate the economic impacts in terms of economic value and jobs.

The economic impact multipliers used in this analysis from U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) for the Genesee County, Michigan area. The RIMS II factors are based on 2012/2018 economic data for the region as shown in **Figure 21**.

Figure 21 – Economic Multipliers

RIMS II Multipliers (2012/2018)						
Table 2.5 Total Multipliers for Output, Earnings, Employment, and Value Added by Industry Aggregation Genesee County, Michigan (Type II)						
INDUSTRY	Multiplier					
	Final Demand				Direct Effect	
	Output/1/ (dollars)	Earnings/2/ (dollars)	Employment/3/ (jobs)	Value-added/4/ (dollars)	Earnings/5/ (dollars)	Employment/6/ (jobs)
Amusement, gambling, and recreation industries	1.5321	0.4179	19.6261	0.9002	1.4276	1.1942

NOTE.--Multipliers are based on the 2012 Benchmark Input-Output Table for the Nation and 2018 regional data. Industry List B identifies the industries corresponding to the entries.

The total in-county direct expenditures of the Commission for fiscal year ending 2022 are \$3,797,442.

Figure 22 illustrates the total final economic impact of the in-county expenditures of the Genesee County Parks and Recreation Commission. Column 1 shows the output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs), on the Genesee County area. The Final-demand Value-added in dollars is shown in Column 4. The Final-demand Value-added factors include direct, indirect, and induced economic impacts.

Figure 22 - Total Economic Impact of 2022 Genesee County Parks and Recreation Commission Expenditures from In-County Vendors

Local Purchasing	Final-demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final-demand		Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)	
			Employment /3/ (number of jobs)	Final-demand Value-added /4/ (dollars)			
	Factors	1.5321	0.4179	19.6261	0.9002	1.4276	1.1942
\$ 3,797,442	Results	\$ 5,818,060.89	\$1,586,951.01	75	\$ 5,237,418	\$ 2,265,531	89

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

5.1 CONCLUSION

Final economic impact of Commission local purchases is estimated to be \$5,237,418 with a local job increase of 89 full-time jobs.

SECTION 6. KEEP GENESEE COUNTY BEAUTIFUL VOLUNTEER HOURS

GCPRC Keep Genesee County Beautiful (KGCB) program provides community beautification, planting, and recycling. The value of the volunteer hours based on historical hours is shown in **Figure 23**. The Commission estimates the hourly value volunteer hours at \$24.80 per hour. The value of the 2022 Park volunteer hours is \$325,202.

Figure 23- Estimated Value of KGCB Volunteer Hours

Fiscal Year	Number of Hours	Value of Volunteer Hours
2022	13,113	\$325,202
Source: United States Department of Labor: Occupational Employment Statistics: May 2021 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates - Flint, Michigan		