

# Coral Pink Sand Dunes State Park

## ECONOMIC TOOLKIT INFO

Coral Pink Sand Dunes State Park  
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Park Manager: Michael Franklin

- In 2009, 58,943 individuals visited Coral Pink Sand Dunes State Park. 2009 Kane County population was 6,740 according to Governor's Office of Planning and Budget population estimates. So, in 2009, the county, the park, and its staff hosted a number of individuals that is approximately 9 times the county's estimated current population.
- According to past survey research, most visitors to Coral Pink (74 percent) stay for one day or less, and typically visit the park along with other area attractions. Additionally, most visitors (about 87 percent) are non-Utah residents.
- Survey respondents indicated that they spent an average of about \$252.28 per group during their visit (average group size was about 3.8 people).
- Using some of these survey data, division planners estimated that during 2009, Coral Pink visitors were responsible for generating more than \$1,089,603 in wages, proprietors' income, tax revenues, and property income. Because Coral Pink is one visitor destination among many, it would be inaccurate to attribute all of this spending directly to the park. However, division planners believe that these estimates show how the park helps channel in-county visitor spending, and are thus a reasonable representation of the park's economic impact on Kane County.
- In 2009, the county received \$11,283 in sales and use taxes from Coral Pink operations, and \$6,646 in transient room taxes from both Coral Pink and Kodachrome State Parks.
- In 2008, 1,303 off highway vehicles (OHVs) and 255 snowmobiles were registered within Kane County. These yield revenues to the County (in the form of payments in lieu of taxes) of about \$33,055 for OHV registrations and \$7,013 for snowmobile registrations for a total of \$42,845. Coral Pink is one of the state's premier OHV recreation areas. In addition, there are more OHV and snowmobile enthusiasts who visit Kane County each year bringing revenues through visitor spending within the County. Utah State Parks is a strong partner with Kane County in promoting and providing these OHV and snowmobile opportunities.
- The Division's Boating Program collects data and information on boating-related activities and opportunities in each county. In 2009, Kane County had one boat dealer and three boat liveries (providing boat rentals). Also in 2009, the Division's Boating Program authorized (or listed as current) one Captain/Guide license within the county. The division plays a key role facilitating economic impacts to the county through the provision of boating opportunities.
- Coral Pink Sand Dunes State Park provides a number of essential, community-oriented services and frequently partnerships with the county in providing or sharing resources (PROVIDE EXAMPLES – back up for local law enforcement agencies, education programs to schools, wildland fire support, community event staff support, search and rescue availability, etc.)