

Dead Horse Point State Park

ECONOMIC TOOLKIT INFO

Dead Horse Point State Park
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Park Manager: Megan Blackwelder

- In 2009, 179,157 individuals visited Dead Horse Point State Park.¹ 2009 Grand County population was 9,493 and San Juan County population was 15,643, according to Governor's Office of Planning and Budget population estimates.² So, in 2009, the park and its staff hosted a number of individuals that is almost 19 times the current population of Grand County and more than 11 times the population of San Juan County.
- Most visitors to Dead Horse (79 percent) stay for one day or less, and typically visit the park along with other area attractions.³ Additionally, most visitors appear to be primarily first time visitors, and are non-Utah residents.⁴
- In 2007, Division planners estimated that visitor spending associated with Dead Horse Point had a \$7.8 million impact on the state and local economies and led to the creation of up to 143 jobs.⁵ Additional research was completed in 2009 to estimate the impacts that visitor spending has on Grand County. It was estimated that the 179,157 visitors to Dead Horse in 2009 created approximately \$4.1 million in local wages, earnings, rents, and tax revenues within Grand County in 2009⁶ (note that the lower level of impact within Grand County is due to trip-related expenditures directly attributed to Dead Horse visitors and their expenditures within Grand County only).⁷
- The park's \$4.1 million economic impact from visitor spending is equivalent to about \$432 per Grand County resident on a per capita basis (\$4.1 million / 9,493 county population ≈ \$432).
- In 2009, San Juan County received \$42,240 in sales and use taxes, and an additional \$3,946 in transient room taxes from park operations.⁸
- In 2008, 1,139 off highway vehicles and 63 snowmobiles were registered within Grand County, providing \$33,000 in county revenues (in the form of payments in lieu of property taxes). Likewise, in San Juan County, 1,113 OHVs and 53 snowmobiles were registered in 2008, providing the county with about \$32,000 in revenues (payments in lieu of property taxes)⁹. Through its administration of statewide OHV and snowmobile programs, the Division facilitates the provision of numerous area OHV and snowmobile opportunities that undoubtedly bring even more economic impact to each county.
- The Division's Boating Program collects data and information on boating-related activities and opportunities in each county. In 2009, Grand County had 1 boat livery (providing boat rentals), 15 boat/rafting outfitters, and the Division's Boating Program authorized (or listed as current) 66 captain/guide licenses and boat crew permits within the county. Likewise, in 2009, San Juan County had 3 boat/rafting outfitters, and 4 authorized captain/guide/boat crew permittees.¹⁰ The division facilitates economic impacts to each county through the provision of boating opportunities.
- In 2009, the park spent about \$305,902 to maintain and operate the park and to pay for necessary infrastructure.¹¹
- Dead Horse 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.)