

Deer Creek State Park

ECONOMIC TOOLKIT INFO

Deer Creek State Park
PO Box 257
Midway, UT 84049

Park Manager: Rick Redmon

- In 2009, 295,993 individuals visited Deer Creek State Park. 2009 Wasatch County population was 23,428, according to Governor's Office of Planning and Budget population estimates. So, in 2009, the park and its staff hosted a number of individuals that is more than 12 times the size of the population of Wasatch County.
- While survey research has not been conducted at Deer Creek, data from other similar parks may shed information on Deer Creek's visitor use preferences and patterns. A previous survey from nearby Rockport State Park suggests that the park was a primary destination for about 80 percent of survey participants. At Rockport, about 90 percent of the park's visitors resided in areas outside of Wasatch County. While Rockport and Jordanelle draw predominantly Salt Lake County residents, it is likely that many Utah County residents visit Deer Creek.
- Survey data from other similar parks shows that on average, visitors spend about \$141 per group within close proximity of local cities and towns during each boating trip to nearby lakes and reservoirs. Average group size at these reservoirs is about 7.4 individuals, and average length of stay is about 1 day. This translates into average expenditures of approximately \$19 per visit, per individual.
- In 2009, Division Planners conducted research to estimate the impacts that visitor spending has on Wasatch County. It is likely that most spending occurring in Wasatch County is a result of overnight visitors and visitors travelling through Heber City during their park visit. On average, it is estimated that the 295,993 visitors to Deer Creek in 2009 generated as much as \$1.5 million in local wages, earnings, rents, and tax revenues within Wasatch County in 2009. This translates into an approximate \$5 economic benefit per visitor. This estimate seems conservative compared to expenditure data from other similar parks. However, without specific survey data, it is difficult ascertain a more accurate estimate. It can be reasonably argued that the park does indeed channel economic benefit to Wasatch County.
- The park's \$1.5 million economic impact from visitor spending is equivalent to about \$64 per Wasatch County resident on a per capita basis (\$1.5 million / 23,428 county population ≈ \$64).
- In 2009, Wasatch County received \$20,048 in sales and use taxes from park operations. Along with Wasatch Mountain and Deer Creek, the park also contributed to the \$18,575 in transient room taxes receipts that these parks generated for Wasatch County.
- In 2008, 2,341 OHVs and 1,198 snowmobiles were registered in Wasatch County, providing the county with about \$97,323 in revenues (in the form of fees in-lieu of property taxes). Through its administration of statewide OHV and snowmobile programs, the Division and the park facilitate the provision of numerous area OHV and snowmobile opportunities that undoubtedly bring even more economic impact to the county.
- The Division's Boating Program collects data and information on boating-related activities and opportunities in each county. In 2009, Wasatch County had five major boat dealers, two boat liveries (providing boat rentals) and three boating outfitters. Also in 2009, the Division's Boating Program authorized (or listed as current) six Captain/Guide licenses and boat crew permits within the county. The park and the division play a key role facilitating economic impacts to the county through the provision of boating opportunities.
- Deer Creek State Park provides opportunities for private businesses. In 2009, the park had one concessionaire providing retail items, boat rentals and other services. This privately-owned business generated almost \$160,000 in 2009. The concession fulfills a critical niche at the park in providing visitors with needed goods and services. It also provides the county and local residents with revenue, income, and employment opportunities.
- In 2009, the park spent about \$515,000 to maintain and operate the park.
- Deer Creek 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.)