

Jordanelle State Park

Jordanelle State Park
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Park Manager: Laurie Backus

ECONOMIC TOOLKIT INFO

- In 2009, 288,369 individuals visited Jordanelle 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 Jordanelle, data from other similar parks may shed information on Jordanelle'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 Summit County, the majority being Salt Lake County residents. Given its proximity to the Wasatch Front, it is likely that Jordanelle's visitors have similar characteristics.
 - Survey data shows that on average, visitors to parks similar to Jordanelle 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 the high end of the analysis, it is estimated that the 288,369 visitors to Jordanelle in 2009 generated approximately \$2.6 million in local wages, earnings, rents, and tax revenues within the local area in 2009. However, since most Jordanelle visitors are day users coming from Salt Lake County, Summit County probably receives a larger portion of this impact.
 - In 2009, Wasatch County received \$33,724 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.
 - 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.
 - 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 facilitates the provision of numerous area OHV and snowmobile opportunities that undoubtedly bring even more economic impact to the county.
 - Jordanelle State Park provides opportunities for private businesses.
- In 2010, a new concession contract was put in effect at the park providing retail items, boat rentals and other services. This privately-owned business has the potential to generate significant revenues (past operations have generated more than \$600,000 per year). 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 \$819,000 to maintain and operate the park and to pay for necessary infrastructure.
 - Jordanelle 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.)