

# Rockport State Park

Rockport State Park  
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Park Manager: Joseph Donnell

## ECONOMIC TOOLKIT INFO

- In 2009, 137,697 individuals visited Rockport State Park. 2009 County population was approximately 40,451, 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 equates to about 3.5 times the size of the county's current population.
- Rockport State Park appears to be a primary destination that attracts visitors living outside of Summit County. Past survey research shows that the park was a primary destination for about 80 percent of survey participants. About 90 percent of the park's visitors resided in areas outside of Summit County (more than two-thirds indicated they lived in Salt Lake County).
- Past survey data does not include visitor expenditure data. However, information from other boating parks may be instructive. Survey data shows that on average, visitors to similar parks 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.
- Assuming the above information provides a reasonable estimate of visitor expenditures, Division Planners estimate the 137,697 visitors to Rockport in 2009 could be responsible for creating approximately \$1,051,504 in local wages, earnings, rents, and tax revenues within Summit County in 2009, primarily to communities such as Wanship, Oakley, and Kamas.
- In 2008, 2,662 off highway vehicles and 1,329 snowmobiles were registered within Summit County. These yielded revenues (in the form of fees in-lieu of property taxes) to the county of about \$73,205 for OHV registrations and \$36,549 for snowmobile registrations for a total of \$109,753. 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.
- In 2009, the county received \$14,299 in sales and use taxes, and \$4,150 in transient room taxes from park operations.
- The Division's Boating Program collects data and information on boating-related activities and opportunities in each county. In 2009, Summit County had four major boat dealers, one boat livery (providing boat rentals) and eight boating outfitters. Also in 2009, the Division's Boating Program authorized (or listed as current) 40 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.
- Rockport State Park provides opportunities for private businesses. In 2009, one concession contract was in effect at the park. This privately-owned business generated about \$51,000 in revenues at the park during 2009. It 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 \$400,000 to maintain and operate the park and to pay for necessary infrastructure.
- Rockport 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.)