

Wasatch Mountain State Park

Wasatch Mountain State Park
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Park Manager: Bruce Strom

ECONOMIC TOOLKIT INFO

- In 2009, 345,834 individuals visited Wasatch Mountain State Park. 2009 County population was approximately 23,428, 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 15 times the size of the county's current population.
- Survey data shows that on average, Wasatch Mountain visitors spent about \$45 per visit, per individual within close proximity of the park.
- Research conducted by State Park planners shows that the 345,834 visitors to Wasatch were responsible for creating as much as \$11.4 million in local wages, earnings, and rents within Wasatch County in 2009. These numbers appear reasonable when one calculates the annual gross impacts from average visitor spending (\$45 per person per visit x 345,834 visitors ≈ \$15.6 million).
- The park's \$11.4 million economic impact is equivalent to about \$485 per county resident on a per capita basis (\$11.4 million / 23,428 county population ≈ \$485).
- In 2008, 2,341 off highway vehicles and 1,198 snowmobiles were registered within Wasatch County. These yielded revenues (in the form of payments in lieu of property taxes) to the county of about \$64,378 for OHV registrations and \$32,945 for snowmobile registrations for a total of \$97,323. 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 \$195,796 in sales and use taxes from park operations. Wasatch, along with Deer Creek and Jordanelle State Parks paid the county approximately \$18,575 in transient room taxes.
- 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 division plays a key role facilitating economic impacts to the county through the provision of boating opportunities.
- Wasatch Mountain State Park provides numerous opportunities for private businesses. In 2009, six concession contracts were in effect at the park. These privately-owned concessions generated almost \$2 million in revenues at the park during 2009. They fulfill a critical niche at the park in providing visitors with needed goods and services. They also provide the county and local residents with revenue, income, and employment opportunities.
- In 2009, the park spent about \$4.7 million to maintain and operate the park and to pay for necessary infrastructure and collected about \$3.2 million in revenues.
- Wasatch Mountain State Park provides a number of essential, community-oriented services and frequently partnerships with the county, local community groups or others in providing or sharing resources. Examples include the following:
 - Friends of Wasatch Mountain State Park, a non profit volunteer organization, works to preserve and protect the historical and ecological integrity of Wasatch Mountain State Park through public awareness and education and to promote the development of responsible recreation opportunities and facilities for present and future generations. Approximately 120 members of the community are members of the Friends Group. This group raises approximately \$10,000 annually for various park projects by sponsoring snow shoe hikes, golf tournaments, and other events throughout the year.
 - In 2009 volunteers donated 6,235 hours of service to Wasatch Mountain State Park. Based on Independent Sector Research which values each volunteer hour in Utah at an average rate of \$17.22/hour, volunteers donated \$107,367 in volunteer services.

Footnotes included in original toolkit doc.