

Willard Bay State Park

Willard Bay State Park
900 West 650 North #A
Willard, UT 84340
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Park Manager: Wayne Monroe

ECONOMIC TOOLKIT INFO

- In 2009, 304,441 individuals visited Willard Bay State Park. 2009 County population was approximately 49,421, 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 more than 6 times the size of the county's current population.
- Survey data shows that on average, visitors to similar parks spend about \$141 per group within close proximity of local cities and town during each boating trip to nearby lakes and reservoirs similar to Willard Bay. 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.
- Research conducted by State Park planners shows that the 304,441 visitors to Willard in 2009 could be responsible for creating as much as \$1.9 million in local wages, earnings, and rents within Box Elder County in 2009. Since many Willard visitors likely make their trip-related expenditures outside of Box Elder County, the \$1.9 million is probably smaller than the annual gross impacts from average visitor spending (\$19 per person, per visit x 304,441 visitors ≈ \$5.8 million).
- The park's \$1.9 million economic impact is equivalent to about \$38 per county resident on a per capita basis (\$1.9 million / 49,421 county population ≈ \$38).
- In 2008, 5,591 off highway vehicles and 1,052 snowmobiles were registered within Box Elder County. These yielded revenues to the county (in the form of payments in lieu of property taxes) of about \$153,753 for OHV registrations and \$28,930 for snowmobile registrations for a total of \$182,683. 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 \$7,111 in transient room taxes from park operations (note also that the city of Willard received \$36,096 in sales and use taxes from the park in 2009).
- The Division's Boating Program collects data and information on boating-related activities and opportunities in each county. In 2009, Box Elder County had three major boat dealers. Also in 2009, the Division's Boating Program authorized (or listed as current) one Captain/Guide license/boat crew permit within the county. The park and the division play a key role facilitating economic impacts to the county through the provision of boating opportunities.
- Willard Bay State Park provides opportunities for private businesses. In 2009, three concession contracts were in effect at the park. These privately-owned concessions generated about \$60,000 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 \$519,000 to maintain and operate the park and to pay for necessary infrastructure.
- Willard Bay 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.)