

THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE



The Economic Benefits of JOHNSON COUNTY PARK & RECREATION DISTRICT

The Johnson County Park & Recreation District (JCPRD) was established in 1955 and is the only special park district in Kansas. Its mission is to enhance the quality of life in the most populous county in the state by providing high-quality parks, services, and recreation programs. To that end, JCPRD manages over 9,700 acres of parkland, over 90 miles of trail, and multiple recreation facilities.

The parks, trails, and recreational facilities in Johnson County are attractive to residents and visitors because they provide recreational opportunities and natural areas.¹ A recent study by The Trust for Public Land found that JCPRD contributes to the local economy and provides numerous economic benefits.²

Parks and trails enhance property values

- JCPRD parks and trails increase the value of nearby residential properties because people like living close to parks and trails and are willing to pay for the privilege. Parks and trails add a 5 percent premium to the market value of neighboring properties. JCPRD parks raise the value of nearby residential properties by \$24.1 million.³

Parks and trails provide essential natural goods and services

- Parks reduce stormwater by capturing precipitation, slowing its runoff, and reducing the volume of water that enters the stormwater system. Parks in Johnson County provide stormwater management valued at \$8.94 million annually.⁴

- Trees and shrubs in parks remove air pollutants that endanger human health and damage structures. Parks in Johnson County provide health benefits and reduce pollution control costs by \$1.33 million per year.⁵

Parks and trails boost the local tourism economy

- Tourism is one of Johnson County’s largest industries producing \$1.42 billion in visitor spending annually.⁶
- The Trust for Public Land estimates that approximately 37 percent of visitors to Johnson County come for the purpose of visiting parks, trails, and recreational facilities. These visitors spend \$524 million annually in the local economy and generate \$18.4 million in state and \$12.9 million in local tax revenues, respectively, for a total of \$31.3 million.⁷
- A portion of these visitors, approximately 22,200, recreate at JCPRD parks and facilities each year.⁸ In 2013, these visitors spent \$737 million.⁹

Parks and trails offer recreational opportunities and attract talented workers

- Residents also enjoy JCPRD parks, trails, and facilities. Each year residents of Johnson County receive a benefit of \$39.5 million for the direct recreational use of these park facilities.¹⁰
- JCPRD parks, trails, and facilities make the area an attractive place to live and work. Skilled workers are attracted to places like Johnson County where there is open space, clean air and water, and ample opportunities for outdoor recreation.

Parks and trails generate health care cost savings

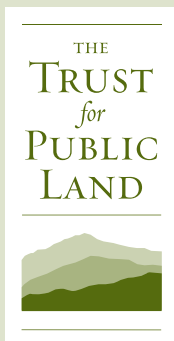
- Independent research shows that park use translates into increased physical activity, resulting in medical care costs savings.¹¹ While all Johnson County residents who visit JCPRD parks improve their health by

visiting, approximately 16,900 adult residents use JCPRD parks, trails, and recreational facilities exclusively to engage in physical activity at a level sufficient to generate measureable health benefits, yielding annual medical cost savings of \$21.2 million.¹²

END NOTES:

- ¹ ETC Institute, 2014 Johnson County Community Survey (submitted to Johnson County Park & Recreation District, 2015). A large percentage of respondents to this survey indicated that providing large parks was an important function of JCPRD (97 percent), as well as providing multi-mile walking, hiking and biking trails (95 percent), providing nature centers, nature trails, and nature areas (91 percent), partnering with cities to connect trail systems along streamways and greenways (88 percent), and protecting wildlife habitat, bird watching areas, and prairies (88 percent).
- ² The Trust for Public Land, The Economic Benefits of Johnson County Park & Recreation District (2015).
- ³ These areas also provide additional property tax revenues of \$337,000 a year. The Trust for Public Land, The Economic Benefits of Johnson County Park & Recreation District (2015).
- ⁴ The Trust for Public Land, The Economic Benefits of Johnson County Park & Recreation District (2015).
- ⁵ Ibid.
- ⁶ Travel Kansas, “Regional and County Economic Impact” (accessed February 13, 2015, <http://www.travelks.com/industry/>).
- ⁷ Overland Park Convention and Visitors Bureau, 2013 Annual Report; The Trust for Public Land, The Economic Benefits of Johnson County Park & Recreation District (2015).
- ⁸ Johnson County Park & Recreation District, 2013 Registration and Event Data.
- ⁹ Adam Sacks and Christopher Pike, “The Economic Impact of Travel in Kansas: Tourism Satellite Account” (Tourism Economics, 2013); The Trust for Public Land, The Economic Benefits of Johnson County Park & Recreation District (2015).
- ¹⁰ The Trust for Public Land, The Economic Benefits of Johnson County Park & Recreation District (2015).
- ¹¹ K.E. Powell, L.M. Martin, and P.P. Chowdhury, “Places to Walk: Convenience and Regular Physical Activity” (American Journal of Public Health 93, no. 9, 2003, pp. 1519-1521); B. Giles-Corti and R.J. Donovan, “The Relative Influence of Individual, Social, and Physical Environment Determinants of Physical Activity” (Social Science and Medicine 54, 2002, pp. 1793-1812).
- ¹² The Trust for Public Land, The Economic Benefits of Johnson County Park & Recreation District (2015).

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The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

Full report available at tpl.org/johnsoncounty

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