



# FLORIDA RECREATION & PARKS IMPACT REPORT

FRPA AGENCY SYSTEM  
FLORIDA

**FRPA** FLORIDA RECREATION  
& PARK ASSOCIATION

POWERED BY SPORTS FACILITIES ADVISORY



## WHY REPORTS MATTER.

As Albert Einstein once said, “Not everything that counts can be counted, and not everything that can be counted counts.” Meaningful and accurate data-driven reporting is one of the most important ways to communicate value. Common reporting methodologies focus on data that is easily collected, but has little correlation to the larger, more substantial community impact that, in reality, a park ignites. If reports are difficult to assimilate, then they have less chance of actually being created. If there is no connection to a broader community context, then there is less relevance.

If stakeholders and decision makers fail to see the value in parks then, arguably, there is no value. Demonstrating how parks add value should be a fundamental focus for agencies looking to develop, maintain, and grow community assets.

What if you could generate specific, accurate, evidence-based reports, capable of communicating the value of a single park or your entire park system in terms of dollars and areas of significant impact? FRPA’s new Impact Calculator website will help you to do exactly that. Developing a customized report that will help to transcend the noise of meaningless data to provide a relevant, usable and meaningful report that will effectively influence and support decision makers in a way that justifies the continued allocation of resources and value of your park system through a report that matters, because parks matter.



*Felicia Donnelly*

**Felicia Donnelly**  
**2018-2019 President**



## THE POWER OF PARKS.

We can all name a positive feeling we get when we are outdoors in a park or watching a child's first dance class at the local recreation center. The mental and physical benefits of parks and recreation are a little easier to define. Concerts...Baseball Games... Festivals... Tournaments... these are just a few ways that park and recreation departments add to the economic benefits of a community. The impact of these events, along with the value of having a community center or park near a neighborhood, can shape a community's economic standing and quality of life.

According to a study by the National Recreation and Park Association, in conjunction with the Center for Regional Analysis at George Mason University, in 2013 Florida's local and regional public park agencies generated nearly \$7.2 billion in economic activity and supported over 60,000 jobs in the state. The Economic Impact Pillar of the FRPA Strategic Plan hopes to leverage the economic impact of park and recreation agencies to ultimately improve funding sources that allow departments to serve their community in the highest capacity.

By partnering with Sports Facilities Advisory on the development of a statewide impact calculator, FRPA is now able to provide members with a platform for educating and influencing internal and external audiences about the quantifiable impact and value of parks.

This initiative will build a network of advocates positioned to promote the message of how important parks and recreation offerings are to a community and provide agencies with the resources to help establish best practices and build sustainable and expanded funding models that validate the power of parks.



*Eleanor J. Warmack*

**Eleanor Warmack**  
**Executive Director**

# SUMMARY REPORT

## FRPA AGENCY SYSTEM FLORIDA

**Overview:**

*The following is the estimated impact of the park system or park based on increases in home values and incremental taxes, healthcare cost savings, annual direct spending, environmental savings, job creation and the value of public safety.*

**IN INCREMENTAL PROPERTY VALUES**

**IN ENVIRONMENTAL SAVINGS**

**IN INCREMENTAL TAX REVENUE**

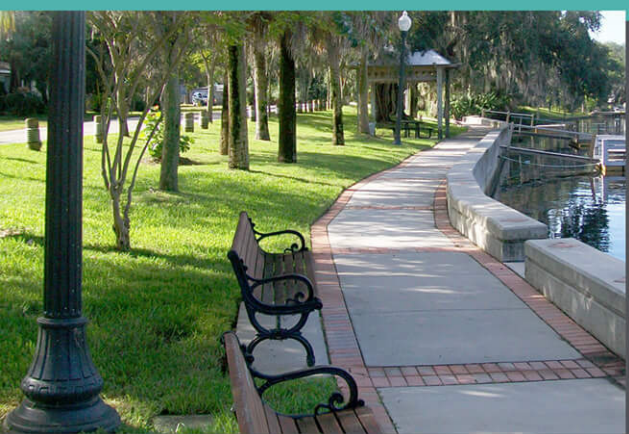
**IN RELATED EMPLOYMENT**

**IN ANNUAL HEALTH CARE COST SAVINGS**

**IN OUT-OF-SCHOOL PROGRAMMING**

**IN ANNUAL DIRECT SPENDING**

**IN SWIM LESSONS/WATER SAFETY PROGRAMS**





**Eric Call**  
**Director, Palm Beach County Parks and Recreation**

Eric M. Call is the Director of the Palm Beach County Parks and Recreation Department where for more than 35 years he has been a recognized leader in the parks and recreation industry. He currently oversees an award-winning 103 parks, 1,075 employees and a \$77 million annual operating budget – the 11th largest park system in the nation.

For more information visit: <https://calculator.frpa.org/about/>



**Felicia Donnelly**  
**Assistant City Manager/Economic Development Director, City of Oldsmar**

Felicia Donnelly, AICP has spent 28 years helping communities achieve their vision in both the private and public sectors in the areas of government operations, parks and recreation, community engagement, land use planning and transportation.

For more information visit: <https://calculator.frpa.org/about/>



**Dr. Janet E. Fulton**  
**Chief, Physical Activity and Health Branch, Centers for Disease Control and Prevention**

Dr. Janet E. Fulton is an epidemiologist and Chief of the Physical Activity and Health Branch in the Division of Nutrition, Physical Activity, and Obesity at the Centers for Disease Control and Prevention in Atlanta, Georgia. She earned her PhD in Epidemiology from the University of Texas-Houston, School of Public Health.

For more information visit: <https://calculator.frpa.org/about/>



**T. Michael Stavres**  
**Assistant City Manager, City of Winter Haven**

T. Michael Stavres has over 30 years in local government experience associated with parks and recreation and municipal administration. He has worked with the Cities of Lakeland, Temple Terrace, St. Petersburg, and Orange County. He has spent the past 17 years with the City of Winter Haven serving as Parks & Recreation Director, Community Services Director, since 2016 as the Assistant City Manager.

For more information visit: <https://calculator.frpa.org/about/>



**Dr. Tom Tomerlin**  
**Assistant City Manager for the City of Lake Mary, Florida**

Dr. Tom Tomerlin served as the Assistant City Manager for the City of Lake Mary, Florida. He was responsible for guiding and implementing the City's economic development strategy, as well as directing various functions for the City. Dr. Tomerlin is a seasoned economist with over 20 years of experience in the analysis of both public and private sector issues.

For more information visit: <https://calculator.frpa.org/about/>



**Bryan Nipe**  
**Director, Lake Mary Parks and Recreation**

Bryan Nipe has 15 years of experience in a management role, 10 of which are in the parks and recreation field. Bryan is currently the Parks and Recreation Director for the City of Lake Mary where he and his team oversee city facilities, building maintenance, beautification, events, recreation programs and the renowned Lake Mary Events Center.

For more information visit: <https://calculator.frpa.org/about/>





**Dev Pathik**

**Founder and CEO, Sports Facilities Advisory**

Dev Pathik founded Sports Facilities Advisory in 2003 and is widely regarded as an industry thought-leader who has contributed to the well-being of communities around the world.

For more information visit: <https://calculator.frpa.org/about/>



**Evan Eleff**

**CCO, Sports Facilities Advisory**

Evan serves as COO of SFA overseeing the company's customer service and delivery systems as well as the team of strategic advisors, business analysts, project managers, and research specialists who produce SFA's market research, feasibility, and financing services.

For more information visit: <https://calculator.frpa.org/about/>



**Daniel Morton**

**Strategic Advisor, Sports Facilities Advisory**

Dan joined SFA in 2012 as a market research and document specialist, and today serves as a Strategic Advisor, leading SFA's team of market specialists and business analysts through the development of market studies, financial forecasts, economic impact analyses, feasibility studies, and existing facility optimization plans.

For more information visit: <https://calculator.frpa.org/about/>



**Gary Smallshaw**

**Strategic Advisor, Sports Facilities Advisory**

Gary currently helps to lead Sports Facilities Advisory's team of business analysts and researchers in assessing market opportunities, producing feasibility studies and delivering institutional-grade financial pro formas.

For more information visit: <https://calculator.frpa.org/about/>



**Jared Carnes**

**Project Manager, Sports Facilities Advisory**

Since joining Sports Facilities Advisory, Jared has worked on a portfolio of over 80 projects totaling more than \$200 million in planned and operational recreation, wellness, sports tourism, and entertainment destinations.

For more information visit: <https://calculator.frpa.org/about/>



**Richard Stiftinger**

**Project Coordinator, Sports Facilities Advisory**

Prior to joining Sports Facilities Advisory, Richard has previously worked for the Tampa Bay Rays, Seminole Hard Rock Hotel & Casino Tampa, and JPMorgan Chase & Co. Richard earned a bachelor's degree in Psychology from the University of South Florida.

For more information visit: <https://calculator.frpa.org/about/>





## THE FLORIDA RECREATION AND PARK ASSOCIATION

The Florida Recreation and Park Association is a non-profit organization dedicated to the promotion, preservation, and advocacy of the Parks, Recreation and Leisure Services profession. Originally organized in 1942 and incorporated in 1983, the Association is directed by a volunteer Board of Directors, and an Executive Office based in Tallahassee.

The mission of the Florida Recreation and Park Association is to establish parks and recreation as a cornerstone of health, economic development, environmental sustainability, and community throughout the State of Florida.

Our vision is an empowered and engaged network of members, advocates, and partners equipped to advance parks and recreation. Through a vast network of recreation and park professionals and advocates, FRPA forwards the message of the importance parks and recreation in the areas of health, environmental resiliency and sustainability, community building, and economic impact.



## THE FLORIDA RECREATION AND PARK ASSOCIATION FOUNDATION

The Florida Recreation and Park Association Foundation is committed to supporting the professional development and education of leisure professionals, students and citizen advocates. The FRPA Foundation was established in 1998 to support the development and education of parks and recreation professionals, students, and citizen advocates in the State of Florida. In conjunction with The Florida Recreation and Park Association, our intent is to educate, advocate, and communicate the benefits of parks and recreation by investing in our individual professionals working in the industry. The Board of Trustees has adopted a strategic plan in support of the priorities facing the parks and recreation profession and professionals in Florida.



## SPORTS FACILITIES ADVISORY

The mission of Sports Facilities Advisory is to dramatically improve the health and economic vitality of the communities we serve.

Our goal is to transform the decision making process for parks & recreation budgets, empowering parks professionals and advocates with data that elevates the conversation around the true value of parks. We believe that parks are a vital ingredient in a recipe for building a healthier society — providing opportunities for increased physical activity, access to sport and a community hub for social engagement.



## PROPERTY VALUES CALCULATIONS & CITATIONS

The studies essentially used John L. Crompton's research on the Proximate Principle. The calculation involves estimating the market value of homes within 500 feet of a park and then using a very conservative multiplier to estimate the incremental value attributable to park proximity. The local tax rate was applied to the market value to estimate the incremental tax benefit as well.

### Resources/Articles: Property Values:

The Economic Benefits of the Park and Recreation System of Mecklenburg County, North Carolina – The Trust for Public Land (2010)

[http://cloud.tpl.org/pubs/ccpe\\_MecklenburgNC\\_econben.pdf](http://cloud.tpl.org/pubs/ccpe_MecklenburgNC_econben.pdf)

The Economic Benefits of Cleveland Metroparks – Trust for Public Land (2018)

<https://www.tpl.org/clevelandeconbenefits#sm.0000hrqebqa2he59x3x2fxbguuwkv>

John Crompton's work:

<https://rpts.tamu.edu/the-proximate-principle-impact-of-parks-on-property-value/>

## HEALTH SAVINGS CALCULATIONS & CITATIONS

Based on previous work in health care economics (including a National Medical Expenditures Survey that has been widely cited), this calculator assigns a value of \$1,230 as the annual medical cost savings of adults under 65 years old, who exercise regularly (according to the CDC guidelines for levels for moderate and/or vigorous physical activity levels). The assigned value of \$1,230 was doubled to \$2,460 for adults over 65, because seniors typically incur 2-3 times the average healthcare expenditures of working-age people.

### Resources/Articles: Health Savings:

The Economic Benefits of the Park and Recreation System of Mecklenburg County, North Carolina – The Trust for Public Land (2010)

[http://cloud.tpl.org/pubs/ccpe\\_MecklenburgNC\\_econben.pdf](http://cloud.tpl.org/pubs/ccpe_MecklenburgNC_econben.pdf)

The Economic Benefits of Cleveland Metroparks – Trust for Public Land (2018)

<https://www.tpl.org/clevelandeconbenefits#sm.0000hrqebqa2he59x3x2fxbguuwkv>

M. Pratt, C. A. Macera, and G. Wang, "Higher Direct 103 Medical Costs Associated with Physical Inactivity," *Physician and Sports Medicine* 28, no. 10 (2000): 63–70.

<https://www.tandfonline.com/doi/abs/10.3810/psm.2000.10.1237>

## PUBLIC SAFETY CALCULATIONS & CITATIONS

Parks that offer spaces that are well-maintained, and activated can have a positive impact on the public safety of the communities they are located in. Additionally, Parks that offer out-of-school time programming can help deter youth from engaging in risky behavior. Furthermore, Parks and Recreation is the leading provider of low-cost/free aquatics programming. These programs can help to lower drowning cases, which is one of leading causes of death for children ages one through four.

### Resources

- <https://www.nrpa.org/parks-recreation-magazine/2015/september/structured-recreation-programming-can-help-reduce-juvenile-crime/>
- [http://www.nccu.edu/formsdocs/proxy.cfm?file\\_id=2907](http://www.nccu.edu/formsdocs/proxy.cfm?file_id=2907)
- <https://www.cdc.gov/homeandrecreationalafety/water-safety/waterinjuries-factsheet.html>
- <https://www.nrpa.org/parks-recreation-magazine/2019/february/park-pulse-the-importance-of-learning-to-swim-at-a-young-age/>



## ENVIRONMENTAL IMPACT CALCULATIONS & CITATIONS

Parks have been proven to positively impact the environment and reduce the cost of environmental impacts for communities related to storm water management, pollution mitigation, energy consumption, and other issues. The calculator strives to utilize currently published data to quantify the positive environmental impacts in terms of the appropriate unit measurement (I.e. Gallons of storm water mitigated) and the monetary value of these impacts. The two calculations consider the impacts in terms of number of trees as well as the number of acres of parkland.

### Resources/Articles

Urban Forestry Tree Guide: Florida Regions – US Forest Service (2006–2010)

[https://www.fs.fed.us/psw/topics/urban\\_forestry/products/tree\\_guides.shtml](https://www.fs.fed.us/psw/topics/urban_forestry/products/tree_guides.shtml)

STRATUM Climate Zones Map

[https://www.fs.fed.us/psw/topics/urban\\_forestry/images/ncz\\_map.jpg](https://www.fs.fed.us/psw/topics/urban_forestry/images/ncz_map.jpg)

Central Florida Community Tree Guide: Benefits, Costs, and Strategic Planting

[https://www.fs.fed.us/psw/topics/urban\\_forestry/products/2/psw\\_cufr797\\_psw\\_gtr230.pdf](https://www.fs.fed.us/psw/topics/urban_forestry/products/2/psw_cufr797_psw_gtr230.pdf)

Coastal Plain Community Tree Guide: Benefits, Costs, and Strategic Planting

[https://www.fs.fed.us/psw/topics/urban\\_forestry/products/2/cufr\\_679\\_gtr201\\_coastal\\_tree\\_guide.pdf](https://www.fs.fed.us/psw/topics/urban_forestry/products/2/cufr_679_gtr201_coastal_tree_guide.pdf)

Tropical Community Tree Guide: Benefits, Costs, and Strategic Planting

[https://www.fs.fed.us/psw/topics/urban\\_forestry/products/2/psw\\_cufr753\\_psw\\_gtr216.pdf](https://www.fs.fed.us/psw/topics/urban_forestry/products/2/psw_cufr753_psw_gtr216.pdf)

The Economic Benefits of the Park and Recreation System of Mecklenburg County, North Carolina – The Trust for Public Land (2010)

[http://cloud.tpl.org/pubs/ccpe\\_MecklenburgNC\\_econben.pdf](http://cloud.tpl.org/pubs/ccpe_MecklenburgNC_econben.pdf)

The Economic Benefits of Cleveland Metroparks – Trust for Public Land (2018)

<https://www.tpl.org/clevelandeconbenefits#sm.0000hrqebqa2he59x3x2fxbguuwkv>

## TOURISM IMPACT CALCULATIONS & CITATIONS

Event/Visitor Tourism articles:

- Florida Department of Environmental Protection – Economic Impact Assessment for the Florida State Park System
- Florida Sports Foundation – The Economic Impact of the Florida Sports Industry
- Florida Department of Environmental Protection – Economic Impact of Outdoor Recreation Activities in Florida
- Oxford Economics – The Economic Impact of Out-of-State Visitors in Florida
- National Park Service, U.S. Department of the Interior – National Park Spending Effects
- The American Planning Association – How Cities Use Parks to Promote Tourism
- Outdoor Industry Association – The Outdoor Recreation Economy
- Americans for the Arts – Arts & Economic Prosperity 5 – The Economic Impact of Nonprofit Arts & Cultural Organizations & Their Audiences
- Journal of Park and Recreation Administration – The Impact of 30 Sports Tournaments, Festivals, and Spectator Events in Seven U.S. Cities

## JOBS IMPACT CALCULATIONS & CITATIONS

Parks have been proven to be drivers of significant economic activity, having a positive impact on the economy through supporting jobs in local communities. The calculator strives to utilize currently published data to quantify the total jobs supported.

### Resources

<https://www.nrpa.org/siteassets/research/economic-impact-study-summary-2018.pdf>

<https://floridadep.gov/sites/default/files/Economic%20Impact%20Assessment%202016-2017.pdf>



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