

# NORTHEAST IOWA

## REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

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## The Gazette

### Destination: Decorah, Iowa

Northeast Iowa city offers trails galore, Norwegian museum, breweries

Alexandra Olsen

Sep. 6, 2021 3:21 pm



<https://www.thegazette.com/travel/destination-decorah/>

### “Trails galore”

“...a haven for nature lovers, geology buffs or people who simply relish scenic views and being outdoors.”

“More than 30 miles of off-road and paved trails wind through the hills and valleys surrounding Decorah.”

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

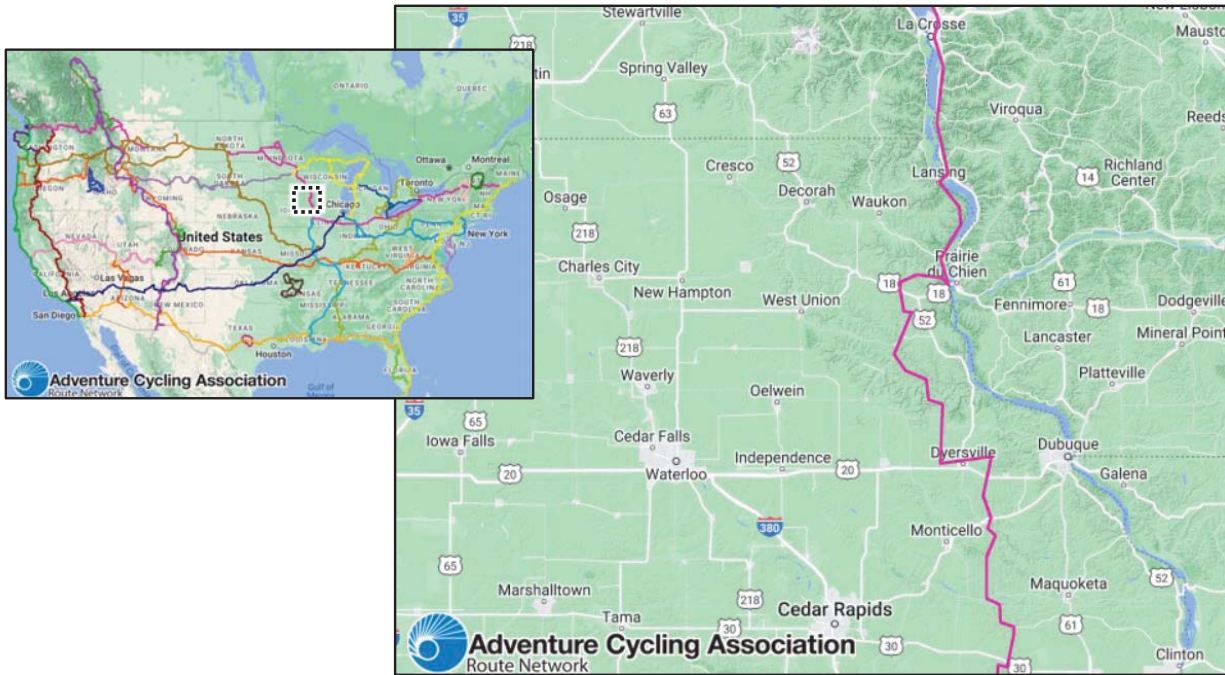
## *BACKGROUND*

- Inspired by a study done by University of Iowa students for Winneshiek County in 2016
- Priority of our Enhancement Committee for years
- UERPC/RPA-1 able to incorporate as part of transportation planning work program activities
- Completed late 2021

## NORTHEAST IOWA'S REGIONAL *BACKBONE* TRAIL NETWORK



# ADVENTURE CYCLING ASSN. *NORTHERN TIER* ROUTE



## REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

### *METHODOLOGY*

#### **Three necessary components for analysis:**

1. Trail-user survey data
2. Trail-user count data
3. Economic "multipliers"

#### **Identification of "target group" (TG)**

- Adults
- Non-locals
- Primary-purpose trail visitors

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## *METHODOLOGY (CONT'D)*

### **Key questions from trail-user survey**

- Zip code
- Trail primary purpose for visit?
- Number of adults in party
- Number of nights stayed at trail location
- Total dollars spent by category
- Frequency of trail trips by season

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## *METHODOLOGY (CONT'D)*

### **Economic “multipliers”**

- Developed and provided by the Bureau of Economic Analysis (BEA), part of U.S. Department of Commerce
- Region-specific, industry-specific
- Purchase directly from BEA  
(*\$275 in summer of 2019*)

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

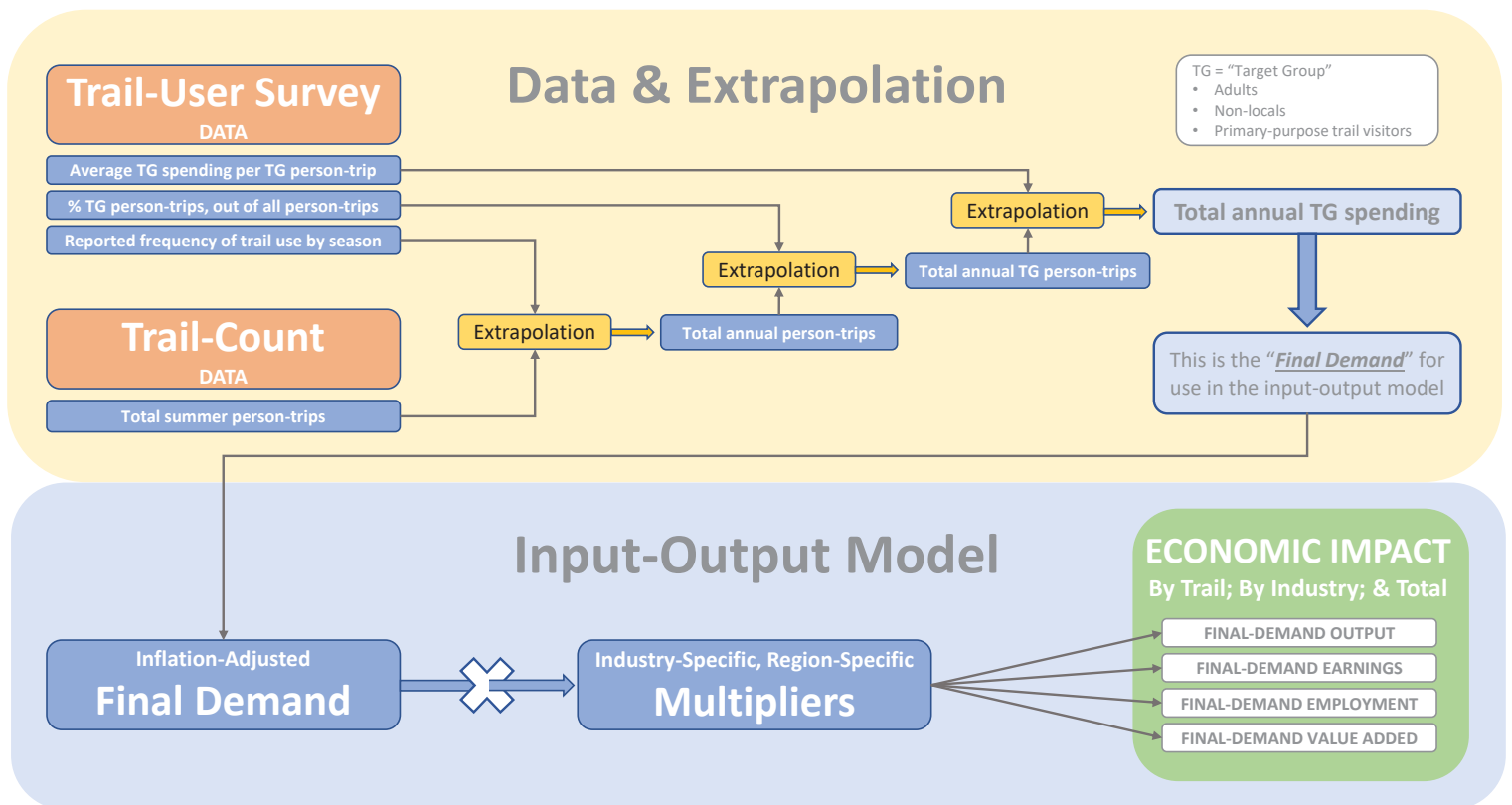
## *METHODOLOGY (CONT'D)*

Economic Multiplier	Description
<b>Final-demand Output (dollars)</b>	Value of goods and services provided by related industries per dollar change in final demand
<b>Final-demand Earnings (dollars)</b>	Wages, salaries, and benefits paid to workers per dollar of final demand change
<b>Final-demand Employment (jobs)</b>	Number of jobs (FT and PT) generated/supported in the local economy by change in final demand
<b>Final-demand Value Added (dollars)</b>	Change in local value added per dollar of final demand change; comparable to a "regional GDP"

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## *METHODOLOGY (CONT'D)*

	Output (\$)	Earnings (\$)	Employment (Jobs*)	Value-Added (\$)	TOTAL
<b>Restaurants, bars, breweries, wineries</b>	1.3544	0.4125	20.4873	0.7122	#
<b>Groceries, snacks, beverages</b>	1.2917	0.4383	17.9427	0.8336	#
<b>Retail, incl. bikes, equipment, fuel</b>	1.2672	0.402	16.3839	0.7919	#
<b>Entertainment</b>	1.2792	0.3479	14.2053	0.7553	#
<b>Lodging &amp; Accommodations</b>	1.2647	0.3512	13.0646	0.7792	#
<b>TOTAL</b>	#	#	#	#	#



# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## *ANALYSIS & OUTPUTS*

- Four trails were selected for the regional analysis
- Trails were selected based on completeness and consistency of data
- Economic impact of each trail analyzed individually
- The combination of outputs from all four trails gave the regional economic impact
- Used a simple "scale up" of economic impact per mile of trail to estimate impact of a full build-out



# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## ANALYSIS & OUTPUTS (CONT'D)

### Pony Hollow Trail

### Clayton County

Total Annual Person-Trips:

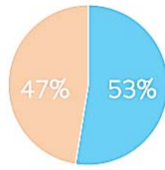
**7,070**

Total Annual TG Person-Trips:

**3,716**

Total Annual TG Spending:

**\$121,856**



Total Annual Economic Impact:  
**\$300,163**

Economic outputs by trail-related industries and totals for the Pony Hollow Trail (annual)

	Total Spent (Annual Extrapolation)	Final-demand Output	Final-demand Earnings	Final-demand Employment (Jobs)	Final-demand Value Added	TOTAL
Restaurants/Bars/Breweries/Wineries	\$31,913	\$43,223	\$13,164	0.65	\$22,728	\$79,115
Groceries/Snacks/Beverages	\$13,354	\$17,249	\$5,853	0.24	\$11,132	\$34,234
Retail (including bikes and gas)	\$53,024	\$67,192	\$21,316	0.87	\$41,989	\$130,497
Entertainment	\$9,819	\$12,561	\$3,416	0.14	\$7,416	\$23,393
Lodging/Accommodation	\$13,747	\$17,385	\$4,828	0.18	\$10,711	\$32,924
<b>TOTAL</b>	<b>\$121,856</b>	<b>\$157,609</b>	<b>\$48,576</b>	<b>2.08</b>	<b>\$93,977</b>	<b>\$300,163</b>

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## ANALYSIS & OUTPUTS (CONT'D)

### Prairie Farmer Recreation Trail

### Winneshiek & Howard Counties

Total Annual Person-Trips:

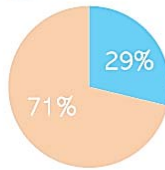
**25,126**

Total Annual TG Person-Trips:

**7,224**

Total Annual TG Spending:

**\$176,926**



Total Annual Economic Impact:  
**\$441,299**

Economic outputs by trail-related industries and totals for the Prairie Farmer Rec. Trail (annual)

	Total Spent (Annual Extrapolation)	Final-demand Output	Final-demand Earnings	Final-demand Employment (Jobs)	Final-demand Value Added	TOTAL
Restaurants/Bars/Breweries/Wineries	\$103,094	\$139,631	\$42,526	2.11	\$73,424	\$255,580
Groceries/Snacks/Beverages	\$39,127	\$50,540	\$17,149	0.70	\$32,616	\$100,306
Retail (including bikes and gas)	\$34,705	\$43,978	\$13,951	0.57	\$27,483	\$85,412
Entertainment	\$0	\$0	\$0	0	\$0	\$0
Lodging/Accommodation	\$0	\$0	\$0	0	\$0	\$0
<b>TOTAL</b>	<b>\$176,926</b>	<b>\$234,149</b>	<b>\$73,627</b>	<b>3.38</b>	<b>\$133,523</b>	<b>\$441,299</b>

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## ANALYSIS & OUTPUTS (CONT'D)

### Turkey River Recreational Corridor

### Fayette & Clayton Counties

Total Annual Person-Trips:  
**9,928**

Total Annual TG Person-Trips:  
**3,680**

Total Annual TG Spending:  
**\$442,246**



Total Annual Economic Impact:  
**\$1,089,625**

Economic outputs by trail-related industries and totals for the Turkey River Rec. Corridor (annual)

	Total Spent (Annual Extrapolation)	Final-demand Output	Final-demand Earnings	Final-demand Employment (Jobs)	Final-demand Value Added	TOTAL
Restaurants/Bars/Breweries/Wineries	\$66,754	\$90,412	\$27,536	1.37	\$47,542	\$165,490
Groceries/Snacks/Beverages	\$70,648	\$91,256	\$30,965	1.27	\$58,892	\$181,113
Retail (including bikes and gas)	\$210,461	\$266,696	\$84,605	3.45	\$166,664	\$517,966
Entertainment	\$78,807	\$100,810	\$27,417	1.12	\$59,523	\$187,749
Lodging/Accommodation	\$15,576	\$19,699	\$5,470	0.20	\$12,137	\$37,306
<b>TOTAL</b>	<b>\$442,246</b>	<b>\$568,873</b>	<b>\$175,994</b>	<b>7.41</b>	<b>\$344,758</b>	<b>\$1,089,625</b>

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## ANALYSIS & OUTPUTS (CONT'D)

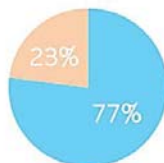
### Trout Run Trail

### Winneshiek County

Total Annual Person-Trips:  
**78,022**

Total Annual TG Person-Trips:  
**60,080**

Total Annual TG Spending:  
**\$5,321,690**



Total Annual Economic Impact:  
**\$12,973,054**

Economic outputs by trail-related industries and totals for the Trout Run Trail (annual)

	Total Spent (Annual Extrapolation)	Final-demand Output	Final-demand Earnings	Final-demand Employment (Jobs)	Final-demand Value Added	TOTAL
Restaurants/Bars/Breweries/Wineries	\$1,200,608	\$1,626,103	\$495,251	24.60	\$855,073	\$2,976,426
Groceries/Snacks/Beverages	\$392,832	\$507,421	\$172,178	7.05	\$327,464	\$1,007,063
Retail (including bikes and gas)	\$953,818	\$1,208,678	\$383,435	15.63	\$755,328	\$2,347,441
Entertainment	\$230,028	\$294,252	\$80,027	3.27	\$173,740	\$548,020
Lodging/Accommodation	\$2,544,404	\$3,217,908	\$893,595	33.24	\$1,982,600	\$6,094,103
<b>TOTAL</b>	<b>\$5,321,690</b>	<b>\$6,854,362</b>	<b>\$2,024,485</b>	<b>83.78</b>	<b>\$4,094,206</b>	<b>\$12,973,054</b>



# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## ANALYSIS & OUTPUTS (CONT'D)

### Regional Trail Totals

All Four Trails

Total Annual Person-Trips:

**120,146**

Total Annual TG Person-Trips:

**74,700**

Total Annual TG Spending:

**\$6,062,718**



Total Annual Economic Impact:

**\$14,810,406**

Economic outputs by trail-related industries and totals for all four regional trails (annual)

	Total Spent (Annual Extrapolation)	Final-demand Output	Final-demand Earnings	Final-demand Employment (Jobs)	Final-demand Value Added	TOTAL
Restaurants/Bars/Breweries/Wineries	\$1,346,882	\$1,824,218	\$555,589	27.59	\$959,250	\$3,339,056
Groceries/Snacks/Beverages	\$536,018	\$692,375	\$234,937	9.62	\$446,825	\$1,374,137
Retail (including bikes and gas)	\$1,376,884	\$1,744,787	\$553,507	22.56	\$1,090,354	\$3,388,649
Entertainment	\$373,346	\$477,584	\$129,887	5.30	\$281,988	\$889,459
Lodging/Accommodation	\$2,429,587	\$3,072,699	\$853,271	31.74	\$1,893,135	\$5,819,105
<b>TOTAL</b>	<b>\$6,062,718</b>	<b>\$7,811,663</b>	<b>\$2,327,191</b>	<b>96.82</b>	<b>\$4,671,552</b>	<b>\$14,810,406</b>

# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## ANALYSIS & OUTPUTS (CONT'D)

### Full Backbone Trail Network

Estimates for the Future System

Total Annual Jobs:

**396**

Total Annual Person-Trips:

**492,026**

Total Annual TG Person-Trips:

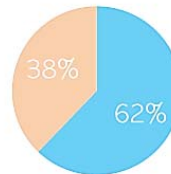
**305,914**

Total Annual TG Spending:

**\$24,828,274**

Total Annual Economic Impact:

**\$60,652,139**



# REGIONAL TRAILS ECONOMIC IMPACT ANALYSIS

## *TAKEAWAYS*

- A real “win” for regional transportation planning
- Importance of data quality and consistency
- Metrics useful to other regions and communities
- Presentations
  - Community Foundation of Greater Dubuque’s “Regional Roundtable”
  - Iowa Association of Councils of Government (ICOG) directors meeting
  - Participation in statewide ad hoc group looking at trail economic impact

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*Thank you!*