Why Durango Invests in Parks and Recreation?
Because it Matters,
and here is WHY
Parks and Recreation

• Creates Healthy Lifestyles
• Preserves and Conserves Environmental Resources
• Fosters Economic Vitality
9 in 10 Americans agree that communities benefit from local parks and recreation agencies offerings.

Parks and recreation agencies protect land, water, trees, and open spaces which improves air and water quality.
National

- Local park and recreation agencies provide crucial health and wellness opportunities for all populations.
- Public parks are treasured resources available to everyone, regardless of age, race, income or physical or cognitive ability.
America’s local public park and recreation agencies generated more than $154 billion in economic activity and their operations and capital spending supported more than 1.1 million jobs in 2015.

Park and recreation amenities are the cornerstones to improving quality of life, a major factor in enticing employers and workers to an area.
National

• Local park and recreation agency amenities spur tourism, generating significant economic activity.
• Homes and properties located near parklands have higher values than those farther away.
National

- Parks and recreation offerings are not merely a “nice to have” luxury government service. Parks and recreation is a crucial aspect of what makes a city, town or county a vibrant and prosperous community.
In 2017, outdoor recreation contributed $62 billion to Colorado’s economy.

Includes the economic impact of outdoor activities occurring close to home such as picnicking at a neighborhood park, riding on an urban bike path, or running on a local trail.

Outdoor recreation supports 511,000 direct jobs, comprising nearly 19 percent of the entire labor force in Colorado.

Source: Colorado Economic Impact Data for Outdoor Recreation Industry
Durango residents utilize parks and recreation amenities:

- 92% Use Trails
- 88% Use Parks
- 74% Use Recreation Facilities
• Following the construction of the $15.4 million Recreation Center, Durango has invested over $64.5 million in parks and recreation amenities since 2002.
• Of this total, **$16 million was contributed by grants and donations.**
• Durango Parks and Recreation generates revenue for the community.
Durango amenities and events generates *annual economic benefits*:

- $19.4 million - Animas River Whitewater Recreation
- $12.7 million - Lake Nighthorse Recreation Area
- $1 million – Durango Youth Soccer Shootout Tournament
Dedicated Sales Tax

Future investments of $220 million, projects include:

• Durango Mesa Park
• SMART 160 Trail
• Lake Nighthorse and Animas River Improvements
Parks and Recreation

- *Is the reason* people want to be in Durango
- *Enriches lives* everyday
Thank You