

# economic impact



## LEVERAGE THE ECONOMIC IMPACT OF PARKS AND RECREATION TO IMPROVE SUSTAINABLE FUNDING SOURCES

### Strategy EC1

Engage and align FRPA with local, regional and statewide economic development/impact organizations and agencies to develop a partnership for a statewide economic impact study. design excellence associations and the contractors who build parks in the public realm.

1

Compile relevant existing economic development/impact studies to be a deliverable used to promote the economic impact of parks and recreation.

2

Create a tool to help professionals measure local impact of park and recreation departments.

### Strategy EC2

Provide learning opportunities to inform and influence internal and external audiences about the value of economic impact of parks.

3

Develop talking point tool kit for communicating economic impact along with the calculator.

4

Develop a plan for promotion of impact calculator to internal and external audiences.