

# IMPACT CALCULATOR USER GUIDE

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FLORIDA  
RECREATION  
AND PARK  
ASSOCIATION  
IMPACT  
CALCULATOR

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*Please contact the Florida Recreation and Park Association offices if you have any questions regarding this User Guide or the Impact Calculator. This is an effort to streamline the way park and recreation professionals calculate and communicate the important value of what you do. Reproduction or use of information contained within this document may not be done without expressed written consent from the Florida Recreation and Park Association.*

## INTRODUCTION

The FRPA Impact Calculator is a tool reserved for use by FRPA members only. Funded through membership dues and FRPA Foundation donor investments, the information produced from calculator reports will exceed the investment of one's dues.

The calculator has been called a “game changer” in the journey to provide a way for FRPA members to use evidence-based information to place a value on the services/programs they provide. Utilizing the resulting reports when communicating with community members, decision makers, advocates and critics, you will be equipped with information that shows a return on the investment of tax dollars and user fees to your community. That impact can be economic or social.

This initiative will build a network of informed people to help promote the message of how important parks and recreation offerings are to a community and provide agencies with the resources to help adopt best practices and sustainable and expanded funding models that recognize economic impact.

This information is powerful. The User's Guide will assist you in using the on-line tool, however we encourage users to participate in the training that accompanies the tool. The training will address why capturing impact information is important, how to utilize the tool and collect your information, and perhaps most important, how to use the resulting information to communicate your impact.

The FRPA Impact Calculator will remain a living tool. It will be periodically reviewed, and calculations updated to assure you are provided with the most accurate information. This is a commitment made by the FRPA Board of Directors because we believe it is that important to you individually, and to the profession as a whole.

Impact Calculator powered by



Impact Calculator supported by



## PROJECT HISTORY

In 2009, a group of over 90 directors of parks, recreation and leisure services agencies were gathered at the Collaborative Labs in Clearwater, Florida. Part of their discussion centered on prioritizing needs for the profession. The primary need identified by those present was a tool to calculate the economic impact of the profession. Years of discussion followed to determine what calculations would be most important

As the Association developed its strategic plan in 2015, the calculator concept was placed as a priority in the plan and assigned a begin date of 2016-2017. Discussions began with the FRPA Foundation to determine their desire to participate as a funding partner. As the Board began to research the feasibility of this project, the FRPA Foundation moved quickly to allocate funding to participate as a funding partner, and this allowed the FRPA Board to formally begin work on the project.

A workgroup was recruited, assuring that experts in the fields of economics, parks and recreation, physical activity and nutrition, employment analysis, and research were represented. Sports Facilities Advisory (<https://sportadvisory.com/>) was contracted to assist in reviewing relevant literature and published research, develop calculations, compiling narratives, and reporting. JumpSix Marketing (<https://jumpsixmarketing.com/>) was contracted to program the on-line calculator.

The goals of this project were clear: 1) to empower parks and recreation professionals to demonstrate the value of their parks, 2) to support community and decision makers' engagement around the importance of parks, and 3) to act in the best interest of parks and recreation professionals while, providing a simple and impactful communication tool. It was determined that the calculator would need to be easy to use; include directions, resources, and references; be location-specific allowing users to address one location or asset type; create a comprehensive report for an agency; and allow for individual impacts to be assessed by individual category with a single report.

The workgroup diligently pursued creating a comprehensive tool. However, there are things that the calculator cannot be. Those things are:

- The only source of data and reporting of your parks system.
- The portrayal as an independent, peer-reviewed report.
- A replacement for the feasibility studies/reports/master plans that are vital to the growth and success of your system.

Working at a rapid pace, the team (information on these individuals can be found on the website) completed their work. A beta testing group was selected, made up of individuals representing all size agencies, city and county jurisdictions, and a varied scope of services/programs. This group dedicated hours to testing the tool and providing input on use and functionality. Their comments and input were also considered when developing training sessions and this User's Guide.

The FRPA Impact Calculator is the result of the work of many committed professionals, the dedicated staff of Sports Facilities Advisory and JumpSix Marketing.

## IMPORTANCE OF REPORTS

How do you communicate the value of a single park or of an entire park system? Most commonly, parks and recreation agencies will define quantitative metrics, collect data, and supplement that effort by articulating qualitative benefits. Some common quantitative metrics include the number of people, number of programs, number of facilities, amount of revenue, and amount of expenditures. Qualitative benefits may include some positive general statistics relating to the areas of mental and physical health, quality of life and environment.

Albert Einstein once said, “Not everything that counts can be counted, and not everything that can be counted counts.” Meaningful and accurate reporting is one of the most important methods to communicate value. Standard reporting methodologies focus on data that is easily collected, but has little correlation to the substantial community, bigger impacts that, in reality, a park ignites. If reports are difficult to assimilate, then they have a lower chance of actually being created. If there is no connection to a broader community context, then they are not delivering comprehensive meaning.

Demonstrating how parks add value to your community in larger areas of community impact is one of the primary areas that should be in focus as agencies maintain and develop community assets. If stakeholders and decision-makers fail to see the value in parks, arguably, there is no value. Reporting should ensure that no one is unaware of the impacts that are delivered, not just be an historical accounting.

*What if your reports could be specific, accurate, evidence-based and would show the value of a single park or park system in terms of dollars in areas of significance? Do you think that would be an effective way to report?* The FRPA Impact Calculator will develop a report that will do just that. It is the aim to transcend the noise of meaningless data to provide a usable and meaningful report. The right report simply supports and influences decision-makers to continue to allocate resources for parks and recreation services.

## BEFORE YOU BEGIN

### *Philosophical Decisions*

We suggest that users review this guide, and as a team decide what methodologies you will apply to each of the areas. There are calculations that allow you to override the conservative figures we have used. The workgroup hopes that should you have more definitive information about your specific agency and community and that you will utilize that – it is why the tool was built to be flexible. However, with that flexibility, we also want to encourage you to understand those decisions and make a commitment to explain those elements in your presentation of the reports.

You will also need to decide whether you want to use this tool for a single park or multiple parks. We suggest entering information and preparing a report for each of the parks in your system, and then entering the numbers in aggregate to get a report for your entire park system.

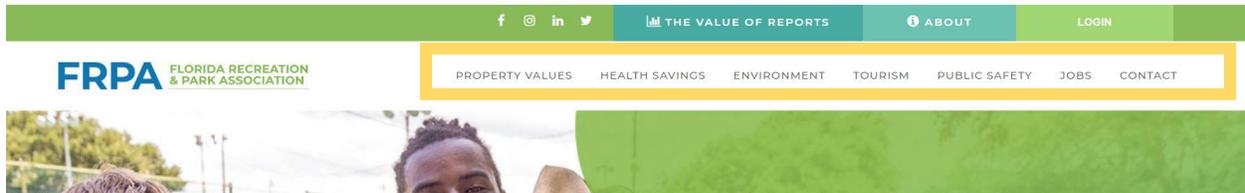
### *Information to Collect*

We have provided an [excel spreadsheet](#) for users to gather information in advance of beginning entry. Gathering information in advance will allow entry to move quickly. Please note that this spreadsheet does not have any formulas in it. This is simply for information gathering.

On the spreadsheet, you will see the last column is Annual Spending on Recreation and/or Events – this will be a calculation from the calculator after you enter the appropriate data. Utilize this field on the spreadsheet to capture that calculation that you will use later in the calculator.

## GENERAL GUIDELINES AND NAVIGATION

Google Chrome is the preferred browser for the best performance of the FRPA Impact Calculator. You can enter each of the six areas of impact by selecting the desired field from the top menu bar, or the bottom footer bar.



Top of Page



Bottom of Page

### Your Profile and Past Reports

Access your profile or any reports you have generated by clicking your park/agency name in the upper right corner of the page. On the left you will see tabs for "Profile" and "Impact Reports". Under "Profile", you can change your user information, including the name of the Park you want to change on the report. Here you can also update your password. Under "Impact Reports" (on the left navigation list), you will see a list of any reports you have generated and the date they were created. At this time these are unable to be deleted so we suggest saving your pdfs on your own computer with the park name and date that it was created.

When entering information for a different park, be sure to go into your profile and change the "Organization Name" to the park you are entering data for.

### White areas vs Grey areas



When using the calculator, you will note there are two different color fields. White fields are those in which you will enter information. Grey fields are those where there is a resulting calculated value based on previous entries. Grey fields cannot be changed by the user. All calculations are based on evidenced-based reporting/research. However, the tool is intended to be flexible in some areas and allow for more local information/statistics that you have for your programs. We encourage you to utilize your local information where it is available; however, please do this with the caution that you will need to justify the resulting information in your individual reports.

Once you have entered your information, click on the CALCULATE button and you will see the graphic portrayal of your results populate in the area to the side of the calculations.

When you click on the VIEW SUMMARY button, you are taken to a page that provides the entry information and graphic portrayal, without a photo-marked background. It also brings all the impact calculators onto a single page, allowing for quick access.

### **References/Citations**

On each page, if you scroll down, you will see an information point with a note about the references used on this calculator. Click this section to be taken to the citations for research/studies/etc. on which the calculations are based. You can print this information to include in your presentations.



### **Use of Information points**

Throughout the calculator, you will see the use of an information point graphic next to an entry field. By hovering over these, a pop up box will appear that will give you more information

### **Printing**

Printing from the calculator webpages themselves is not recommended due to them being very text-heavy and not formatted to compile the data all to one page. When you are ready to print your report, click view summary in the calculator you finish with. This will take you to the summary page. Scroll all the way to the bottom to generate your report. This will populate into a .pdf for you to print. If there are any calculators that you do not wish to input data for, simply skip these pages when printing. You can also “print to pdf” and click the “print pages” option, only listing the pages you wish to include in your digital report.

**GENERATE YOUR CUSTOM PDF REPORT**

**CLICK HERE**

Additionally, you can find past reports under your profile by clicking you park name in the upper right corner of the webpage at any time.

### **Presenting Your Report**

Be sure to document any resources you use when gathering your data so that when you present it to your citizens or city/county officials, you have the backup information needed to feel confident in your report. If you vary from the information that had been pre-populated in the calculators, you may wish to include a summary or memo to accompany your final report. Additionally, check with the FRPA offices to see if there are any upcoming trainings you can attend to learn more about the calculator and telling the story behind the numbers.

### ***Clearing Values***

To clear all the values from all calculators, go to the summary page from within any calculator. Scroll to the bottom and click the “Clear All Values” button.



### ***Saving Your Work***

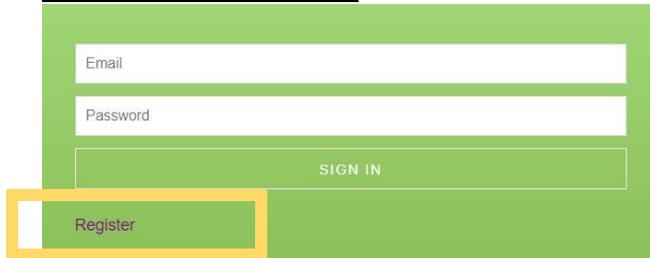
When you leave the Calculator, the last entry you made in a field will still be in the field when you return. This way if you are working on something over a few days, you will not have to re-enter the information each time you come back. However, you will not be able to access past information you have entered, except for the final reports generated (see *Your Profile and Past Reports* above).

## LOGGING IN

Visit [frpa.org/calculator](http://frpa.org/calculator). Click the navy, rectangle button to enter the calculator site.

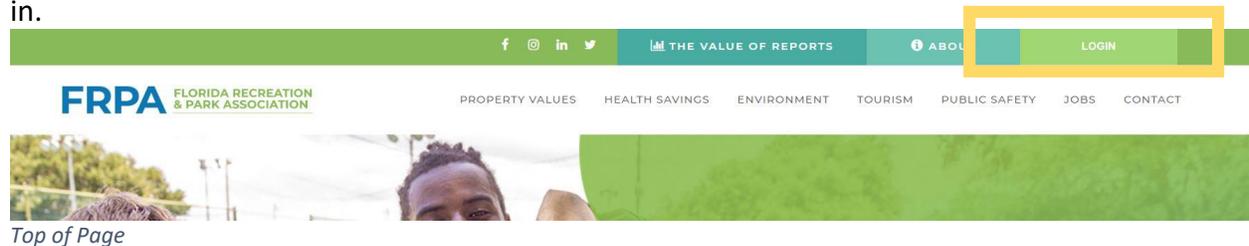
### *First Time User*

The calculator pages are not available unless you are logged in. Scroll to the bottom third of the page where you will find text boxes that ask for your email and password. Do not enter this information at this time. Under these boxes, click the “Register” link.



You will be taken to a form page asking for more information. If this is your first visit to the site you will need to register using the email address you have on file with FRPA. This is most likely your agency email address. (please note: if you provide us with any other email address other than the one we have on file you will receive an email letting you know your access has not been granted) You will also enter the “Park Name” that you are registering for. This is the name of the park or park system that you would like generated on any final reports. Finally, click any uses you intend to use this calculator for. This gives us an idea of how people are using the tool for future improvements.

After you have clicked “register”, you will receive an email that tells you whether your account has been approved or not. This is based on your current FRPA membership status. If you are not an active member you will receive an email stating so. If you are a current member and therefore approved for use, you will be sent an email with a link to set your password and other account information. This email will come from a wordpress email address, just in case you need to search your junk. If you do not receive this email, let us know by emailing [charla@frpa.org](mailto:charla@frpa.org). A password will be generated for you when you click the link included in the email, but feel free to change it to something familiar for you. Click “Reset Password” and log in.



### *Returning User*

If you are returning to log in with an already approved password, click “LogIn” at the top right on the calculator page and use your email and password. If this does not immediately take you to the sign in area at the bottom of the page, scroll down. If you forget or need to reset your password, you can always go back to “Register” and scroll down to “Lost your password?” at the bottom of the page.

Additionally, you may want to begin with clear fields if you are entering a new park. Go to the Summary Report page, scroll to the bottom and click “Clear All Values”.

## PROPERTY VALUES

Distance from parks and trails is known to influence property values. Nationwide research shows that the premium for proximity to these spaces can affect market values up to 2,000 feet by 20 percent or more. Dr. John Crompton's proximity principle estimates:

Proximity to a park improves home values

- 20% for homes adjacent to the park
- 10% for homes 1 block away (500 feet)
- 5% for homes 2 blocks away (2,000 feet)

In addition to the location, the type of park also impacts the home values:

- 10% for active parks
- 33% for active and passive recreation areas within the park
- 70% for passive recreation within the park



## ASSUMPTIONS

The tool calculates the value of the property for the property owner. Therefore, apartments should be counted as one property, condominiums that are individually owned should be counted per unit. Business, churches, and schools are not included in this assessment. The research is for residential property. If you are a county agency, this is also why you should use the appropriate millage rate for the location of your individual park, so the property value can be expressed as value to the property owner where the property is located.

## INPUTS

*Number of Houses within 500 feet of the park | Number of Houses within 2000 feet of the park*

Decide whether you want to use the houses within 500 feet of the park number or the houses within 2000 feet of the park number and then use the appropriate Proximity Effect percentage. You can find this information by using Google Maps. Locate your park on Google Maps. Zoom in enough to see a few blocks of houses around the park. Right-click to use the measurement tool and expand to 500 or 2000 feet to count the houses within that area. You may also contact your planning department or property appraiser's office to find out if they have this information.

*Average Sales Price of House in the Zip Code of the park*

To find this information, we suggest you contact a local board of Realtors or your growth management or planning department to get the average sales price. You can use a property sales website such as Zillow.com or Realtor.com to determine the average sales price in a particular zip code but keep in mind that these prices are not always the most realistic as they are not based on actual sale prices. Additionally, know your neighborhoods. A park may be on the edge of a zip code so keep that in mind. Be ready to justify your sources with anyone to which you may be presenting.

### *Millage Rate*

If you do not know your millage rate for the city or county your park is in, you can look this up on your county property appraiser's website. Use the search feature to find the exact address of a home nearby and be sure to include all millage rates that apply (city, county, school, etc.). That being said, also evaluate which millage rates you include in your calculation as some of them may not be relevant to the taxes that affect parks and recreation. Whatever you use, explain this process in your presentation, if needed.

### **CALCULATE**

The output in this calculator will give you the increased value of the nearby homes based on the proximity effect. It will also give you the incremental tax value to your community.

## HEALTH BENEFITS

Studies of health care economics and policy have established that increased access to public outdoor spaces and more biking and walking infrastructure encourages people to exercise, which as a result, reduces overall health care expenditures.



## ASSUMPTIONS

For the most accurate reflection of impact in this area, users may want to consider collecting the data asked for over a period of time and applying that to this area. If you have not collected this information, you may choose to estimate. If you choose to estimate, you will want to state this in your presentation of the material.

*Unique users* means that they person who visits your park three times per week is only counted once. This is not each visit.

## INPUTS

### *# of Unique Users Under 65 Annually*

Record your estimated numbers or if you have a way of tracking use, enter that number in this field. The Healthcare Savings field is pre-populated with \$1,230 which is based on previous work in health care economics (which includes a National Medical Expenditures Survey that has been widely cited) and represents the annual medical cost savings of adults under 65 years old.

### *# of Unique Users Over 65 Annually*

Record your estimated numbers or if you have a way of tracking use, enter that number in this field. The Healthcare Savings field is pre-populated with \$2,406 which is based on previous work in health care economics (which includes a National Medical Expenditures Survey that has been widely cited) and represents the annual medical cost savings of adults over 65 years old.

## CALCULATE

When you select CALCULATE, the result that appears in the calculation circle is the Estimated Annual Health Care Savings for Users Under 65 added to the Annual Health Care Savings for Users Over 65.

## ENVIRONMENT

Parks have been proven to positively impact the environment and reduce the cost of environmental impacts for communities related to stormwater management, pollution mitigation, energy consumption, and other issues. This calculator utilizes currently published data to quantify the positive environmental impacts in terms of the appropriate unit measurement (gallons of stormwater mitigated) and the monetary value of these impacts. The tree calculation considers a broad set of impacts based on the number of trees in a park while the acreage calculation considers only stormwater mitigation impacts based on the number of acres of park land.



Key Metrics/Statistics pulled from studies reviewed show

- \$31-\$39/tree in average annual net savings from energy, stormwater management, air quality, and reduced CO2
- Annual stormwater mitigation and the resulting monetary savings
  - 19,081 cubic feet of runoff avoided per acre of parkland
  - \$.03 - \$.05/cubic foot of water avoided

There are two ways to calculate impact in this area: calculate using the number of trees in the park, or by the total acres in the park. Change this option by clicking the dropdown menu in the first box.

## INPUTS

### *Number of Trees in Park*

This value is one that many agencies will not have readily available. Several recommended sources for you are your city/county arborist, any tree inventories that have recently been done in your community. Alternatively, you can potentially do an aerial estimation, or conduct a spot count where you take a small percentage of the total acreage and count trees. After you count trees in a spot area, then apply that to the total park acreage. Utilize a number that you are comfortable justifying in your presentation. If you do not have this number or are not comfortable estimating this, we suggest calculating based on total acres in the park.

### *Total Acres in Park*

This value should be readily available to you. Consider subtracting out the impervious areas since they do not help with drainage.

### *Climate Zone (used only if you are calculating based on the number of trees)*

Hover on the information point for the official climate zone map, and then select your zone.

The Gallons/Cost is pre-populated with a percentage according to the Cleveland Metroparks Study and the Mecklenburg County, NC study. The study states the cost to manage stormwater is between \$0.03 - \$0.05 per cubic foot of stormwater. If you know the cost per cubic foot of

stormwater in your community, use the open-ended box to insert the cost. If you do not know the cost in your community, use the default of \$0.04 per cubic foot of stormwater as derived from the studies mentioned above.

### **CALCULATE**

If using the Number (#) of Trees in Park, when you select CALCULATE, the result that appears in the calculation circle is the Annual Net Savings from pollution mitigation, energy consumption, and other issues that are reduced (saved) as a result of the trees being present in the park.

If using the Total Acres in Park, when you select CALCULATE, the result that appears in the calculation circle is the Annual Savings in Stormwater Management costs for that number of acres.

### **BACK-END CALCULATION**

When using the Total Acres in Park to arrive at the Annual Savings in Stormwater Management costs, there is a complicated formula that occurs in the programming of the tool. Here is the calculation which is based on the Cleveland Metroparks, and the Mecklenburg County, NC studies. These studies assign a cost for stormwater management per cubic feet, but to measure volume, we need to convert cubic feet to gallons of water.

#### *Conversion Used To Get Total Gallons,*

1 acre of land mitigates 19,081 cubic feet of water annually

1 cubic foot of water = 7.48052 gallons

Cubic feet is not a measure of volume – volume is measured in gallons. So we need to convert cubic feet to gallons to measure the volume handled

Formula: Total acres of parkland X 19081 cubic feet – to get to total cubic feet handled by your park acreage.

Total cubic feet handled by your park x 7.48052 – to get to the total gallons of stormwater your park is mitigating annually.

*To assign a value to that stormwater,* you must now convert the gallons back to cubic feet so you can apply the cost established in the research

Formula: divide the volume by cubic feet per gallon

Total gallons of stormwater your park is mitigating annually divided by 7.481

Assign the cost savings - Total cubic feet x (.03-.05)

#### **Example:**

##### Gallons (volume)

40 acre park x 19,081 cubic feet per acre = 763,240 cubic feet per acre

763,240 cubic feet x 7.48052 (gallons of water per cubic foot) =

Total gallons mitigated on 40 acre park 5,709,432 gallons

##### Cost Savings

5,709,432 gallons / 7.48052 gallons per cubic foot – 763,240 cubic feet x cost factor \$.03- .05 = savings of \$38,162 per year

## TOURISM

From majestic parks to ocean side beaches and sports tourism destinations, visitors are attracted to Florida's natural resources and spend money on food, travel, and lodging during their stay, bringing new dollars and tax receipts into the region as tourists.



## ASSUMPTIONS

The total visitors include each time a person visits the park.

## INPUTS

### *Total Visitors to the Park for Recreation*

In this field, total visitation attending your park for self-directed activity, not in relation to an event or programmed activity. If you do not have this number, we encourage you to do some spot counting to obtain this number.

### *% of Non-local Visitors*

The calculation percentage of 74% is derived from the Florida state park visitor surveys methodology that states the percentage of visitors traveling to a park from 50 miles or more away is 74%. If you have a more specific percentage that you have measured, you can enter your percentage in this field. We suggest you check with your local CVB or sports commission to see if there is a percentage they normally use to help determine % of visitors.

### *Non-local Visitors (recreation)*

This is the result of the total visitors to the park for recreation multiplied by the % of non-local visitors.

The Average Expenditure is based on data from the 2016 Florida Visitor Survey by VISIT FLORIDA, stating visitor expenditures collected in Florida visitor surveys and studies show the average per-person, per-day expenditure is \$124.08 (this includes transportation, food [grocery and restaurant], and lodging). For the purposes of this calculator, the default is \$124.08 unless the user is able to provide a more accurate per-person, per-day average expenditure for the visitors visiting their park for recreation purposes. We suggest you check with your local CVB or sports commission to see if there is a dollar amount they normally use per visitor.

### *Total Visitors to the Park for Events*

In this field, record visitors attending your park for programmed events. This is intended to capture individuals participating in a planned special event at a park. For the purposes of the calculator, this is not intended to include pavilion rentals for birthday parties, etc., where there is no revenue beyond the rental fee. Do NOT account for local or non-local at this point. If you do not have this number, we encourage you to do some spot counting to obtain this number or windshield surveys.

### *% of Non-local Visitors*

The calculation percentage of 74% is derived from the Florida state park visitor surveys methodology that states the percentage of visitors traveling to a park from 50 miles or more away is 74%. If you have a more specific percentage that you have measured, you can enter your percentage in this field. We suggest you check with your local CVB or sports commission to see if there is a percentage they normally use to help determine % of visitors.

### *Non-Local Visitors (events)*

This is the result of the total visitors to the park for events multiplied by the % of non-local visitors. This specifically applies to those visitors who attend an event, and not those who visit for recreation.

The Average Expenditure is based on data from the 2016 Florida Visitor Survey by VISIT FLORIDA, stating visitor expenditures collected in Florida visitor surveys and studies show the average per-person, per-day expenditure is \$124.08 (this includes transportation, food [grocery and restaurant], and lodging). For the purposes of this calculator, the default is \$124.08 unless the user is able to provide a more accurate per-person, per-day average expenditure for the visitors visiting their park for recreation purposes. We suggest you check with your local CVB or sports commission to see if there is a dollar amount they normally use per visitor.

### **CALCULATE**

When you select CALCULATE, the result that appears in the calculation circle is the Average Expenditure by Total Visitors to the Park for Recreation added to the Average Expenditure by Total Visitors to the Park for Events. The represents the Annual Spending Generated Through Recreation and/or Events.

## PUBLIC SAFETY

Parks that offer spaces that are well-maintained, patrolled, 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 the leading causes of death for children ages one through four.



## INPUTS AND ASSUMPTIONS

### *Out-of-School Time Programs*

For the purposes of the calculator, Out-of-School Time includes hours of programming outside of a school day. Examples include after school programming, summer programming, or holiday programs. Users will need to make sure you state in your presentation what program(s) type you have selected.

This portion of the calculator only displays actual numbers because there is no per participant dollar value that can be assigned to reducing the chance that a child in an out-of-school time program will enter the criminal justice system, will damage property, etc. There are anecdotal statements within research that point to the fact that any time a child is supervised, they are less likely to be exposed to behaviors or habits that would lead them into one of these areas. There are dollar values assigned to the cost of incarceration or supervised sentencing, but to assign that to participants or a percentage of participants would make the assumption that the child would commit a crime or engage in activity that might damage property. Even though the research refers to four hours in out-of-school time care, any amount of time a child is supervised means they are not home alone or out in the community alone.

Capturing the raw number of participants minimally allows the public who may be seeing your report realize the volume of children that are in your care during out-of-school time periods.

### *Swim Lessons/Water Safety*

Much the same as out-of-school time programs, there is no dollar value assigned to the life of someone who may drown because they have not yet learned to swim or received any instruction in water safety.

There is, however, documented research on the reduction of the likelihood that a child between the ages of 1-4 may drown. Beyond that age, there are too many mitigating factors that reduce that percentage. For instance, adolescents have the capacity to make independent decisions and often do not apply sound judgment relative to water safety resulting in a higher risk of their drowning. Research is not available that accounts for that independent decision making and its connection to drowning.

Key Metrics/Statistics Pulled from Studies reviewed show

- Students who do not participate in four or more hours of out-of-school time activity
  - 57% more likely to drop out of high school
  - 49% more likely to use drugs
  - 27% more likely to be arrested
- Formal Swim Instructions/Lessons (Age 1-4)
  - 88% reduction in risk of drowning

Users can utilize the reduction in the risk of drowning for participants in age 1-4 group when presenting information. Beyond that age group, one can simply generalize that any education about water safety would hopefully decrease a participant's poor judgment relative to risky water behavior, thus reducing the instance of drowning.

## JOBS

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 in the community. This is not meant to determine the number of Full Time Employees that a department should employ.



## ASSUMPTIONS AND INPUTS

Economic Activity is defined as the total personnel spending and capital spending by local park agencies. Personnel spending includes the cost of salaries, wages, and benefits. Capital spending includes the cost of acquiring, upgrading, and maintaining park assets. This should be specific to the park you are evaluating. If you do not break up your budget by park, consider the percentage of your operating and capital budgets that this park utilizes.

The first calculation utilizes the 2018 NRPA “Economic Impact of Local Parks” study, which displays the economic activity (personnel/capital spending) by parks and the jobs that were supported. The data is Florida specific and results in the total jobs that are supported through a park’s economic activity. For every \$120,220 in economic activity, one job is supported.

To enter the Total Annual Direct Spending on Recreation and/or Events, please refer to Tourism tab. The 'Annual Spending On Recreation and/or Events' dollar value can be found in the “circle” once you select Calculate. If you have not calculated the Tourism tab, enter in the ‘Annual Spending on Recreation and/or Events’ from your agency’s reporting methodology.

The second calculation utilizes the Florida Department of Environmental Protection study from 2017 which estimates that total jobs supported through annual spending on recreation and/or events at parks. For every \$62,500 in annual spending on recreation and/or events, one job is supported.

## CALCULATE

When you select CALCULATE, the result that appears in the calculation circle is the Total Economic Activity calculation added to the Total Annual Direct Spending on Recreation and/or Events.