

# TIME TO EXPLORE

Cleveland Metroparks

## Economic Benefits of Cleveland Metroparks

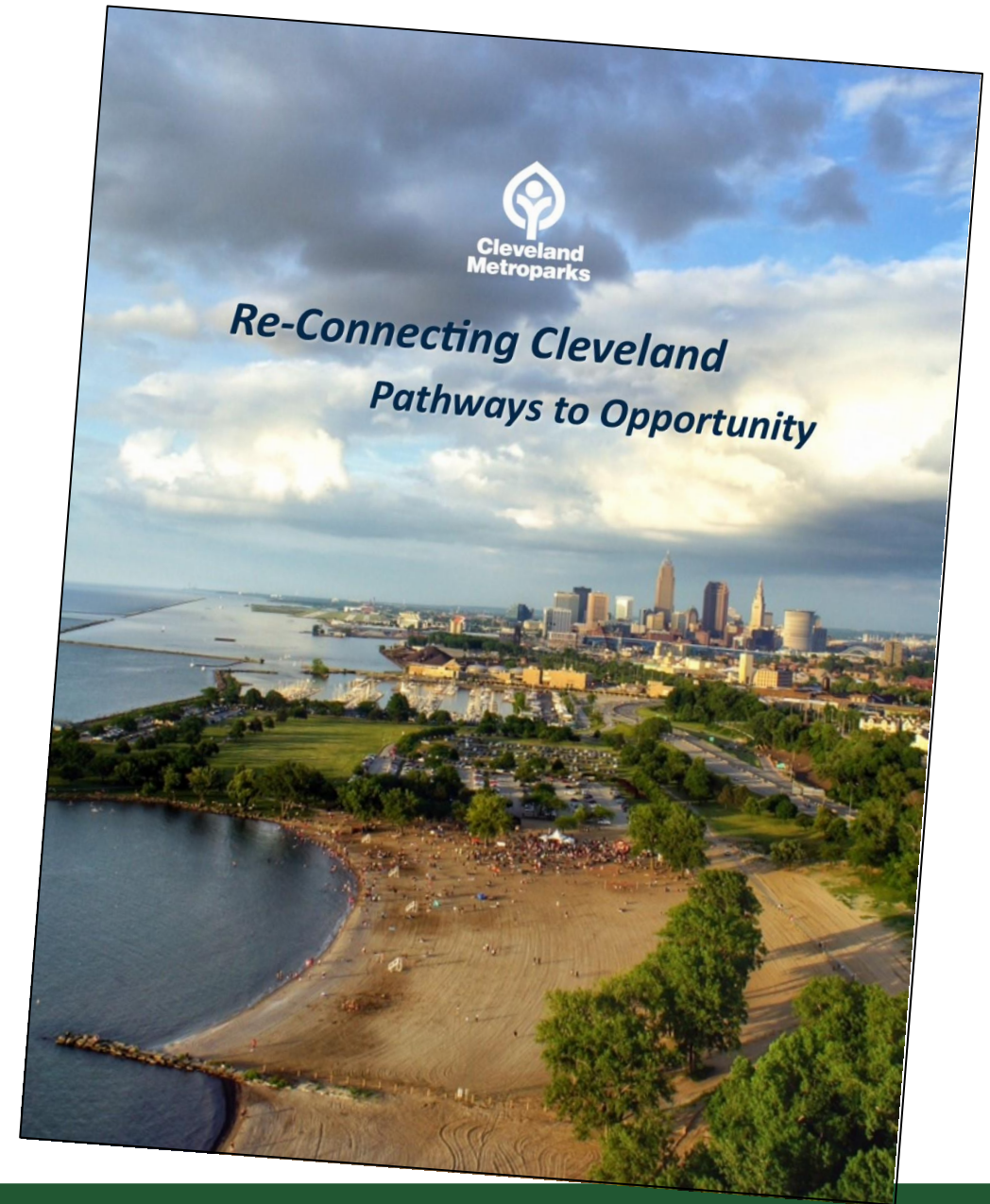
Board of Park Commissioners  
September 18, 2018





# The Trust for Public Land - Conservation Economics

- Founded in 1972
- Published 40+ economic analyses measuring economic benefits and fiscal impacts of land conservation
- 2013 Economic Benefits of Cleveland Metroparks report
- Partner in developing TIGER grant application, including Benefit-Cost Analysis





# 2018 Economic Benefits of Cleveland Metroparks

- Quantify values based on current economic benefit methodology and best practices
- Made possible through generous support of the George Gund Foundation



The economic benefits  
of Cleveland Metroparks



Cleveland Metroparks creates **\$873 MILLION**  
in economic value each year

THE  
TRUST  
FOR  
PUBLIC  
LAND



Reservations provide stormwater infiltration valued at **\$20.4 MILLION ANNUALLY**  
and reduce pollution costs by **\$8.09 MILLION A YEAR**



Reservations and trails raise the value of nearby homes by **\$155 MILLION**



Cleveland Metroparks  
GENERATES **\$616 MILLION ANNUALLY**  
in direct visitor spending



Health benefits accrue to **114,000 ADULTS**  
yielding medical cost savings of **\$160 MILLION ANNUALLY**



Residents receive a **\$64.6 MILLION PER YEAR BENEFIT**  
for recreational use of Cleveland Metroparks

See the full report, **THE ECONOMIC BENEFITS OF CLEVELAND METROPARKS** at [tpl.org/cleveland-metroparks-2018](http://tpl.org/cleveland-metroparks-2018)

# Summary of Benefits

Analysis measures benefits across the following areas:

- Stormwater Infiltration
- Air Pollution Removal
- Enhanced Property Values
- Tourism
- Health Benefits
- Recreational Use



# Summary of Benefits – Recreational Use



- Value from recreational use by residents of reservations and trails
- Uses survey data on Cleveland Metroparks usage and estimates of outdoor recreation value
- \$64.6 million in annual recreational use value
- Increase of \$24.2 million, or nearly 60%, over 2013

# Summary of Benefits – Stormwater Infiltration



- Value from capturing precipitation and slowing runoff, reducing the volume of water entering the stormwater system
- Uses data on permeability of surfaces and typical rainfall data to determine reduction quantity
- \$20.4 million in annual stormwater management cost savings



# Summary of Benefits – Air Pollution Removal



- Value from removing air pollutants that impact human health and damage structures
- Utilizes tree canopy data to estimate air pollution removal and savings in health care costs related to reduced exposure to harmful pollutants
- \$8.09 million in air pollution removal
- *Note that air quality has actually improved in Northeast Ohio, which in turn lowers the cost savings under this metric*

# Summary of Benefits – Enhanced Property Values



- Value from proximity to quality reservations and trails
- Conservatively adds 5% value to homes within 500' of reservations and trails
- \$155 million in additional market value
- \$4.18 million additional annual property tax revenue



# Summary of Benefits – Health Benefits



- Value from physical activity that takes place in Cleveland Metroparks, resulting in medical cost savings
- Uses Centers for Disease Control (CDC) guidelines for physical activity and survey data to determine adults using reservations or trails at a frequency and intensity that would result in medical care cost savings
- \$160 million in annual health benefits

# Summary of Benefits - Tourism



- Value from providing reservations, trails, facilities, and programming that attract visitors
- Utilizes direct travel spending in Cuyahoga County and the percentage of tourists whose primary reason to visit is the outdoors
- Also uses tourism spending on Cleveland Metroparks special events, activities, and tournaments
- \$616 million in total annual tourism spending



# Conclusion & Questions

- Cleveland Metroparks creates \$873 million in economic value each year
- Special thanks to The George Gund Foundation
- Full report will be available at:
- [www.clevelandmetroparks.com/economicbenefits](http://www.clevelandmetroparks.com/economicbenefits) and [www.tpl.org/cleveland-metroparks-2018](http://www.tpl.org/cleveland-metroparks-2018)

