The economic benefits of Plano's park and recreation system

THE TRUST FOR PUBLIC LAND



The public park and recreation system in Plano provides substantial economic benefits to the community's residents. Many people understand that public parks are a valuable component of healthy cities, but this value is rarely quantified. A new report by the Trust for Public Land analyzes the City of Plano's parks, trails, recreation centers, and sports fields and documents a selection of the significant economic benefits that the park and recreation system provides to area residents and businesses.

For the full report, visit
www.tpl.org/plano-economic-benefits

Plano's park and recreation system includes places like Arbor Hills Nature Preserve, Bob Woodruff Park, Russell Creek Park, Carpenter Park, and Jack Carter Dog Park, as well as numerous playgrounds, picnic pavilions, golf courses, pools, sports fields, courts, and miles of trails. These amenities enhance property values, attract visitors to the city, provide recreational opportunities for residents, improve human health, and boost economic development. They also support local jobs, increase spending at local businesses, and generate local tax revenue.

Enhancing property values

Parks, trails, and open spaces increase the value of nearby homes. People enjoy living close to recreational amenities and are willing to pay for that proximity. This is known as a "park premium" and was calculated for all homes near to parks in the City of Plano. Parks in Plano raise the market value of nearby homes by $337 million, and increase city property tax revenues by $1.19 million a year.

Boosting the local tourism economy

The City's Department of Parks and Recreation is critical to the local tourism economy because it provides numerous recreation amenities that attract visitors to the city. These visitors then spend money locally on food, lodging, and other activities. Plano is also recognized for its world-class venues and support for sporting competitions. These recreation amenities support tournaments and events, like the Plano Youth Soccer Association Labor Day Invitational, that attract approximately 572,000 visitors to the city. Sports- and tournament-related tourism alone generates $39.2 million annually in direct visitor spending.

Providing recreational opportunities

Residents also enjoy Plano's parks, trails, recreation centers, and sports fields. Over 80 percent of adults and 90 percent of children visit Plano's parks annually, with 12 million total visits last year. Plano generates economic benefits within the local community by providing these amenities and access to an array of recreational activities for free or at lower cost than private venues. The Trust for Public Land calculated a unique value of $2.65 per visit across all activities engaged in for the residents of Plano. This resulted in a total recreational use value of $31.8 million each year.

Generating health care cost savings

Independent research shows that access to parks improves both physical and mental health, resulting in medical care cost savings. While all residents who use the park system receive a health benefit, approximately 16,500 adult residents get enough exercise while using the City of Plano's park and recreation system to generate measurable health benefits. Exercise by these residents yields an annual medical cost savings of $21.2 million.

Supporting opportunities for economic development

Parks, trails, recreation centers, and sports fields contribute to the high quality of life in Plano, which plays an important role in attracting businesses and employees to the city. A recent survey found that 71 percent of Plano's businesses rated parks as an important factor in their decision to locate to Plano. These amenities also enhance Plano's substantial recreation economy. Residents spend $32.7 million annually on sports, recreation, and exercise equipment. This spending, along with tourist spending, supports 54 sporting goods stores that generate $109 million in annual sales and provide 605 jobs.

Source: The Trust for Public Land, *The Economic Benefits of Plano's Park and Recreation System*, San Fransisco, CA: The Trust for Public Land, 2017. For the full report, visit www.tpl.org/plano-economic-benefits.

This report by The Trust for Public Land was completed under a professional services agreement with the City of Plano (Project Number 6736).

THE TRUST FOR PUBLIC LAND

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

tpl.org

FOR ADDITIONAL INFORMATION:

Robert Kent
North Texas Area Director
The Trust for Public Land
469.615.5448
robert.kent@tpl.org

Robin Reeves
Director of Parks and Recreation
City of Plano
972.941.7250
robinr@plano.gov

PHOTO: PLANO PARKS AND RECREATION
©2017 THE TRUST FOR PUBLIC LAND