



SENATE OF VIRGINIA

# Senate Finance Committee

Subcommittee on Economic Development and  
Natural Resources

Honorable Mary Margaret Whipple, Chair

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# Ten Year Plan for Virginia State Parks

Joe Elton, Director



# Virginia State Parks – most Dynamic Period of Growth in History 1992-2010

2009

- ▶ 7.5 Million Annual Visits
- ▶ Nearly 1 Million Overnight Visits
- ▶ \$175 Million Economic Impact
- ▶ \$16 Million in General Fund Support
- ▶ 11 Fold Return on Investment



# Virginia State Parks Jobs Created 2009

## Jobs

269 Full Time Jobs in State Parks

1,000 Wage and Seasonal in Parks

2,800 Jobs Created in Private Sector

## Salaries/Wages

\$12,376,564.00

\$5,757,133.00

\$58,240,000.00

(@\$10 per hour 2080 hours)



Park Ranger Allen Bass stands by the donated tree he planted

# Customer Satisfaction

Cabin Ratings 1998 compared to 2008			
	1998		2008
Excellent	53%		61%
Good	32%		29%
Average	11%		8%
Poor	3%		2%
Unacceptable	1%		0.50%
Camping Ratings 1998 compared to 2008			
	1998		2008
Excellent	51%		62%
Good	32%		28%
Average	10%		7%
Poor	5%		2%
Unacceptable	2%		1%

Good and Excellent responses increased from 85% to 90% and poor and unacceptable decreased from 4% to 2.5% for cabins



Good and Excellent responses increased from 83% to 90% and poor and unacceptable responses decreased from 75 to 3% for camping

# Revenues and Visitation

## Virginia State Park Revenues Following the 1992 and 2002 Park Bond Referendums

Revenue:	FY92	FY02	Change FY92- FY02	% Change	FY09	Change FY02- FY09	% Change	Change FY92-FY09	% Change
Cabins	\$ 325,359	\$2,195,565	\$ 1,870,206	575%	\$ 4,398,823	\$ 2,203,258	100%	\$ 4,073,464	1252%
Camping	\$ 727,059	\$1,923,049	\$ 1,195,990	164%	\$ 3,209,755	\$ 1,286,706	67%	\$ 2,482,696	341%
Parking and Entrance	\$ 572,406	\$1,513,516	\$ 941,110	164%	\$ 2,144,601	\$ 631,085	42%	\$ 1,572,195	275%
Beaches, Pools, Mdse., Food (incl. priv. concess.)	\$ 558,629	\$2,309,327	\$ 1,750,698	313%	\$ 3,360,566	\$ 1,051,239	46%	\$ 2,801,937	502%
Other	\$ 451,367	\$ 642,334	\$ 190,967	42%	\$ 1,477,060	\$ 834,726	130%	\$ 1,025,693	227%
<b>Total</b>	<b>\$2,634,820</b>	<b>\$8,583,791</b>	<b>\$ 5,948,971</b>	<b>226%</b>	<b>\$14,590,805</b>	<b>\$ 6,007,014</b>	<b>70%</b>	<b>\$11,955,985</b>	<b>454%</b>

Attendance:	FY92	FY02	Change FY92- FY02	% Change	FY09	Change FY02- FY09	% Change	Change FY92-FY09	% Change
Cabins:	123,721	189,007	65,286	53%	253116	64,109	34%	129,395	105%
Camping:	359,183	508,995	149,812	42%	646506	137,511	27%	287,323	80%
Day Use:	3,491,759	6,310,002	2,818,243	81%	6635338	325,336	5%	3,143,579	90%
<b>Total</b>	<b>3,974,663</b>	<b>7,008,004</b>	<b>3,033,341</b>	<b>76%</b>	<b>7534960</b>	<b>526,956</b>	<b>8%</b>	<b>3,560,297</b>	<b>90%</b>

Inflation:  
1992 - 2002 27%

Inflation:  
2002 - 2009 19%

Inflation:  
1992 - 2009 51%



# Impact of the 1992 GOB - \$95 Million



4 new parks

Wilderness Road – Lee County

James River – Buckingham County

Shenandoah River – Warren County

Belle Isle – Lancaster County

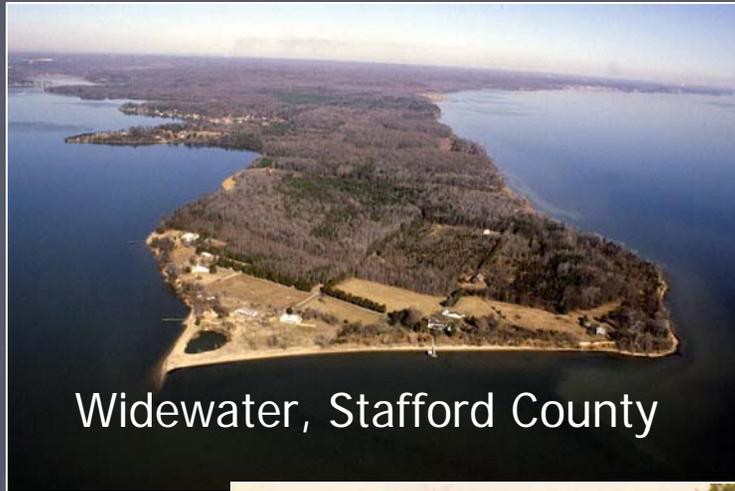
# 1992

- ▶ Cabins – 21 New/182 Renovated
- ▶ Campsites - 175 New/121 Renovated
- ▶ New/Renovated Visitor Centers - 10



# Impact of the 2002 GOB – \$119 Million

## 7 new parks



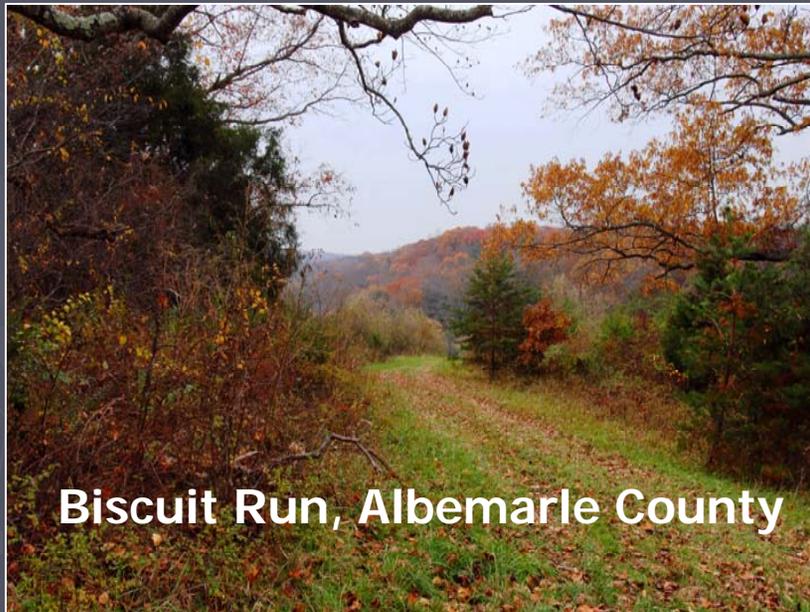
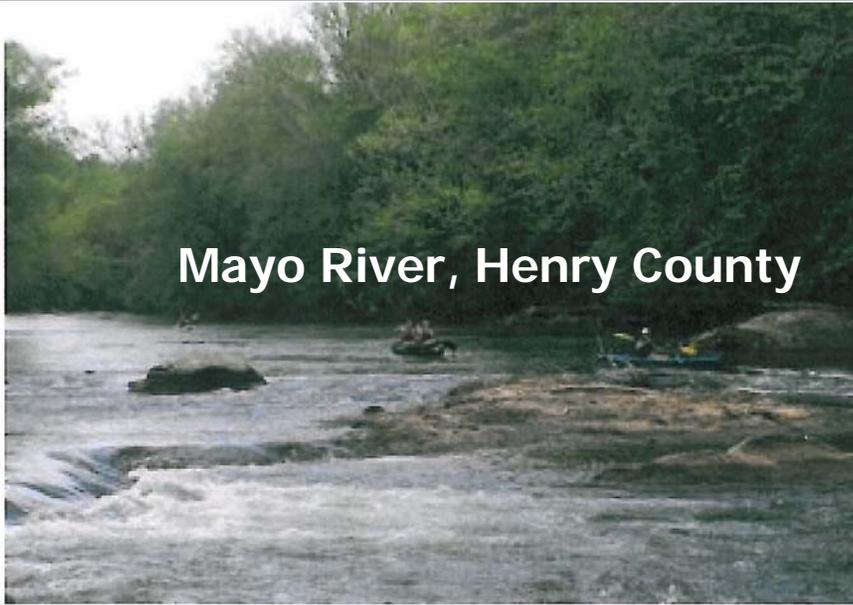
Widewater, Stafford County



Middle Peninsula,  
Gloucester County



Powhatan State Park,  
Powhatan County



# 2002

Cabins – 78 New/40 Renovated

Campsites – 234 New/250 Renovated

New/Renovated Visitor Centers – 12

(4 LEED Certified So Far)



# 27% of the Cabin and Camping Revenue Generated in 09 was from facilities built with 2002 GOB funds

Total New Cabins & Camping	\$2,091,104
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Total All Cabin Revenue	\$4,398,823
Total All Camping Revenue	\$3,305,416
<b>Grand Total Cabins &amp; Camping</b>	<b>\$7,704,239</b>

Total cabin and camping revenue in 1999 was \$3,043,108  
A \$4.6 million increase in 10 years

# The Next Ten Years

Options To Consider For Growing Virginia's Economy and State Parks System While Stimulating Outdoor Recreation & Tourism Spending

## Option #1

Build 33 New Cabins at 7 parks – \$11.2 Million

These will fill in the remaining cabins planned for full buildout at these parks

Occonneechee (7), Douthat (1), Claytor Lake (2), Natural Tunnel (5), Kiptopeke (2), Bear Creek Lake (7), Shenandoah River (9)

# Economic Impact of Building 33 Cabins



## Economic Impacts of Construction

Local Sales  
\$8,541,750.00

Total Sales  
\$10,996,330.00

Total Jobs  
129.8

Value Added\*  
\$4,655,583.00

\*Value Added can be thought of as the amount of impact that "sticks" in the local community.

# Annual Park Budget

Wages and Salaries

\$160,328.00

Benefits

\$13,281.00

Non-personnel

\$210,025.00

Total Operating

\$383,634.00





## Annual Economic Impact of Park Budget

Local Sales  
\$63,008.00

Total Sales  
\$160,905.00

Total Jobs  
12.0

Total Personal Income  
\$222,259.00

Value Added  
\$275,589.00

## Annual Economic Impact of Park Visitation

Visitor Spending  
\$798,000.00

Total Sales  
\$903,000.00

Jobs

Personal Income  
\$349,000.00

Value Added  
\$545,000.00



# Option #2 2012 GOB

Virginians gave strong support for both the 1992 and 2002 GOB Parks Referendum. Conditions allowing, support for a 2012 GOB should be strong.

A Comprehensive List of Capital Projects in 40 Parks totals \$491 Million

New Parks Developed:  
Middle Peninsula, Seven Bends, Widewater, High Bridge, Mayo River, Biscuit Run, Powhatan





# Questions

