



# THE ECONOMIC IMPACT OF PARKS

Not only are local park and recreation professionals providing essential services and facilities to communities nationwide, but they are also powerful engines of economic activity. Policymakers and elected officials at all levels of government should take notice. Investments made to local and regional parks not only raise the standard of living in our neighborhoods, towns and cities, but they also spark activity that can ripple throughout a state's economy.

## THE ECONOMIC IMPACT IN WISCONSIN

**Economic Activity**  
(transactions)

**\$2,038,922,648**

**Labor Income**

**\$573,538,792**

**Employment**  
(jobs)

**14,534**

### NATIONAL ECONOMIC IMPACT

In 2017, local park and recreation agencies across the country generated more than **\$166 billion in economic activity** and their operations and capital spending supported more than **1.1 million jobs**.

To learn more, visit [nrpa.org/ParkEconReport](http://nrpa.org/ParkEconReport)