



## THE ECONOMIC IMPACT OF PARKS AND RECREATION

The powerful impact parks and recreation has on economic activity, when combined with the ability to deliver healthier and happier communities, highlights the fact that these offerings are not merely a “nice-to-have,” luxury government service. Rather, parks and recreation is a critical aspect of what makes a city, town or county a vibrant and prosperous community. Policymakers and elected officials at all levels of government should take notice and support greater and more stable taxpayer funding of parks and recreation.

### NATIONAL ECONOMIC IMPACT

IN 2015, AMERICA'S LOCAL PUBLIC PARK AND RECREATION AGENCIES GENERATED MORE THAN **\$154 BILLION IN ECONOMIC ACTIVITY** AND THEIR OPERATIONS AND CAPITAL SPENDING SUPPORTED MORE THAN **1.1 MILLION JOBS**

### THE ECONOMIC IMPACT IN WISCONSIN

Economic Activity (Transactions)	Labor Income	Employment (Jobs)
<b>\$ 1,564,034,216</b>	<b>\$ 557,893,058</b>	<b>13,268</b>

This information comes from NRPA's Economic Impact of Local Parks Report. The report is based on a study by NRPA and the Center for Regional Analysis at George Mason University and data compiled from the U.S. Census Bureau.  
To read the report and learn more, visit [www.nrpa.org/ParkEconReport](http://www.nrpa.org/ParkEconReport)

