



County Park Systems

Bringing value to your residents

John Chase, Director, Grand Traverse County Parks and Recreation

About us

- 1,600 acres
- Nine parks
- Smallest: 7 acres
- Largest: 505 acres





About us

- 33% self-funded (2023)
- Expenditure per capita: \$6.48
 - NRPA peer group
 - Lowest quartile: \$14
 - Median: \$34
 - Highest quartile: \$57
- \$1.11m capital grants (2023)



County / City

- County

- Open space
- More trails
- Fewer amenities
- Fewer buildings
- More likely to include campgrounds, golf courses, marinas, airports,

- City

- Traditional park settings and amenities
- More and smaller parks
- Embedded in neighborhoods
- Programming heavy



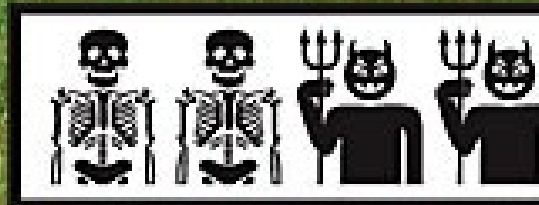


The past

- Something you have to offer

The past

- A financial drain



The past

- The place with the sketchy playground



A wooden boardwalk path made of parallel planks leads through a dense forest. The path is flanked by tall, thin trees with vibrant green leaves. Sunlight filters through the canopy, creating dappled shadows on the path. The overall atmosphere is serene and natural.

Today



Health and wellness drivers

- **83%** percent of respondents agreed that it is important to have access to indoor and outdoor recreational areas, classes and activities to lead a healthy lifestyle.
 - June 2023 NRPA Park Pulse survey



Health and wellness drivers

- **93%** percent of respondents indicated that their mental health was improved by services offered by local park and recreation professionals and agencies
 - June 2021 NRPA Park Pulse survey



Health and wellness drivers

- GTRCF 2023 Youth Wellness Initiative
- 14 student researchers; 5 NMI counties
- 530 student respondents; 20 different 5-county high schools
- 11 recommendations

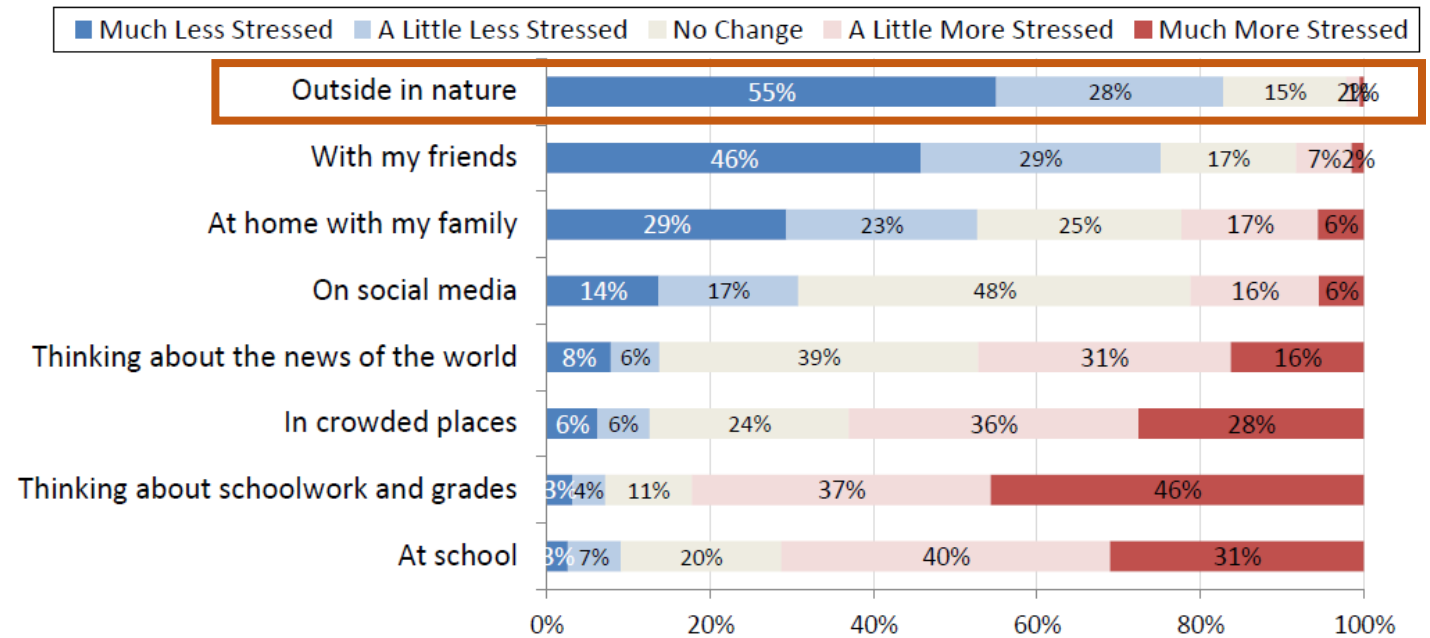
Stressors and De-Stressors



GTRCF 2023 Youth Wellness Initiative

School, schoolwork/grades and crowds are stressful for most. Nature, friends and family tend to alleviate stress.

Situations That Generally Make You More or Less Stressed



Question: Do these situations generally make you feel more or less stressed? If any of these don't apply, answer "no change."

2023 Grand Traverse Regional Community Foundation, Youth Wellness Initiative Survey: 530 Respondents



GTRCF 2023 Youth Wellness Initiative

Student Recommendations (cont.)

The following recommendations were developed by YWI students in response to research findings (continued):

6. Therapists/counselors/psychiatrists should **teach students specific emotional regulation and organization techniques** they can use when navigating different situations regarding their mental health. This could be done in smaller groups of students at a time so that they feel more comfortable.
7. Teachers should take advantage of the positive impacts that nature can have on mental health and try to **incorporate the outdoors and possibly field trips as much as they can into course curricula.**
8. Schools and student groups should **establish outdoor excursion clubs** where people can get together to go on hikes or do other outdoor activities.
9. Schools should **increase** the number of tables, benches, and other **seating spaces outside** to encourage students to use courtyard spaces in free time.
10. Schools should create or **expand safe areas such as “chill spaces”** where students can go if they need to relax and decompress.
11. Schools should **experiment with a school buddy system** so that students have at least one other student within their school providing support.



Climate change and environmental resilience

- **Six in seven** U.S. adults expressed support for their local park and recreation agency's environmental initiatives.
 - April 2023 NRPA Park Pulse poll



Climate change and environmental resilience

- Lower heating costs
- Stormwater uptake
- CO2 uptake
- Air pollution uptake





Trees can...

- Reduce peak stormwater flows 10-20%
- Reduce the need for stormwater retention and drainage systems
- A large deciduous tree can intercept 760 gallons of rainwater
- 10% increase in tree cover can lower surface temperatures 2-4 degrees

Tourism

- People seek out park and recreation amenities — such as beaches, parks, trails and secluded and relaxing places — when choosing a vacation destination.
 - August 2017 NRPA Park Pulse poll



Tourism

- More than **nine in 10** U.S. adults find park and recreation summer activities create fond memories.
 - August 2021 NRPA Park Pulse poll



NRPA PARK PULSE

Parks and Recreation Provides Opportunities for Older Adults

More than **9 in 10** U.S. adults want their local park and recreation agency to provide activities for older adults. Top activities include:



According to the 2023 NRPA Agency Performance Review (nrpa.org/APR), **77%** of park and recreation agencies provide programs specifically for older adults.

Each month, through a poll of 1,000 U.S. residents focused on park and recreation issues, NRPA Park Pulse helps tell the park and recreation story. Questions span from the serious to the more lighthearted. The survey was conducted by Wakefield Research (www.wakefieldresearch.com).

Visit nrpa.org/ParkPulse for more information.



Social equity and accessibility

- Nearly nine in 10 adults U.S. adults look to their local park and recreation agency to take the necessary steps to ensure everyone in their community feels welcome



Social equity and accessibility

- Walkability and parks = desirability

Economic development tools

- 17,094 jobs
- \$857 million in labor income
- \$1.28 billion in GDP
- \$3.019 billion in economic output





TRAIL SEGMENT

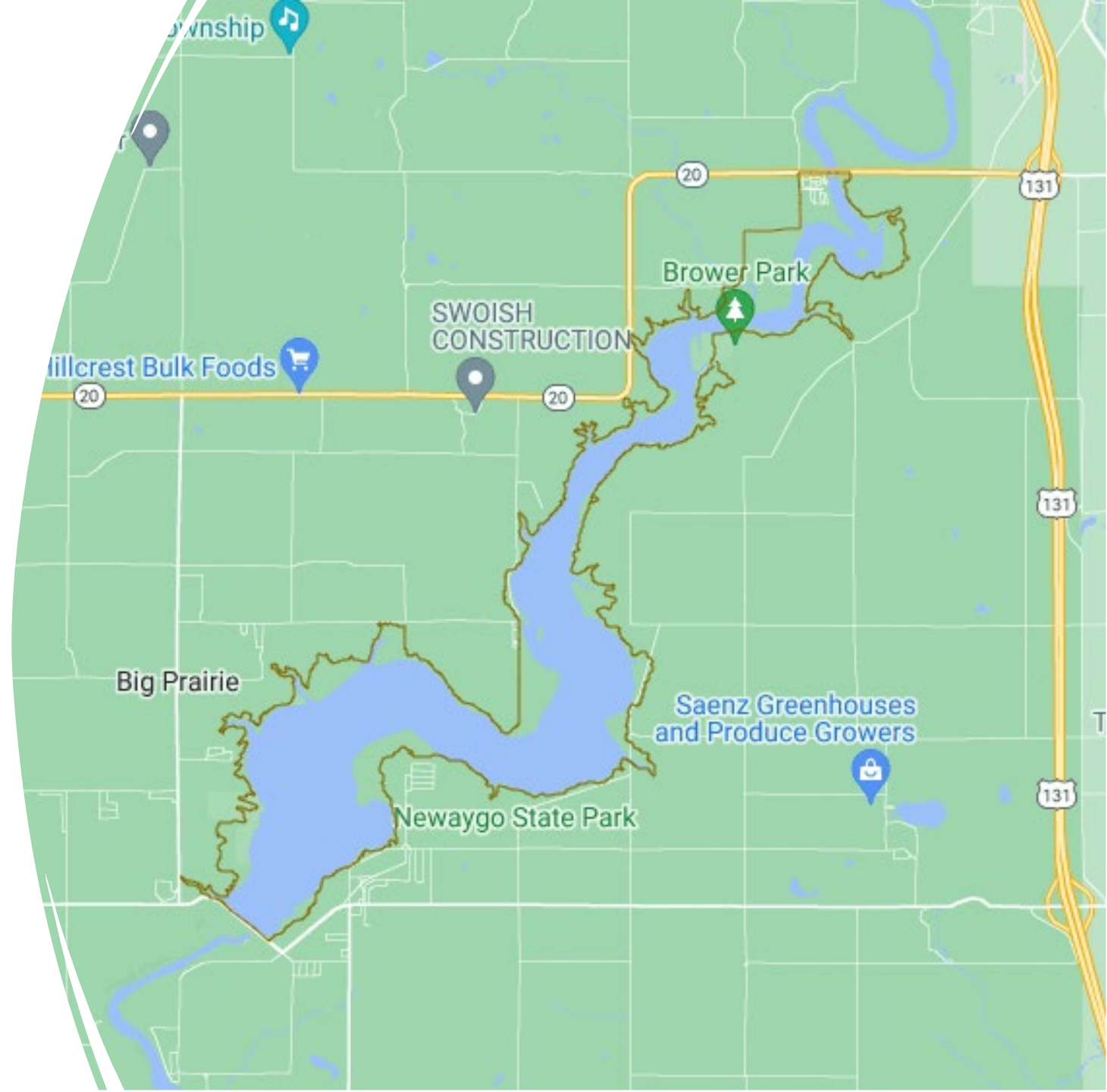
10

ORANGE

The impact of a trail on
Newaygo and Mecosta
Counties



Michigan's Dragon Trail





Michigan's Dragon Trail

- 45-mile mountain bike trail
- Surrounds the Hardy Dam
- Jointly managed by Newaygo and Mecosta Counties
- Volunteer agreement with West Michigan Mountain Biking Alliance



Michigan's Dragon Trail

- Trail counter data from Placer.ai
- Non-local day and overnight and local day visitors
- 2022-2023 = 26,857 visits
- \$2,404,504 local spending

Attraction

- Parks, trails and playgrounds are **three of the top five** most important community amenities requested by people seeking or building new homes
 - National Association of Realtors and National Association of Home Builders



Attraction

- **Six in seven** respondents indicated that they seek high quality parks and recreation amenities when choosing a place to live.
 - NRPA 2023 Engagement With Parks survey



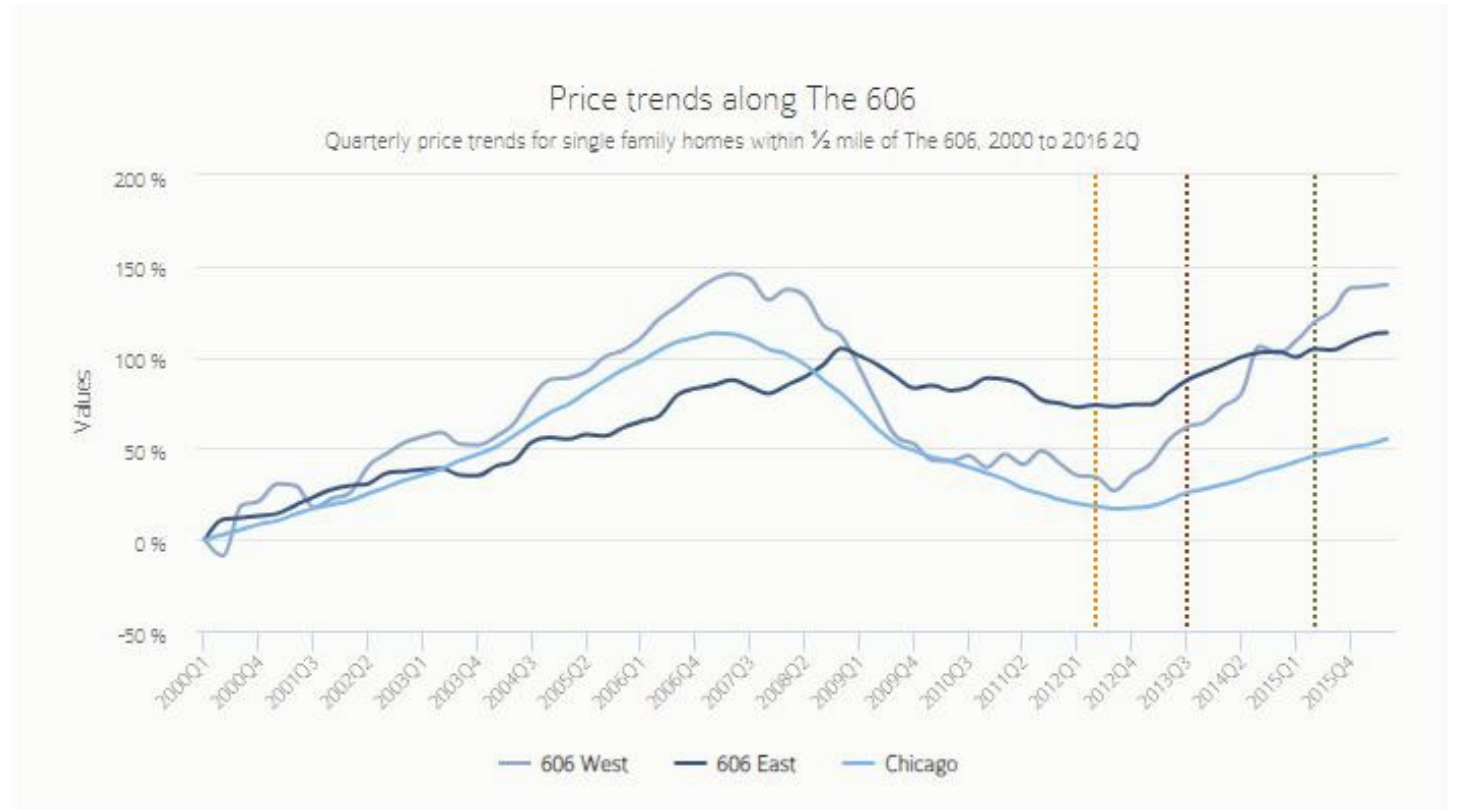
Attraction

- **93%** of respondents indicated it is **essential** that their local government acquire, construct and maintain local parks, trails and green spaces near bodies of water to protect natural resources in their community.
 - NRPA's 2019 Engagement with Parks survey



Chicago's 606 trail

- Quarterly price trends
- Single-family homes
- 2000 to the second quarter 2016
- Across Chicago, and in 606 East and West within a half-mile of The 606



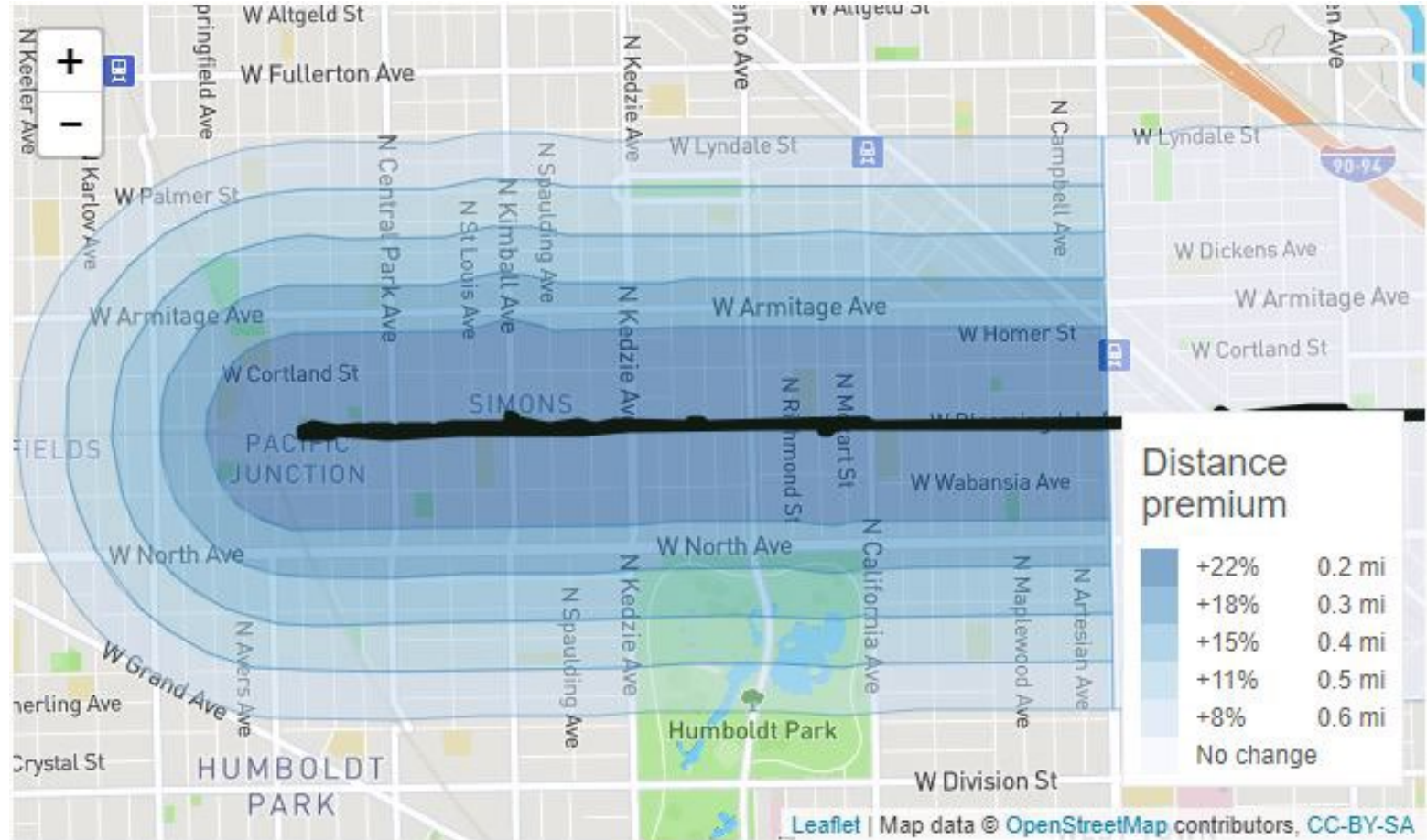
	606 West	606 East	Chicago
Price change since 2000	+139.7%	+113.4%	+55.3%
Bubble peak to current	-2.5%	+4.1%	-27.2%
Recovery from bottom	+88.9%	+23.6%	+32.7%
Since Groundbreaking (2013 Q3)	+48.2%	+13.8%	+23.4%
Since Trail Opening (2015 Q2)	+9.4%	+4.3%	+6.4%

Chicago's 606 trail

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Chicago's 606 trail

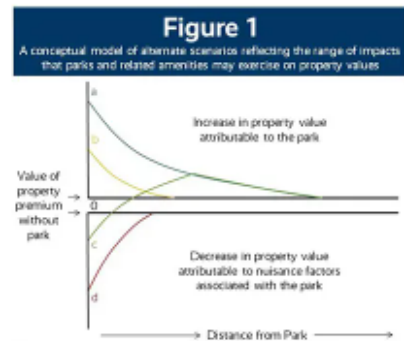
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How Much Impact Do Parks Have on Property Value?

March 26, 2020, Department, by John L. Crompton, Ph.D.

Finance for the Field



The Board of Commissioners of Central Park in their annual report through 1873 were the first to attempt to answer the question: how much do parks have on property values. Subsequently, many other studies viewed through today's lens, their results were naive and unconvinced because the research tools available to them were relatively primitive.

Around the start of the new millennium, five key methodological changes ushered in a new era of sophisticated studies: (1) research models became more robust, so they could incorporate many more explanatory variables; (2) tools were more sophisticated, so more of the potential factors likely to affect property's value could be controlled; (3) multi-listing services' electronic availability became available, so sales values rather than assessed values could be used; (4) Geographic Information Systems enabled distances between residential areas and parks to be measured along street networks, rather than only by straight line; and (5) electronic mapping meant researchers no longer had to physically measure distances and determine access, so sample sizes could be large.

Impact of Distance from a Park on Sales Price

In a recent article in the *Journal of Leisure Research*, Sarah Nicholls, a professor of business at Swansea University's School of Management, reviewed 33 studies published in peer-reviewed publications during the new millennium, which measured the impact of distance from a park on the sales price

of a residence. The review revealed six insights, comprising:

Direction and Magnitude of Impact. In all but three of the 33 studies a positive premium emerged. The magnitude of the premium reported in each study was assigned to one of three categories: lower than 4 percent, 5 percent to 9 percent and 10 percent or higher.

Approximately the same number of premiums were classified into each category. This led us to conclude that a premium of 8 percent to 10 percent on property values abutting or fronting a passive park in urban environments is a reasonable starting point guideline for developing estimates.

In the three analyses where parks had either no significant impact on sales price or a significant negative impact, the unexpected findings were attributed to noise, congestion and reduced privacy being sufficiently disturbing to adjacent property owners that they outweighed the positive amenity value associated with being close to a park.

Range of the Impact. There was reasonable consensus among the studies that parks had a substantial impact up to a distance of 500 to 600 feet. For community-sized parks measuring more than 40 acres, the influence range tended to extend out to 2,000 feet, but after 500 feet the influence was relatively small.

Potential downsides of living adjacent to a park. A majority of studies confirmed that premiums were linear, i.e., they generally were highest for properties closest to a park and influence declined with distance. However, in some cases, homes adjacent to a park did not show the highest premium, because the value of locating next to it was outweighed by negative factors — such as congestion, street parking, litter and vandalism, noise and intrusive ballfield lights.

The impacts of different types of parks are different. Premiums were invariably more positive when properties were close to passive rather than active parks; and proximity to water areas and immediate adjacency to golf courses translated into higher premiums, while proximity to cemeteries sometimes, resulted in negative premiums.

The size of the park matters. All else being equal, the larger the size of a park, the higher the premium is likely to be. This may be partially explained by larger parks having more buffers to insulate proximate residents from potential negative factors.

Premiums associated with multifamily or small-lot properties were higher than those accruing to single-family or large-lot properties. For those who live in single-family homes, backyards are a preferred substitute for amenities offered at public parks since they often contain items, such as playground equipment, decks, barbecue facilities, basketball hoops, etc. In contrast, those living in multifamily complexes lack such amenities and consequently, are prepared to pay a higher percentage premium for close access to them.

Conclusions

Results from the 33 reviewed studies varied widely, because the context of each park is unique. Consequently, these generalizations should be viewed as 'points of departure,' and it should be recognized that they may not consistently apply in the context of a particular park.

Figure 1 summarizes the generalized results. It recognizes both positive and negative impacts on property values are possible. Its upper half shows positive premiums associated with proximity and recognizes that they are likely to decline as distance from a park increases. The lower half shows that any negative impacts are likely to be limited to properties close to a park, and these will decline more rapidly than positive impacts as distance from the park increases — i.e., the positive curve extends for a greater distance and is likely to be flatter than the negative curve.

A large majority of studies reported results that were best characterized by the 'a' or 'b' tracks of the figure; i.e., the magnitude of the premium decreased with increased distance. However, there were several analyses that reflected the 'c' track, indicating that properties adjacent to a park, sometimes, experienced nuisances that nullified the amenity value. Furthermore, only three of the 33 studies reported insignificant or negative impacts characterized by track 'd'.

John L. Crompton, Ph.D., is a University Distinguished Professor, Regents Professor and Presidential Professor for Teaching Excellence in the Department of Recreation, Park and Tourism Sciences at Texas A&M University and an elected Councilmember for the City of College Station.

How much impact do parks have on property values?



30 of 33 studies identified a positive trend with an 8-10% premium




Passive parks = higher premium



Larger parks = higher premium


Physical activity in Metroparks reduces health care costs.



Adults save:
\$1,250/year
on average

Adults over 64:
\$2,500/year


Metroparks provide
\$62.3 million
in recreation and health benefits
to residents



The region's recreation economy supports
272 sporting-goods stores
Jobs for 3,180 people
\$678 million in sales each year



Metroparks generate
\$92.4 million annually
in direct visitor spending



Metroparks provide stormwater infiltration valued at
\$30.3 million annually
and reduce pollution control costs by
\$2.25 million a year



Metroparks raise the value of nearby homes by
\$68.0 million
and increase property tax revenues by
\$903,000 per year



Huron-Clinton Metroparks

- Adding much more than home value

A photograph of two mountain bikers on a dirt trail in a forest. The trail is a mix of dirt and gravel, with a wooden bridge crossing a small stream in the background. The bikers are wearing blue and black gear. The text "Meeting the challenges" is overlaid in white on the image.

Meeting the challenges

Funding

Demonstrating value

Communication

Valuing our existing assets



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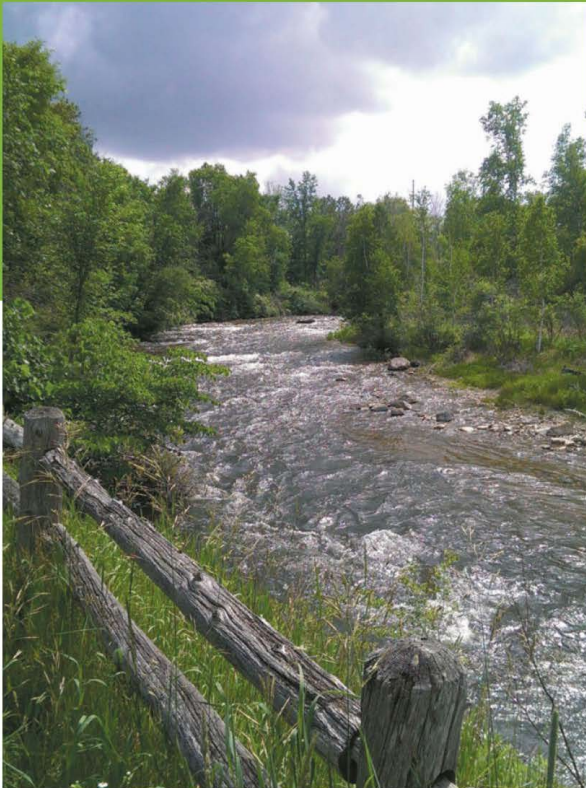
**GET YOUR
POWER ISLAND
CAMPSITE!**

The jewel of Grand
Traverse Bay's West
Arm opens for camping
on May 24.

Reservations available
at [www.gtcountymi.gov/
parks](http://www.gtcountymi.gov/parks)

CONTACT US

Grand Traverse County
Parks & Rec
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SPRING 2024 ISSUE 3

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Camp Grelick Ribbon Cutting - 5pm Evening News



Aging infrastructure

- Improved planning
- Seeking grants for capital projects



Aging infrastructure

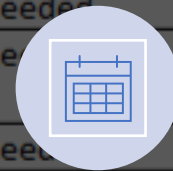
- Improved planning
- Seeking grants for capital projects



Tasks	Location	Responsible	Frequency	Notes
2 Inspect Nature Education Center Building	NER	Facilities	Annually	
4 Snowplow, salt, sand; shovel all sidewalks/entrances	Civic Center	Facilities	As needed	1x per day minimum when we have a snowfall of 2" or greater
5 Snow removal on walking pathway, including connectors and bridge	Civic Center	Facilities	As needed	1x per day minimum when we have a snowfall of 2" or greater
6 Clean bathrooms in arena	Civic Center	P & R	As needed	After each event
7 Clean up fallen debris from trees	Civic Center	P & R	As needed	
8 Clean arena to prepare for events	Civic Center	P & R	As needed	Prior to each event
9 Snowplow	Maple Bay	Facilities	As needed	1x per day minimum when we have a snowfall of 2" or greater
10 Clean up fallen debris from trees	Medalie Park	P & R	As needed	After each wind event
11 Snowplow, salt, sand; shovel trailhead entry and parking lots	NER	Facilities	As needed	1x per day minimum when we have a snowfall of 2" or greater
12 Chop wood	Power Island	Ranger	As needed	
23 Clear downfall on trails	Power Island	Ranger	As needed	
24 Snowplow	VASA	Facilities	As needed	1x per day minimum when we have a snowfall of 2" or greater
25 Inspect pump room	Civic Center	Facilities	Daily	
26 Stripe fields	Civic Center	Facilities	Daily	May-October
27 Inspect skate park	Civic Center	P & R	Daily	
28 Pick up branches and litter throughout park	Civic Center	P & R	Daily	
29 Inspect restroom buildings	Civic Center	P & R	Daily	
30 Empty trash cans	Civic Center	P & R	Daily	
31 Inspect walking path for hazards	Civic Center	P & R	Daily	
32 Inspect and clean all parking lots	Civic Center	P & R	Daily	
33 Inspect trail system	Maple Bay	GTRLC	Daily	
34 Inspect restroom buildings	Medalie Park	P & R	Daily	May-October
35 Inspect and clean all parking lots	Medalie Park	P & R	Daily	
36 Clear all grills and fire pits of flammable debris	Power Island	Ranger	Daily	May-October
37 Inspect campsites	Power Island	Ranger	Daily	May-October

Park

maintenance



Activity



PM

An aerial photograph of a park area with several baseball fields, green grass, and some buildings. The image is overlaid with a dark semi-transparent layer. The text 'Action Plans' is written in a white, outlined font across the center. To the right, a vertical white line separates the title from a bulleted list of plan types.

Action Plans

- Master Site plans
- Business plans
- DNR Recreation Plan
- Asset management plans

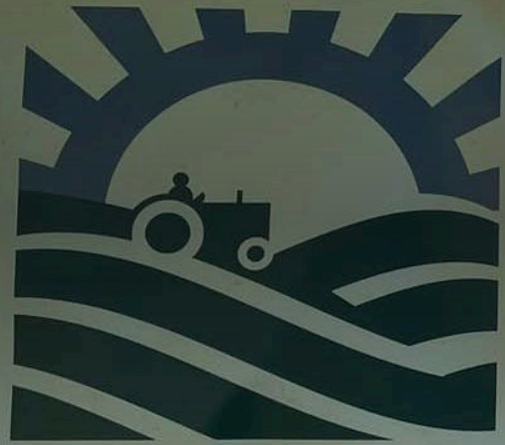
Staffing

- Creativity
- Partnerships



- Grand Traverse Regional Land Conservancy
- Grand Traverse Conservation District
- Northern Michigan Mountain Bike Association
- GT Bay YMCA
- Aloft Disc Golf
- SEEDs
- TART
- Norte





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INCUBATOR
FARM**

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TROJANS

2006
DIVISION
STATE
CHAMPIONS

HOME OF THE
CENTRAL
TROJAN



GARRIN BALL
PHOTOGRAPHY

Open Skate



GT County Civic Center



Songs of Hollywood

TC
phil

Civic Center, Traverse City
THURSDAY, JULY 11 – 7:30 PM

TC Jazz and the TC Jazz Singers:
Kate Botello, Lynne Church
Jane Rhodes, & Rick Stewart





INSPIRING
TRAVERSE CITY
YOUTH THROUGH
BICYCLES



BIKES
FOR
ALL





PET SUPPLIES PLUS.

Minus the hassle.

Grab a bag
and bag it.

It's a walk
in the
park!



Parks and Recreation
GRAND TRAVERSE
COUNTY

Connecting





The public supports parks and recreation

- More than **4 of 5** adults says parks and recreation is an essential government service
- **90%** of US adults want their jurisdiction to fund parks and recreation sufficiently



The public supports parks and recreation

- **7 of 10** people said they are more likely to support politicians, mayors, county executives, and council members who explicitly support parks and recreation funding

Be the bridge

- Share constituents love for parks
- Indicate heavy use of parks
- Unanimously agree that parks provide benefits
- Critical solution provider for preventing youth crime and enhancing quality of life



Be the bridge

- Perceiving agencies as an important contributor to the biggest day-to-day concern

Economic development



Be the bridge

- Offer a seat at the table
- Ask questions
- Continue to listen
- Hold parks accountable





County Park Systems

Bringing value to your residents

John Chase, Director, Grand Traverse County Parks and Recreation

jchase@gtcountymi.gov