Student Conference 2016

Service Learning Project Conducted By:
IUS School of Business, Urban Economics
(ECON-E323)
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Economics Student Presenter: Zoe Selena Rea, Graduate May 2016
The Economic Impact of The Ohio River Greenway: Visitor Spending
www.ohiorivergreenway.org
Recreation and the Environment
New Albany Riverfront Amphitheater
Big Four Station
Economic Growth Lies in the City’s Ability To:

Attract new families; businesses; tourism; and spending into the local market.
Student Research Methodology:

- Human subject research approval with IRB
- Creation of On-site Intercept Survey
- Acquire spending figures from visitors to The Ohio River Greenway
  - Local vs. non-local
  - Where they were spending their money
  - How much they spent
Service Learning Project: Goals

Questions:
- Do you live or work in a county that is close to or part of the Greenway?
- If you had not visited the Ohio River Greenway, then where would you have gone today?
- Did you spend or do you plan to spend any money on the following activities due to your trip, including anything purchased beforehand for use on the Greenway TODAY?
- Do you plan to return to the Ohio River Greenway?
- On a scale of 1 to 10, how likely are you to recommend the Ohio River Greenway to a visiting friend or family member?

Purpose of questions:
- Quantify component of overall economic impact of the Greenway on local community
- How likely they are to return
- To judge visitors’ overall satisfaction with their visit
Keys to Assess the Economic Impact of the Local Community

- Defining the Local Area
  - Clarksville, Jeffersonville, and New Albany
  - Zip Codes: 47129, 47130, 47150 respectively

- Differentiating Spending
  - “New” Spending: visitors residing outside defined local area
  - “Unique” Spending: visitors residing within the defined local area that would
    - A) Have chosen not to spend anything in the local community (stayed home for example)
    - B) Have gone somewhere outside the defined local area instead of to The Ohio River Greenway on that day
On-site Intercept Survey:
- Administered over a 4-week period between mid-March and mid-April

Survey Sites included:
- Big Four Bridge (photo above)
- New Albany Amphitheater (photo below)
Summary of Visitor Spending: Data Results

- 42% of all local visitors spent money
- 48% of all non-local visitors spent money
- Average Spending by:
  - Local visitors: $7.18
  - Non-local visitors: $14.83
  - All visitors: $11.61

<table>
<thead>
<tr>
<th></th>
<th># of visitors</th>
<th># of spenders</th>
<th>Spending by Visitors</th>
<th>Average Spending by Spenders</th>
<th>Average Spending per Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>61</td>
<td>26</td>
<td>$438.00</td>
<td>$16.85</td>
<td>$7.18</td>
</tr>
<tr>
<td>Non-Local</td>
<td>90</td>
<td>43</td>
<td>$1,334.50</td>
<td>$31.03</td>
<td>$14.83</td>
</tr>
<tr>
<td>Total</td>
<td>157</td>
<td>71</td>
<td>$1,823.50</td>
<td>$25.68</td>
<td>$11.61</td>
</tr>
</tbody>
</table>
Unique Spending: Data Results

- Second survey point: “If you had not visited the Ohio River Greenway, then where would you have gone today?”
- New unique spending value: $924.50
  - 51% total potential loss of spending
- 66% of all visitors would not have spent money if not for the Greenway
  - 26% would have visited Louisville
  - 30% would have done nothing
  - 10% would have done other

<table>
<thead>
<tr>
<th>Activities Visitors Would Have Done Instead of the Greenway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>Louisville</td>
</tr>
<tr>
<td>Local Alternative</td>
</tr>
<tr>
<td>Nothing</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>
Total Economic Impact: Extrapolations

How often are people likely to return?

<table>
<thead>
<tr>
<th></th>
<th>Week</th>
<th>Month</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Locals</strong></td>
<td>2.19</td>
<td>2.00</td>
<td>5.00</td>
</tr>
<tr>
<td><strong>Non-Locals</strong></td>
<td>2.45</td>
<td>2.19</td>
<td>2.55</td>
</tr>
</tbody>
</table>

Data and Results:
- Average 3 return visitors per year
- 157 total visitors
- 471 future return trips
Visitor Satisfaction: 8.65

How Likely Visitors are to Return to the Ohio River Greenway
Conclusions:
Reported to the Ohio River Greenway Commission

- Spending by *non-local* visitors: $1,385.50
- New and Unique Spending by *local* visitors: $107.00
- Total economic impact of 157 visitors: $1,492.50
- Economic impact per visitor: $9.50

Please visit [www.ohiorivergreenway.org](http://www.ohiorivergreenway.org)
- Executive Summary of the 2015 IUS Study on the Economic Impact of the Greenway
Friends of the Ohio River Greenway
Contact Information

- A Call to Action:
  - Donate/Contribute; Provide Support and Feedback; Visit the Greenway

- Address:
  - 315 Southern Indiana Avenue, Jeffersonville, IN 47130

- Phone and Email:
  - (864)-367-7227
  - gullo1978@gmail.com