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Student Conference Speech: Notecards for PowerPoint Presentation  
The Economic Impact of the Ohio River Greenway: Visitor Spending

1. Good morning ladies and gentlemen, my name is Zoe Selena Rea. Before I begin, I would like to take a brief moment to recognize Dr. Kathleen Arano, who not only coordinated this project at the request of the Ohio River Greenway Commission, but also has been an inspiration to me personally and professionally throughout my two years here studying Economics.

Today, I would like to introduce the topic of this presentation as a member of the Service Learning Project conducted by our Urban Economics class in June 2015.

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2. The Economic Impact of the Ohio River Greenway: Visitor Spending

To introduce our interdisciplinary study, Urban Economics is relevant to the Ohio River in that a city’s size and location are key determinants to its wealth.

One of the more surprising findings of the research on city economics is that urban hierarchies are remarkably stable over time.

3. The advantages of size and location which for our purposes are both Clark and Floyd counties; is of investments in infrastructure, institutions and amenities: such as, along the banks of the Ohio River:

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Which promotes passive recreation and the environment.

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The New Albany Riverfront Amphitheater.

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The Big Four Station in Jeffersonville. All enhance the local economy.

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4. However, a city’s economic standing is constrained by the location and size as well.
In order to grow the economy, another key lies in the city’s ability to attract new families, businesses, tourism and spending into the local market.

This my friends, is the reason why the Ohio River Greenway Commission sought out the School of Business to assist with an estimation of the economic impact of its developing Greenway. 2015 is its 2nd year partnership with IUS and the Service Learning Project.

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5. As students, we were required to obtain approval by the IRB in order to conduct research with human subjects.

From there we designed an intercept survey with questions for visitors on the Greenway, with the purpose of acquiring figures for local versus non-local spending; where and how.

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Please take a moment to read over the Questions on this slide.

Those who completed the survey were given the option to provide unique answers: how likely they are to return; and judging their satisfaction, we defined the local area as the cities of New Albany, Clarksville and Jeffersonville.

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6. Spending by visitors was differentiated as either:
   a. Being new: which is outside the defined area -or-
   b. Being unique: which is spending from locals. Subcategories to the local resident spending are unique because if not for the Ohio River Greenway,
      i. They would’ve stayed home spending nothing -or-
      ii. They would’ve gone somewhere outside the defined area.

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7. On-site Intercept Survey was administered by students in Mid-March to Mid-April period for four weeks. Sites included the New Albany Amphitheater and the Big Four Bridge.

157 total visitors were surveyed.

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Summary of Visitor Spending shows that 42% of all local visitors spend money and 48% of all non-local visitors spent money.

Bear in mind: the study of urban economics is the importance of growing the local economy by new spending. This highlights non-local visitors in red.
8. Of the 157 visitors, 90 were non-local; of those, 43 were spenders, with a total of $1334.50 spent, and the average spending per visitor: $14.83. Total spending for both groups: $1823.50.

Also, when you look at the table, the column of participants do not add up to equal 157. This is due to visitors declining participation in the survey that account for the numbers not listed in the chart.

Not all spending is part of the true economic impact of the Greenway; if the Greenway did not exist, some visitors would’ve spent money elsewhere.

This makes spending unique and deserves further review.

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9. In response to the 2nd survey question, visitors were asked, “If you had not visited the Greenway, where would you have gone today?”

The economic impact of the Greenway according to the responses is valuable to the local community because out of all visitors surveyed 66% would have not spend money in the defined area, had it not been for the Greenway.

This assumed loss in spending in the local area is considered “new” money because it is unique spending attributable to the Greenway. The value was $924.50 or 51% of total spending.

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10. The Service Learning Project goal and purpose of one of the questions, was to determine how likely visitors are to return.

This allowed us to extrapolate the total economic impact of visitor spending within a given year.

Using the multiplier effect the Ohio River Greenway Commission can then predict future visitor spending on the local economy.

Approximately 3 return trips would be made by non-locals, with a total of 471 in the future.

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11. Visitor Satisfaction was gaged as very likely to return as 8.65 out of 10 to the Ohio River Greenway.
What are the final take-aways in concluding our student research to the Ohio River Greenway Commission?
   a. Spending by non-local visitors: $1385.50
   b. New and unique spending by local visitors: $107.00
   c. Total economic impact of 157 visitors: $1492.50
   d. Economic impact per visitor: $9.50

12. Visit the website for the Ohio River Greenway to read our Executive Summary of the 2015 IUS Study on the Economic Impact of the Greenway.

As supporters of our local community, I’d like to end today’s presentation with a Call to Action. Get involved as a Friend to the Ohio River Greenway.

I would also like to thank my audience, the judges and IUS for the opportunity to represent the School of Business and our Economics Department!!