



Economic Impact of Visitation to Recreation Trails in Calhoun County, Alabama:

January 1, 2023 – December 31, 2023

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Jax State Center for Economic Development &
Business Research

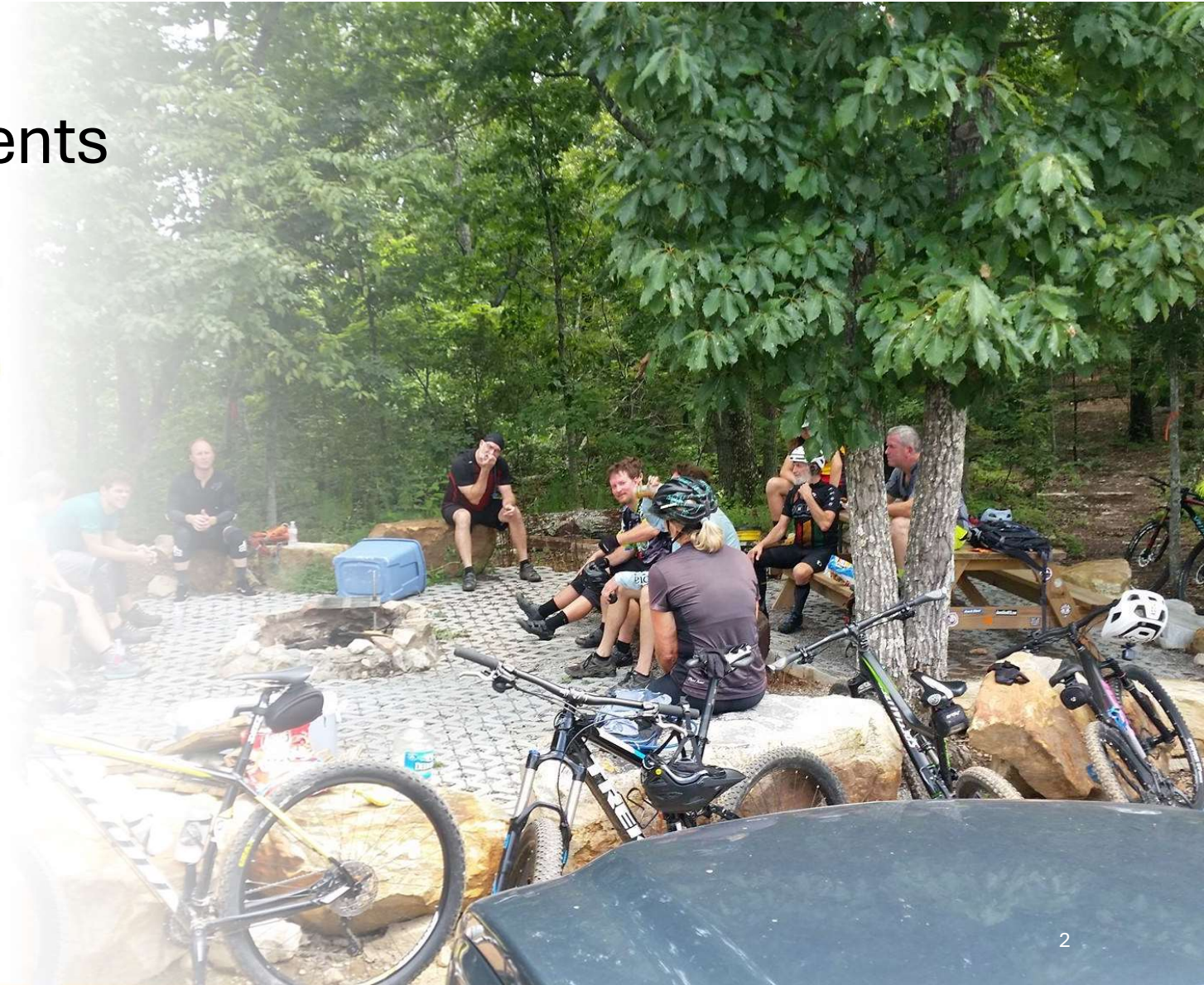


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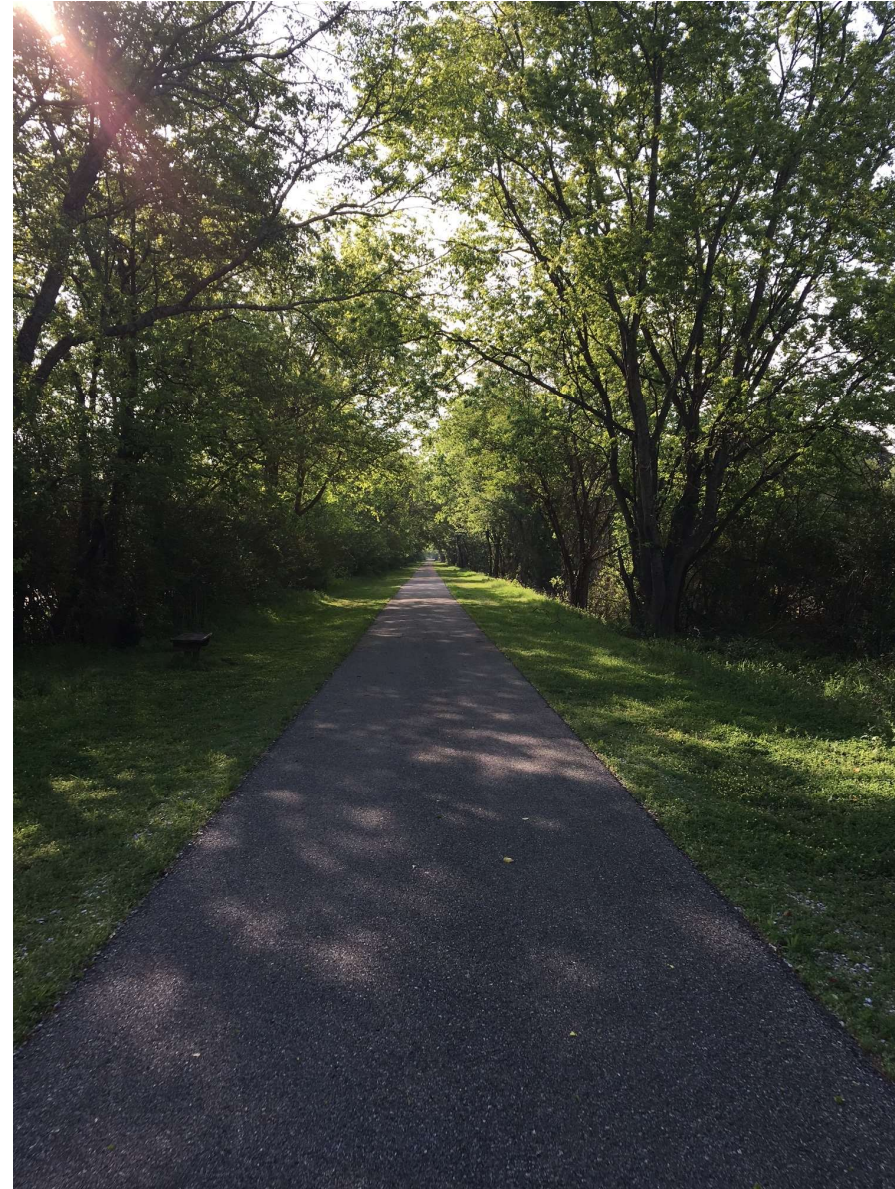
Photo Credit: Chris Jones



Topics Covered

- Focus Geography
- Methodology
 - Collecting Visitor Data
 - Intercept Survey
 - Geofencing
 - Estimating direct, indirect and induced economic impacts
 - Economic Impact Modeling
- Findings
- Research Limitations

Photo Credit: <https://alabama.travel/places-to-go/chief-ladiga-trail>



Focus Geographies

- Camp McClellan Horse Trails – Calhoun County, Alabama
- McClellan Multi-Use Trails – Calhoun County, Alabama
- Coldwater Mountain Bike Trails – Calhoun County, Alabama
- Chief Ladiga Trail – Calhoun and Cleburne Counties

Photo Credit: Gabby Figuero



Methodology – Intercept Survey

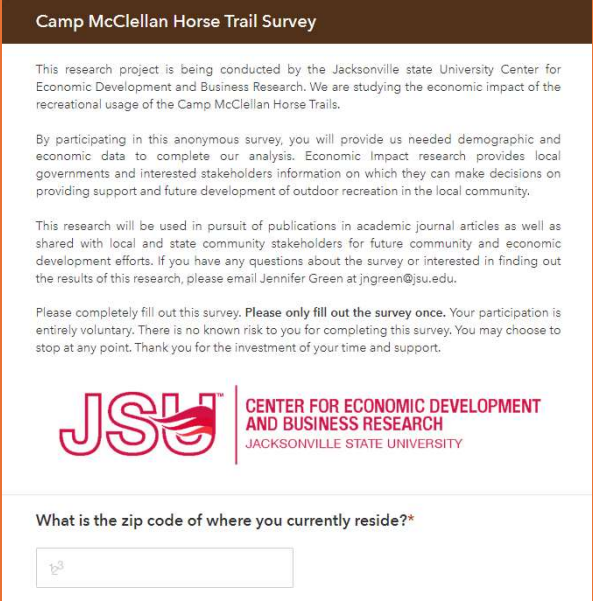
Technology: ArcGIS Survey 123

Deployment: An intercept survey with a mobile self-administration option via QR code was designed for data collection. A paper survey was also available and provided to and collected from participants by park officials.

Collection Period: Spring and Summer, 2023

34 Questions

453 Completed Survey Responses



The screenshot shows a survey form titled "Camp McClellan Horse Trail Survey". It includes an introduction paragraph about the research project, a paragraph about the survey's purpose, and a paragraph about the use of the data. Below the text is the JSU logo and the name of the Center for Economic Development and Business Research. At the bottom, there is a question: "What is the zip code of where you currently reside?*" with a text input field.

Camp McClellan Horse Trail Survey

This research project is being conducted by the Jacksonville State University Center for Economic Development and Business Research. We are studying the economic impact of the recreational usage of the Camp McClellan Horse Trails.

By participating in this anonymous survey, you will provide us needed demographic and economic data to complete our analysis. Economic Impact research provides local governments and interested stakeholders information on which they can make decisions on providing support and future development of outdoor recreation in the local community.

This research will be used in pursuit of publications in academic journal articles as well as shared with local and state community stakeholders for future community and economic development efforts. If you have any questions about the survey or interested in finding out the results of this research, please email Jennifer Green at jngreen@jsu.edu.

Please completely fill out this survey. **Please only fill out the survey once.** Your participation is entirely voluntary. There is no known risk to you for completing this survey. You may choose to stop at any point. Thank you for the investment of your time and support.

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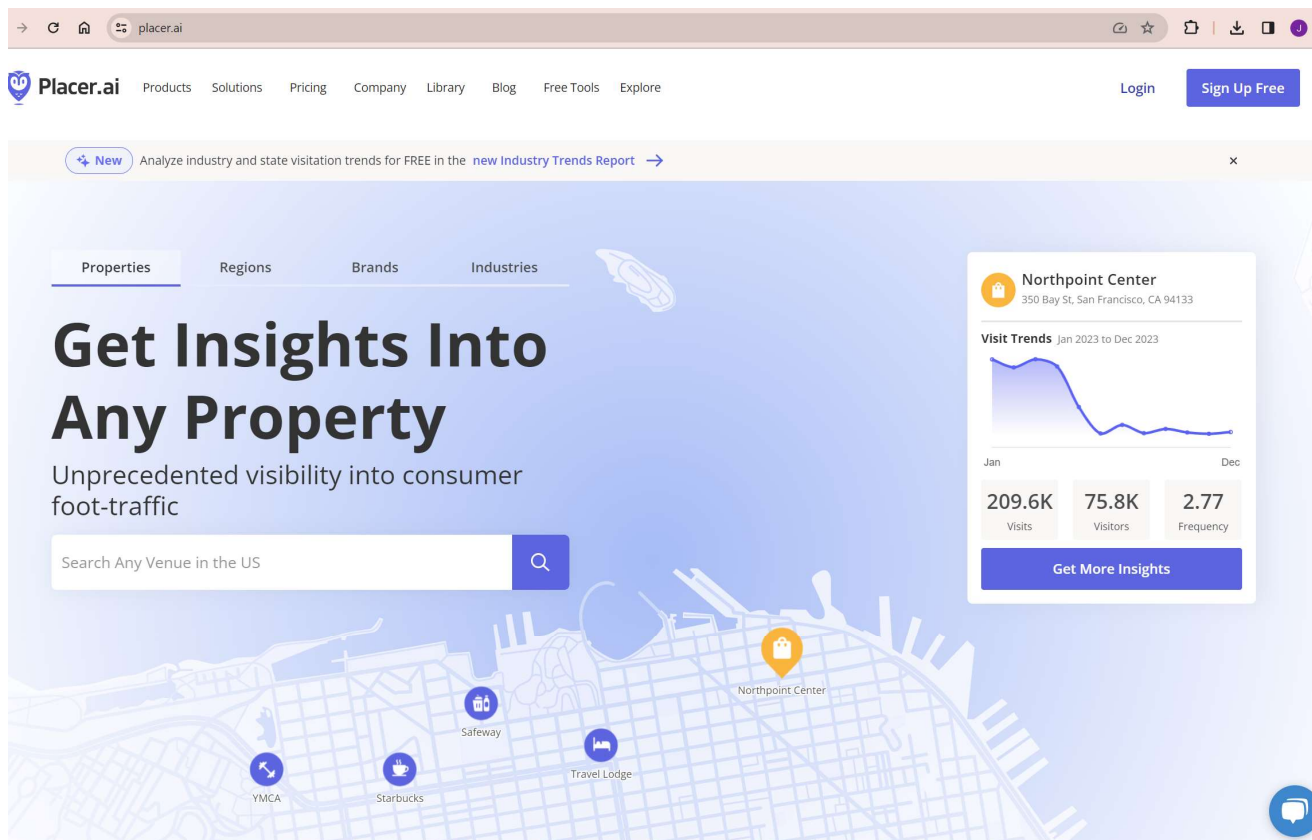
What is the zip code of where you currently reside?*



Methodology – Intercept Survey

Trail Name	% In-County Visitors	% Out-of-County Visitors	Average Daily Spending – In-County	Average Daily Spending – Out-of-County	Top Largest Expenditure Categories
Camp McCellan Horse Trails	34%	66%	\$147.98	\$154.93	Fuel, Food and Beverage
McClellan Multi-Use Trails	51%	49%	\$24.60	\$205.95	Food and Beverage, Fuel
Coldwater Mountain Bike Trails	36%	74%	\$38.91	\$151.45	Food and Beverage, Fuel
Chief Ladiga Trail	70%	30%	\$16.89	\$89.04	Food and Beverage, Fuel

Methodology – Geofencing



Geofencing

- Placer.AI Platform
- Utilizes advanced data science and machine learning techniques
- Aggregates location data from users' mobile app usage
- Counts activities when a mobile user spends more than 2 minutes within a specified point of interest (POI)
- Generates visitation trends and demographic insights
- Overlays trade area analytics datasets from various data partners
- Creates insights based on national and statewide benchmarks regarding consumer information, demographics, work and lifestyles, and online activity
- Uses algorithms to estimate employee and resident numbers based on patterns in length of stay
- Allows for differentiation between visitors, employees, and residents



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N20																																					
Camp McClellan Horse Trails 2023																																					
Visitor Origination																																					
Visits: 6,044																																					
Visitors: 2,200																																					
Visit Frequency: 2.73																																					
IN-COUNTY VISITORS = 1,573 (26%)																																					
Zip Code	City	State	lat	lng	% of Visits	Visits	YoY Change in Visits		% YoY Change in Visits																												
36201	Anniston	AL	33.650821	-85.8826	4.604	278	122	78.205128	205128	22																											
36203	Oxford	AL	33.582040	-85.8331	3.244	196	-50	-20.325203	25																												
36205	Anniston	AL	33.700393	-85.789	0.193	12	-19	-61.290322	58																												
36206	Anniston	AL	33.73227	-85.8164	3.435	208	-37	-15.102040	82																												
36207	Anniston	AL	33.681987	-85.7135	2.72	165	88	114.285714	285714	28																											
36250	Alexandria	AL	33.765622	-85.8968	2.552	154	37	31.623931	623931	62																											
36260	Bynum	AL	33.586647	-86.0002	0.239	14	5	55.555555	555555	55																											
36265	Jacksonvil	AL	33.846580	-85.7866	4.406	267	-192	-41.830065	36																												
36271	Ohatchee	AL	33.782175	-86.0162	0.635	38	-47	-55.294117	65																												
36272	Piedmont	AL	33.944415	-85.6045	2.311	140	54	62.790697	67																												
36279	Wellington	AL	33.872352	-85.8864	1.675	101	90	818.181818	181818	18																											
TOTAL					1,573																																
OUT-OF-COUNTY VISITORS = 4,471 (74%)																																					
Zip Code	City	State	lat	lng	% of Visits	Visits	YoY Change in Visits		% YoY Change in Visits																												
28734	Franklin	NC	35.182493	-83.426	0.461	28	28	N/A																													
30043	Lawrenceville	GA	34.003553	-84.007	2.082	126	126	N/A																													
30066	Marietta	GA	34.033983	-84.508	0.195	12	12	N/A																													
30108	Bowdon	GA	33.531723	-85.2624	N/A	0	-20	-100																													
30116	Carrollton	GA	33.552256	-85.013	0.633	38	38	N/A																													
30120	Cartersville	GA	34.166412	-84.856	N/A	0	-25	-100																													
30125	Cedartown	GA	34.000656	-85.2733	0.287	17	-35	-67.307692	31																												
30143	Jasper	GA	34.461995	-84.4238	N/A	0	-23	-100																													
30157	Dallas	GA	33.886397	-84.8731	0.102	6	6	N/A																													
30170	Roopville	GA	33.430673	-85.1682	0.142	9	9	N/A																													
30173	Silver Creek	GA	34.135370	-85.1422	0.295	18	18	N/A																													
30179	Temple	GA	33.780897	-85.0196	0.423	26	-52	-66.666666	67																												
30204	Barnesville	GA	33.058432	-84.1235	0.541	33	33	N/A																													
Visitors By Origin Camp McClellan																																					

Methodology – Geofencing

Trail Name	Total Visits	% In-County Visitors	% Out-of-County Visitors	Unique Visitors	Visit Frequency
Camp McCellan Horse Trails	6,044	1,573 – 26%	4,471 – 74%	2,200 – 10 different states	2.73
McClellan Multi-Use Trails	27,878	18,944 – 68%	8,934 – 32%	7,500 – 19 different states	3.71
Coldwater Mountain Bike Trails	30,436	21,144 – 69%	9,292 – 31%	7,000 – 20 different states	4.35
Chief Ladiga Trail	49,043	35,910 – 73%	13,133 – 27%	18,800 – 32 different states	2.61

Methodology – Economic Impact

What is Economic Impact Analysis?

- Examination of effects of an event (implementation of new project or policy or presence of a business) on the economy
- Impact measured through change in economic activity before event occurs (ex ante) or after event occurs (ex post)
- Input-Output (I/O) model uses inter-industry data to consider linkages across industries
- Linkages are based on economic multipliers

Methodology – Economic Impact

What is Input-output (I/O) analysis?

Simply, input-output analysis is a macroeconomic modeling technique that examines the interdependencies and ripple effects across different sectors of an economy. It is useful for understanding resource allocation, production levels, and the impacts of economic shocks or policy changes.

Methodology – Economic Impact

What is IMPLAN?

IMPLAN is a widely-used economic modeling software that allows analysts to quantify the direct, indirect, and induced economic impacts of various activities, industries, or events within a regional economy.

Methodology – Economic Impact

Types of Impacts from Economic Activity

Employment – Employment in IMPLAN is an Industry-specific mix of full-time, part-time, and seasonal employment. It is an annual average that accounts for seasonality and follows the same definition used by BLS and BEA. IMPLAN employment is not equal to full time equivalents. Includes wage and salary employment and proprietorships.

Labor Income – All forms of Employment income, including Employee Compensation (wages, salaries, and benefits) and Proprietor Income.

Methodology – Economic Impact

Types of Impacts (continued)

Value Added – The difference between an Industry's or establishment's total Output and the cost of its Intermediate Inputs; it is a measure of the contribution to GDP. Value Added is a large portion of Output, as it encompasses Labor Income, Other Property Income, and Taxes on Production and Imports

Total Output – broadest measure of economic impact by calculating total increase in business sales revenue. Captures total in-state expenditures of Russell Medical and expenditures of industries supported by existence of Russell Medical and spending. Not same as business profit, to extent that local firms may pay for goods and services outside of the study region.

Methodology – Economic Impact

Sources of Effects

- **Direct Effect** – For festivals and events, the direct effect is the spending by attendees, both at the event itself and at other businesses around the community.
- **Indirect Effect** – Indirect effects occur when the businesses that directly serve festival/event attendees purchase goods and services from other local businesses to meet the increased demand. For example, a restaurant serving festival attendees may need to buy more supplies from local food distributors, generating indirect economic activity.

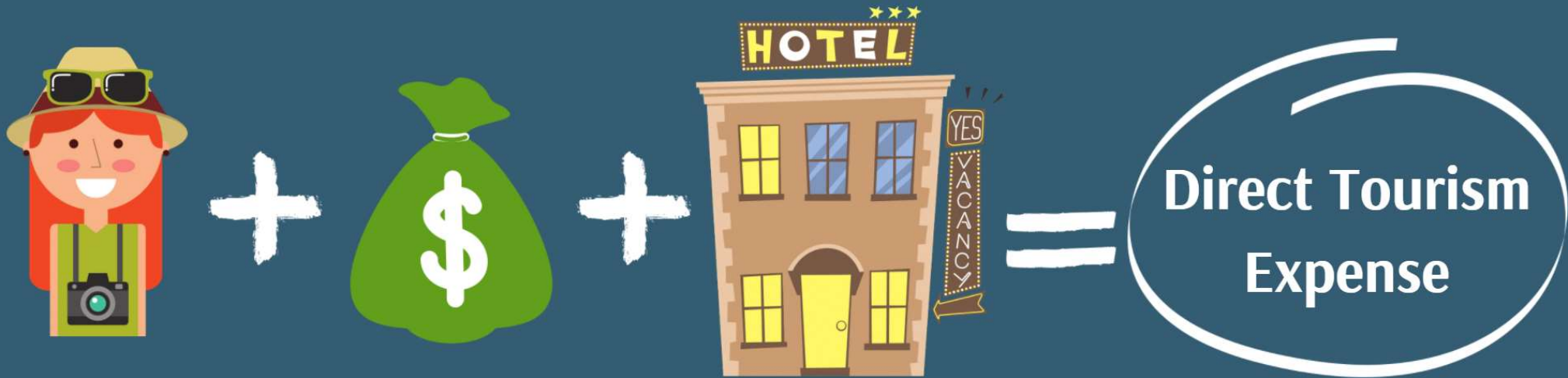
Methodology – Economic Impact

Sources of Effects (continued)

Induced Effects – Induced effects accrue when workers in the direct and indirect industries spend their earnings on goods and services in the local region. Induced effects capture the downstream economic impacts generated by the incomes earned from direct and indirect economic activity. They represent the full scope of how an industry or event can impact a regional economy.

Tourism Multiplier Effect

DIRECT EFFECT



Tourism Multiplier Effect

INDIRECT EFFECT



Tourism Multiplier Effect

INDUCED EFFECT



Findings – 2023 Visitation Impacts

Trail Name	Total Output	Jobs Generated & Supported	Total Contribution to GDP	Tax Revenue (Local, State, Fed)
Camp McCellan Horse Trails – In-County Visitors	\$333,496	3	\$174,063	\$56,437
Camp McCellan Horse Trails – Out-of-County Visitors	\$717,746	7	\$373,814	\$107,241
Camp McClellan Horse Trails TOTAL	\$1,051,242	10	\$547,877	\$163,678
McClellan Multi-Use Trails In-County Visitors	\$620,831	7	\$323,233	\$96,113
McClellan Multi-Use Trails Out-of-County Visitors	\$2,093,621	21	\$1,051,556	\$304,968
McClellan Multi-Use Trails TOTAL	\$2,714,452	28	\$1,374,789	\$401,081

Source: IMPLAN Group, LLC. IMPLAN [2022]. Huntersville, NC. IMPLAN.com.

Findings – 2023 Visitation Impacts

Trail Name	Total Output	Jobs Generated & Supported	Total Contribution to GDP	Tax Revenue (Local, State, Fed)
Coldwater Mountain Bike Trails In-County Visitors	\$2,163,164	23	\$1,112,170	\$339,391
Coldwater Mountain Bike Trails Out-of-County Visitors	\$1,555,410	15	\$794,091	\$229,566
Coldwater Mountain Bike Trails TOTAL	\$3,718,574	38	\$1,906,261	\$568,957
Chief Ladiga Trail In-County Visitors	\$866,778	9	\$454,576	\$140,796
Chief Ladiga Trail Out-of-County Visitors	1,364,622	13	\$716,160	\$204,213
Chief Ladiga Trail TOTAL	\$2,231,400	22	\$1,170,736	\$345,009
COUNTY TOTAL	\$9,715,668	98	\$4,999,663	1,478,725

Source: IMPLAN Group, LLC. IMPLAN [2022]. Huntersville, NC. IMPLAN.com.

Research Limitations

- Current geofencing technology can not capture international visitors.



Questions?

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