

## PIOCHE TOWN BOARD



### Agenda Minutes

**Place: Pioche Town Hall**

**345 Main Street**

**Time: 6:00 P.M.**

**Date: November 14th, 2023**

- 1. Call to Order at 6:00 pm by John Christian, chairman; Roll call – 3 board members in attendance – John Christian, Larry Stever, Phyllis Robistow; Open Meeting Law Compliant – agendas posted in town and online five days prior to meeting.**
- 2. Public Comment: No public comment.**
- 3. For Possible Action: Approve/Deny Minutes for October 10th Meeting. Larry Stever motioned to approve the minutes, Phyllis seconded the motion, all members in favor.**
- 4. Clerk's Report – Anna Williams - town clerk - presented the budget report (attached), discussed the park rules signs – have a conceptual design of park rules ready, need to do some updates, will order and have hung by spring; Pioche town Christmas décor update – the power district hung the lights on the big tree at the park; ordered more lights and wreaths and decorations for tree at town hall; \$1352.58 remaining in grant money for town Christmas décor; possibly spend it on color changing overhead string lights for Main Street; Sharron Faehling needs a place to store books from book mobile and asked if they could use the town hall temporarily; Bob Rawlings is providing a fence estimate for the housing administration building for NDOW. Will have estimate this week. Anna emailed NDOW but has not heard back on progress. She has told the TV District there is not a huge rush to vacate their office and they should be ok for a few more months; Jones Paint and Glass started window installation at town hall. They will be back December 20<sup>th</sup> to finish. Town office could get moved into town hall as soon as internet is ready. Housing – Anna asked Dylan to provide a housing update: Dylan - Dylan and Beth of NRHA spoke last week;**

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working on title transfer and they will be done by end of year; Beth talked to their financiers about five unrestricted units - they do believe they will be able to get the unrestricted units; one will be manager unit; they will rent for market value; John - define market value? Phyllis - \$975-\$1100 a month; Cydney asked where they get their value? No one knew for certain; EPA review is completed but they don't have the report back yet; expect to have report back by December; looks at everything; but the preliminary reports show they are good to move forward with removing the existing units; Dylan has asked for their tax credit letter to move forward with financing; Dylan and NRH talked about taking possession at the end of the year; NRH has a draft agreement they will be sending to the county to start the review process. Tim White - this is the state buying them? Dylan - the county entered into an agreement with NRH last year to transfer and build new units.

5. **Maintenance Manager Report** – Anna provided updates – water has been turned off throughout town. This was a huge job as several valve boxes were buried under asphalt and some were full of dead rodents and mud. Hopefully will go smoother next year. Nothing else to report.
6. **Sherriff's Department Report** – Ryan Lloyd and Ty Thompson provided updates. Ty is new to the department. The county is happy he's decided to join. Luckily, Pioche wasn't the top of the list for call for October. Report is attached.
7. **Discussion/Possible Action: Approve/Deny letter of support for Gem Theatre Historic Registry Request** – John opened the item for discussion. Tim Wolfe asked what is going on with the GEM? Janine informed everyone the owner of the GEM turned it into a nonprofit and back in May went in front of the senate finance committee to see about getting money the state had for projects like this; the GEM was awarded \$1million for the project; they need as much support as possible from the whole county; any letter of support is a very good thing!; Tim White asked what kinds of things will be held there? Janine – they want to use it for as many different things as possible but stage is small so it's not extremely functional. Cydney Dwire - what renovations

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have been done? Janine - she got the money in July and needs to be used up in two years and before they can remodel the inside they need to take care of the flooding down the alleyway and the county and Gem are trying to figure out the drainage issue before they can do anything else. Cydney - was there a new roof put on? John Christian - roof was ripped off building in a wind storm. They put a new metal roof with vents and they were not properly dovetailed causing more water issues; Janine - Melissa would take you in for a tour next time she's in town; the Lt. Governor went through with Janine and Melissa for a tour; John - original projectors are still in there; original pictures still on walls; Melissa is trying to keep it historic; it's going to take time; historic preservation would help with funding; Phyllis - we have three buildings on national register a fourth building would be good for town; Janine - her partner is good with the construction aspect. Tim Wolfe - when you get on the national register there are a lot of strings attached and it can be very restrictive. **Phyllis motioned to approve a letter of support for the GEM theatre; Larry seconded; all in favor. Town board signed letter of support.**

8. Discussion: Pioche town Roads Improvement Plan – Priority list of Pioche town roads in need of repair, paving, etc. – Anna created a preliminary list of roads the town board is aware of. Those roads are Lee Drive and Alexander Street. Dylan Frehner suggested Field street from Main street down to senior center to have a sidewalk for pedestrians. There's also a flooding issue at Field Street; curb and sidewalk would address both issues. John Christian - if anyone sees anything in town contact Town Clerk; Tim Wolfe - thanked the board for getting Gold Street paved; John complimented Tim for all the improvements he's done; really looks good! John loves the swimming pool road - it has been an amazing improvement for the town. Cydney - Gold Street has major drainage issues below the Elmer's house - John reminded everyone about the grey area on roads and whether it's a county-maintained road or not; That portion of Gold Street is in the grey area and has been a little bit difficult to decide on. Tim White -

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where are we going from here? Christa - do we need to go to the highway commission? John - the highway commission has the budget and the money. Janine - when everyone is talking about roads...all the money comes from fuel tax for our roads department; encourage everyone to consider the diesel fuel tax increases. And that's how we'll get more money to be able to fix our roads. Anna will submit list to roads department so they are aware of our needs and we will continue to accept recommendations from the community for repairs.

9. **Discussion/Possible Action: Pioche Town & Lincoln County trail building project presentation. (Anna Williams).** Anna presented information to the town board and public on the BLM and county trail plans in place. The BLM is in the process of planning and designing a 12-15 mile course south of Treasure Hill. The International Mountain Biking Association (IMBA) is overseeing the design and construction. They expect to break ground February 2024 and finish completion by the end of 2024. The County is working on a Slaughterhouse Trail project that will follow the Slaughterhouse trails up to the Number One mine and across the Dinkie trail. Parts of this will be non-motorized. Anna showed a conceptual master trail plan Cory Lytle and Melissa Free have been working on for Pioche. Anna suggested the town of Pioche provide a central point for the Slaughterhouse Trails and the BLM trails so that users can leave from town to access either trail. Possibly the turnout area on upper Main Street across from the Tramway Mine head. The county's conceptual plan shows a possible trail that would follow the aerial tramway route to the Godbe Mill, so that would be a really good location. There is a recreation outdoor grant opening soon through the State Parks Anna could begin working on to obtain funding for signage. John Christian asked what the next steps would be. Anna will do more research and talk with the IMBA crews to see where to go next. Tim White asked who will maintain the trails? Paul Graff was in attendance and said the NDF crews have helped with Caliente's trails. It will require volunteer help as well. Anna will continue research and present more information at the next town board

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meeting. John – stated he thinks it will be a good improvement for the town.

**10. Discussion/Possible Action: Pioche Town Mobile Vendor Policy:**  
Michael Collins - is this for weekly or also for Labor Day? The discussion tonight is for ongoing mobile vendors outside of special events. Janine - what is the concern? We don't have vendors coming all the time; Coach - would a special use vendor policy - asking people when they do host an event - if they need power should there be a form on the website? Tim Wolfe - isn't the form and issues of the spots done by the chamber of commerce? Phyllis - it depends on who you ask it gets fuzzy; Michael Collins - it needs to be clarified and not be fuzzy; Janine - we don't want to attack local vendors; we want to support local businesses; Janine is concerned because it was under attack in the past; John - it goes back to if people are using power; Jessica Hernandez - the event organizer should be responsible for the vendor policy during events; John - we have two things going on here – special events and ongoing use; Coach- something should be posted on our website about our policies; Add line on park rules about electric usage; only one area in the park has power; John - what do we want to do about it? Tim White – the town needs to charge if someone is using power. Donations are not a good idea. Tim suggested charging \$10 if they use power. Cameron Boyce - charge a daily rate of \$10; weekly is \$40; If vendor spikes voltage we will invoice the vendor if possible for additional power; rules need to be on sign and contact Pioche town for payment. Anna will revise form and form will be brought back at the next meeting for action. (form is attached)

**11. Discussion/Possible Action: Town Hall Rental Policy – Update rental policy for the town hall venue space.** Anna read rental policy she edited and revised; she has done research to see what other towns charge for similar space. The Town of Genoa has a historic town hall and town park they rent. They give residents of Genoa a 50% discount. Tim Wolfe asked if the town hall is insured. Yes, it is insured through the county's policy. Tim White thought the policy with revisions looked

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good. John asked if we are ok with the 50% discount for Pioche residents and should we wait till all board members are present to vote on the revisions? Phyllis said yes she'd rather wait to vote. Janine said there's three board members and you have enough present to vote. Phyllis wants to wait till next month for all five board members. Item is tabled till next month. (Rental policy is attached.)

12. Town Board Comments – No town board comments.
13. Future Agenda Items – Mobile vendor policy final version; Town Hall Rental Agreement; PPU/Pioche Town Shared Use agreement.
14. Public Comment: No public comment.
15. **Larry Motioned to adjourn; Phyllis seconded; all in favor. Meeting adjourned at 7:18pm.**

## Town of Pioche Budget Report - October 2023

### Fund 18 - Town of Pioche

Cash	Revenue	Salaries & Wages	Services, Supplies, Utilities, Etc.	Total Expenses	Net Revenue Over Expenses		
\$313,597.29	\$17,189.71	\$4,108.32	\$7,985.28	\$12,093.57	\$5,096.14		
Revenue YTD	Expenses YTD		Budget Revenue	Budget Expenses	Salaries YTD		
\$66,922.88	\$59,334.95		\$139,404.00	\$214,977.00	\$24,894.62		

### Fund 73 - Housing

Cash	Revenue	Salaries & Wages	Services, Supplies, Utilities, Etc.	Total Expenses	Net Revenue Over Expenses		
\$253,066.29	\$3,983.00	\$892.38	\$312.70	\$1,205.07	\$2,777.93		
Revenue YTD	Expenses YTD		Budget Revenue	Budget Expenses			
\$14,684.24	\$7,182.64		\$35,000.00	\$275,830.00			

### Fund 35 - Pioche Town Grant (Capital Outlay)

Cash	Budget Expenses	Revenue YTD	Expenses YTD			
\$28,928.12	\$8,000.00	\$210.66	\$0.00			

### Fund 56 - Pioche Capitol Projects

Cash	Budget Expenses	Revenue YTD	Expenses YTD			
\$34,860.04	\$35,331.00	\$1,725.66	\$0.00			

## **PIOCHE TOWN HALL RENTAL AGREEMENT**

A Cleaning Deposit Fee of **\$250.00** is due the day that the Town Hall is being used. **Please note - we can not accept credit card or ATM payments. ~~This deposit will be waived with a current account with Pioche Public Utilities or a valid Drivers License with a Pioche Address.~~ Lessees with a valid driver's license and Pioche address will receive a 50% discount on all pricing. Video surveillance cameras are on the premise and will be monitored.**

1. Rental Fee of **\$50.00** for a one-time non-profit use **with a 3 hour time limit**. (Parties, etc...)
2. **Rental Fee of \$500 for a one-time 16 hour use. (Weddings, reunions, etc.)**
3. Rental Fee of **\$50.00** per month for monthly rental non-profit use. (School plays, etc.)
4. Rental Fee of **\$200.00 per day** one-time profit use. (Tool Sales, etc.) with the exception of Labor Day weekend.
5. Exempt use to Government Entities, **based upon availability and approval**.
6. The Rental Fee applies only to the Facility, Furnishings, and the Equipment necessary for cleaning the Facility.
7. You must obtain all licenses required by the County and the State.
8. You must supply your own dishes, silverware, cups, glasses, paper towels, food and beverages.
9. Plays and Play Practices are only to use the Meeting Room during dress rehearsal and during the Plays.
10. **Lessee is allowed use of the entire upstairs (minus the locked town offices) and the kitchen in the basement. Tenant is not allowed to use any other areas of the town hall unless given permission prior to event.**
11. The Town Hall must be properly cleaned, the trash taken out and placed in the garbage cans which are located in front of the Town Hall building, and the tables and chairs rearranged in the order they were found **before** the Cleaning Deposit Fee will be returned.
12. **Lessee agrees not to bring items to the premises which may damage the premises or create a fire hazard, and agrees not to remove furnishings or equipment including wall hangings from the premises. Tenant also agrees not to use staples, nails, glue, or any other damaging or permanent adhesives to hang decorations or fixtures.**
13. All cleaning and trash removal, etc. must be done by you or your group on the day of the Event.
14. Any damages or theft of Town Hall property will first be deducted from your Cleaning Deposit Fee and the balance will be invoiced to you or your group.
15. After you are finished please adjust the heat or A/C back to the setting you found it.
16. When you leave the Town Hall please turn off the lights.

**FACILITY POLICIES AND PROCEDURES: Please verify that you have received and read a copy of the Pioche Town Hall Rental Agreement by writing your initials and the date in the space provided below.**

**Initials:** \_\_\_\_\_ **Date:** \_\_\_\_\_

~~My submission of this rental agreement form certifies that I “LESSEE” have read and understood and will honor all the terms of this rental agreement. “LESSEE” shall indemnify and HOLD HARMLESS Lincoln County and the Pioche Town from any and all claims, including attorney’s fees and costs, directly and indirectly, by Lessee during the rental and occupancy of the Pioche Town Hall.~~

~~“LESSEE” SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_~~

~~EVENT \_\_\_\_\_ DATE: \_\_\_\_\_~~

**I, Lessee, do hereby certify that I have read and understood the rules, regulations, and policies set forth on this Pioche Town Hall Rental Agreement. I certify that I am at least 21 years of age. I further understand this to be a legal and binding contract and I agree to abide by all conditions listed herein. LESSEE shall indemnify and HOLD HARMLESS Lincoln County and the Pioche Town from any and all claims, including attorney’s fees and costs, directly and indirectly, by Lessee during the rental and occupancy of the Pioche Town Hall. This agreement is made between the Town of Pioche, known as Lessor whose mailing address is P.O. Box 23, Pioche, Nevada, 89043 (775) 962-8081, and the below party, known as Lessee.**

**Lessee: \_\_\_\_\_**

**Date: \_\_\_\_\_**

**AGENT OF THE TOWN: \_\_\_\_\_**

**Date: \_\_\_\_\_**

**Type of Event: \_\_\_\_\_ Total in Attendance: \_\_\_\_\_**

**Will food be:      SERVED      SOLD      (circle one)**

**Contact the Town Clerk for more details or to find out about monthly, weekly, and resident rate discounts that may apply. All terms and conditions subject to change.**

**Town of Pioche Facility Rental Policy Updated 11/14/2023.**



## **Town of Pioche, Nevada**

Pioche Town Board

P.O. Box 23, Pioche, Nevada 89043 | Telephone (775) 962-8081

### **Pioche Town Mobile Vendor Policy (Excluding Labor Day & Special Events)**

Pioche Town welcomes mobile vendors to our public town property with the intent to provide goods or services to residents of our community. The Pioche Town Board would like to encourage businesses to operate in our community and have created this policy to benefit our residents and businesses alike.

Mobile vendors are welcome to park on public property for up to 8 hours a day.

Overnight stays are prohibited.

For electric usage, the cost is \$10/day or \$40/week. Please contact the town clerk at 775-962-8081 for payment.

Mobile vendors must carry all Pioche town, Lincoln County and State of Nevada required business licenses and health permits and follow county and state policies and regulations.

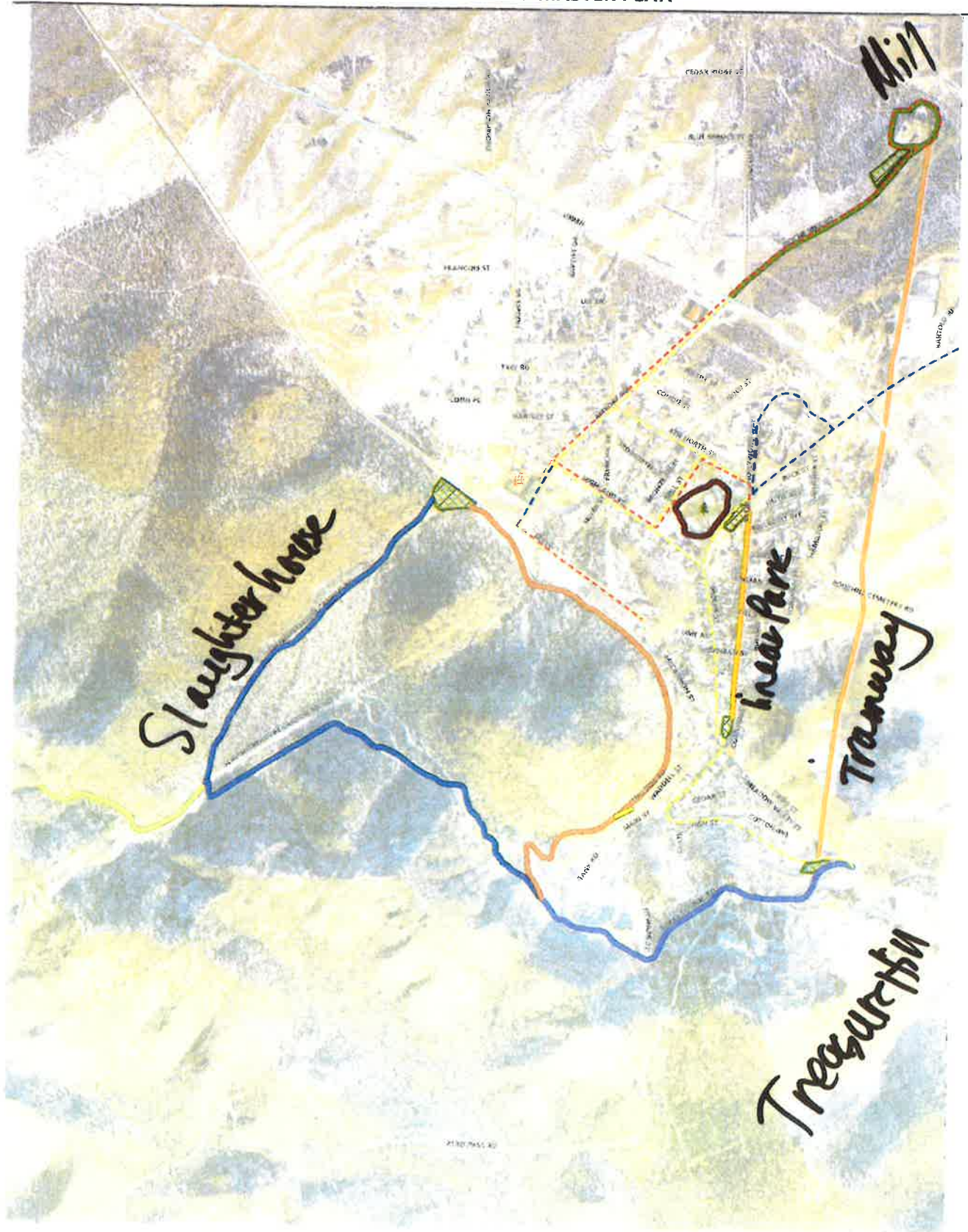
Vendors must clean the area of trash and debris upon departure.

It is the mobile vendor's responsibility to stay informed on all county and state policies and regulations.

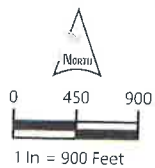
All policies subject to change without notice.

Pioche Town Mobile Vendor Policy updated 11/14/2023.

# PIOCHE TRAIL SYSTEM MASTER PLAN



## MAP LEGEND



- Burke Tunnel Spur
- Jackrabbit Spur
- Mt. Ely Spur
- Slaughter House Trail
- Pioche Aerial Tramway Trail

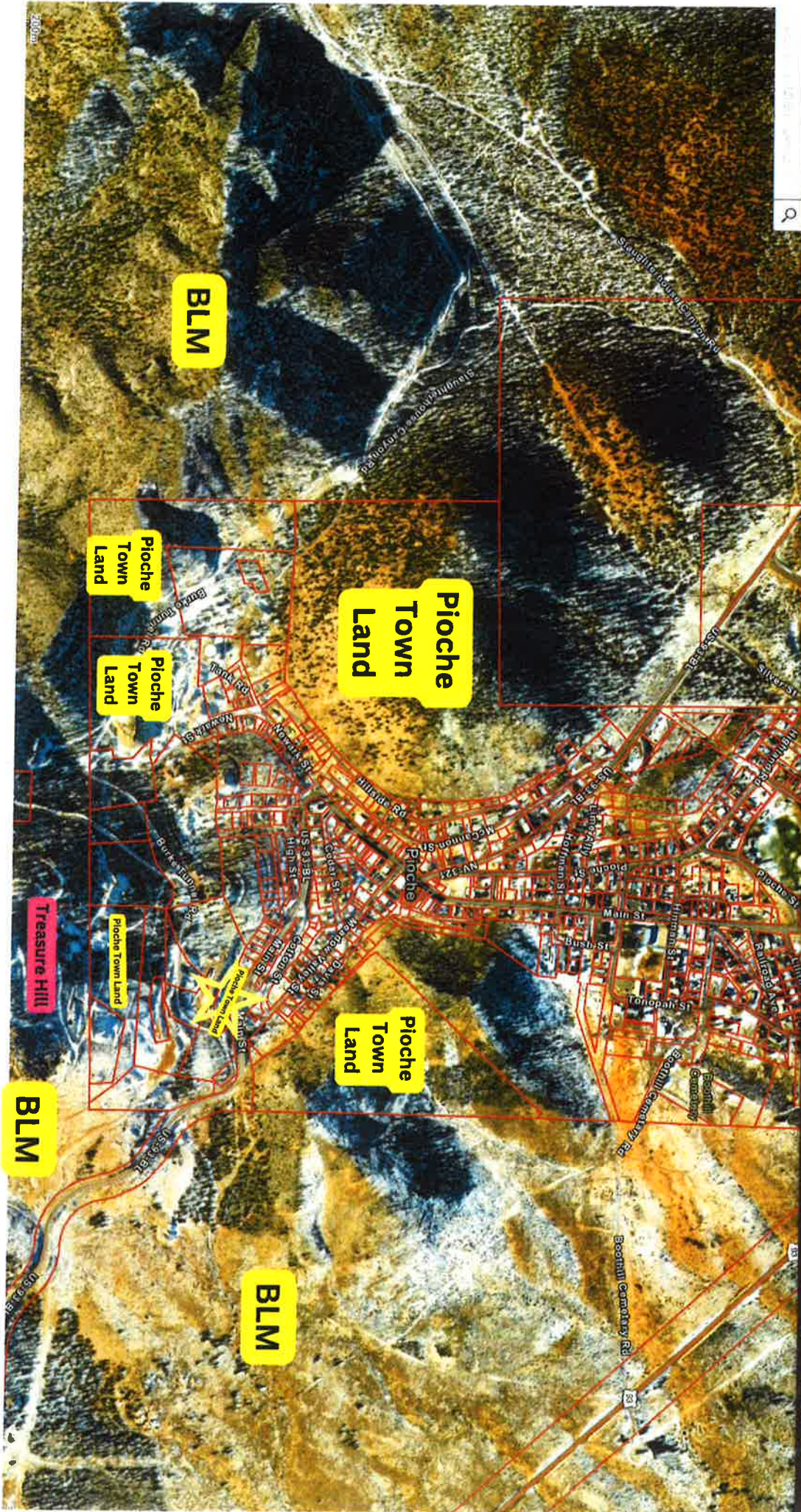
- Pioche Mill Shared Use Path
- Hillside Rd. Access
- Pioche Park Path
- Main Street Linear Park Trail

- - - Bike Lane
- - - Marked Shared Lane
- - - Shared Use Path
- - - US Alternative Bicycle Corridor

- Trail Heads
- Schools
- Town Park



SUNRISE



BLM

Pioche Town Land

Pioche Town Land

Pioche Town Land

Treasure Hill

Pioche Town Land

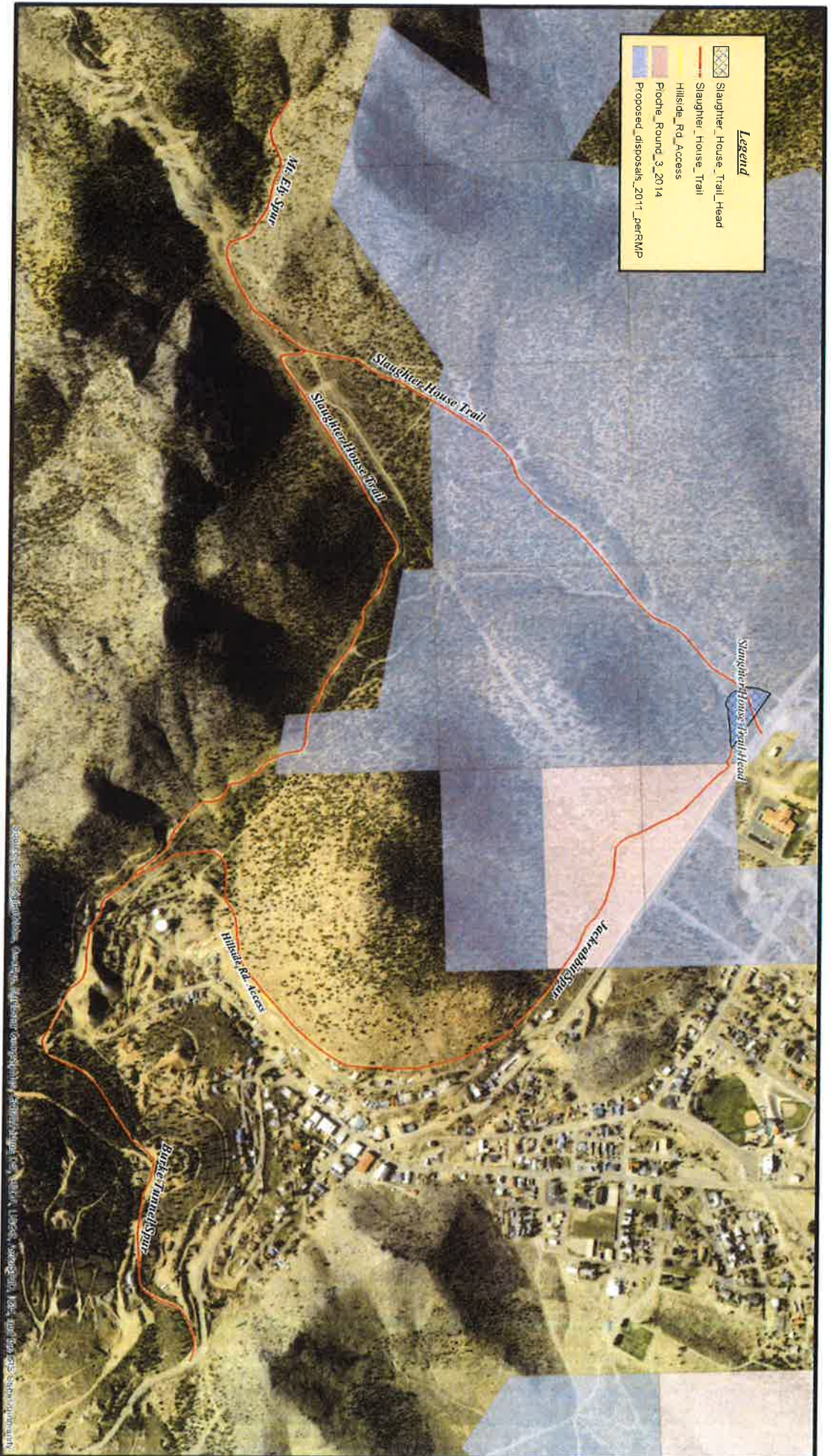
BLM

BLM

# BLM Treasure Hill 12 Mile System



# Draft 3 - Slaughter House Shared Use Path





# Mountain Biking Impact

**\$6.9 Million**

Impact on Hamilton County economy

**\$4.3 Million**

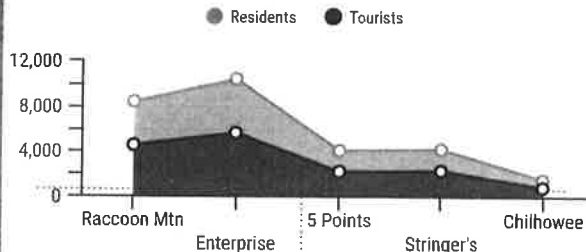
Impact on 30 surrounding counties

**\$498,225**

Federal Taxes

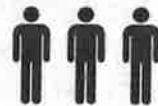
**\$482,999**

State & Local Taxes



**48,315**  
Total Visits

**16,910**  
Tourist Visits



Visitors travel in groups of 3 and stay an average of 4 days



Protected areas save **\$326,015** in air quality and **\$2.5 million** in water quality mitigation annually

**85.5 miles** of trail require roughly **\$128,250** in annual maintenance

## Rider Demographics

**\$**  
Avg. Income of \$80-100K



80% Male  
20% Female

**40**  
Years Old

Surveys were collected in person at five regional trailheads (n = 202) and through an online link shared through the SORBA Chattanooga and city outdoor tourism Facebook and Instagram pages (n = 245). In-person surveys were collected using a randomized collection schedule, including three-hour stints at five popular biking areas. The collection schedule was skewed heavily toward the weekends, though one weekday was included each week. Data were collected from September through November 2021, over a total of 35 time slots. Investigators used a random-intercept method, approaching the first group to arrive at the area, then the very next group encountered after receiving surveys from the previous group. Total per-trip expenditures were solicited for lodging, transportation, food, entertainment, and retail spending while in the county of interest, and impacts were assessed using IMPLAN, to estimate annual direct, indirect, and induced impacts to the local economy. Total visits were estimated with the use of [Pyrobox](#)® trail counters at two entrance points to one popular biking area. This number was then used to extrapolate visits to other areas in the region. Survey respondents estimated total biking days in the past year to each site, providing visitor ratios for comparison across locations.

Research conducted in collaboration with SORBA Chattanooga and the UTC Tourism Center.

## Executive Summary

- Mountain biking in the Hamilton County region attracts **44,089 annual visits**, including **16,910 from tourists** outside of the county. The more remote areas of Tanasi & Chilhowie bring in another 4300 visits, though not directly impacting Hamilton County.
- 65% of visitors are Hamilton County Residents, 80% were male, with an average age of 39.5, average having a Bachelor's degree or higher, and earning \$80-\$100k a year.
- The most popular forms of lodging were Hotels (23%), home rentals (16%) and "Other- mainly AirBnB" (25%).
- Group size averages 2.75, and they stay 3.8 nights, spending roughly **\$342.33 per individual per trip**.
- Accounting for group size and trips per year, mountain bikers contribute **\$6,892,502** to the local economy. These expenditures generate **\$482,999 in county and state taxes**, and **\$498,225 in federal taxes**.
- **85.5 miles of trail on 3435 acres of protect land** mitigate nearly **\$3 million** in air and water mitigation costs annually, but require over **\$128k for trail maintenance**.

## Recommendations

- Appoint an Executive Director of SORBA Chattanooga, to conduct administrative operations and organize regional initiatives.
- Establish a donation campaign to generate regular revenue, including QR codes and appropriate messaging at trailhead kiosks.
- Promote visits from non-regional tourists, to enhance economic impact and establish a wider support base for initiatives. Focus on current visitor origins, and tourist priorities (i.e. trailhead restrooms).
- Cement partnerships with other non-profit organizations, such as the Southeastern Climber's Coalition, local land trusts, and city/county parks and recreation departments to maximize recreation and conservation assets.
- Prioritize projects that broaden the trail repertoire and appeal of Chattanooga for locals and non-locals. The new downhill system at Walden's Ridge is a prime example that also leverages partnerships.

## Benefits of Trails in Our Community

- Outdoor recreation now outpaces the oil and gas industry in economic impact. The outdoor recreation industry is built on trails, making trails an important economic driver.
- Properties near trails increase in value.
- Trails both drive tourism, and make communities a more desirable place to live.
- Trails boost physical activity, creating measurable and substantial savings in healthcare costs.
- Trails create jobs. Pedestrian and bicycle infrastructure projects create 8–12 jobs per \$1 million of spending. Road infrastructure projects create 7 jobs per \$1 million of expenditures (Garrett-Peltier, 2011).

# Outdoor Recreation Grants

## Recreational Trails Program

Grant through State Parks - Opens this spring or summer - 10% or 20% match depending on project; can be in-kind.

## Nevada Division of Outdoor Recreation

Conserve Nevada Grant

Designing/constructing recreational facilities, campsites, or trails

Applications due by 12/28/23

10% match

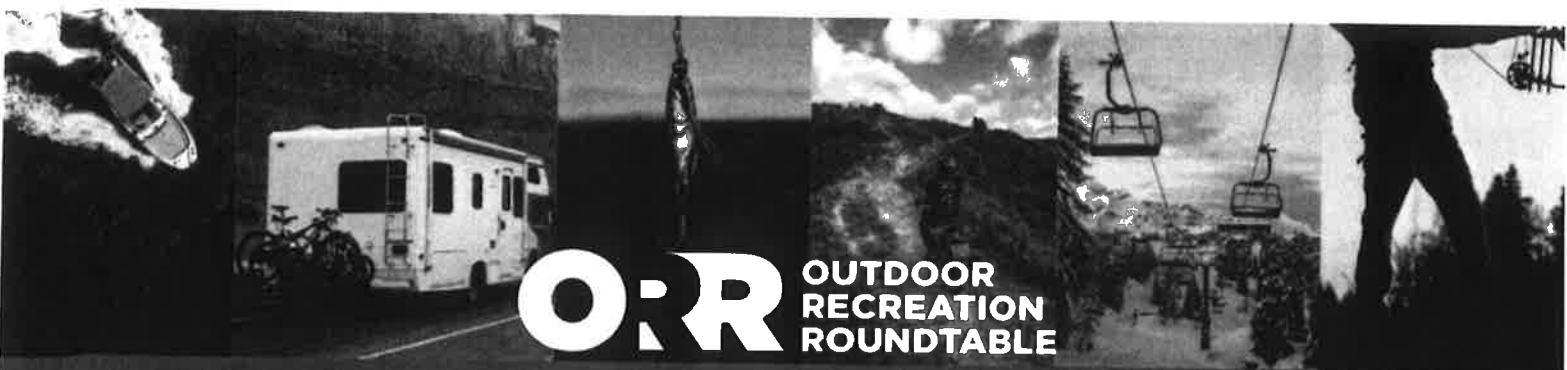
<https://dcnr.nv.gov/divisions-boards/conserv-nevada>

## IMBA Trail Accelerator Grant

<https://www.imba.com/programs/trail-accelerator-grants>

Opens summer 2024.

50% match - \$5000-\$30,000 awarded



# O:R OUTDOOR RECREATION ROUNDTABLE

## The Economic Impact of Outdoor Recreation

### A LEADING INDUSTRY

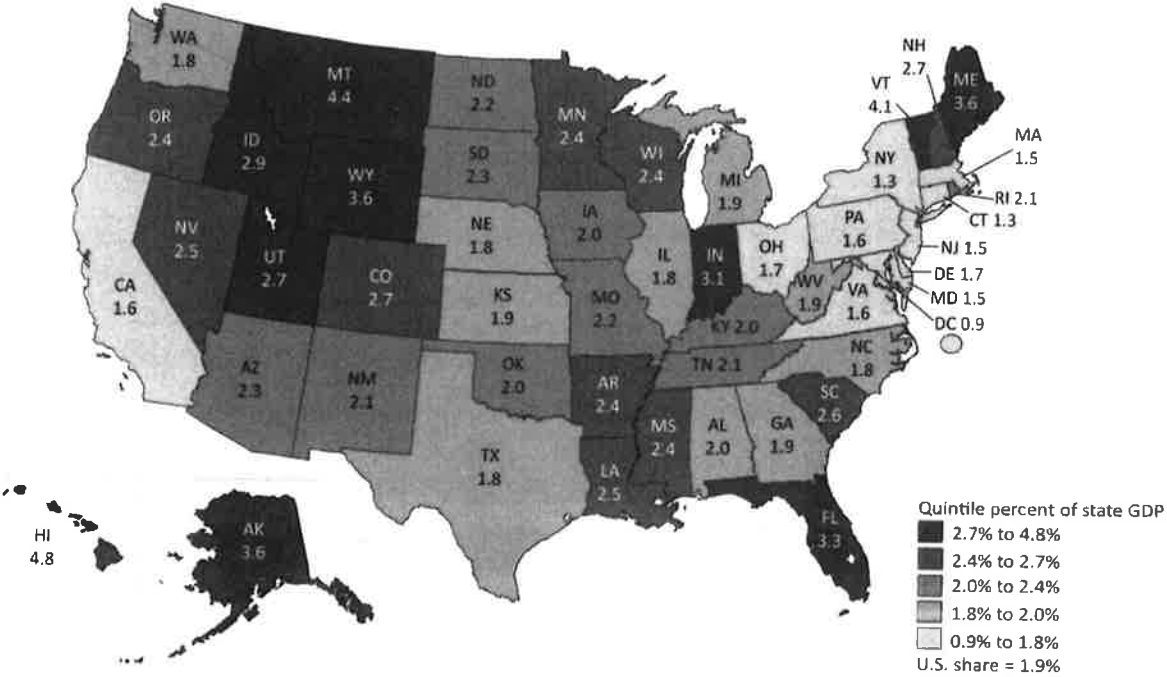
According to the Bureau of Economic Analysis, outdoor recreation's annual economic impact is:

# \$862 billion

nationally and accounts for:

# 1.9% of U.S. GDP

State Outdoor Recreation Value Added as a Percent of State GDP, 2021



**Outdoor recreation generates:**

**\$4.9 billion in  
Nevada**

**DRIVER OF JOB CREATION**

**Outdoor recreation accounts for:**

**51,000 jobs in Nevada**      **3.6%**  
**of all employees**  
**in the state**

**Top industries include:**



- **RVing**
- **Boating/Fishing**
- **Hunting/Shooting/Trapping**
- **Motorcycling/ATVing**
- **Snow Activities**

**ORR promotes the growth of the outdoor recreation economy and outdoor recreation activities and is the leading coalition of outdoor recreation trade associations serving more than 110,000 businesses.**

*For more information, visit*  
**[www.recreationroundtable.org](http://www.recreationroundtable.org)**

 **@ORRoundtable**

**ORR** **OUTDOOR  
RECREATION  
ROUNDTABLE**



## Recreation Counties Attracting New Residents and Higher Incomes

Recreation, especially in non-metro places, draws new residents, higher incomes, and faster earnings growth than places without recreation

Headwaters Economics | January 2019

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### Introduction

This report evaluates the role recreation can play in attracting new residents and income to communities, and the effect this in-migration has on earnings per job and growth in earnings per job. We focus particularly on the effects in rural places during the recovery from the end of the Great Recession in 2010, through 2016.

Many communities recognize the economic benefits of recreation amenities that attracts tourists who spend money at hotels, restaurants, and other businesses that cater to visitors. What is less well understood is whether a recreation economy can bring longer-term economic benefits by attracting new residents, who may first come as tourists or second home owners.

Rural places' struggle since the recession with population loss,<sup>1</sup> job loss,<sup>2</sup> and growing economic distress<sup>3</sup> have been well-documented. This study finds that recreation may make the difference between gaining or losing population, particularly in rural counties.

This report evaluates all counties in the U.S., dividing them by Metropolitan, Micropolitan, and Rural categories. We then also separate counties into two groups: Recreation and Non-Recreation counties to test whether migration, the household income of people moving in, and average earnings per job have differed between these two groups since 2010. See [Data and Methods](#) section for details.

### Summary Findings

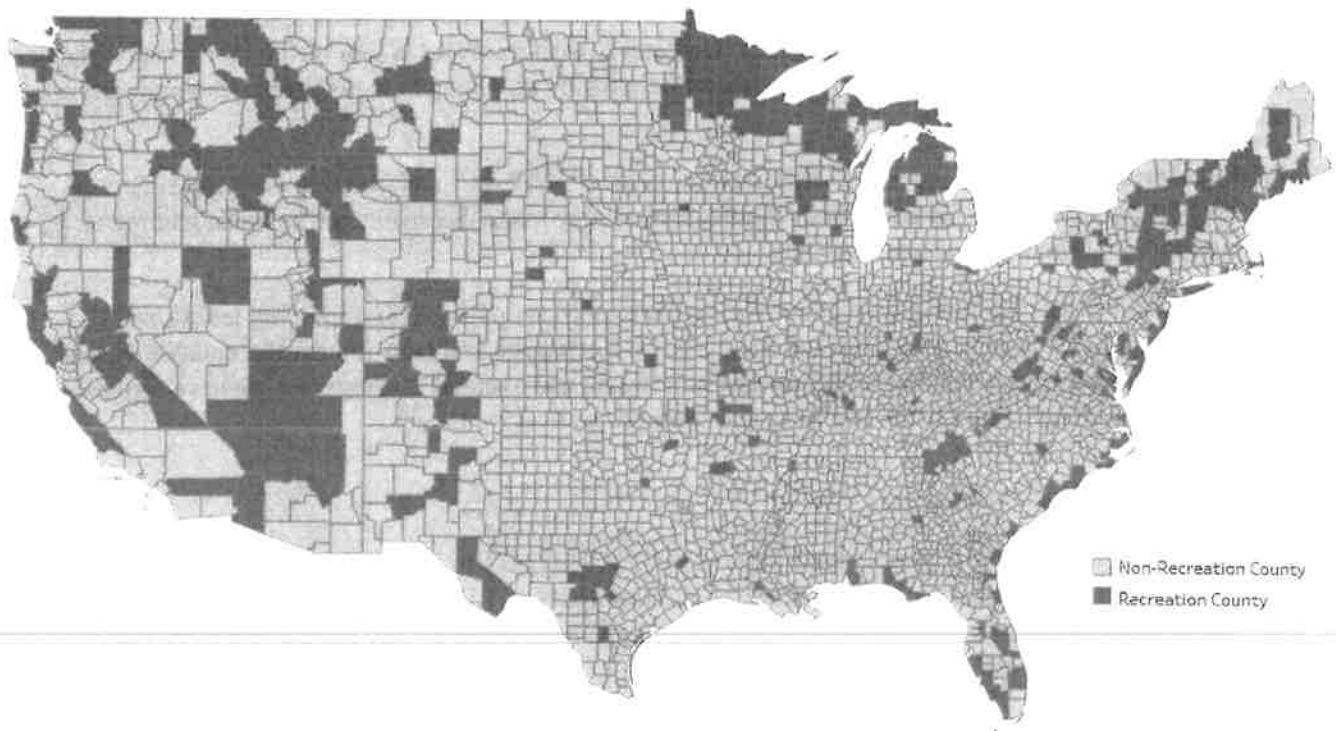
- Between 2010 and 2016, people have been more likely to move to Recreation counties. This is particularly true for Rural counties, in which the average Non-Recreation county lost 20 people per 1,000 residents due to out-migration while the average Recreation county gained just more than 1 person per 1,000 residents.
- Households moving into Recreation counties have, on average, higher income than households moving into Non-Recreation counties. The average household moving into a Rural Recreation county has \$8,700 higher income than the average household moving into a Rural Non-Recreation county.
- Recreation counties have, on average, lower earnings per job than Non-Recreation counties, with a gap of \$5,100 in Rural counties. Earnings per job in Rural Recreation counties, however, grew six times faster than in Non-Recreation counties between 2010 and 2016.
- Recreation appears to drive varied economic benefits, including short-term support for tourism-related businesses and longer-term support by recruiting new residents who may be business owners, entrepreneurs, or workers, supporting growth in earnings per job across a community.

## Definitions

The United States Department of Agriculture’s Economic Research Service (USDA ERS) has a set of typology codes identifying whether a county’s economy is particularly dependent on specific sectors: recreation, manufacturing, mining, or government.<sup>4</sup> The Recreation typology is determined from three components: the share of employment in entertainment and recreation, accommodations, eating and drinking places, and real estate; the share of personal income from these same categories; and the share of vacant housing units that is for seasonal use. Income and employment in these categories are averages for 2010-2012 from the Bureau of Economic Analysis. Seasonal housing is from the 2010 Census. Counties with the highest scores are identified as Recreation counties.

Across the U.S., 428—14 percent—of all counties are identified as having “recreation-dependent” economies, shown in Figure 1.

Figure 1: Map of recreation-dependent counties in the contiguous U.S., 2017.<sup>5</sup>



The ERS classification system does not directly identify particular amenities that attract people, but rather identifies the economic characteristics of recreation-dependent communities. The economic measures of recreation do serve as a strong proxy for natural amenities: an analysis of geographic variables shows that recreation-dependent counties are significantly correlated with cooler summer temperatures, a larger share of public land and protected public land, and a larger part of the county in lakes, rivers, and oceanfront.

We distinguish between Metropolitan, Micropolitan, and Rural counties using the Census Bureau’s designations.<sup>6</sup> A Metropolitan area has at least one urbanized area with 50,000 or more residents. A Micropolitan area has at least one urban area with between 10,000 and 50,000 residents. Places designated as Rural counties do not meet these criteria.

Table 1 shows the breakdown of Recreation and Non-Recreation places across Metropolitan, Micropolitan, and Rural counties.

Table 1. Number of Metropolitan, Micropolitan, and Rural counties by Recreation and Non-Recreation status, 2017.

	Recreation	Non-Recreation	% of Counties that are Recreation
<b>Metropolitan</b>	119	1,047	10.2%
<b>Micropolitan</b>	85	556	13.3%
<b>Rural</b>	224	1,110	16.8%

## Results

### ***Since Recession People Moved Away from Micro and Rural, into Metro***

Between 2010 and 2016, six out of every ten counties in the U.S. had more people moving out than moving in; in the average county, 3.2 people moved out for every 1,000 residents. This nationwide average, however, masks important differences across urbanization: 43 percent of Metropolitan counties had negative net migration compared to 68 percent of Micropolitan counties and 72 percent of Rural counties.

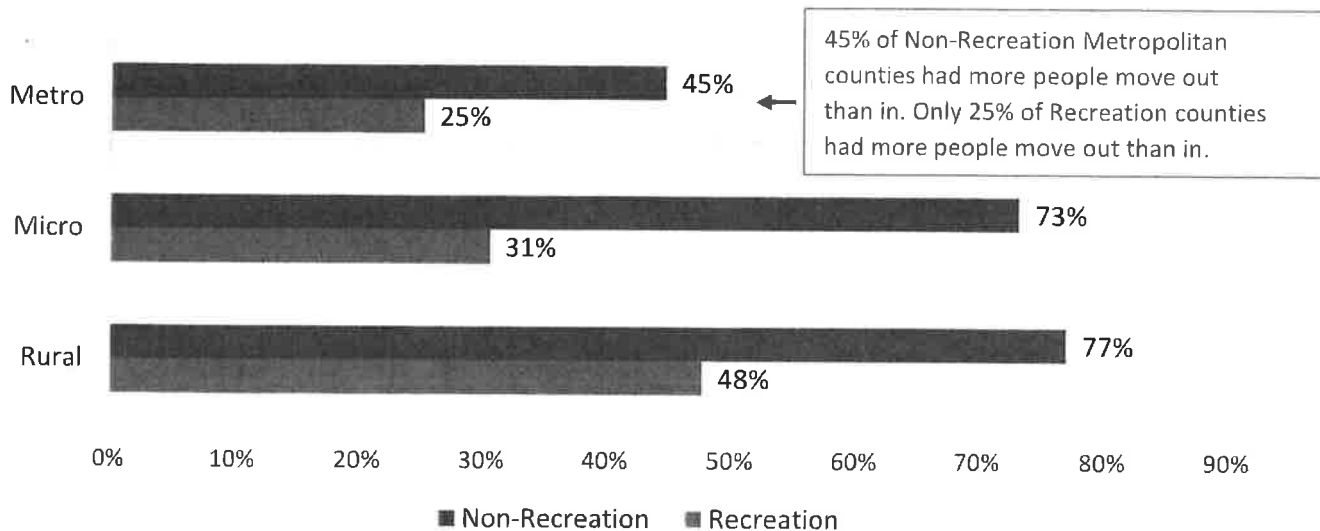
From 2010 to 2016, the average Metropolitan county *gained* 15.9 people per 1,000 residents from people moving in while the average Micropolitan county *lost* 10.7 residents per 1,000 people and the average Rural county *lost* 16.4 residents per 1,000 people from people moving out.

	% of counties with more people moving out than in	Average net migration rate (per 1,000 residents)
<b>All U.S. Counties</b>	60%	-3.2
<b>All Metropolitan Counties</b>	43%	15.9
<b>All Micropolitan Counties</b>	68%	-10.7
<b>All Rural Counties</b>	72%	-16.4

### ***People Are More Likely to Move to Recreation Counties***

Across Metropolitan, Micropolitan, and Rural categories, Recreation counties were significantly less likely to have more people move out than move in since the Great Recession ended in 2010 (Figure 2). The biggest difference between Recreation and Non-Recreation counties is in the Micropolitan category: Recreation counties were 42 percentage points less likely to have negative net migration since the recession (73% of Non-Recreation Micropolitan counties had negative net migration; 31% of Recreation Micropolitan counties had negative net migration).

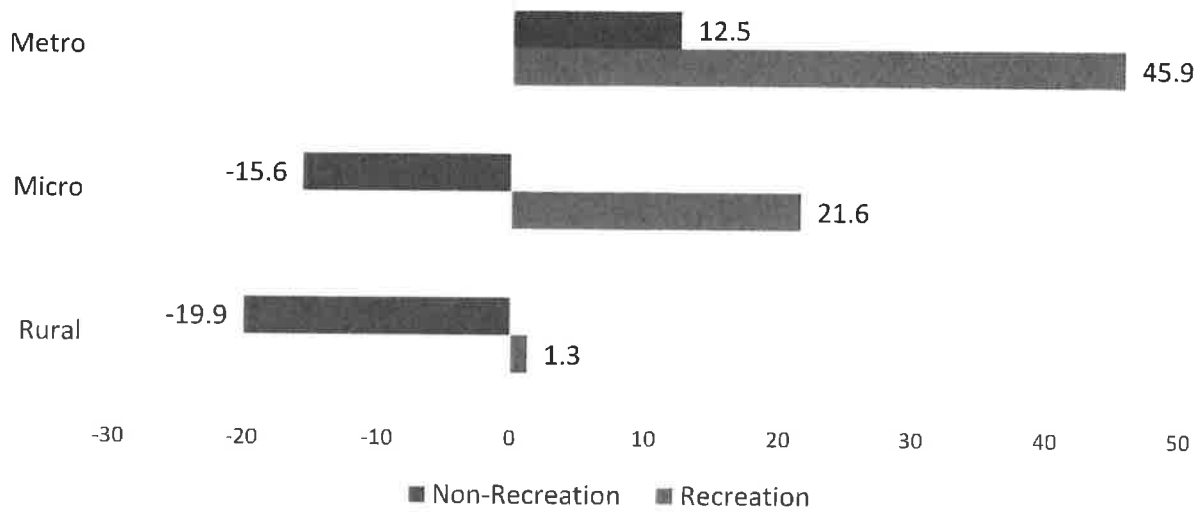
Figure 2: Share of counties that had more people move out than in between 2010 and 2016, comparing Recreation and Non-Recreation counties across Metropolitan, Micropolitan, and Rural categories.



Between Metropolitan, Micropolitan, and Rural categories, Rural counties were much more likely to have more people moving out than moving in since the recession, with 48 percent of recreation counties having negative net migration and 77 percent of non-recreation counties with negative net migration. Metropolitan counties were the least likely to have negative net migration, although the share is still high: 25 percent of recreation counties and 45 percent of non-recreation counties had more people move out than in.

Recreation counties have significantly higher in-migration rates than Non-Recreation counties across Metropolitan, Micropolitan, and Rural categories. The average Micro and Rural county had more people moving in than out only if it is a Recreation county. Otherwise, the average Micro and Rural county had more people moving out than in, with negative net migration (Figure 3). For example, the average Rural Non-Recreation county had 19.9 people move *out* per 1,000 residents, whereas the average Rural Recreation county had 1.3 people move *in* per 1,000 residents.

Figure 3: Average net migration rates per 1,000 residents for Recreation and Non-Recreation counties from 2010-2016.



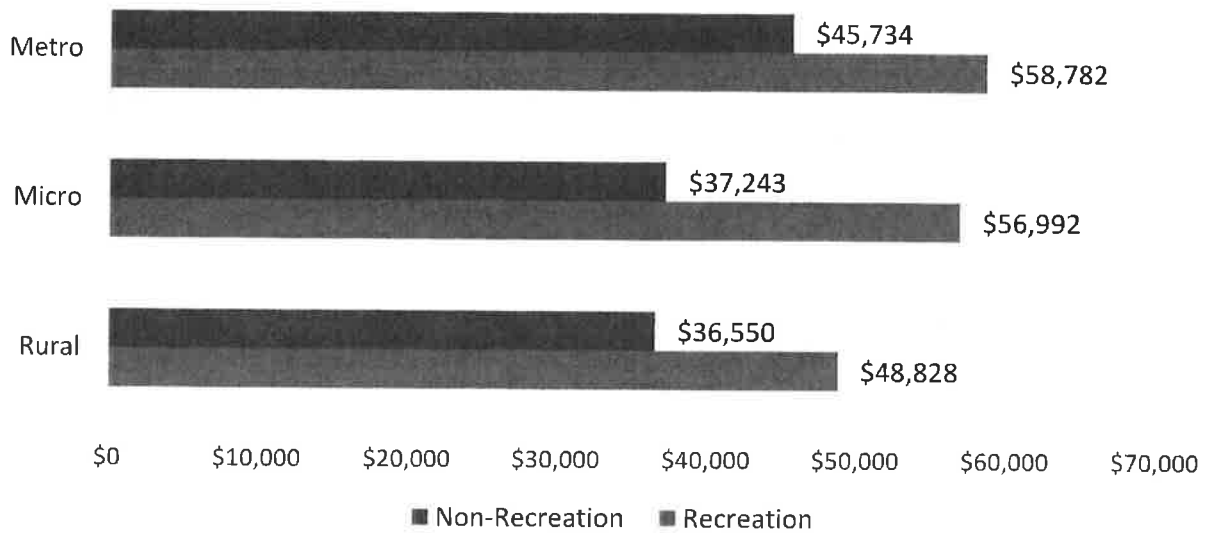
The greatest difference between Recreation and Non-Recreation counties is for Micropolitan counties, in which Recreation counties had 37 more people moving in per 1,000 residents than Non-Recreation counties had (15.6 people moving out versus 21.6 people moving in).

### ***Higher Income Households Move to Recreation Counties***

The differences in migration rates suggest people are moving to Recreation counties more quickly than to Non-Recreation counties. What is less clear is the effect these people moving in have on the local economy. While the economic impacts of a specific group of people is difficult to determine, we can look at the relative incomes of people moving in to see if they brought greater wealth to communities.

Figure 4 shows the average household income of people moving into Recreation counties, compared to Non-Recreation counties. The differences in household income are statistically significant across all community sizes, and the biggest difference in income is in Micropolitan communities, in which the average household income is almost \$20,000 more in Recreation counties compared to Non-Recreation counties.

Figure 4: Average income of households moving into Recreation and Non-Recreation counties from 2010-2016.



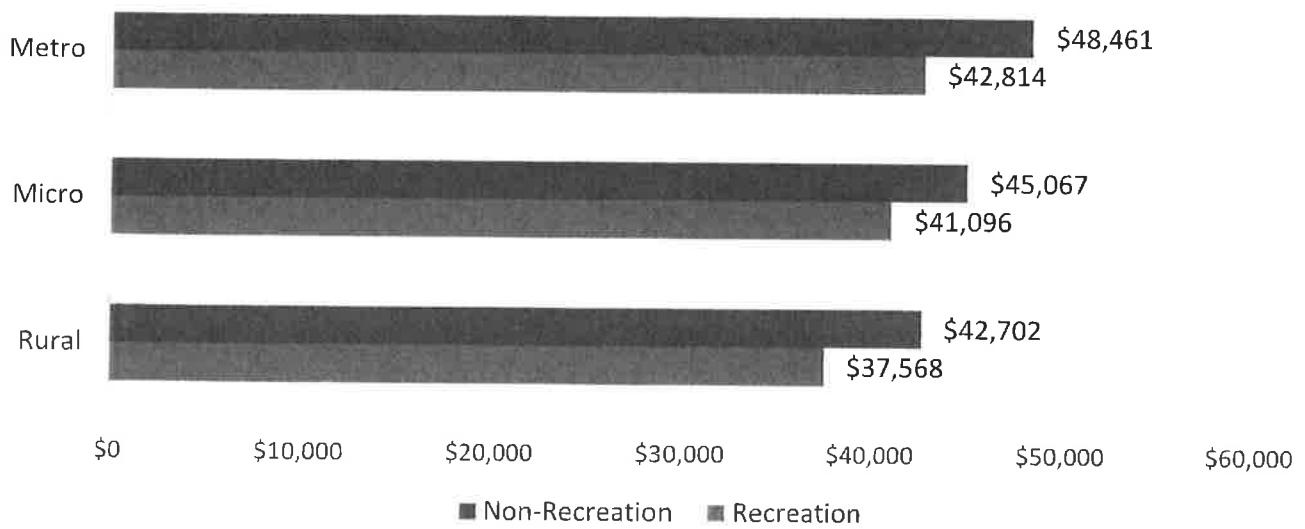
Not only are households moving to Recreation counties wealthier, on average, than households moving to Non-Recreation counties, but they also tend to have higher household income than current residents. This is particularly true in Rural Recreation counties where 29 percent of those counties had wealthier households moving in, compared to 4 percent of Rural Non-Recreation counties.

### ***Recreation Counties Have Lower Average Earnings per Job But Faster Growth***

If more people are moving to Recreation counties, and many of these people have higher household income, does this translate into higher earnings per job in Recreation counties? Earnings per job measures only what the average job pays, while household income includes what people earn at one or more jobs as well as other income sources like investments or Social Security.

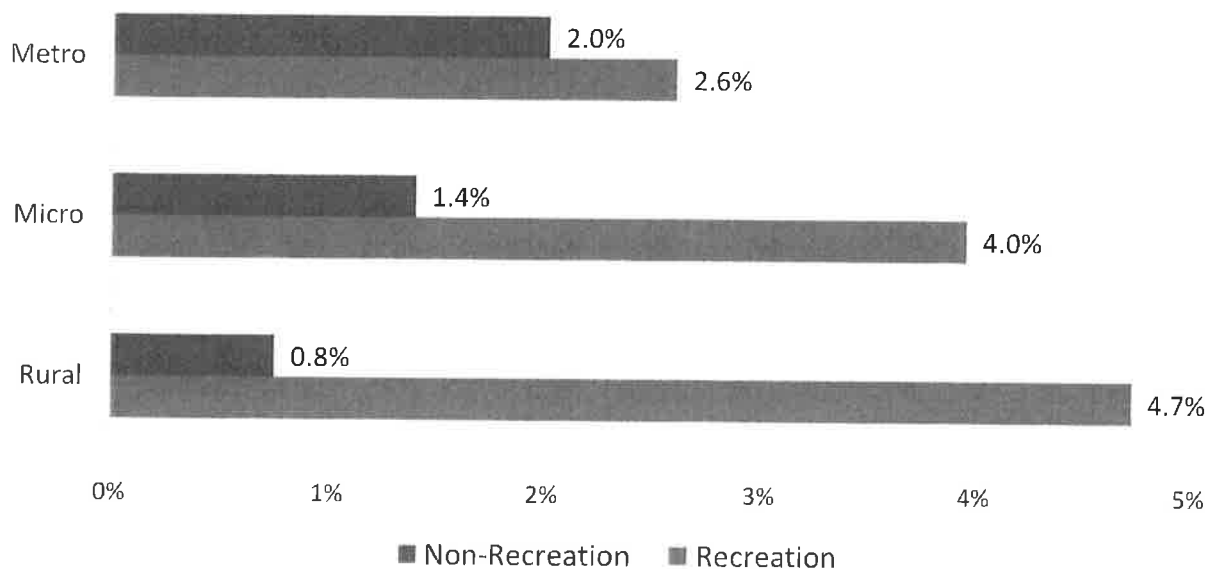
We find that average earnings per job is significantly *lower* in Recreation counties, with the biggest gap (approximately \$5,600) in Metropolitan counties.

Figure 5: Average earnings per job in Recreation versus Non-Recreation counties, 2010-2016.



The difference in earnings per job between Recreation and Non-Recreation counties appears to be shrinking in Micropolitan and Rural counties. Figure 6 shows the average growth rate in earnings per job between 2010 and 2016 for Recreation and Non-Recreation counties; the difference in growth rates is significant for Micropolitan and Rural counties but not for Metropolitan counties.

Figure 6: Growth in average earnings per job in recreation versus non-recreation counties, 2010-2016.



In Micropolitan and Rural Recreation counties, growth in average earnings per job exceeded the average growth rate in any type of Metropolitan county, whether Recreation or Non-Recreation. In Non-Recreation Micropolitan and Rural counties, average earnings per job grew much more slowly than in any type of Metropolitan county.

## Conclusions

People want to live in Recreation communities and have been moving to these places much more quickly since the Great Recession ended in 2010. These in-migrants are bringing higher household income, which may be contributing to faster growth in earnings per job in Recreation counties. The influx of higher income households has not eliminated the gap in earnings per job, which remain significantly lower in Recreation counties. While earnings per job still lag behind in Recreation communities, more rapid growth since the Great Recession may cause earnings per job in Recreation counties to eventually meet or exceed earnings per job in Non-Recreation communities.

The differences between Recreation and Non-Recreation counties generally are greatest in Micropolitan places, followed by Rural places. These findings suggest that Micropolitan communities, often with airports and therefore better connections to population and economic centers, may be able to capitalize more easily on recreation-associated economic benefits. Other research by Headwaters Economics found that the economies in places with easier access to markets via air travel tend to perform more like Metropolitan counties than their Rural peers.<sup>7</sup>

While the differences might not be as great between Rural Recreation and Non-Recreation counties, these findings do suggest the potential for substantial benefits that could make the difference between shrinking and growing population. In many Rural communities, a recreation economy has made the difference between gaining or losing population.

Attracting new residents and higher income households is not without tradeoffs. Many Recreation communities have grown rapidly, leading to an increase in the cost of living for current residents, urban sprawl and more people living on fire-prone lands, and higher infrastructure costs, to name a few challenges. In some places, the rise in cost of living has outstripped the benefits from growing income.<sup>8</sup>

Communities considering investing in recreation as an economic development strategy need to anticipate these tradeoffs. Promoting a town's amenities without anticipating population growth—and its associated housing and infrastructure needs—can reduce quality of life for current residents.

## Data and Methods

Migration data are from the Census Bureau's annual population estimates.<sup>9</sup> We sum total migration from 2010 through 2016, the latest year available, and divide total migration for these seven years by the population in 2010 to calculate the post-recession migration rate.

Earnings per job data are from the Bureau of Economic Analysis.<sup>10</sup> We calculate each county's growth in earnings per job as the average earnings per job in 2016 divided by the average earnings per job in 2010.

Relative income data for people moving into a county are from the U.S. Internal Revenue Service's U.S. Population Migration Data.<sup>11</sup> We calculate the average household adjusted gross income in 2010-2016 for households moving into a county and for households that already resided in the county.

We compare mean migration, relative incomes of households moving in, and earnings per job between recreation- and non-recreation counties using t-tests. We also evaluated metropolitan, micropolitan, and Rural counties separately to determine whether the trends differ according to community size.<sup>12</sup>