

# State Parks & Recreation

Presented by:



November 3, 2015

## Desired Outcomes...

- Serve Michigan residents and non-resident tourists by providing affordable outdoor recreation experiences
- Generate lifelong memories
- Preserve a 97-year legacy of the Michigan State Park system
- Preserve and enhance public access to Michigan's lakes & rivers
- Preserve and protect the unique cultural, historical and natural resources found in the state parks



## Parks & Recreation



Outdoor recreation in state forests (138 campgrounds)



- 102 diverse state parks and recreation areas
- Host 25 million visitors annually in state parks
- Over 1 million camp nights, second in the nation
- Camping nights up 8.9% in State Parks and 16% in state forest campgrounds
- \$22.8 billion tourism industry, supporting 214,000 jobs
- 6 of the state's top 10 tourist destinations are managed by DNR

## Boating



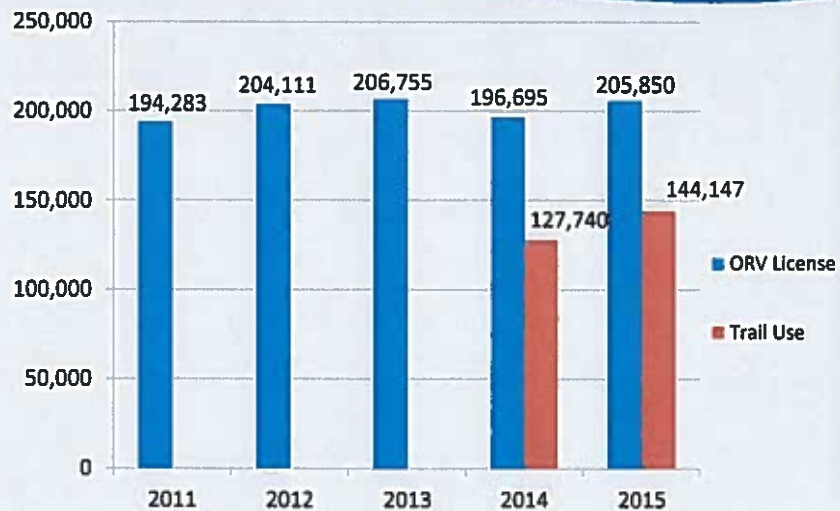
- 3<sup>rd</sup> in the nation for registered boats
- 1,100 developed public launch sites
- 43,187 slip nights
- 80 public harbors, supporting \$3.9 billion boating industry in Michigan

## Trails

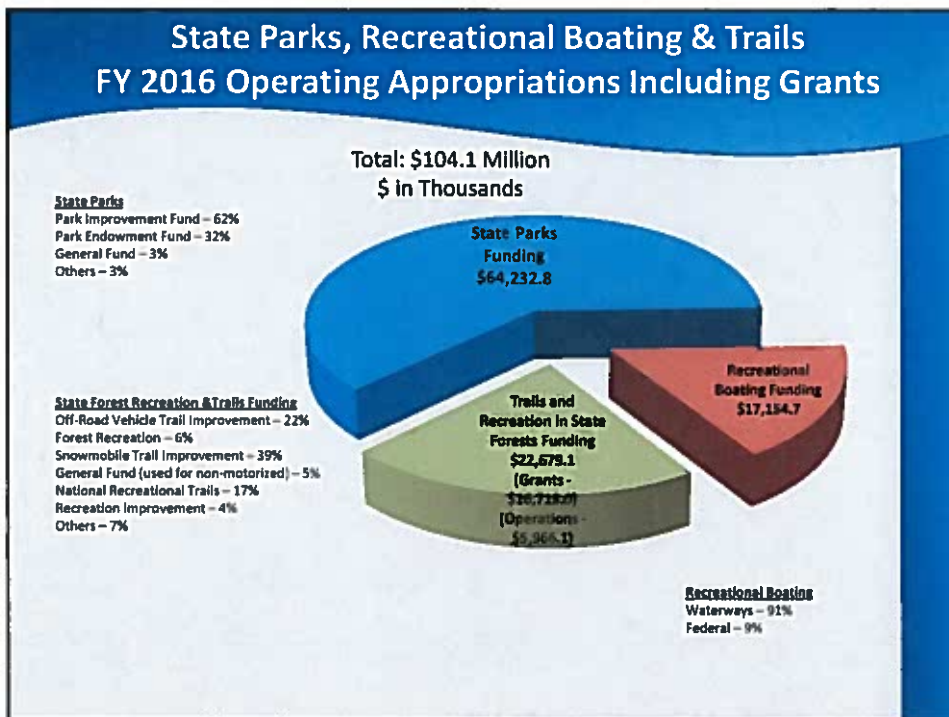
- Finalist for the 2017 International Trail Symposium
- Grants provided to leverage trail development
- 12,500 miles of State designated trails that includes motorized and non-motorized trails
- Over 2,600 miles of rail trails (1st in nation)
- Partnerships with over 50 communities
- Bicycling provides a \$668 million annual benefit to the state economy, per MDOT study
- VASA Trail - a \$2.6 million economic annual impact in Traverse City area
- Repositioning staff to achieve outcomes of the trail plan



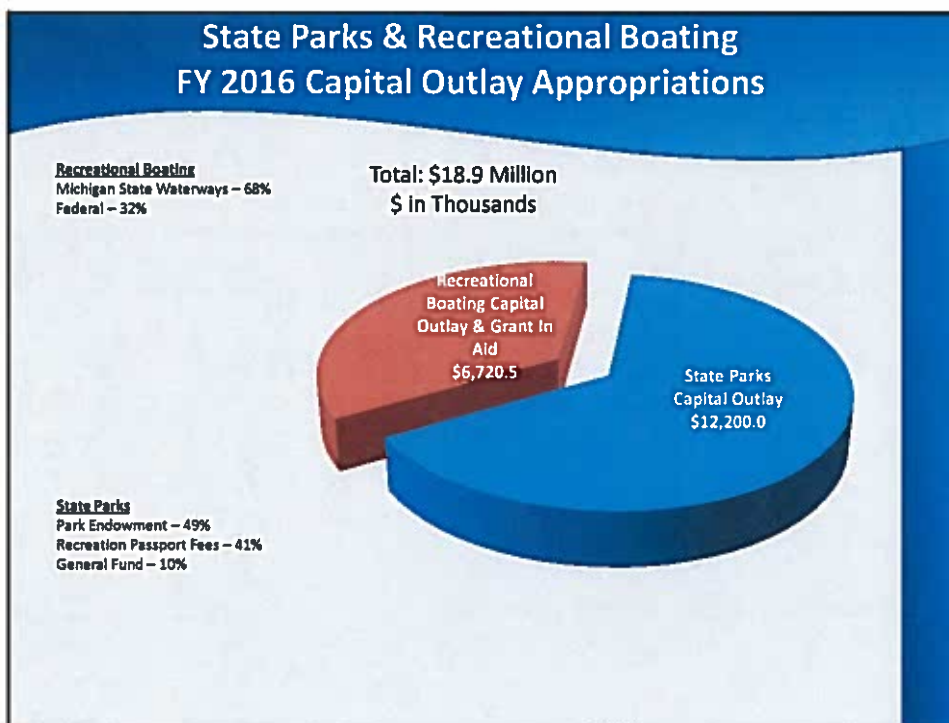
## ORV Trail Program ORV License Sales Oct - Sept



### State Parks, Recreational Boating & Trails FY 2016 Operating Appropriations Including Grants

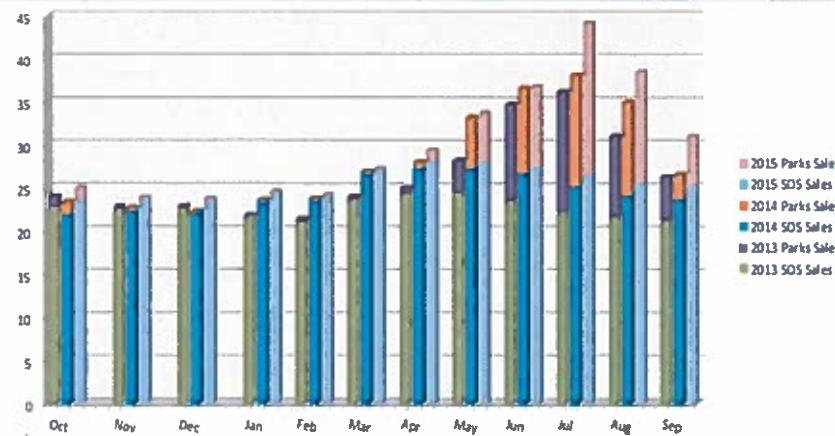


### State Parks & Recreational Boating FY 2016 Capital Outlay Appropriations





## Recreation Passport – September



**FY 2015 – 30.4%**

Actual 24.7% for FY 2011

Actual 26.6% for FY 2013

September 2014 – 26.6%

Actual 27.3% for FY 2012

Actual 28.5% for FY 2014

September 2015 – 31.0%

## Recreation Passport Churn Rates

- **September 2015**
  - Lost 14,384 former passport purchasers from 2014 to 2015
  - Gained 17,701 new passport purchasers from 2014 to 2015
    - Net gain of 3,317 for September 2015
    - Net gain of 3,029 for August 2015

## Recreation Passport – Detroit

Sold at Secretary of State Offices



### Recreation Passport comparison September 2014 and 2015

#### Detroit Area Participation - average:

- Prior to February 2014 – 7.22%
- After February 2014 – 30.10%
  - 316% increase

#### Passport Revenue Yield:

- Wayne County
  - 1% increase = \$128,881
- Wayne, Oakland, Macomb Counties
  - 1% increase - \$319,455
- Remainder of the state
  - 1% increase - \$531,101

## The Recreation Passport Gives Back To Local Communities



- Community Recreation Grants have funded over 83 projects
- At a value of \$2.9 million
- Grants in 46 counties since 2011



## Belle Isle

- **Recognition**
  - City Park Alliance Winner for November 2015
- **Belle Isle Customer Survey** (preliminary) : Partner with Morpace Inc. to determine perceptions and awareness of Belle Isle and the DNR.
  - 89% customer satisfaction with current administration based on preliminary survey
- **Infrastructure:**
  - Leveraged \$2.5 million of general funds into \$4.8 million in improvements
  - Example of Current Donations
    - Garden Club - \$350,000 in a new playground
    - \$1.5 million raised at Grand Premiere Fund Raiser (Chevrolet-Belle Isle Grand Prix) for the Belle Isle Conservancy

