

Economic Impacts of Women's Rights National Historical Park on Seneca County

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Executive Summary

This report summarizes the economic impacts of Women's Rights NHP (WORI) on the Seneca County economy. Impacts are estimated using the new NPS Money Generation Model (MGM2). Impact estimates are based on an estimated 25,728 park visitors and a park operating budget of \$ 958,000 in 1999.

Like many historical sites, Women's Rights NHP attracts primarily day visitors and also visitors who may be in the area for a variety of activities. To estimate visitor spending attributed to the park, visitors were divided into nine distinct segments and distinct spending profiles were developed for each segment. Spending varied from \$6 per person for school group, to \$ 24 per party per day for local day users, to \$50 per party for day visitors from outside the area, to \$40 per party for pass through travelers and general visitors to the Finger Lakes region (spending associated with the visit to WORJ), to \$133 per party per night for overnight visitors whose primary purpose was to visit the park.

Women's Rights NHP visitors spent \$643,000 in the local area in 1999. Sectors receiving the greatest benefit were restaurants (\$155,000), hotels (\$126,000), museums and other attractions including park admissions (\$74,000), and \$94,000 in sales at the park visitor center gift shop (Eastern Sales). The \$ 643,000 that park visitors spend in the area has a direct economic impact on the county of about \$500,000 in direct sales, \$ 176,000 in direct personal income, and \$ 268,000 in direct value added (Table E-1). Including secondary effects, visitor spending generates total local sales of \$ 654,000, \$ 228,000 in personal income for the county, and \$ 365,000 in value added by the local economy. Visitor spending supports about 16 direct jobs in the local area and 18 jobs with multiplier effects (this includes only about 2.4 of the 11 NPS jobs).

The direct impact of park operations on the local economy in 1999 includes 11 full time equivalent NPS positions, associated payroll of \$ 803,028 and \$ 24,242 in sales to local businesses. Total impacts of park operations in 1999 were 18 jobs, \$ 364,000 in local sales and \$ 911,619 in personal income to the region (Table E-1).

Combining the regional economic impacts of visitor spending and park operations, the total local economic impact for 1999 of the park (no construction impacts are included) was just under one million dollars in local sales (\$958,000), \$1.1 million in personal income and \$ 1.3 million in value added. Park operations account for 75% of the impact in terms of value added, while visitor spending contributes 25%. Overall, the park supports about 37 jobs in the area, 11 positions in the park, and another 26 in the local community. The latter accrue from direct and secondary effects of visitor spending in the area, the induced effects of park employees who live in the area, and park purchases from local businesses.

Table E-1 . Summary of the Local Economic Impacts of Women's Rights NHP, 1999

Source of Impact	Impact measure				
	Sales	Jobs ^a	Income ^b	Value Added ^c	Pct
Visitor Direct Spending Impact	\$ 496,968	18.9	\$ 176,061	\$ 268,375	20%
<u>Visitor Indirect & Induced effects</u>	\$ 156,723	3.1	\$ 52,325	\$ 96,470	7%
Visitor Spending Subtotal	\$ 653,691	22.0	\$ 228,385	\$ 364,844	27%
Park wages and salaries		11.0	\$ 646,538	\$ 646,538	48%
Park employee benefits			\$ 156,490	\$ 156,490	12%
Induced effects of NPS wages & salaries	\$ 333,484	5.7	\$ 94,935	\$ 188,651	14%
<u>NPS purchases of supplies, locally</u>	\$ 30,844	1.0	\$ 13,656	\$ 22,789	2%
Park Operation Subtotal	\$ 364,328	17.7	\$ 911,619	\$1,014,468	75%
<u>Adjust for double counting of park admission fees</u>	\$ (60,000)	-3.0	\$ (20,000)	\$ (33,000)	-2%
Grand Total	\$ 958,019	36.7	\$ 1,120,005	\$1,346,312	100%

a. Only NPS positions are expressed as full time equivalents.

b. Income is personal income which includes all wages and salaries and proprietor's income.

c. Value added includes personal income plus profits, rents and indirect business taxes. It is the most commonly used measure of the contribution of a region, industry, or business to Gross National Product.

Economic impacts of Women's Rights National Historical Park on Seneca County

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Women's Rights NHP was established by Congress in 1980 to commemorate the 1848 Women's Rights Convention in Seneca Falls, New York. The park preserves the homes of Elizabeth Cady Stanton and other participants as well as the remains of the Wesleyan Chapel, site of the convention. A Visitor Center completed in 1993 tells the story of the convention and the Women's rights reform movement. The National Women's Hall of Fame, Seneca Falls Heritage Area and Mary Baker Eddy exhibit are located nearby and other local historical attractions and museums in the area complement the theme of the park.

The park is located in Seneca Falls, a historic village in the Finger Lakes region of central New York State. The region is a popular summer tourist destination. The area includes the Finger Lakes and connecting waterways, as well as a variety of historical and cultural attractions within the Seneca Falls Heritage Preservation District. Seneca county has a population of about 30,000. It is within an hour's drive of Rochester and Syracuse and readily accessible from the New York State Thruway. A large factory outlet mall recently opened near the Seneca Falls thruway exit. The village is approximately five miles from the highway.

The Women's Rights NHP visitor center hosted 25,728 visitors in 1999¹. Visitation jumped to almost 40,000 in 1998 due to special activities commemorating the 150th anniversary of the convention. Visits to the park have grown slowly as the park has developed. The park provides national visibility for the area and contributes to Seneca County's \$20 million tourism industry (as measured by visitor spending).

The purpose of this report is to quantify the economic impacts of the park on Seneca county's economy. Sales, income and jobs resulting directly and indirectly from the park are estimated for 1999. Impacts may be divided into those stemming from the operation of the park (NPS employees wages and salaries and supplies and services purchased from local businesses), from construction activities, and from spending by park visitors in the county. Direct impacts are those accruing to individuals, businesses and organizations in the county that receive money directly from park visitors or the park itself. Indirect effects are the sales, income and jobs in what are termed "backward-linked" industries. These are businesses that sell goods and services to those that are directly affected, e.g. a linen supply firm that provides services to hotels or a lumberyard that sells materials to construction companies working on NPS projects. Finally, induced effects capture the re-spending of income earned from the direct and indirect effects. This includes the household spending of NPS and hotel employees in the area for rents, utilities, groceries, local taxes, etc. Indirect and induced effects are sometimes collectively called "multiplier effects". The dollars spent by the park and visitors in the community create additional sales, income and jobs in Seneca county as

¹ Official park visitation statistics are slightly higher as they double count visitors who visit more than one of the park facilities. Official park recreation visits were 75,000 in 1998 and 38,000 in 1999.

the money is re-circulated within the local economy. In this way the park generates economic benefits for a variety of individuals, businesses and organizations within the community.

The Seneca County Economy

Total county personal income in 1997 was \$663 million (BEA). Actual earnings from private and governmental sources within Seneca County is \$346,000, as transfer payments (22%), dividends, interests and rents (14%) and income earned outside the county (14%) make up half of the total (Table 1). About a fourth of earned income in the county is due to a single manufacturing firm. Government accounts for 23% of earned income, followed by services (17%) and retail trade (10%).

Tourism development is quite modest. The lodging sector accounted for \$1.8 million in income in 1997, only a half of one percent of earned income in the county. The county contains two major motels (Holiday Inn with 144 rooms and a Microtel with 69 rooms), four smaller motels and a dozen B&B's. Total overnight capacity is approximately 265 rooms in motels and 50 in B&B's. If we assume an income to sales ratio of about .5 for the tourism sectors, the estimated \$20 million in tourist spending in the county generates \$10 million in income, about 3% of earned income in the county.

Table 1. Personal Income by Major Source, Seneca County, 1997

	\$ 000's	pct of Total	pct of Earnings by POW
Earnings by Place of Work (POW)			
Farm	4,258	1%	1%
Ag. services, forestry, fish	1,165	0%	0%
Mining	338	0%	0%
Construction	15,275	2%	4%
Manufacturing	96,022	14%	28%
Transp. & utilities	27,489	4%	8%
Wholesale trade	24,221	4%	7%
Retail trade	34,282	5%	10%
Finance, Insurance & Real Estate	7,549	1%	2%
Services	57,342	9%	17%
<u>Government</u>	<u>78,225</u>	<u>12%</u>	<u>23%</u>
Total earnings by POW	346,166	52%	100%
Plus Residence adjustment	93,714	14%	
Minus social insurance contrib.	<u>-21,877</u>	<u>-3%</u>	
Total Earnings by place of residence	418,003	63%	
Plus Dividends, interest rents	95,844	14%	
Plus Transfer payments	<u>149,117</u>	<u>22%</u>	
Equals Total personal income	662,964	100%	

Source: Bureau of Economic Analysis, REIS data for Seneca County, 1997

Impacts of Visitor Spending

The economic impacts of park visitor spending is estimated using a recently updated version of the NPS's Money Generation Model (Stynes and Propst 2000). The model estimates visitor spending by breaking visitors into distinct segments with different spending patterns. Spending is estimated within 12 spending categories and then applied to a model of the Seneca county economy to estimate impacts in terms of sales, income, jobs, and value added. A set of sector-specific economic ratios and multipliers for a small rural economy like Seneca county are used to estimate multiplier effects.

The basic equation for estimating economic impacts of visitor spending is:

$$\text{Economic impact} = \text{visits} * \text{spending per visit} * \text{multiplier}$$

Visits to Women's Rights NHP

To better estimate visitor spending, park visitors were divided into nine distinct segments:

- (1) Local day users - living within 30 miles of the park
- (2) Day tripper - visitors on day trips with primary purpose to visit the park. These visitors primarily come from within 100 miles of the park
- (3) Thruway - visitors on extended trips, stopping for a short visit without staying overnight in the area
- (4) General tourists - visitors in the area for other purposes, who visit Women's Rights NHP as one of several activities. Even if staying overnight in the area, these visitors are treated as day visitors to the park (lodging expenses not included).
- (5) Motel - park visitors staying overnight in the area in motels or B&B's (the visit to park is primary reason for staying overnight).
- (6) F&R - visitors staying overnight in the area with friends or relatives or in owned seasonal homes.
- (7) Camp - park visitors staying overnight in the area in campgrounds (the visit to park is primary reason for staying overnight).
- (8) Special event, overnight - visitors to the park staying overnight for training or other special activities.
- (9) School - visitors who come as part of a school group.

The 1999 Visitor Center counts from the park Public Use Report were used to estimate total visitors. This avoids double counting of visitors who visit several park facilities or participate in different activities that are counted separately by the park. The park estimated total recreation visits at 38,016 for calendar year 1999. Counts just at the visitor center were 30,917. Visitors are counted manually as they enter the visitor center. Most park visitors will enter the visitor center once during their stay in the area. Visitors who do not enter the building are not included in these counts. The economic analysis is based on the travel party, not the individual visitor, so all parties with at least one individual entering the visitor center will be included. After careful inspection of the use reports, some additional double counting was identified. The final adjusted use was estimate was 25,728 different visitors in 1999.

Visitors were apportioned among the 9 segments using shares estimated in a 1995 study (Woods, 1995), the 1999 Public Use Report and judgment of park staff. The calculations are summarized in Table 2. The 1995 study estimated percentages of visitors excluding school groups. Seven percent of visitors were local (0-30 miles). Overall,

85% were counted as day trips and 15% overnight in the area. The 15% overnight visitors were divided 12% to motel/B&B and 2 % to camping. Day visitors were divided between general tourists, day trippers, and thruway stoppers using judgment. Spending profiles for these three segments are about the same, so these allocations do not significantly influence the results. Visitors staying in private homes were estimated at 2% and 180 visitors were identified as overnight visitors coming for special events or training at the park.

Table 2. Visits to Women's Rights NHP by Segment, 1999

Segment	Pct of non-school	Pct of all visitors	Person Visits	Party size	Days /Nights	Party days
Local Day User	6%	7%	1,543	2	1	772
Day Tripper	18%	21%	4,630	2	1	2,315
Thruway	21%	25%	5,512	2	1	2,756
Gen'l Tourist	25%	29%	6,394	2	1	3,197
Motel	11%	13%	2,866	2	1	1,433
F & R	2%	2%	441	2	1	220
Camp	2%	2%	485	2	1	243
Special Event OVN	0.7%	0.8%	180	1.5	2	240
<u>School</u>	<u>14%</u>	<u>NA</u>	<u>3,679</u>	<u>1</u>	<u>1</u>	<u>3,679</u>
Total	100%	100%	25,728			14,855

After some adjustments for double counting, the 1999 Public Use Report identifies 3,679 visitors coming as part of school groups. The percents in the second column of Table 2 were adjusted to account for school groups and then applied to 25,728 total visitors to estimate the number of visitors within each segment. Visitors were then converted to party nights in the area by dividing by an average party size and multiplying by the length of stay in the area. Party size was estimated at 2.0 for all groups, except school children who were treated as individuals, and the special event segment, where we assumed a party size of 1.5. Note that travel parties may be slightly larger as the party size of relevance in Table 2 is the number of party members entering the visitor center. Except for the special event segment, length of stay is treated as 1. This means we count only one day's spending when estimating the impacts of the park. One nights lodging and the equivalent of one day's spending is counted for the motel and camping segments. This yields fairly conservative estimates of the park's impact.

Visitor spending

Spending is estimated on a party-day basis for each segment. For overnight visitors, one night is treated as equivalent to one day's spending. Spending profiles were estimated for Women's Rights NHP using spending surveys at other historical sites, general tourism spending studies, and some judgment. Results are shown in Table 3. Local visitors spend about \$24 per party. Day users from outside the area spend about twice this amount, with day trippers spending \$50 per party in the local area and shorter visits by thruway stoppers and general tourists estimated at about

\$40 per party. Restaurant meals is the largest spending category followed by admissions to the park and nearby attractions, and purchases of books, clothing and other souvenirs. The Eastern Sales entry in Table 3 is sales within the visitor center gift shop. Visitors staying in motels and B&B's are assumed to spend \$133 per party per day in the area, including an average room rate of \$75. Campers average \$60 per party per night. Visitors staying overnight for special events or training are treated the same as the motel segment. School children spending is \$6 per child covering a small lunch, \$2 in the gift shop and \$1 admission fees.

Although no spending survey of park visitors has been conducted, the profiles in Table 3 are consistent with studies of similar types of visitors in comparable areas.

Table 3. Visitor Spending by Lodging Segment in Local Area, Women's Rights NHP, 1999 , \$ per party per day

CATEGORY	SEGMENT								
	Local Day User	Day Tripper	Pass thru	Gen'l Tourist	Motel	F & R	Camp	Spec Events	School
Motel, hotel cabin or B&B	0.00	0.00	0.00	0.00	75.15	0.00	0.00	75.15	0.00
Camping fees	0.00	0.00	0.00	0.00	0.00	0.00	15.00	0.00	0.00
Restaurants & bars	8.19	13.70	11.00	11.00	21.43	11.00	10.00	21.43	3.00
Groceries, take-out food/drinks	2.32	3.87	3.00	3.00	5.70	7.00	8.00	5.70	0.00
Gas & oil	3.45	7.30	5.00	5.00	8.40	8.54	5.00	8.40	0.00
Other vehicle expenses	0.13	0.30	0.20	0.20	1.03	0.20	1.03	1.03	0.00
Local transportation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Admissions & fees	3.00	6.61	6.00	7.00	6.73	6.00	6.73	6.73	1.00
Clothing	1.60	4.30	3.05	3.80	5.47	3.05	5.47	5.47	0.00
Sporting goods	0.00	0.34	2.00	0.00	0.00	2.00	0.00	0.00	0.00
Eastern Sales	3.75	10.00	8.00	7.50	6.84	7.50	6.84	6.84	2.00
<u>Souvenirs and other expenses</u>	<u>1.25</u>	<u>3.59</u>	<u>2.00</u>	<u>2.50</u>	<u>2.25</u>	<u>2.50</u>	<u>2.25</u>	<u>2.25</u>	<u>0.00</u>
Total	23.69	50.00	40.25	40.00	133.08	47.79	60.40	133.08	6.00

Total spending is estimated by multiplying the park use data in Table 2 in party days by the per day spending averages in Table 3. This calculation is carried out segment by segment, summing across the nine segments to get the total.

Women's Rights NHP visitors spent \$643,000 in the local area in 1999. Sectors receiving the greatest benefit were restaurants (\$155,000), hotels (\$126,000), and museums and other attractions including park admissions (\$74,000), and \$94,000 in sales at the park visitor center gift shop (Eastern Sales). Visitor spending profiles were adjusted to yield the \$94 thousand in total sales reported by Eastern Sales in 1999. With the estimated levels of visitation, roughly three fourths of the spending on souvenirs was allocated to Eastern Sales. The motel segment accounts for 30% of total visitor spending, while the three non-local day use segments contribute roughly 20% each (Table 4).

Table 4. Total Spending by Visitors to Women's Rights NHP, 1999 (\$ 000's)

	SEGMENT								Total
	Local Day User	Day Tripper	Pass thru	Gen'l Tourist	Motel	F & R	Camp	Spec Events	
Motel, hotel cabin or B&B	0	0	0	0	108	0	0	18	126
Camping fees	0	0	0	0	0	0	4	0	4
Restaurants & bars	6	32	30	35	31	2	2	5	155
Groceries, take-out food/drinks	2	9	8	10	8	2	2	1	42
Gas & oil	3	17	14	16	12	2	1	2	66
Other vehicle expenses	0	1	1	1	1	0	0	0	4
Admissions & fees	2	15	17	22	10	1	2	2	74
Clothing	1	10	8	12	8	1	1	1	43
Sporting goods	0	1	6	0	0	0	0	0	7
Eastern Sales	3	23	22	24	10	2	2	2	94
<u>Souvenirs and other expenses</u>	<u>1</u>	<u>8</u>	<u>6</u>	<u>8</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>28</u>
Total	18	116	111	128	191	11	15	32	643
Percent	3%	18%	17%	20%	30%	2%	2%	5%	100%

Economic Impacts of visitor Spending

The \$643,000 that park visitor spend in the area has a direct economic impact on the county of about \$500,000 in direct sales, \$176,000 in direct personal income, and \$268,000 in direct value added (Table 5). Personal income includes wages and salaries of employees, employee benefits and proprietor's income. Value added includes all personal income plus profits and rents and indirect business taxes. Job estimates are not full time equivalents. They do account for seasonal jobs but treat two year-round half time positions as two jobs.

Direct spending supports about 16 jobs in the local area. The direct effects cover impacts on those sectors directly serving the visitor. Direct sales is less than total spending, as only the retail and wholesale margins on visitor purchases of goods accrue to the local economy: e.g., if a visitor buys a \$100 camera in a local store, the store receives the retail margin (say \$40), the wholesaler or shipper (if local) may receive \$10, and the remaining producer price of the camera (\$50) goes immediately outside the local economy as an import.

Using value added as the best measure of the contribution of visitor spending to the local economy, we see that the retail trade sector receives the largest direct impact, followed by restaurants, lodging and museums/attractions.

Table 5. Economic Impacts of Visitor Spending : Direct Effects

Sector/Spending category	Direct Effects			
	Direct Sales	Personal Income	Value Added	
	\$000's	Jobs	\$000's	\$000's
Motel, hotel cabin or B&B	126	3.5	36	55
Camping fees	4	0.1	1	2
Restaurants & bars	155	5.3	49	68
Other vehicle expenses	4	0.1	1	2
Admissions & fees	74	2.4	26	42
Manufacturing sectors	16	0	4	6
Retail Trade	106	4.1	54	85
<u>Wholesale Trade</u>	<u>15</u>	<u>0.2</u>	<u>6</u>	<u>10</u>
Total	497	16	176	268

Including secondary effects, visitor spending generates total local sales of \$654,000, \$228,000 in personal income for the county, and \$365,000 in value added by the local economy. With multiplier effects, visitor spending supports 18 jobs in the area. The overall visitor spending sales multiplier is 1.32. This means that for every dollar of direct sales, an additional \$.32 of sales is generated via indirect or induced effects (Table 6) . The capture rate of 77% reflects the portion of goods and services bought by visitors that accrues to the local economy. Twenty-three percent of spending leaks directly out of the local economy to buy the goods that the visitor purchases. The economy captures 100% of visitor purchases of services such as lodging, restaurant meals, and admissions to attractions.

Table 6. Direct and Total Economic Impacts of Visitor Spending, 1999

Economic measure	DIRECT EFFECTS	Multiplier	TOTAL EFFECTS
Output/Sales (\$ 000's)	\$ 497	1.32	\$ 654
Personal Income (\$ 000's)	\$ 176	1.30	\$ 228
Value Added (\$ 000's)	\$ 268	1.36	\$ 365
Jobs	16	1.16	18
Total Visitor Spending (\$ 000's)		\$ 643	
Capture rate		77%	
Effective spending multiplier		1.02	

The local economic impacts of this spending were computed using economic ratios and multipliers for Seneca county. As we did not have access to an input-output model for Seneca county (e.g., the New York IMPLAN data), the multipliers for a generic rural area from the MGM2 model were used (Stynes and Propst, 2000) . MGM2 uses quite conservative Type SAM multipliers, which deduct income that is not immediately respent in the area (e.g. contributions to retirement accounts) when estimating induced effects. The overall tourism sales multiplier used here is 1.32, which indicates that for every dollar of direct sales, another 32 cents of indirect or induced sales results.

The relative contribution to the local economy can be seen by comparing the estimates of direct income generated by visitor spending (Table 5) with the Bureau of Economic Analysis's (BEA) income data for Seneca county in Table 1. Visitor spending accounts for 2 % of all lodging income in the county and about 1% of restaurant income. Based on the estimated \$20 million in tourism spending in the county (tables from Moe Koch, Seneca County Tourism Director), Women's Rights NHP visitors account for about 3.2% of tourism spending in the county.

Impacts of Additional Visitors in 1998

The figures above can also be used to estimate the additional impact of the 150th anniversary events at Women's Rights NHP. The model is basically linear, so a doubling of visits will roughly double spending and all of the associated impacts. The park reported about 40,000 distinct recreation visitors in 1998 (after adjustments). Assuming slightly higher spending and somewhat more overnight visitors and longer stays, all of the impact estimates reported above for 1999 would be roughly doubled for 1998.

For smaller changes in visitors or spending, one can use the marginal impact ratios reported in Table 7. For example, each dollar of visitor spending yields \$.27 of direct personal income for residents of the county. A million dollars of visitor spending supports 24 direct jobs in the area, 29 including multiplier effects. Using these ratios, one can compute the impacts of an increase of, say 20,000 visits. An extra 20,000 visits translates into about 10,000 visitor party days (mostly one day visits with an average party size of 2.0). An average party spends \$43 per day, yielding \$430,000 in additional spending from 10,000 parties. At 29 jobs per million in spending, this would add about 12 jobs to the local economy.

Table 7. Impacts per unit of visitor spending

Direct personal income per \$ of visitor spending	\$ 0.27
Direct value added per \$ of visitor spending	\$ 0.42
Direct jobs per Million \$ of spending	24
Total personal income per \$ of visitor spending	\$ 0.36
Total value added per \$ of visitor spending	\$ 0.57
Total jobs per Million \$ of visitor spending	29

Comparison with previous estimates

Wood (1995) estimated total impacts for Women's Rights NHP of \$914,000 in sales and 27 jobs in 1995. These estimates were based on 30,531 visitors, an average spending of \$15 per visitor and \$458,000 in total visitor spending. RIMS II multipliers for lodging and restaurant sectors were used to compute multiplier effects. The aggregate sales multiplier was 2.0 and the job to sales ratio was 30 jobs per million. Our estimates assume somewhat higher spending averages. On a party basis, assuming an average party size of 2.0, Wood uses \$30 per party in 1995 compared to our \$43.27 in 1999. The sales multiplier of 2.0 is clearly exaggerated for a small rural economy like Seneca county. The comparable jobs multiplier for 1999 is about 29 jobs per million, roughly equivalent to the 30

jobs per million in 1995 after adjusting for price changes (see Table 8 for the complete set of multipliers used in the 1999 analysis). The visitation estimate for 1995 likely does not correct for some double counting.

We estimate higher spending than Wood (\$643,000 vs \$458,000) based on slightly fewer visitors (our visitor numbers are after adjusting for double counting) due to higher spending averages. Total sales and job effects in 1999 are lower due to much more realistic sales multipliers in 1999. The 1995 study also did not adjust for purchases of goods that are not made locally, because the 1995 MGM spending profiles only included spending on lodging and restaurants, all of which would be captured. The 1999 spending profiles allocate 44% of visitor spending to purchases of goods (groceries, gas, books, clothing, film, souvenirs, etc.), which must be margined to be handled properly in an economic impact analysis. Only about half of this spending accrues to the local economy, largely as retail and wholesale margins. Hence the \$643,000 in visitor spending in 1999 equates to only \$497,000 in direct sales to the local economy.

Impacts of Park Operations

NPS spending on wages and salaries and park operations also has local economic impacts. In 1999 the park employed 10 full-time people. Seasonal positions equate to about one additional job, when expressed on a full-time 12-month basis. The park operating budget was \$958,118 in 1999, consisting mostly of wages and salaries and employee benefits (Table 8). Of \$155,000 in operating expenses only \$39,503 was spent locally. About half of the \$80,000 budgeted for supplies are bought from local sources, but of the \$75,000 for utilities, only water and sewer bills represent local expenses.

Table 8 . Women's Rights NHP Operating Budget, 1999

	Spending	Percent to Local Firms	Local Spending
Personnel			
Wages and Salaries	646,538	100%	646,538
Benefits	<u>156,490</u>	<u>100%</u>	<u>156,490</u>
Total Payroll	803,028		803,028
Operating Expenses			
Utilities			
Electric	48,500	0%	-
Gas	6,350	0%	-
Telephone	13,750	0%	-
Water/sewer	4,490	100%	4,490
Postal service	2,000	0%	-
Services	-	100%	-
Supplies	<u>80,000</u>	<u>49%</u>	<u>39,503</u>
Total Operating	155,090		43,993
Total Budget	958,118		847,021

The direct impact of park operations on the local economy in 1999 include the 11 full time equivalent jobs and associated payroll of \$803,028 and \$24,242 in sales to local businesses. Secondary effects of this NPS spending

consists of the induced effects of park personnel who spend their income in the local area and the multiplier effects of the purchases of supplies and services from local businesses. The latter are small as the park has a small operating budget and half of this is for utilities that go to companies outside the county. Half of park supplies are purchased locally, but we assume most of these are not manufactured in the area, so that only the retail margins (roughly 50%) on these purchases accrue to the local economy.

Total impacts of park operations in 1999 were 18 jobs, \$ 364,328 in sales and \$ 911,619 in personal income to the region. Secondary effects add \$108,000 in income to the direct income from park salaries and benefits that accrue to the region. This additional income stems mostly from the induced effects, i.e., income earned directly or indirectly by local businesses from NPS employee spending in the community.

Table 9 . Economic Impacts of WORI Park Operations , 1999

	Budget	Direct Local Sales	Total Sales	Total Jobs	Total Personal Income	Total Value Added
A. Impacts of Park Wages and Salaries						
NPS Wages and Salaries	646,538				646,538	646,538
NPS Benefits	<u>156,490</u>				<u>156,490</u>	<u>156,490</u>
Total Payroll	803,028				803,028	803,028
NPS Jobs (annual, full & part time)				10.0		
NPS Jobs -seasonal (annual equivalent)				1.0		
Induced effects of NPS employee spending of income			333,484	5.7	94,935	188,651
B. Impacts of Park Spending on Utilities, Supplies and Services						
Utilities + postal	75,090	4,490	5,875	0.1	1,837	3,826
Supplies	<u>80,000</u>	<u>19,752</u>	<u>24,969</u>	<u>0.9</u>	<u>11,819</u>	<u>18,963</u>
Total Operating Expenses	155,090	24,242	30,844	1	13,656	22,789
C. Total Impacts	958,118	24,242	364,328	18	911,619	1,014,469

Discussion

Combining the regional economic impacts of visitor spending and park operations, the total local economic impact for 1999 of the park (no construction impacts are included) was just under one million dollars in local sales (\$958,000), \$1.1 million in personal income and \$ 1.3 million in value added. Park operations account for 75% of the impact in terms of value added, while visitor spending contributes 25%. Overall, the park supports about 37 jobs in the area, 11 positions in the park, and another 26 in the local community. The latter accrue from direct and secondary effects of visitor spending in the area, the induced effects of park employees who live in the area, and park purchases from local businesses (see Table E-1 at beginning of this report).

The park's relative importance to the local economy can be seen by comparing these figures with local tourism and economic statistics. The \$ 643,000 attributed to WOR1 visitor spending represents about 3.2% of the county's estimated \$20 million in tourist spending. The \$1.1 million in personal income from park operations and visitor spending represents about 0.2% of earnings (by Place of Work) in Seneca County and 0.1% of all personal income in the county (based on 1997 figures). Lodging sales attributed to park visitors represent 2% of the \$1.8 million in lodging sales reported by Seneca County in 1997 (BEA, REIS data). Visitor spending accounts for 1% of restaurant sales. These figures suggest that the visitor impact estimates are likely conservative. The park does not have good data on the number of visitors coming to the area primarily to visit the park, or the number of these visitors who stay overnight in the local area. As overnight visitors have the largest local economic impact, policies that result in more overnight stays in the area are encouraged. Through the park's partnerships with local tourism organizations and other historical sites and attractions in the area, programs can be designed to increase stays in the area and capture additional traveler spending.

The local economic impacts of Women's Rights NHP are somewhat different than those of larger National Park Units with overnight accommodations and in some cases millions of visitors. Park operations themselves account for three fourths of the park's local economic impact while visitor spending accounts for only a quarter. While the park does attract visitors nationally, many are pass-thru travelers and only a small percentage stay overnight in the local area. Overnight accommodations in Seneca county are limited, so some visitors will stay nearby in Rochester or Syracuse. In this case, the additional spending associated with an overnight stay does not accrue to Seneca County, but does benefit surrounding areas.

The visitor segments, developed for the purpose of estimating spending, are also useful in targeting management and marketing programs to increase visitors or to better serve particular subgroups. Visitors could likely be increased from several market segments via targeted strategies. For example, Thruway signage and information at the nearby factory outlet mall can likely increase "unplanned" visits and extend local stays of Thruway travelers. Special programs targeted at national audiences with interests in Women's Rights issues could likely increase overnight stays, particularly if packaged with local hotels and opportunities for small meetings. Syracuse and Rochester are within a short drive and have the potential to generate additional day trips or even "weekend getaways".

The estimates of economic impacts produced by the Money Generation Model do not cover all of the economic benefits or costs associated with the park. The contribution to the local economy is only one of a number of ways the park benefits the local area. Other benefits not covered by these estimates include:

- Contributions to historic preservation of the area
- Park personnel involvement in local organizations
- The park's role in promoting the area in general and increasing national visibility of the region
- Changes in property values and local property taxes associated with the park
- Contribution to local schools through the park's educational programs and group tours
- Benefits from construction activity in the park and other development in the area stimulated by the presence of the park

The economic impact estimates reported here cover those effects that may be quantified via actual economic transactions. The economic impact analysis reveals the role the park plays in the local economy and indicates ways that the local economy benefits from visitor spending and park operations. These local economic impacts are important to a variety of local partners in the region, whose support and cooperation are critical to the NPS mission as well as the visitor experience. The park's role in preserving these cultural resources and interpreting the historic events at Seneca Falls is therefore closely intertwined with its contribution to the local economy.

References

- Wood, Nancy. 1995. Economic Impacts of Visitors to National Park Service Units. Draft Report, June 1995.
- Stynes, D.J., Propst, D.B., Chang, W. and Sun, Y. 2000. Estimating National Park Visitor Spending and Economic Impacts: The MGM2 Model. May, 2000. Final Report to National Park Service. East Lansing, Michigan: Department of Park, Recreation and Tourism Resources, Michigan State University.

Appendix: Multipliers for computing economic impacts of visitor spending on Seneca County economy.

Table 10. Multipliers for selected tourism-related sectors , Generic rural area

Sector	Direct effects ratios			Sales II	Total effects multipliers			
	Jobs/ MM sales	Personal inc/sales	Value Added /sales		Jobs II/ MMsales	Income II/ sales	VA II/ sales	Sales I
Hotels And Lodging Places	28.88	0.29	0.44	1.37	35.24	0.42	0.67	1.25
Eating & Drinking	35.25	0.31	0.44	1.30	40.41	0.42	0.62	1.19
Amusement And Recreation	33.24	0.34	0.56	1.32	38.85	0.45	0.76	1.19
Auto repair and service	14.62	0.28	0.44	1.26	19.23	0.37	0.60	1.16
Local transportation	37.58	0.53	0.62	1.28	42.94	0.63	0.79	1.11
Food processing	5.68	0.14	0.27	1.32	10.85	0.25	0.45	1.25
Apparel from purch mate	15.83	0.14	0.17	1.25	19.50	0.22	0.31	1.19
Petroleum refining	0.62	0.05	0.12	1.51	4.24	0.16	0.44	1.45
Sporting goods	8.32	0.27	0.51	1.25	12.50	0.36	0.66	1.16
Manufacturing	10.64	0.23	0.39	1.32	16.11	0.34	0.58	1.21
Retail Trade	39.88	0.51	0.80	1.26	44.67	0.60	0.96	1.10
Wholesale trade	14.11	0.40	0.68	1.26	18.84	0.49	0.84	1.12

Note: the direct effect ratios convert direct sales to the associated income, jobs and value added in tourism sectors.

Total effect multipliers are the total impact across all sectors per unit of direct sales in the given sector.

Multipliers are for a general rural area and were developed using the IMPLAN system (1996 models).