



MOZINGO LAKE
RECREATION PARK

FACT SHEET

The Impact of Mozingo Lake Recreation Park on the City of Maryville Economy

JANUARY 2016

Mozingo Lake Recreation Park (Mozingo) is a city-owned park located on 3,000 acres in the upper northwest corner of Missouri. Mozingo creates a positive impact on the Maryville economy through its day-to-day operations alone. Furthermore, the park attracts thousands of out-of-region visitors, whose spending adds a significant amount of income to the Maryville economy. Results of the analysis reflect Fiscal Year (FY) 2014-15.

TABLE 1: Impacts created by Mozingo in FY 2014-15

Added income	Jobs
\$1.1 million	67
OPERATIONS SPENDING IMPACT	
\$1.1 million	67
VISITOR SPENDING IMPACT	
\$2.3 million	134
TOTAL IMPACT	

NOTE OF IMPORTANCE

There is an important point to consider when reviewing the impacts estimated in this study. Impacts are primarily reported in the form of income rather than sales. Sales includes all the intermediary costs associated with producing goods and services. Income, on the other hand, is a net measure that excludes these intermediary costs and is synonymous with GRP. For this reason, it can be a more meaningful measure of new economic activity than sales.

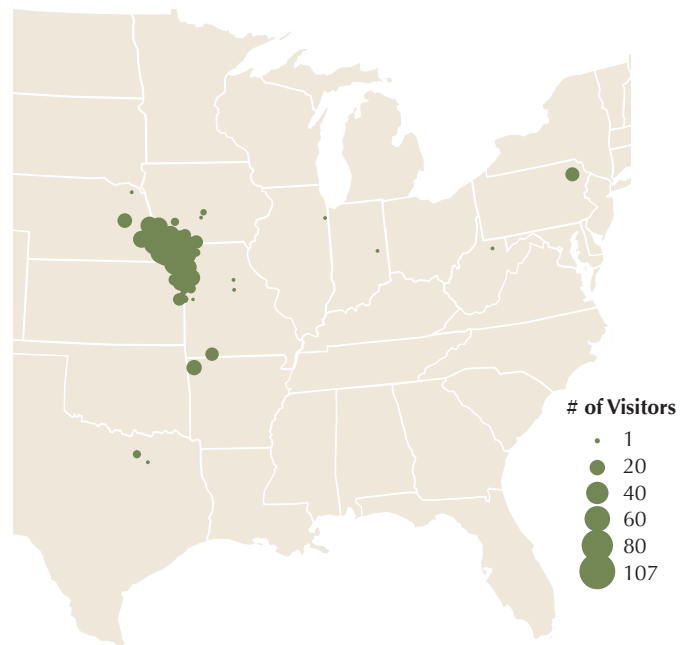
IMPACT ON THE MARYVILLE ECONOMY

During the analysis year, Mozingo and its visitors added **\$2.3 million** in income to the Maryville economy, approximately equal to **0.5%** of the gross regional product (GRP). By comparison, this impact from the park is almost as large as the Transportation & Warehousing industry in the region. The economic impacts of Mozingo break down as follows:

Operations spending impact

- Mozingo employed 59 full-time and part-time employees in FY 2014-15. Payroll amounted to **\$860.1 thousand**, much of which was spent in Maryville to purchase groceries, clothing, and other household goods and services. The park spent another **\$1.6 million** to support its day-to-day operations.
- The net impact of park payroll and expenses in Maryville during the analysis year was approximately **\$1.1 million** in added income.

FIGURE 1: Map of Mozingo visitor origin



Visitor spending impact

- In FY 2014-15, **266,616** out-of-region visitors, attracted to Maryville for activities at the park, brought new dollars to the economy through their spending at hotels, restaurants, gas stations, and other regional businesses (Table 2). Only the spending that occurred out-of-park is considered since any spending inside the park was already recognized in the operations spending impact. The **201,131** in-region visitors' spending is not considered since they would have spent money in Maryville even without the presence of the park.
- Not all out-of-region visitor spending is attributable to Mozingo. Some of these visitors may have visited Maryville anyway, regardless of the park's attractive draw. Therefore, the total visitor spending impact was reduced by 18% to account for other factors drawing visitors to Maryville (Figure 2).
- Even with this reduction, visitor spending added approximately **\$1.1 million** in added income to the Maryville economy, which is equivalent to creating **67** new jobs.
- This **\$1.1 million** in added income to the Maryville economy would not have occurred without the amenities Mozingo offers, including a world-class golfing experience and boating or fishing adventures on a 1,000-acre lake. Figure 3 outlines the percentage of survey respondents that participated in each of the activities while visiting Mozingo in FY 2014-15.

TABLE 2: Average daily out-of-park spending per out-of-region visitor

Spending Category	Amount
Lodging	\$8.62
Food	\$12.35
Transportation	\$6.00
Other goods	\$5.60
Total spending	\$32.57

FIGURE 2: Mozingo as a reason to visit Maryville

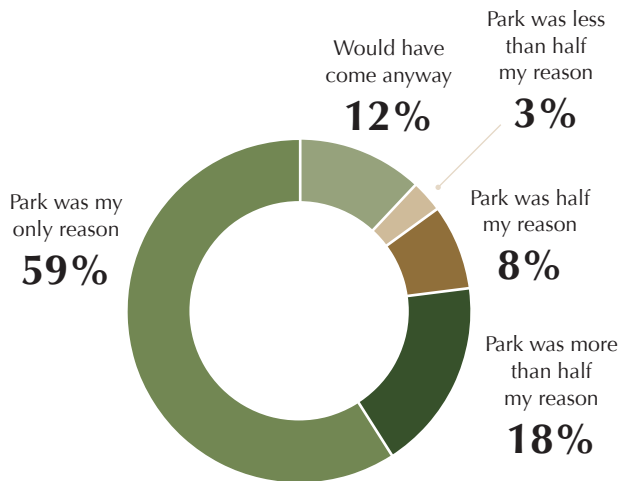
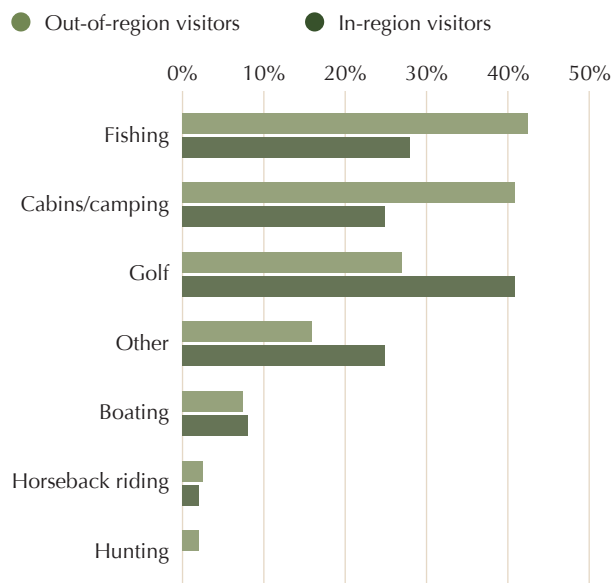


FIGURE 3: Visitor activities while visiting Mozingo



MOZINGO VISITOR SPENDING IMPACT BY THE NUMBERS

Mozingo attracts hundreds of thousands of visitors from outside the region. These visitors spend money in the local economy, adding to the output, or sales, of the region. In FY 2014-15, out-of-region visitors generated an impact of **\$9.6 million** in sales for the Maryville economy. This is equivalent to adding **\$1.1 million** in income or supporting **67** jobs in the region.