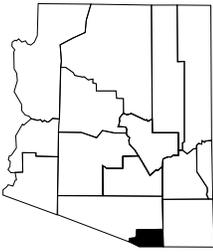
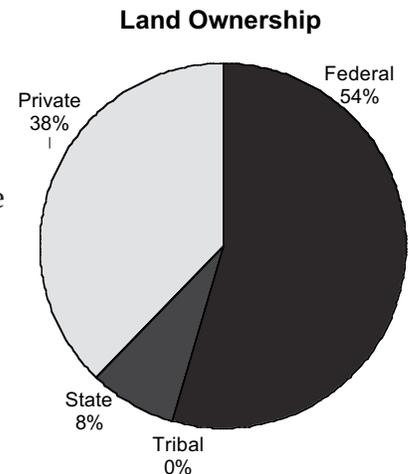


SANTA CRUZ COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Santa Cruz County

Santa Cruz County is located in the extreme south part of the state along the Mexican border. It has 0.75% (38,381) of the state's population and 1% (790,819 acres or 1,235 square miles) of the state's land base. This averages out to 31 people per square mile. Much of the topography is rolling green grasslands, agricultural lands, wooded hills and rugged forested mountains offering a wide range of outdoor recreation opportunities.



- 19% of households in Santa Cruz County are OHV users; state percentage is 21%.
- 4% of all Arizona OHV trip destinations for past 12 months were to Santa Cruz County.
- 406,935 OHV Recreation Days occur annually in Santa Cruz County; 3.3% of AZ's total.
 - 35,152 OHV Recreation Days (9%) are from Santa Cruz County residents.
 - 371,918 OHV days (91%) are from other AZ residents traveling to Santa Cruz County.
- 62% of Santa Cruz County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Santa Cruz County from OHV Recreation is \$33 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Santa Cruz County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$4.9 M	\$0.9 M	\$4.0 M
Lodging/Campgrounds	\$4.1 M	\$0.1 M	\$4.0 M
Restaurants/Bars	\$3.5 M	\$0.5 M	\$3.0 M
Groceries/Liquor	\$3.9 M	\$0.7 M	\$3.2 M
Other (event fees, souvenirs, etc.)	<u>\$4.4 M</u>	<u>\$0.4 M</u>	<u>\$4.0 M</u>
• Total OHV Recreation Trips	\$20.8 M	\$2.6 M	\$18.2 M
• Off-Highway Vehicles	+ \$0.6 M		
• Tow Vehicles/Trailers	+ \$0.3 M		
• OHV Equipment	+ <u>\$5.6 M</u>		

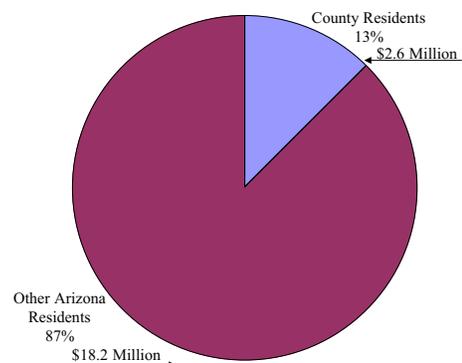
Total OHV Expenditures = \$27.3 Million

TOTAL IMPACT- Multiplier Effect* \$32.8 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) **399**
- Salaries/Wages **\$6.9 Million**
- State Tax Revenues **\$1.3 Million**

OHV Trip Expenditures—\$21 Million



Economic Importance of OHV Recreation to Santa Cruz County

- Creates a statewide economic impact of \$32.8 million (multiplier effect)*
- Contributes \$27.3 million to local economies through OHV-related expenditures
- Adds \$1.3 million to annual state tax revenues
- Provides \$6.9 million in income (salaries/wages) for Santa Cruz County residents
- Supports 399 jobs in Santa Cruz County

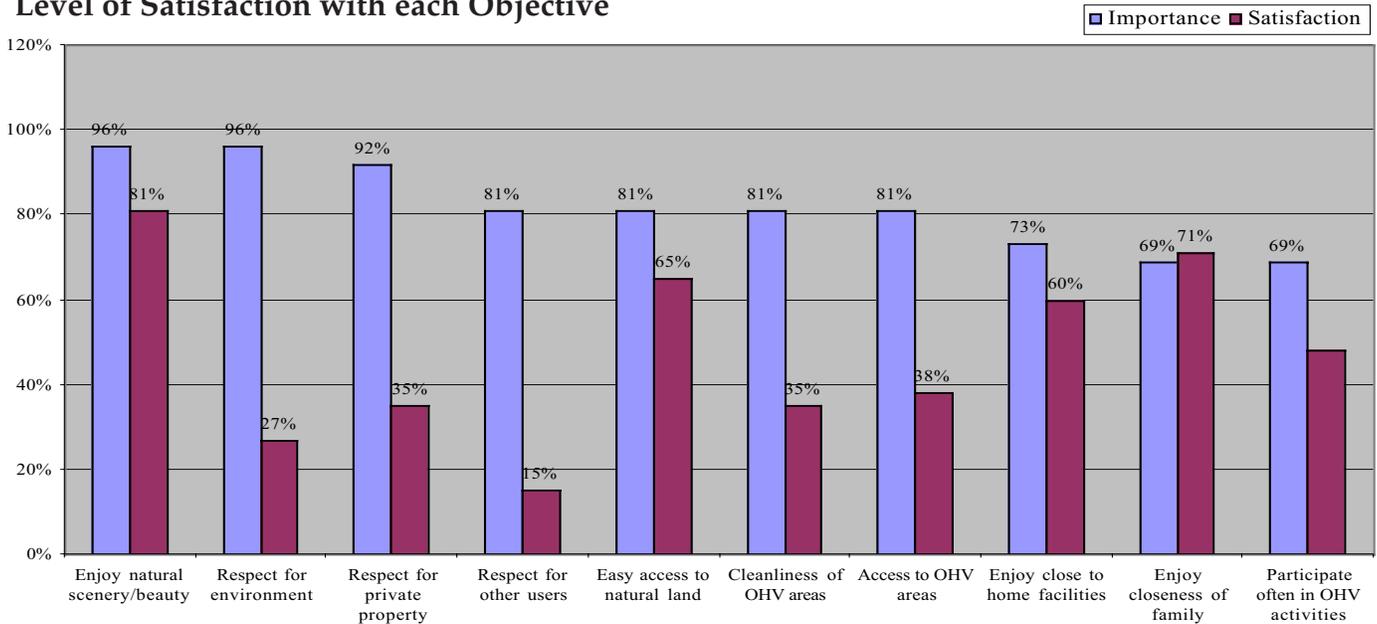
“Top Ten” Main Reason for taking last OHV Trip

- Camping 18%
- Sightseeing 18%
- Hiking or walking 14%
- Driving backroads 7%
- Hunting 7%
- Picnicking 7%
- Trail riding-ATVs 4%
- Wildlife/bird watching 4%
- Swimming 4%
- Jet skiing 4%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 79%
- Hiking or walking 68%
- Sightseeing 50%
- Picnicking 36%
- Camping 32%
- Trail riding-ATVs 29%
- Photography 25%
- Hill climbing 21%
- Wildlife/bird watching 14%
- Swimming 14%

Evaluation of Last OHV Recreation Trip—“Top Ten” Objectives Rated as Most Important and Level of Satisfaction with each Objective



Type of Vehicle(s) used on last OHV Trip

- 4WD Pickup Truck 54%
- Sport Utility Vehicle/Jeep 33%
- All Terrain Vehicle (ATV) 29%
- Trail Motorcycle 11%
- 2WD Pickup Truck 4%
- Dune Buggy/Sand Rail 0%
- Snowmobile 0%

*Multiplier Effect: sum of OHV expenditures, secondary effects generated by local re-expenditure of money, and induced impact from salaries paid by directly and indirectly impacted industries.



For more information contact:
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