Economic Impacts of Events in the Prince George’s County Department of Parks and Recreation
Our Team

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Our Objective

What is an economic impact?

- Additional expenditures apart from those that are required by County Parks

Analyze the economic impact of parks on the County
COVID-19

Cancellations of reservations and events

Changes in hosting, reservations, and events after reopening

Potential changes in user behavior
Objective Continued

Data analysis → Data capture

2 surveys

- economic impact
- current use

COVID-19 context

Readily accessible for analysis
Our Question/Answer Philosophy

- High Fidelity Answer
- Simple Wording
- Complex Wording
- Low Fidelity Answer
Economic Impact Survey

Prince George’s County Department of Parks and Recreation

This survey is intended to measure the potential economic losses that Prince George’s County may experience due to the cancellation of events and reservations hosted by the Prince George’s County Department Parks and Recreation (PG Parks). It is estimated this survey will take about 5 minutes to complete. Survey responses are confidential and are only to be used within PG Parks.
3. How frequently do you use any of Prince George's Parks and Recreation's services? (Classes, Parks, Community Centers, Events)

- Never
- Once a week
- A few times per week
- Once a month
- A few times per year

4. Please select the events that PG Parks has cancelled that you had planned to attend

- I did not have plans to attend an upcoming PG Parks event
- Classes
- Museums and Natural Sites
- Performances and Exhibits
- Sports and Fitness Programs
- Trips and Excursions
- Festivals
- Picnic Shelters

5. Please select the reservation types that PG parks has cancelled that you had planned to book

- I did not reserve or have intentions to reserve a PG Parks facility
- Fields
- Historic Sites
- Park Buildings
- Picnic Shelters
- Rooms in a community center or complex
6. The PG Parks event or reservation I planned to attend would have encouraged me to purchase food from a restaurant or grocery store within Prince George's County

- Yes
- No
- I am not sure
- I did not have plans to attend a PG Parks event/reservation

7. The PG Parks event or reservation I planned to attend would have encouraged me to purchase gas from a gas station within Prince George's County

- Yes
- No
- I am not sure
- I did not have plans to attend a PG Parks event/reservation

8. The PG Parks event or reservation I planned to attend would have encouraged me to book a hotel room within Prince George's County

- Yes
- No
- I am not sure
- I did not have plans to attend a PG Parks event/reservation

9. The PG Parks event or reservation I planned to attend would have encouraged me to spend money on any goods or service other than those specified above. (Within Prince George's County)

- Yes
- No
- I am not sure
- I did not have plans to attend a PG Parks event/reservation
10. If you answered yes to any of the questions above, please estimate the total dollar amount that you would have budgeted for the additional expenditures

125

11. From Not Interested (1) to Extremely Interested (5), how interested would you be in online events hosted by PG Parks? (Online Classes, Online Concerts, Online Camps)

1 2 3 4 5

12. Would you be willing to pay for online events hosted by PG Parks?

☑ Yes
☐ No
How we can use the data
Users who report increased usage while maintaining social distancing

District of Columbia
Questions?