

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

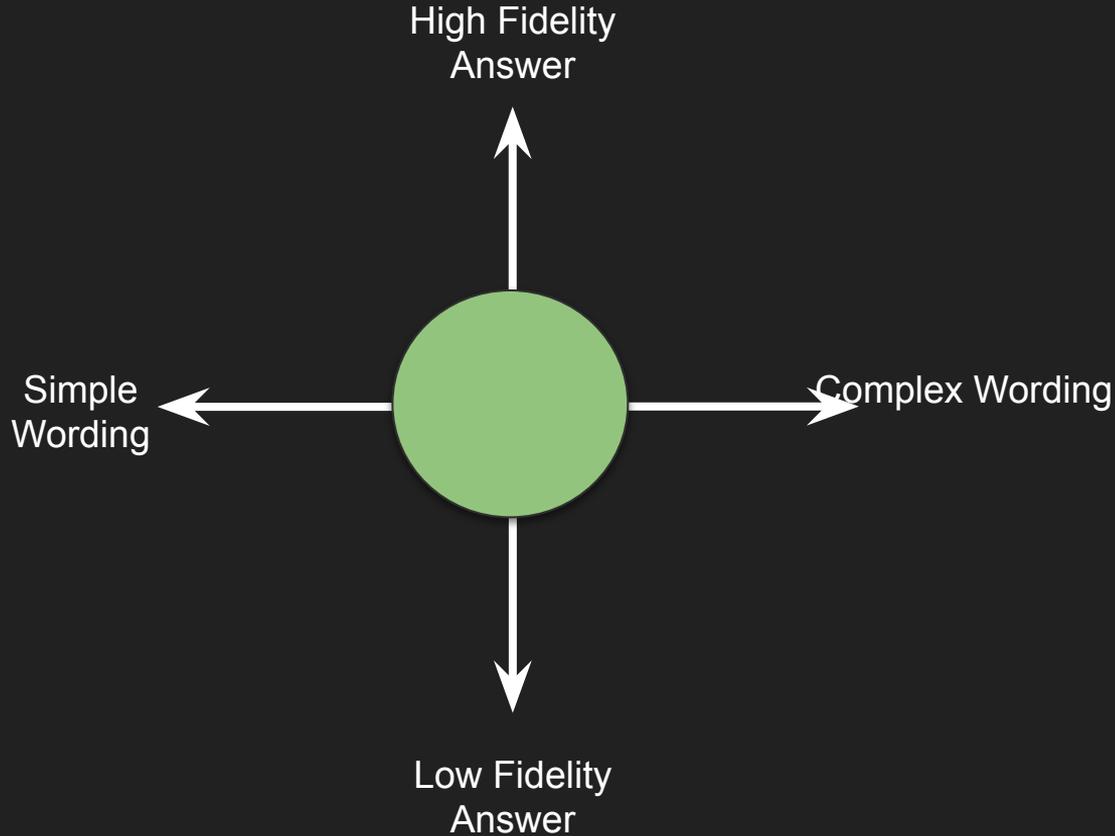
2 surveys

- economic impact
- current use

COVID-19 context

Readily accessible for analysis

Our Question/Answer Philosophy





live more, play more

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.

1. Please enter your zip-code

20740

2. Please select your age-range

5-12

13-17

18-24

25-35

36-50

51-59

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 month
- Once a year
- 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

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

The next set of questions are to understand any additional costs that may occur aside from those required by PG Parks for their events or reservations. Please select the response that best aligns with your answer.

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?

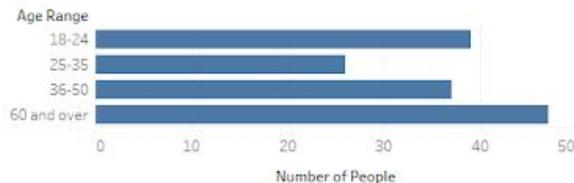
Yes

No

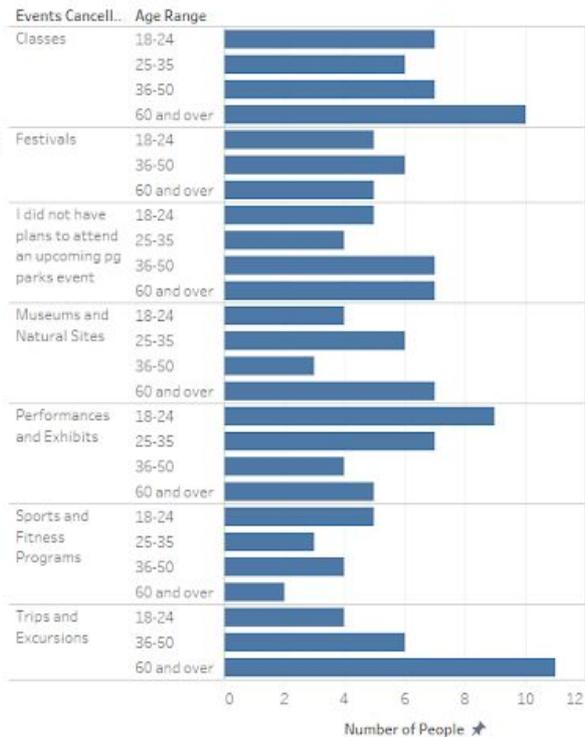
Done

How we can use the data

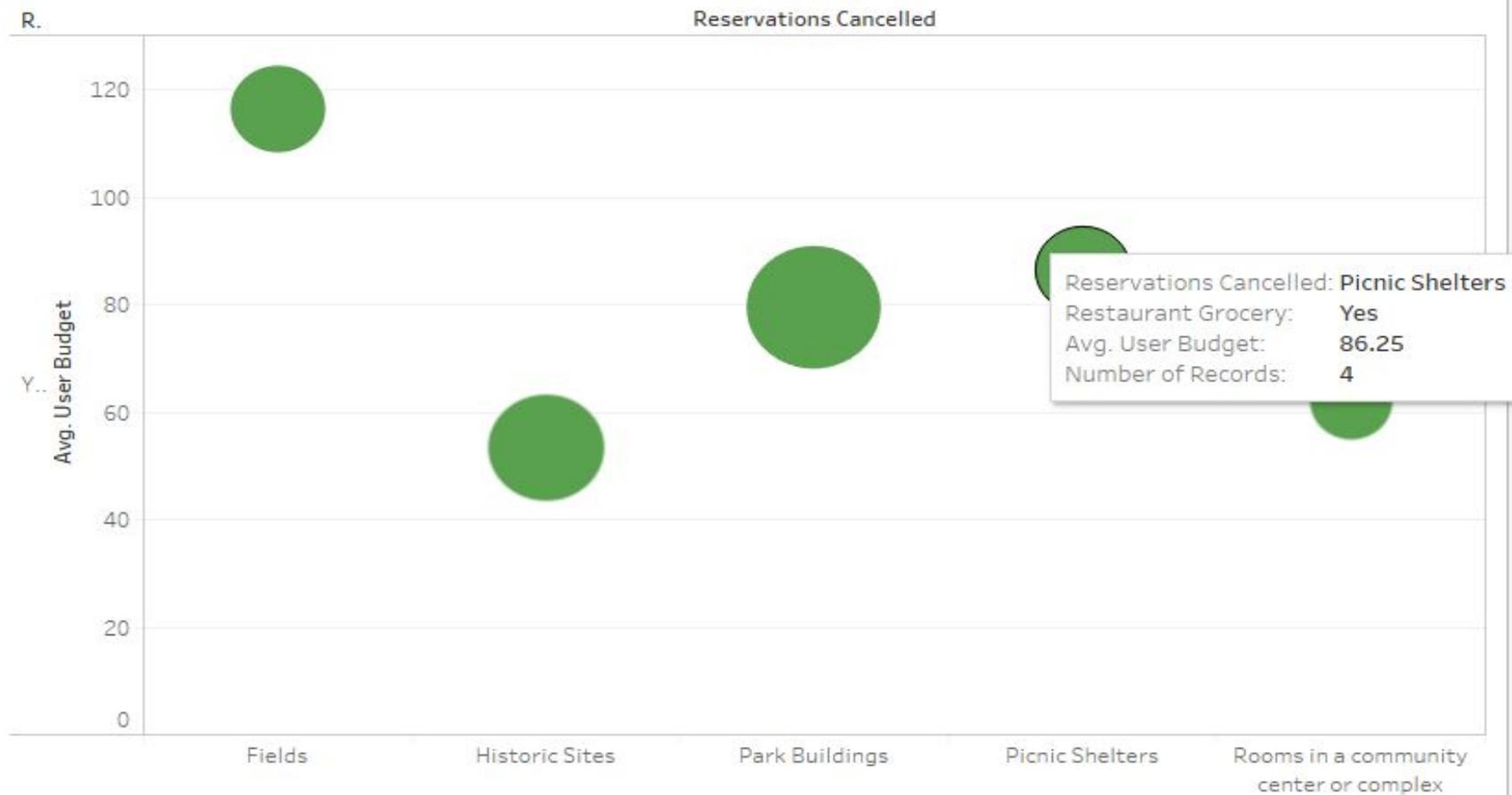
Survey Respondents by Age Group



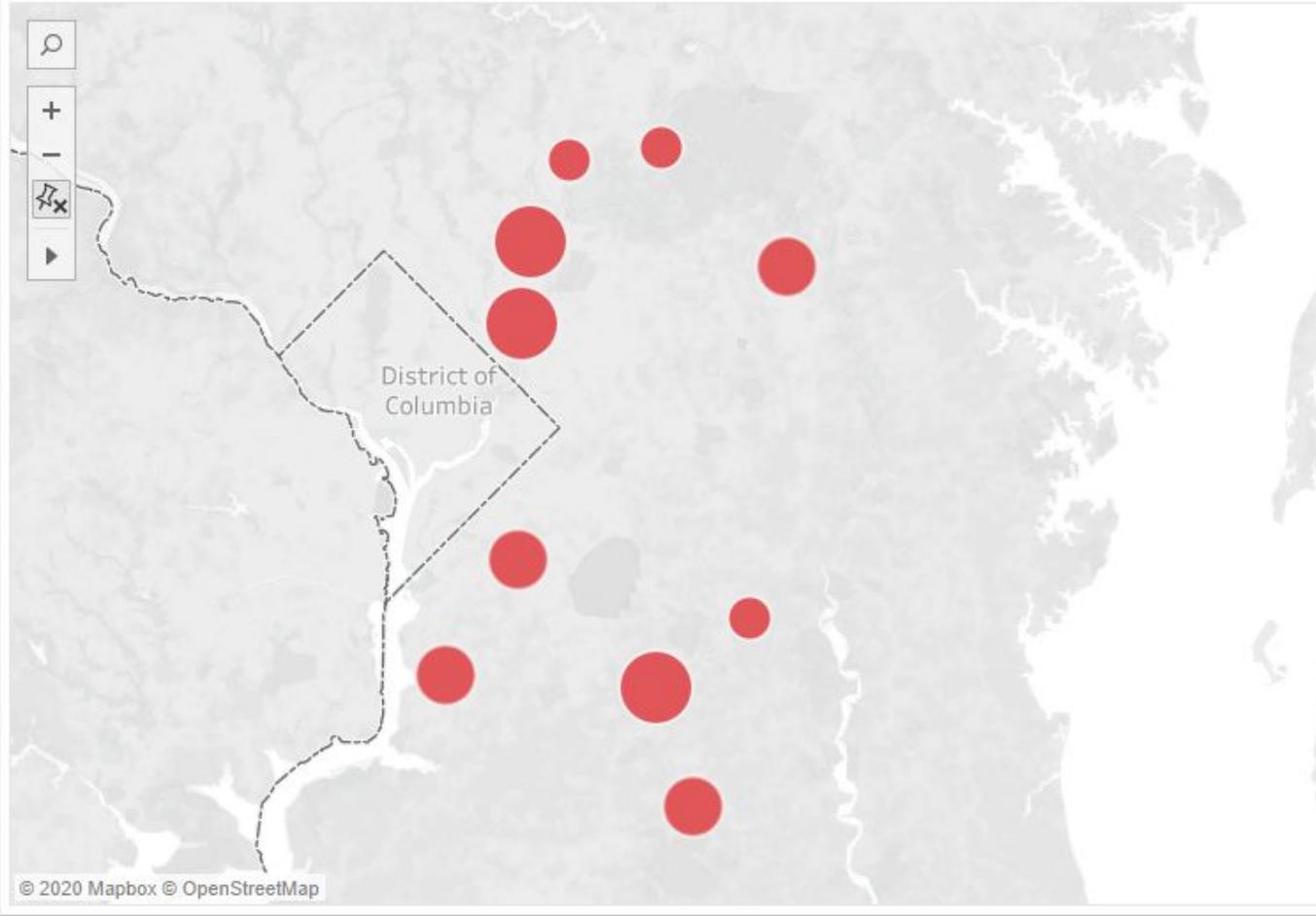
Type of Event Cancelled by Age Group



Average User Budget for Restaurants/Grocery Stores by Type of Cancelled Reservation



Users who report increased usage while maintaining social distancing



Questions?