



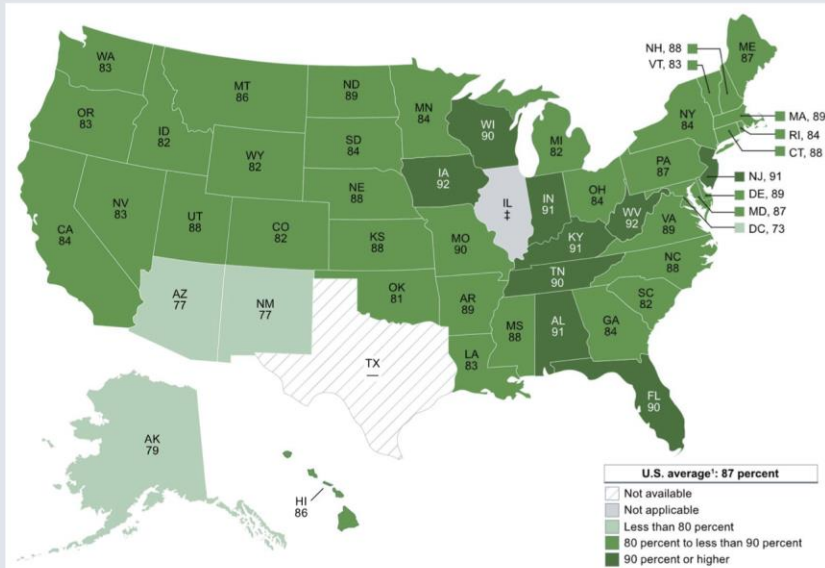
Advancing the *Community Indicator*

What do we mean by Community Indicator?

Indicators in Education:

- Performance on Standardized Tests
- High School Graduation Rates
- College Acceptance Rates

Figure 1. Adjusted cohort graduation rate (ACGR) for public high school students, by state: 2019–20



Source: National Center for Education Statistics

Requirements of a Community Indicator

- Understood and accepted by the community
- Reliable and valid
- Answer three questions:
 - *What does a destination organization do?*
 - *How well did the destination organization do it?*
 - *Are the residents of the community better off?*









Why?



Economic Opportunity

**Jobs
for
Residents**



**Taxes for
Community
Services**

**Quality
& Diversity of
Amenities in the Community**

Tourism Exists to Improve *Resident Quality of Life*



A person with long blonde hair, wearing a white t-shirt and dark pants, is walking a tightrope over a deep canyon. The rope is anchored to a rocky cliff on the left. The person is in the center of the frame, with their arms outstretched for balance. The background shows a vast canyon with steep, rocky walls and a river at the bottom. The sun is low on the horizon, creating a warm, golden glow and lens flare effects across the scene.

BALANCE

Community Indicators

1. Importance of the Visitor Economy

A person with long dark hair, wearing a light blue shirt and a tan backpack, stands with their back to the camera, looking out over a city skyline. The scene is framed by several palm trees in the foreground. The image has a blue tint and is used as a background for the title.

Importance of the Visitor Economy

- Visitor economy is broader and more impactful than is typically appreciated.
- VFR, Business-travel, Medical, Sports and event tourism is often under-counted with existing methods.
- Top-line visitor spending numbers are difficult to reconcile with the size of the overall economy.

Visitor Influenced Industries



Transportation



Accommodations



Attractions



Restaurants
& Grocery



Medical Facilities



Retail



Visitor-focused services
(e.g. guides & outfitters)



An Example: **Restaurant Industry**

- 42% of restaurant expenditures from visitors
- What would happen to the community if 20-40% of the restaurant business disappeared?
- How would that change the community character?



2. Tax Revenues

Tax Revenues Generated



Lodging Tax



Sales/Retail Tax



Gas Tax



Restaurant Tax



Car Rental Taxes

Tax Revenues Generated

- Tax revenues fund community services (police, fire, build roads, schools)
- Some DMOs report this as tax offset
 - E.g. each household saves \$1,200 in taxes each year





3. Economic Opportunity & Jobs



Locally owned businesses enhance resident quality of life

- Contributes to a community's character and distinction
- Profits and taxes are kept within the community
- Promotes entrepreneurship & business ownership within the community
- These businesses give people a reason to travel to your destination.

4. Community Amenities & Quality of Life



Community Amenities & Quality of Life



- Youth Sports Tournaments lead to better facilities
- More visitors support higher quality and greater diversity of restaurants
- Outdoor recreationalists spur public land managers to create trails and build improvements

Quantifying the Negative Impacts of Tourism

Quantifying the Negative Impacts of Tourism

Crowding

Costs

Degradation
of Place



Preliminary Scoring

Community Indicator	Points
Visitor Impact	+250
Taxes	+250
Economic Opportunity & Jobs	+250
Community Amenities	+250
Crowding	-100
Costs	-100
Degradation of Place	-100

Q1



Q2



Project Roadmap

Q3



Q4



Q&A