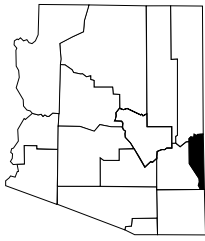
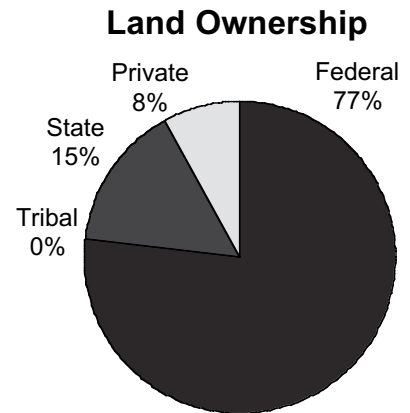


GREENLEE COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Greenlee County

Greenlee County is located on the eastern border of the state. It has 0.17% (8,547) of the state's population and 1.61% (1,175,385 acres or 1,836 square miles) of the state's land base. Population density is 5 people per square mile. Much of the landscape is rough hilly and mountainous terrain ranging from high desert to spruce-fir forests. The region offers OHV recreationists an opportunity to explore remote backcountry roads and trails in mountainous forested terrain.



- 48% of households in Greenlee County are OHV users; state percentage is 21%.
- 5% of all Arizona OHV trip destinations for past 12 months were to Greenlee County.
- 88,926 OHV Recreation Days occur annually in Greenlee County; 0.7% of Arizona's total.
 - 32,787 OHV Recreation Days (37%) are from Greenlee County residents.
 - 56,139 OHV days (63%) are from other Arizona residents traveling to Greenlee County.
- 79% of Greenlee County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Greenlee County from OHV Recreation is \$12 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Greenlee County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$1.5 M	\$0.9 M	\$0.6 M
Lodging/Campgrounds	\$0.7 M	\$0.1 M	\$0.6 M
Restaurants/Bars	\$0.9 M	\$0.5 M	\$0.4 M
Groceries/Liquor	\$1.2 M	\$0.7 M	\$0.5 M
Other (event fees, souvenirs, etc.)	<u>\$0.97 M</u>	<u>\$0.37 M</u>	<u>\$0.6 M</u>
• Total OHV Recreation Trips	\$5.3 M	\$2.6 M	\$2.7 M

- Off-Highway Vehicles + \$2.2 M
- Tow Vehicles/Trailers + \$0.1 M
- OHV Equipment + \$4.1 M

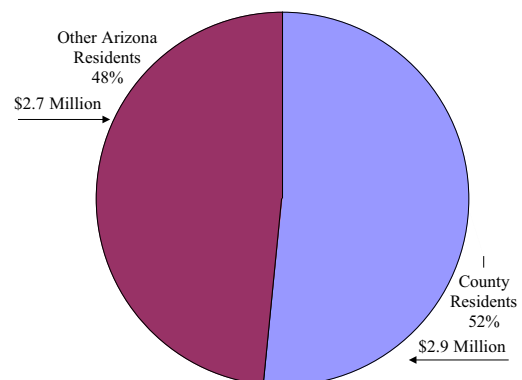
Total OHV Expenditures = \$11.7 Million

TOTAL IMPACT- Multiplier Effect* \$12 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 50
- Salaries/Wages \$0.8 Million
- State Tax Revenues \$0.1 Million

OHV Trip Expenditures—\$5.3 Million



Economic Importance of OHV Recreation to Greenlee County

- Creates a statewide economic impact of \$12 million (multiplier effect)*
- Contributes 11.7 million to local economies through OHV-related expenditures
- Adds \$0.1 million to annual state tax revenues
- Provides \$0.8 million in income (salaries/wages) for Greenlee County residents
- Supports 50 jobs in Greenlee County

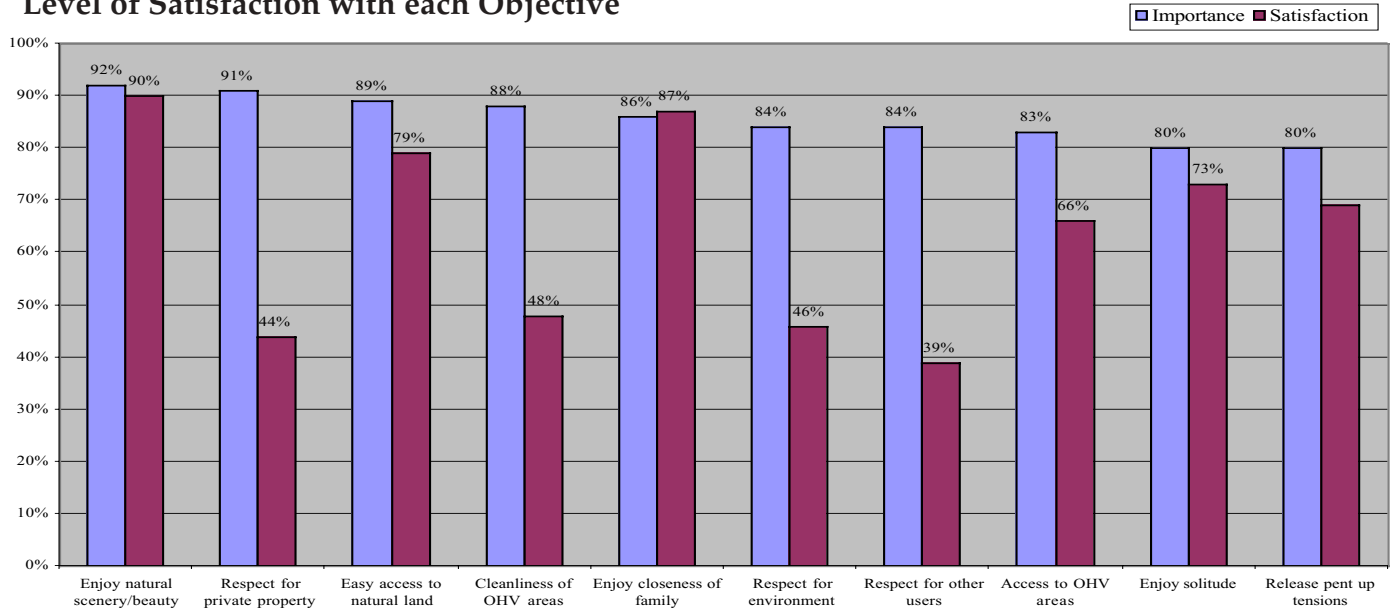
“Top Ten” Main Reason for taking last OHV Trip

- Camping 13%
- Fishing 14%
- Sightseeing 11%
- Hunting 11%
- Picnicking 10%
- Driving backroads 5%
- Hiking or walking 5%
- Swimming 3%
- Trail riding-ATVs 2%
- Trail riding-motorbikes 2%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 73%
- Sightseeing 49%
- Picnicking 43%
- Fishing 42%
- Hiking or walking 34%
- Camping 30%
- Wildlife/bird watching 25%
- River running 21%
- Driving in open areas 19%
- Swimming 19%

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 72%
- All Terrain Vehicle (ATV) 25%
- Sport Utility Vehicle/Jeep 18%
- 2WD Pickup Truck 15%
- Dune Buggy/Sand Rail 9%
- Trail Motorcycle 6%
- 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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