Gold Butte National Conservation Area

ECONOMIC IMPACT
Objective: To estimate the economic impacts of designating Gold Butte as a National Conservation Area

Approach: Applied Analysis (AA) employed a two-step analytical approach to quantify the economic impacts of such a designation.

**Step 1: Estimating the Stabilized Visitor Count to Gold Butte**

Using data obtained from the Foundation, Bureau of Land Management (BLM) and other national providers, AA estimated the stabilized number of people who would be expected to visit Gold Butte if the area was designated as a National Conservation Area (NCA).

**Step 2: Quantifying the Economic Impact of Visitors to Gold Butte**

Building on the visitor count analyses, AA utilized standardized impact models to assess the direct, indirect and induced economic impacts potentially sourced to additional (incremental) visitation to Gold Butte assuming an NCA designation.
Visitor Estimation

Economic Impact

Gold Butte National Conservation Area
Visitor Estimation:

- Visitor estimates were created using regression-based model. While a number of variables were analyzed those determined to be significant were:
  - Acreage
  - Number of hiking trails
  - Campground fees
  - Years since designation
  - Driving distance to nearest metro area

- Limited information regarding current visitor volumes to Gold Butte exists; for modeling purposes, 80 percent of visitation is estimated to be in addition to current volumes
Using a regression-based model and assuming designation as a National Conservation Area, Gold Butte is anticipated to have:

- **44,464** Total Annual Visitor Trips
- **35,571** Incremental Annual Visitor Trips

These estimates fall into a reasonable range when compared against other similarly situated areas as reported by the BLM.
Comparative Analysis
Total Location Acreage

- Grand Staircase NM
- Grand Canyon-Parashant NM
- Black Rock-High Rock NCA
- Sonoran Desert NM
- Steens Mountain
- Gold Butte
- Vermilion Cliffs NM
- Santa Rosa & San Jacinto NM
- Rio Grande del Norte NM
- El Malpais NCA
- Dominguez-Escalante NCA
- Red Rock Canyon NCA
- Ironwood Forest NM
- Canyons of the Ancients NM
- McInnis Canyons NCA
- Cascade-Siskiyou NM
- Aqua Fria NM
- King Range NCA
- Beaver Dam Wash NCA
- San Pedro Riparian NCA
- Sloan Canyon NCA
- Red Cliffs NCA
- Las Cienegas NCA
- Fort Stanton-Snowy River Cave
- Gila Box Riparian NCA
- Gunnison Gorge NCA
- Fort Ord NM
- Kasha-Katuwe Tent Rocks NM
- Prehistoric Trackways NM
- Carrizo Plain NM
Comparative Analysis
Total Annual Visitors

- Red Rock Canyon NCA
- Grand Staircase NM
- Rio Grande del Norte NM
- McInnis Canyons NCA
- Santa Rosa & San Jacinto NM
- Cascade-Siskiyou NM
- Steens Mountain
- Fort Ord NM
- Gunnison Gorge NCA
- El Malpais NCA
- King Range NCA
- Black Rock-High Rock NCA
- Red Cliffs NCA
- San Pedro Riparian NCA
- Kasha-Katuwe Tent Rocks NM
- Vermilion Cliffs NM
- Aqua Fria NM
- Dominguez-Escalante NCA
- Carrizo Plain NM
- Grand Canyon-Parashant NM
- Canyons of the Ancients NM
- Gold Butte (Est.)
- Gila Box Riparian NCA
- Sloan Canyon NCA
- Fort Stanton-Snowy River Cave
- Ironwood Forest NM
- Las Cienegas NCA
- Sonoran Desert NM
- Beaver Dam Wash NCA
- Prehistoric Trackways NM

ECONOMIC IMPACT
Gold Butte National Conservation Area
Places Visited by Mesquite Visitors
(Among Those Who Visited Other Places)

- Las Vegas: 49%
- Zion National Park/Bryce Canyon: 24%
- Laughlin: 20%
- St. George: 17%
- Other: 16%
- Valley of Fire: 13%
- Grand Canyon: 12%
- Hoover Dam: 9%
- Lake Mead: 7%
- Death Valley: 5%

Source: Las Vegas Convention and Visitors Authority, Mesquite Visitor Survey (2012)
Nearby Conservation Areas

Visitors Estimates

- BLM NCAs and NMs near Gold Butte experienced varying visitation numbers in 2012:
  - Red Rock NCA: 994,861
  - Red Cliffs NCA: 136,465
  - Grand Canyon-Parashant NM: 68,227
  - Sloan Canyon NCA: 32,678
  - Beaver Dam NCA: 11,569
Gold Butte (350,000 acres) is significantly larger than most nearby NCAs and NMs:

- Red Rock NCA: 195,815
- Red Cliffs NCA: 45,000
- Grand Canyon-Parashant NM: 1,048,325
- Sloan Canyon NCA: 48,438
- Beaver Dam NCA: 63,500
Analysis considers a range of impacts based on different visitor types, balancing available data on traditional rural parks visitors as well as the reality that southern Nevada has significant tourist-oriented infrastructure and amenities that warrant consideration.

### Average BLM Visitor
- Sixty-four (64) percent of visitors to BLM sites are day visitors, that is they do not require hotel nor campground accommodations, and thus, they have a relatively modest economic impact.
- Only 10 percent of the remaining BLM visitors expect to stay in a motel or hotel during their visit to the BLM site.

### Average Mesquite Visitor
- The average Mesquite visitor makes 9.5 trips per year.
- Only 17 percent of Mesquite visitors indicate that the primary purpose of their trip is to gamble.
- Fifty-seven (57) percent of Mesquite visitors stay at least one night.
- The average Mesquite visitor reports spending $2.96 per trip on recreation.
- Thirty-four (34) percent of Mesquite visitors report visiting other places during their trip, down significantly from 47 percent in 2008.
Average Visitor Spending by Type

<table>
<thead>
<tr>
<th></th>
<th>Average BLM Visitor</th>
<th>Average Mesquite Visitor</th>
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</thead>
<tbody>
<tr>
<td>Other</td>
<td>$14.62</td>
<td>$11.57</td>
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<tr>
<td>Gaming</td>
<td>$0.00</td>
<td>$102.63</td>
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<td>Rest. &amp; Bars</td>
<td>$6.59</td>
<td>$17.28</td>
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<tr>
<td>Hotel</td>
<td>$5.01</td>
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<td>Total</td>
<td>$26.22</td>
<td>$179.02</td>
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## Impact Summary

### Blended Impact Assessment Model (Total)

<table>
<thead>
<tr>
<th>Percent of BLM Visitors Staying in Mesquite</th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1% (445 Visitors)</td>
<td>Economic Output</td>
<td>$997,092</td>
<td>$250,973</td>
<td>$371,638</td>
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<td>Wages &amp; Salaries</td>
<td>$441,376</td>
<td>$91,902</td>
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<td>Employment</td>
<td>13</td>
<td>2</td>
<td>3</td>
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<td>5% (2,223 Visitors)</td>
<td>Economic Output</td>
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<td>$335,014</td>
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<td>Wages &amp; Salaries</td>
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<td>Employment</td>
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<td>4</td>
<td>5</td>
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<td>10% (4,446 Visitors)</td>
<td>Economic Output</td>
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<td>Wages &amp; Salaries</td>
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<tr>
<td></td>
<td>Employment</td>
<td>19</td>
<td>4</td>
<td>5</td>
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</tbody>
</table>
Other Impacts Considered

- Assuming an NCA designation, additional facilities and infrastructure may be required; none of those one-time construction impacts are considered in this analysis.

- In addition to the above impacts, other potentially significant but unmeasured economic impacts of a Gold Butte NCA designation include:
  - Increased visitation to other nearby areas as a result of the complimentary effects of a designated Gold Butte area.
  - Spillover effects of additional operational BLM employment and workforce required for a National Conservation Area.
  - Quality of life, property values, and other non-use considerations as a result of the preservation of Gold Butte’s natural resources.
    - Quality of Life was cited as a key reason to move to Mesquite.
Gold Butte National Conservation Area

ECONOMIC IMPACT

photo by: tyler roemer