



FUTURE ECONOMIC IMPACT POTENTIAL

ECONOMIC SCENARIOS

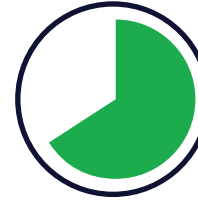
Average Spending Per Day



\$160.23 (overnight visitor)

\$70.52 (non-local day visitor)

\$13.12 (local day user)



66%

of spending from
overnight visitors

BASELINE GROWTH



135,949
annual visits



\$3,914,000
project total annual
sales activity



\$538,000
in tax revenues



63
potential full-time
equivalent jobs
supported

MODERATE GROWTH



145,733
annual visits



\$4,196,000
project total annual
sales activity



\$576,000
in tax revenues



68
potential full-time
equivalent jobs
supported

SIGNIFICANT GROWTH



163,499
annual visits



\$4,707,092
project total annual
sales activity



\$646,000
in tax revenues



75.7
potential full-time
equivalent jobs
supported

TRAIL INVESTMENT

BASELINE GROWTH

MODERATE GROWTH

SIGNIFICANT GROWTH

Trail Promotion



Informational Resources



Regional Coordination



Community Development Projects



Tourism/ Camping/ Lodging Development



GROWTH ASSUMPTIONS

10% increase in local users

10% increase in non-local
day visitors

10% increase in non-local
overnight visitors

15% increase in local users

25% increase in non-local
day visitors

25% increase in non-local
overnight visitors

25% increase in local users

50% increase in non-local
day visitors

50% increase in non-local
overnight visitors

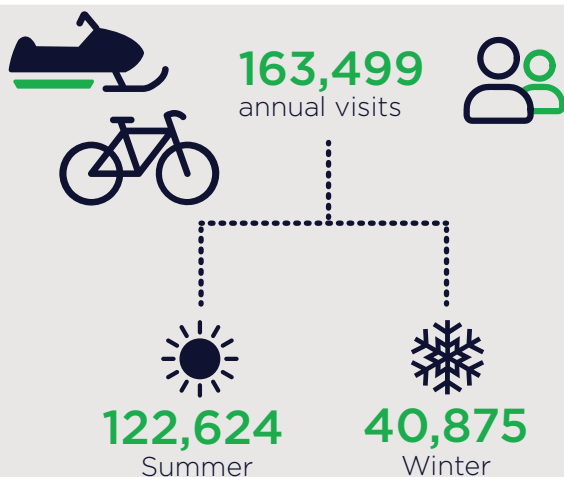


FUTURE ECONOMIC IMPACT POTENTIAL

CALENDONIA COUNTY

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

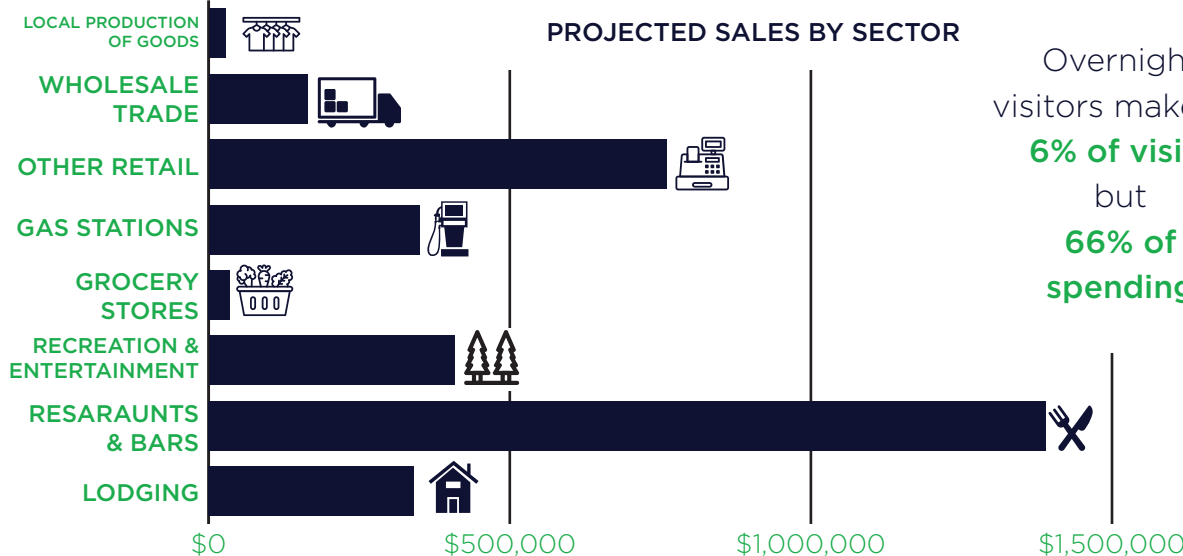
VISITOR SPENDING



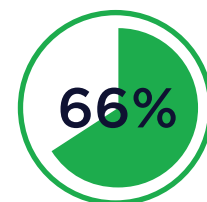
\$4.7 Million
total annual sales activity

75.7
full-time equivalent jobs supported

\$646,000
total annual tax revenues

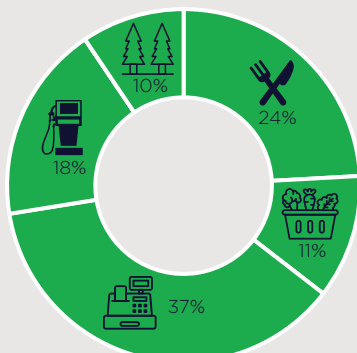


Overnight visitors make up
6% of visits
but
66% of spending



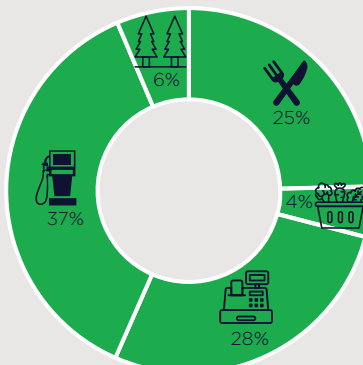
LOCAL DAY USERS

\$13.12
average daily spending



NON-LOCAL DAY VISITORS

\$70.14
average daily spending



OVERNIGHT VISITORS

\$160.23
average daily spending





FUTURE ECONOMIC IMPACT POTENTIAL

SEGMENT: ST. JOHNSBURY TO JOE'S POND

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

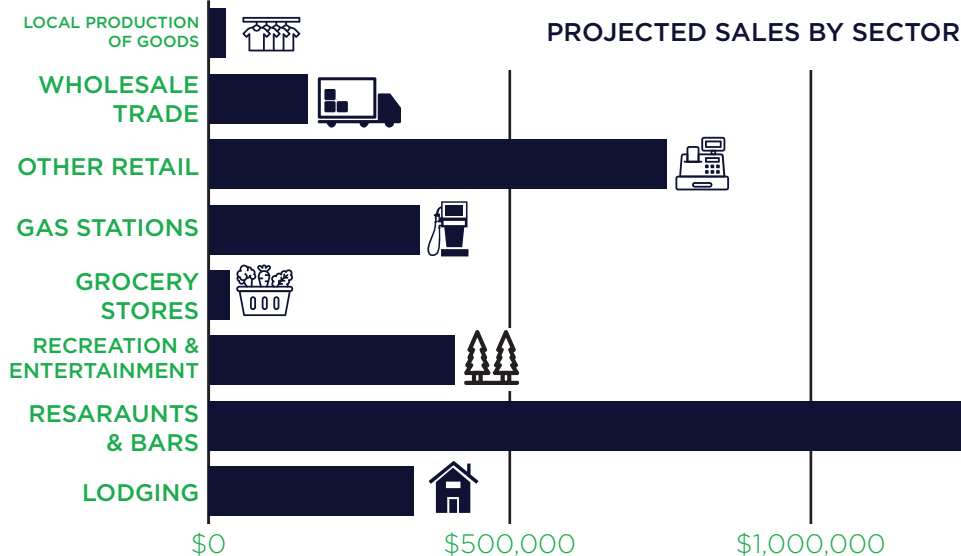
VISITOR SPENDING



\$2.24 Million
total annual sales activity

36
full-time equivalent jobs supported

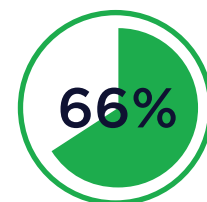
\$310,000
total annual tax revenues



Overnight visitors make up
6% of visits
but
66% of spending

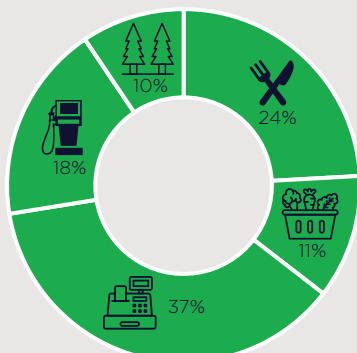


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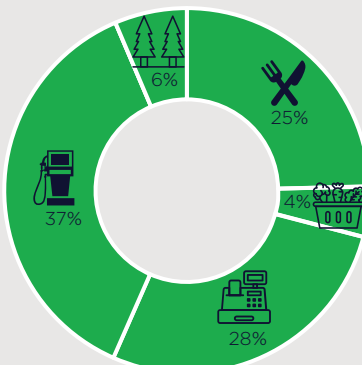
LOCAL DAY USERS

\$13.12
average daily spending



NON-LOCAL DAY VISITORS

\$70.14
average daily spending



OVERNIGHT VISITORS

\$160.23
average daily spending



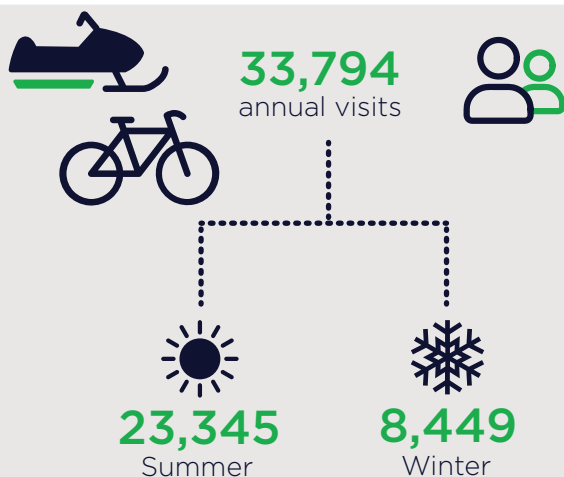


FUTURE ECONOMIC IMPACT POTENTIAL

SEGMENT: JOE'S POND TO GREENSBORO

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

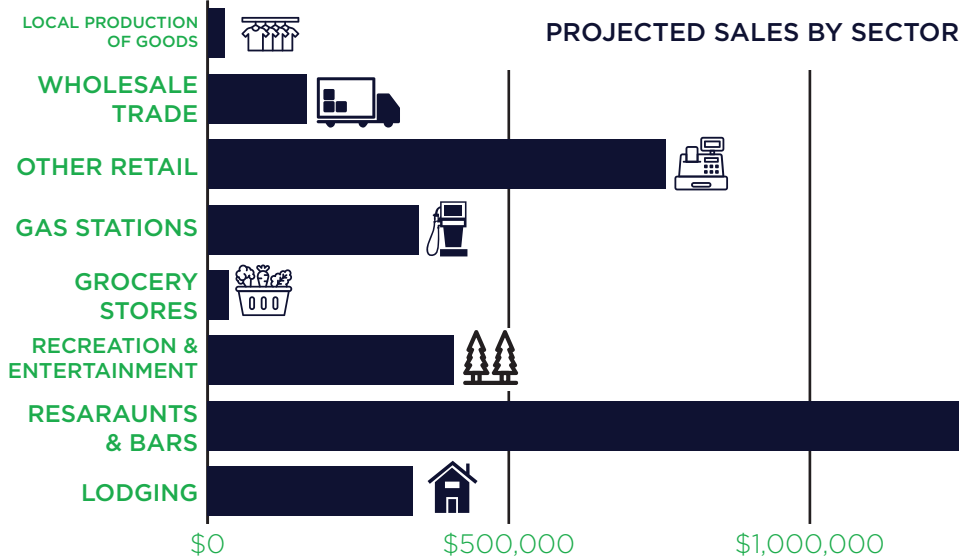
VISITOR SPENDING



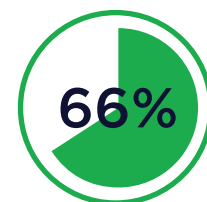
\$897,000
total annual sales activity

14
full-time equivalent jobs supported

\$123,000
total annual tax revenues

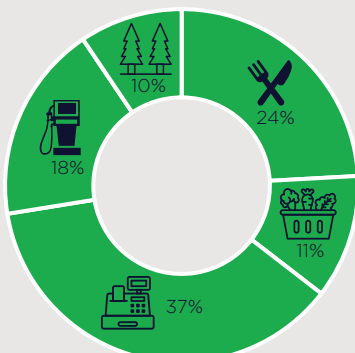


Overnight visitors make up
6% of visits
but
66% of spending



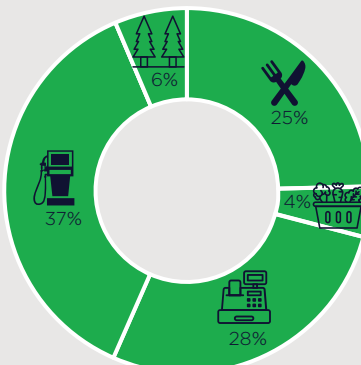
LOCAL DAY USERS

\$13.12
average daily spending



NON-LOCAL DAY VISITORS

\$70.14
average daily spending



OVERNIGHT VISITORS

\$160.23
average daily spending



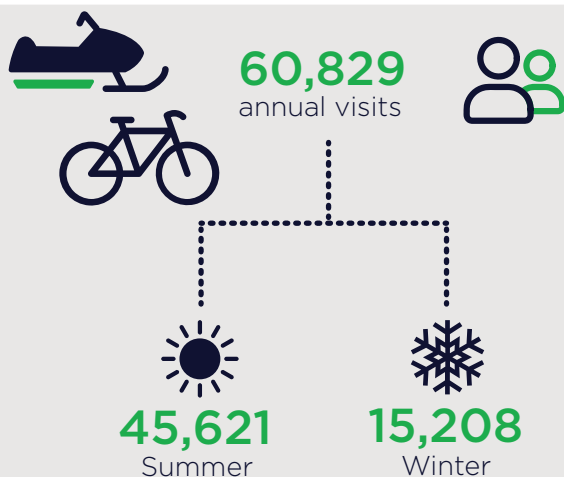


FUTURE ECONOMIC IMPACT POTENTIAL

SEGMENT: GREENSBORO TO HARDWICK

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

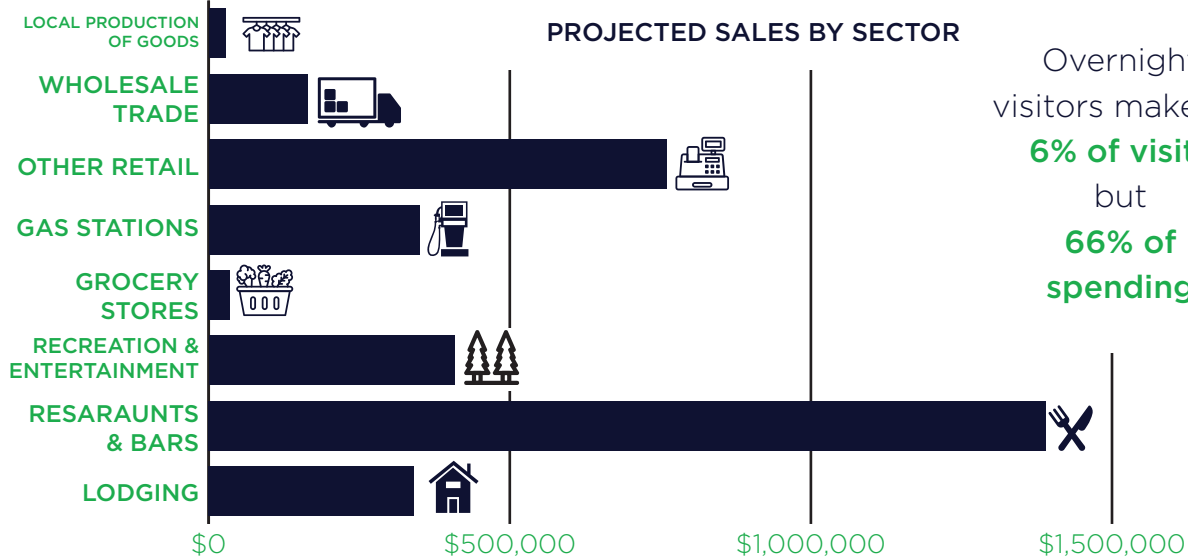
VISITOR SPENDING



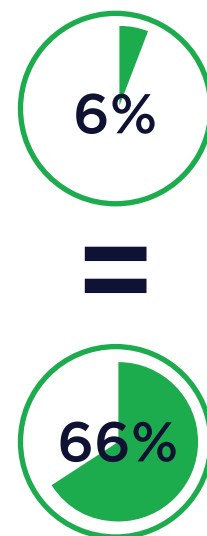
\$1.29 Million
total annual sales activity

23
full-time equivalent jobs supported

\$233,000
total annual tax revenues

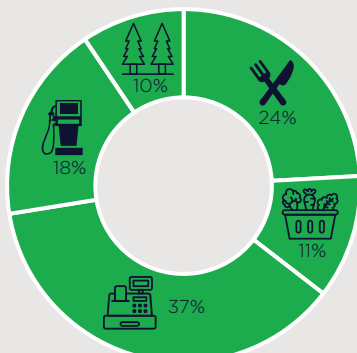


Overnight visitors make up
6% of visits
but
66% of spending



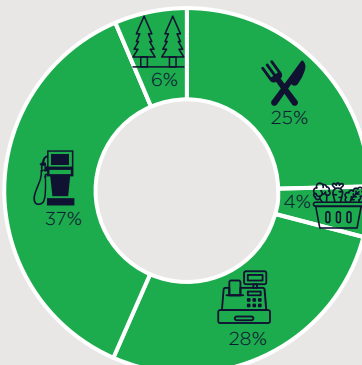
LOCAL DAY USERS

\$13.12
average daily spending



NON-LOCAL DAY VISITORS

\$70.14
average daily spending



OVERNIGHT VISITORS

\$160.23
average daily spending

