

# Achieving the Goals of the MPNHA

## Achieving Goals Through Partnership

As noted earlier (page 11), the Management Plan has four stated goals, or more accurately, categories of goals. In selecting the projects the Heritage Area will support, the Utah Heritage Highway 89 Alliance Board looks for endeavors that advance one or more of these goals:

- **Tourism and Economic Development**
  - Quality of Life
  - Education and Interpretation
  - Revitalization

### Goal 1: Economic Development

Most MPNHA projects actually help achieve multiple MPNHA goals. For instance, nearly all of them serve "Tourism and Economic Development" by, if nothing else, the infusion of project funding into local economies, which translates into cash in the tills of businesses and pockets of workers.

As stated earlier, the MPNHA spent \$2.2 million in National Park Service funds throughout the area in its first 10 years. That's a \$2.2 million value to communities, businesses, and residents, especially as the MPNHA encourages the use of local contractors, labor, and services whenever possible. And, as noted, the \$2.2 million has been seed money for \$44 million in total project expenditures.

The "economic multiplier" should also be considered. Money cycles over and over again through an economy, from one person's pocketbook, to another business's cash register, to the pocket of an employee, who then spends it at another business, and so on. Using an accepted economic-multiplier range of 1.3 to 1.6, the \$44.3 million spent on MPNHA-supported projects translates to roughly \$57 million to \$70 million.

Besides supporting projects, the MPNHA has bolstered local economies by stimulating heritage tourism. In its annual reports, the MPNHA has tracked the numbers of unique visitors to Heritage Area sites (separate and apart from visitors to the Area's national parks and forests). For the last three years, that number has averaged around 185,000 visitors.

### Estimated economic infusion from MPNHA

<b>Total value of projects supported by MPNHA</b>	<b>\$44.3 million</b>
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<b>Total estimated tourism in MPNHA</b>	<b>\$22.5 million</b>
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<b>Total infusions</b>	<b>\$66.8 million</b>
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### Estimated economic impact of MPNHA (with multiplier effect)

<b>Estimated economic impact of MPNHA projects</b>	<b>\$70 million</b>
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<b>Estimated impact of MPNHA tourism</b>	<b>\$30 million</b>
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<b>Combined impact</b>	<b>\$100 million</b>
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Sources: MPNHA records, Utah Office of Tourism for the years 2006-2016

Based on Utah Office of Tourism estimates, those visitors have brought an average \$2.25 million into economies throughout the Area, per year. Those dollars, too, are subject to the economic multiplier effect, to the tune of \$2.9 million to \$3.6 per year. Over 10 years, a conservative estimate of economic benefit from tourism would be another \$30 million.

Thus, the federal government's investment of \$2.2 million in MPNHA funding has been the catalyst for up to \$100 million in positive economic impact during the