

Economic Impact of the WOW Trail Executive Summary

The WOW Trail is a proposed multi-use, non-motorized recreational pathway, which will ultimately connect the Town of Belmont, the City of Laconia and the Town of Meredith. The proposed pathway will be constructed adjacent to the railroad tracks used by the Winnepesaukee Scenic Railroad. The trail will be 10 feet wide and paved and will provide trail users with beautiful vistas of Lakes Winnisquam, Opechee and Winnepesaukee.

The WOW Trail Board of Directors commissioned the Belknap County Economic Development Council (BCEDC) to conduct an economic impact analysis of the WOW Trail to demonstrate the amount of new spending and jobs that this project can potentially generate for our local communities once it is fully built. The following is a summary of the economic impact analysis. To read the full report, visit www.wowtrail.com.

Impact of Construction

Construction of the entire WOW Trail is anticipated to cost \$7 million, including Phase 1, which is the 1.3 miles of trail currently in existence in Laconia. Approximately 80% of the total cost (\$5.6 million) is anticipated to come from outside Belknap County. This \$5.6 million in net new construction spending in Belknap County will create approximately 75 construction jobs paying a total of \$2.7 million in earnings over the life of the project. This includes spending and jobs associated with Phase 1, which has already been completed.

Annual Impact of New Visitor Spending

Based on user counts and surveys of five comparable recreational trails throughout the US, it is estimated that about 152,000 people will use the WOW Trail each year. However, only spending by visitors from outside the area causes a change in our local economy – local residents have a fixed amount of money to spend on recreation, regardless of whether they use the trail or not.

Based on comparable trail user surveys, approximately 38,000 visitors from outside the area will use the WOW Trail. Assuming each visitor spends about \$47 extra (about half a day's worth of the average visitor spending basket), the WOW Trail will generate nearly \$1.8 million in new visitor spending each year. This spending will result in the creation of 31 new jobs, paying about \$788,000 in total wages each year. Most of these jobs will be concentrated in accommodation and food service and retail.

Visitors Using the Trail	Annual Net New Visitor Spending	New Jobs	Annual Earnings
38,020	\$1,786,929	31	\$788,400



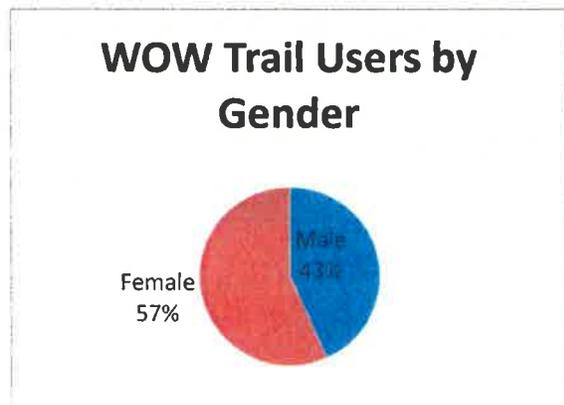
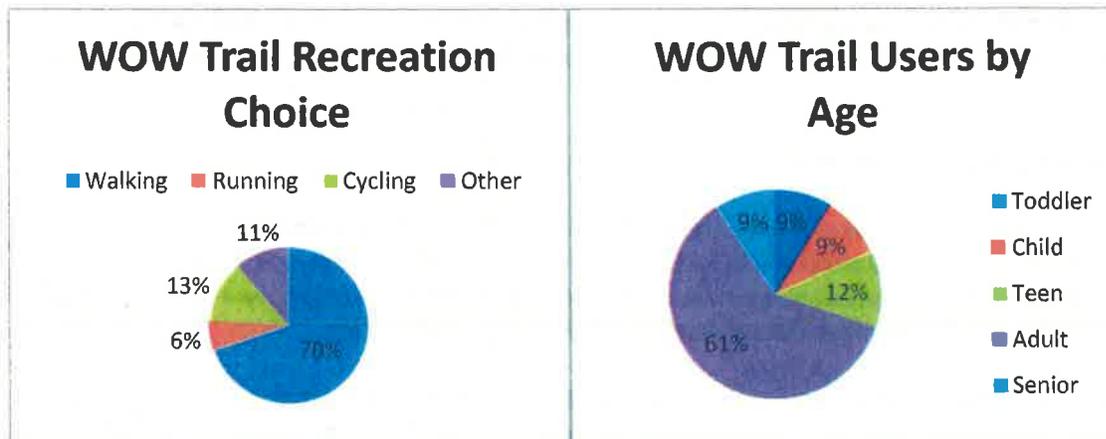
WOW Trail User Count Assessment Results

Volunteer counters monitored and recorded WOW Trail Users over a 30-day period: April 17 to May 12, 2012. A total of 131 hours were tracked.

Reporting a total 2735 users, averaging 21 users per hour over the counting period.

Assuming this average, over 10 hours days, 7 days a week, with 7 solid trail months of use due to NH seasonal weather patterns provides an estimate of use as follows:

- 1470 users per week
- 5880 users per month
- 41,160 users per year



Exerpts from the WOW Trail Community Survey 2012

The full report will be posted at <http://www.wowtrail.org>

The community survey was deployed through SurveyMonkey.com from May 19-July 15, 2012. Survey announcement kick off was at the 2012 WOW Sweepstakes Ball event held on May 19, 2012. The announcement continued thereafter as a series of Press Release publications in Local newspapers including the Laconia Daily Sun, Salmon Press Newspapers, Laconia Citizen; notice on WLNH – with a live morning show plug-facebook mentions-email list distribution, Mix 94.1 community notice board, WOWTrail.org, and Facebook.com/WOWTrail.

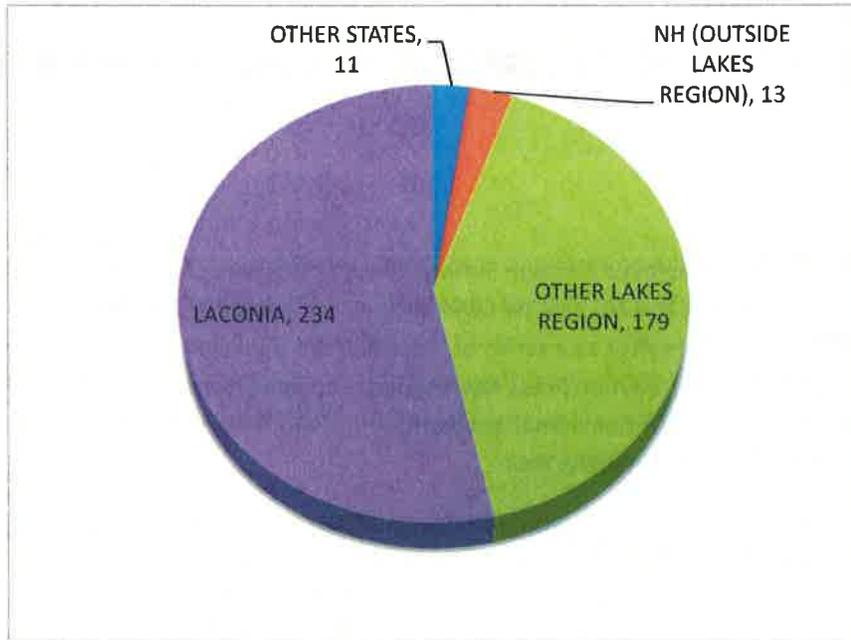
In addition, the WOW Trail survey was promoted through posters hung in these various locations; as well as hard copies provided and collected at the Laconia Senior Center:

- Soda Shop
- Annie's Cafe
- Downtown Deli
- Lakes Region Community College (5)
- P&P Market
- Garden Island Tanning and Laundromat
- Case and Keg
- Patrick's Pub and Eatery
- Shaw's Belmont
- Hannaford
- Vista
- Senior Center
- eight on the Wow Trail itself

Results are a positive outlook to the support, acceptance, and appreciation the City of Laconia and surrounding area WOW Trail users have in in use of the current 1.3 mile WOW Trail as it stands today. Below provides the results of the 22-question survey run over a 57 day period.

Total number of people surveyed : 437

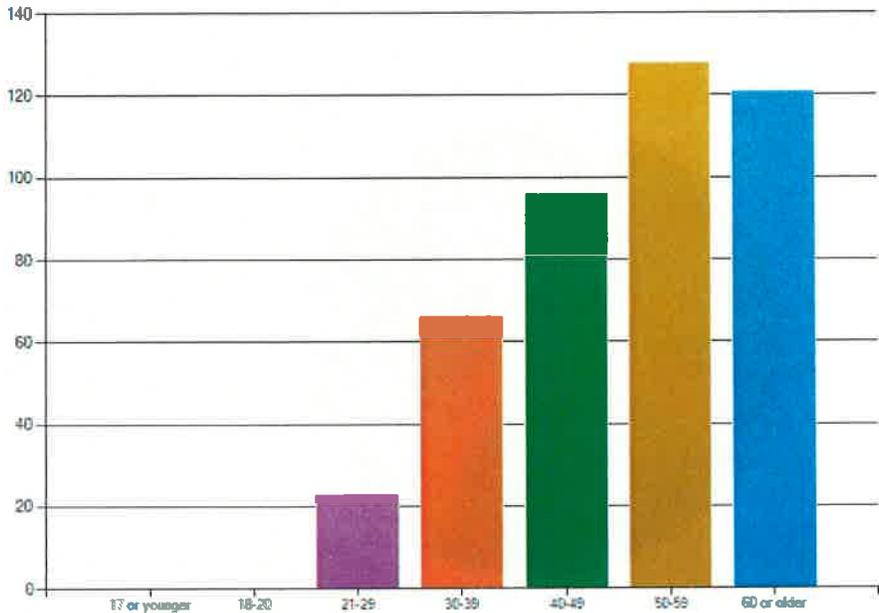
Residency of survey respondents (indicated by zip code):



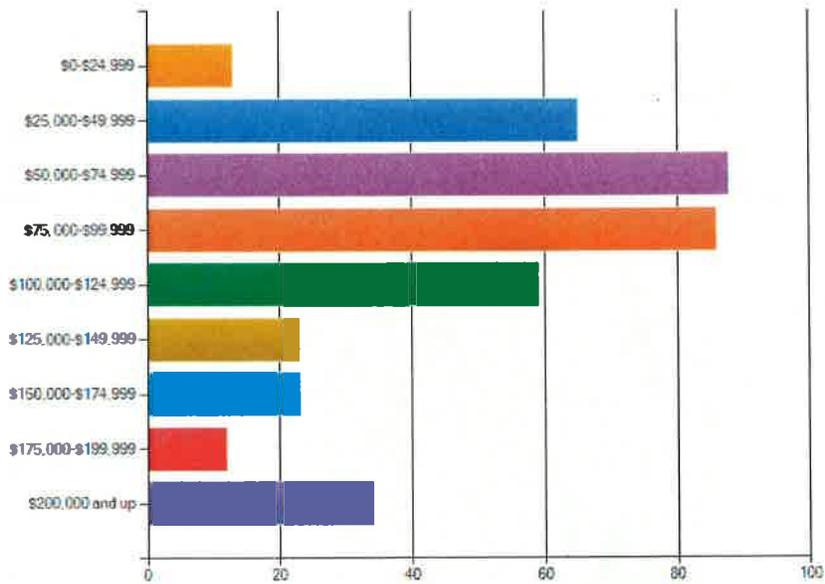
Break out of non-Laconia Lakes Region Respondents

ALTON	6
BELMONT	28
BRISTOL	1
CANTERBURY	3
CTR SAND	1
DANBURY	1
FRANKLIN	1
GILFORD	76
GILMANTON	8
LOUDON	1
MEREDITH	26
NEW HAMPTON	7
NEW LONDON	1
NORTHWOOD	1
PLYMOUTH	1
SANBORNTON	8
TILTON	8
WOLFEBORO	1
TOTAL	179

Which category below includes your age?

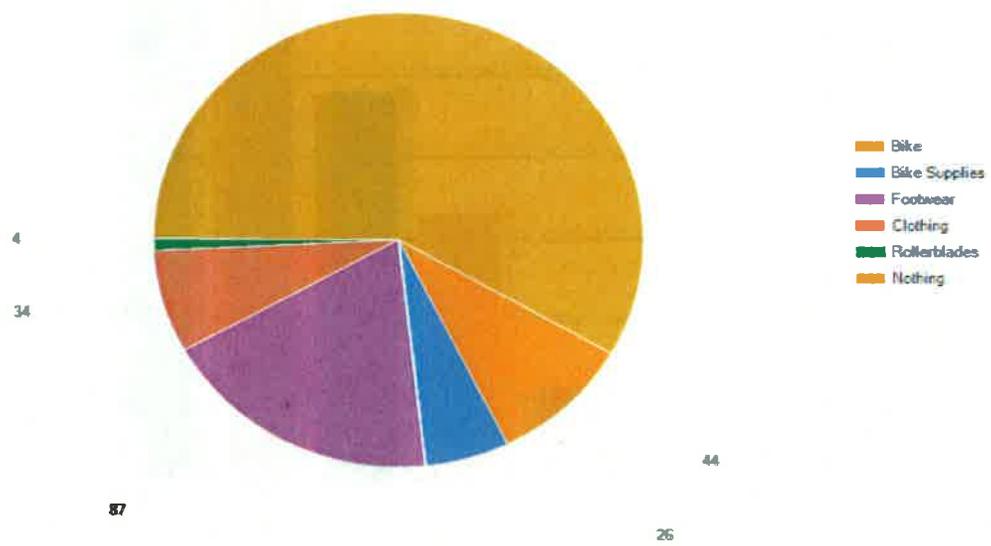


What is your approximate average household income?



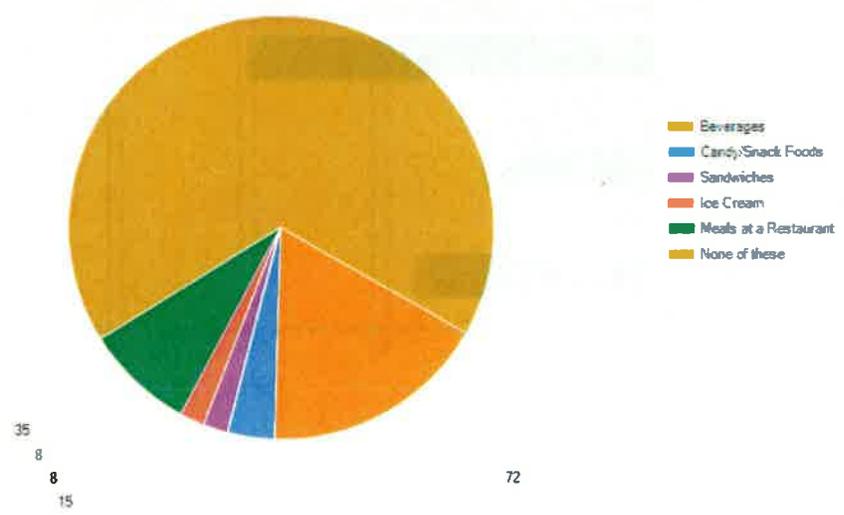
Has the use of the trail influenced your purchase of:

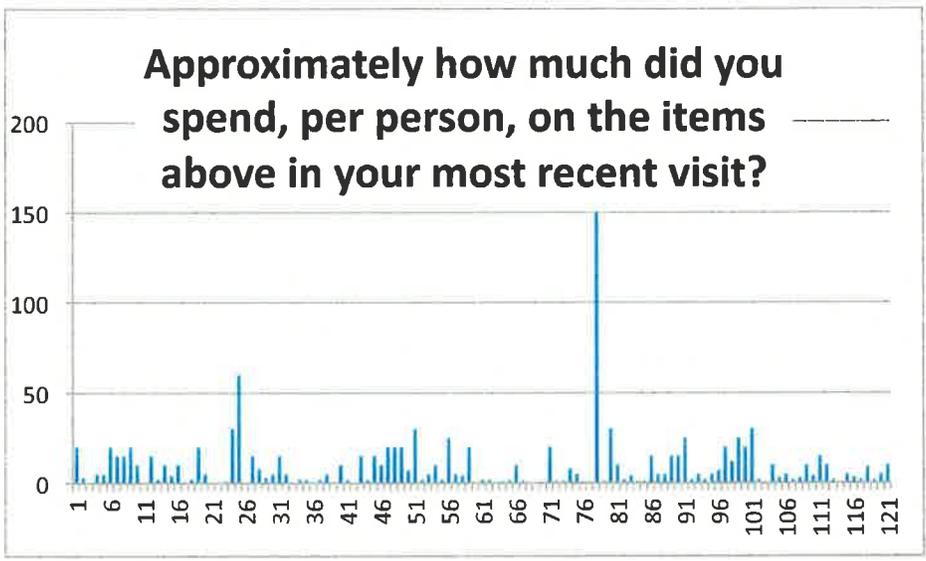
272



In conjunction with your most recent trip to the trail, did you purchase any of the following?

282





123 answered question; 314 skipped the question.

Average of \$8.93 was spent per person answered.

Do you believe the trail increases the value of nearby residential property?

