

Kerr Lake State Recreation Area Summary

Kerr Lake State Recreation Area is located in the North District in Granville, Vance and Warren Counties.

Kerr Lake State Recreation Area Visitors

In 2004, there were 1,506,020 visitors to Kerr Lake State Recreation Area. Of those, 29 percent (435,953) were from Granville, Vance and Warren counties (locals); 63 percent (951,171) were primary purpose, non-local visitors (visitors residing outside of the three counties that are in the area for the primary purpose of visiting the park); and 8 percent (118,896) were casual use, non-local visitors (visitors residing outside of the three counties that are in the area for reasons other than visiting the park) (Figure 51).

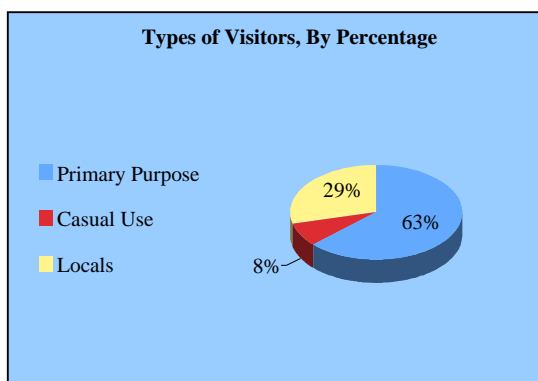


Figure 51. Kerr Lake - Types of Visitors

Visitors typically enjoyed camping, fishing, and boating (Figure 52).

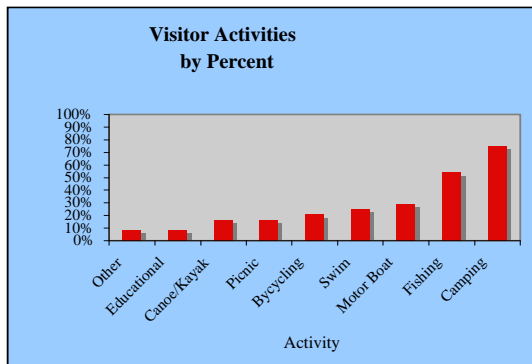


Figure 52. Kerr Lake - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Granville, Vance and Warren counties and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$12,824,320 while visiting the region. The bulk of that amount was spent on lodging, auto expenses, and groceries (Figure 53).

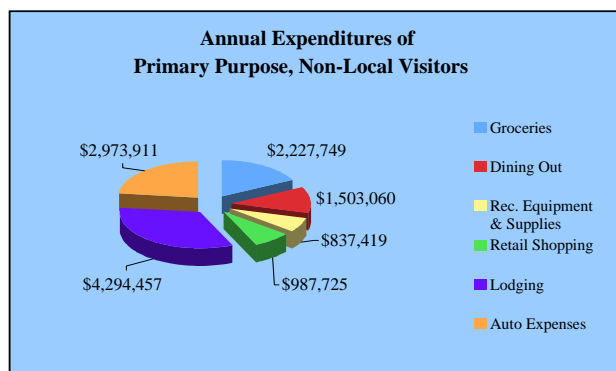


Figure 53. Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Kerr Lake are especially important to the local economy. They bring and spend dollars from outside Granville, Vance and Warren counties that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Kerr Lake State Recreation Area

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$15,239,600. Most of this impact occurred in the form of spending for lodging, auto expenses, and groceries (Figure 54).

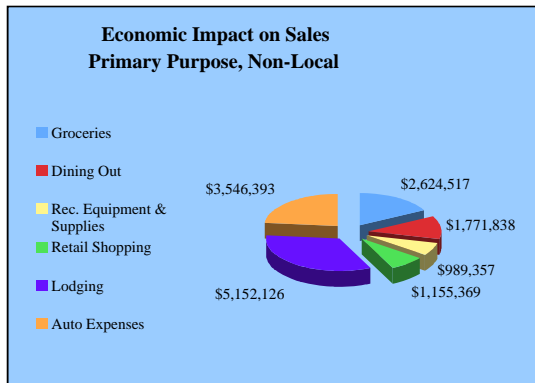


Figure 54. Kerr Lake - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$6,197,832 (Figure 55). This is a measure of the economic benefit the residents derive from non-local park visitor.

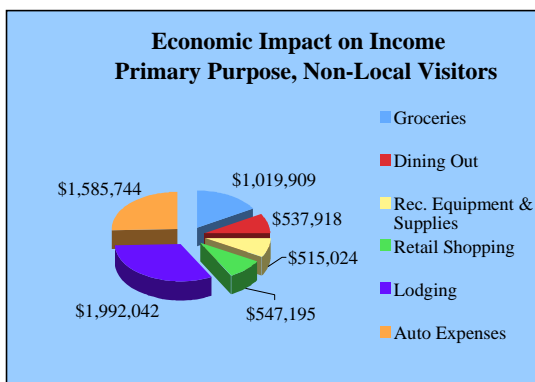


Figure 55. Kerr Lake - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 327.6 full-time equivalent jobs in Granville, Vance and Warren counties (Figure 56).

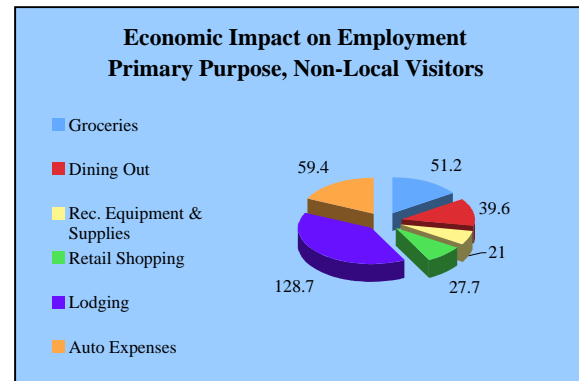


Figure 56. Kerr Lake - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park’s operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park’s operating budget was \$1,185,556. Table 13 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 13. Kerr Lake - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$2,329,614	\$17,569,214
Personal Income	\$1,665,909	\$7,863,741
Employment	47	374.6

How the State’s Investment Benefits Granville, Vance and Warren Counties

The state’s operating budget for Kerr Lake State Recreation Area signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Kerr Lake for their recreation. A measure of that return is in the “leverage ratio,” or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Kerr Lake State Recreation Area, that ratio is 1:5.8. Therefore, local residents receive a benefit of \$5.80 for every dollar the state invests.