

AGENDA MATERIAL

DATE 5-21-19

ITEM NO. PA 35

From: Christina McVie
To: COB mail; Christina McVie
Subject: Proposed Bike Ranch across the street from Saguaro National Park Easton next Tuesday's agenda
Date: Wednesday, May 15, 2019 11:17:34 PM
Attachments: 2019 5 14 ECONOMICS OF RECREATION in AZ compiled by Christina McVie.docx

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Dear Chairman Elias and Supervisors,

I write to you today to express concern regarding this agenda item. Though this parcel is not a rezoning nor in the CLS, it poses a distinct potential problem and an opportunity as it is located directly adjacent to Saguaro National Park East and will be visible to all entering and leaving the Park as well as anyone hiking to levels above the roadway for the entire Park. Though I would prefer not to see a commercial development here, I respect the fact that certain entitlements have already been granted.

As such, and because Saguaro National Park (SNP) is the prime attraction for visitors to Tucson from SE Arizona and beyond, it requires special consideration. SNP is an economic engine for our region. The viewsheds and visitor experience are critical to it continuing to fulfill that role. Outdoor recreation and ecotourism are significant contributors to our local and regional economy. We must protect those values. In 2017, 964,759 SNP visitors spent \$60,716,800.00 in Tucson and other communities near the Park, supporting 866 local jobs that had a cumulative benefit to our local economy of \$88,682,500.00. No other attraction in our region surpasses this economic impact.

While you consider this item, please think of how it could be a model for our community, enhancing the buffer to the Park and demonstrating sustainable best practices that will ensure it is an amenity to our region for the long term. For example, the current plan calls for a paved parking lot adjacent to the roadway, across from the Park. This could be treated in such a way as to reduce the heat island effect with the use of depressed water harvesting basins vegetated with native trees, shrubs and groundcover to render it invisible from the Park while creating habitat for birds, small mammals and other wildlife, such as critical pollinators.

Rainwater harvesting of all hardscapes would demonstrate our concern for our most precious resource. Using elastomeric, tan coating of the roof surfaces would reduce cooling costs for the development, provide the opportunity to demonstrate rainwater harvesting that would provide clean water with which to augment irrigation of plantings, reduce glare and visual impacts, and help it blend in with the desert. Vegetation could also help buffer both light and noise pollution for the project and the Park. Requiring downlighting and minimal outdoor lighting would help with light pollution. A low buffer wall along the roadway, with exterior plantings irrigated with road runoff and curb cuts could help with auditory and light pollution too.

I am sure there are other ways to improve the project to minimize it's visual impact, including a tan

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and desert green exterior paint palette to blend in with required extensive native vegetation of the project.

Protecting and buffering the Park will require thinking out of the box and creativity. I am confident it can be done, with your guidance. Protecting our sustainable and growing economy is also key. I attach a compilation of economic data on outdoor recreation and tourism for your information and consideration. I hope you find it useful in this instance and in future deliberations.

Respectfully,

Christina McVie
4420 West Cortaro Farms Road, 85742

Sent from Mail for Windows 10

2019 4 Audubon Arizona: The (\$13 Billion) Economic Impact of Arizona's Rivers, Lakes, and Streams
How water-based outdoor recreation contributes to statewide and local economies - accessed 2019 5 7 <https://www.audubon.org/news/outdoor-recreation-along-arizonas-waterways-13-billion-industry> and <https://www.audubon.org/economic-impact-arizonas-rivers-lakes-and-streams> see also **county by county breakdown** of economic impacts **Full report:**

https://www.audubon.org/sites/default/files/audubon_az_water-based_rec_economics_2019-04-08.pdf and **Executive Summary**

https://www.audubon.org/sites/default/files/audubon_az_econ_report_executive_summary.pdf

"Collectively, the retail spending by recreationists and the related multiplier effects generate an estimated \$13.5 billion in economic output and contributes \$7.1 billion to the state's GDP. Total contributions support 114,000 jobs that provided \$4.5 billion in households income and generated an estimated \$1.8 billion in tax revenues."

2017 Outdoor Industry Association - accessed 2019 5 7

US Report <http://outdoorindustry.org/advocacy/> **Arizona Reports**

<http://outdoorindustry.org/state/arizona/> , https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_AZ.pdf , with specific **Congressional District reports** at <http://outdoorindustry.org/state/arizona/#fyl-cdd> **Arizona:** 201,000 Direct Jobs; \$21.2 Billion In Consumer Spending; \$5.7 Billion In Wages and Salaries; \$1.4 Billion In State and Local Tax Revenue

2017 Visitor Spending Effects - Economic Contributions of National Park Visitor Spending - accessed 2019 5 7 **US overview** <https://www.nps.gov/subjects/socialscience/vse.htm> **State Economies** <https://www.nps.gov/subjects/socialscience/vse.htm> **Arizona:** In 2017, 13.8 million park visitors spent an estimated \$1.1 billion in local gateway regions while visiting National Park Service lands in Arizona. These expenditures supported a total of 17.2 thousand jobs, \$593 million in labor income, \$1.0 billion in value added, and \$1.7 billion in economic output in the Arizona economy.

<https://tourism.az.gov/sites/default/files/2016%20Year-End%20Data%20Review-Tucson%20%26%20Southern%20Region.pdf> accessed 2019 5 13 **This is a 65-page PowerPoint with a comparison of 2016 to 2017 Tucson region data** – shows that Saguaro National Park is the highest attraction of all National Parks in the 3 SE AZ counties with the greatest economic impact. See pg 20. (Previous, 2006 City of Tucson tourism data says SNP is the biggest draw in and around Tucson with double the visitation of Az Sonora Desert Museum, for example <https://www.tucsonaz.gov/hcd/tucson-update-tourism>). Pg 51 shows a graph of activities that indicates the majority of visitors come for shopping, fine dining, landmark/historic sites and national/state parks, in that order. Pg 53 shows activity and experience types.

<https://www.nps.gov/sagu/learn/news/tourism-to-saguaro-national-park-creates-88-682-500-in-economic-benefits-in-2017.htm> accessed 2019 5 13 **May 17, 2018** – "...964,759 visitors to **Saguaro National Park in 2017** spent \$60,716,800 in Tucson and other communities near the park. That spending supported 866 jobs in the local area and had a cumulative benefit to the local economy of \$88,682,500. ... National park tourism is a significant driver in the national economy, returning \$10 for every \$1 invested in the National Park Service. ... The **peer-reviewed visitor spending analysis was conducted by economists Catherine Cullinane Thomas of the U.S. Geological Survey and Lynne Koontz of the National Park Service**. The report shows \$18.2 billion of direct spending by more than 330 million park visitors in communities within 60 miles of a national park. This spending supported 306,000 jobs nationally; 255,900 of those jobs are found in these gateway communities. The cumulative benefit to the U.S. economy was \$35.8 billion. The lodging sector received the highest direct contributions with \$5.5 billion in economic output to local gateway economies and 49,000 jobs. The restaurants sector received the next greatest direct contributions with \$3.7 billion in economic output to local gateway economies and 60,500 jobs. According to the 2017 report, most park visitor spending was for lodging/camping (32.9 percent) followed by food and beverages (27.5 percent), fuel (12.1 percent), souvenirs and other expenses (10.1 percent), admissions and fees (10.0 percent), and local transportation (7.5 percent)."

<https://mapazdashboard.arizona.edu/article/economic-impact-tourism-arizona> Author(s): **Jennifer Pullen, Research Economist** Published: **8-29-2017** accessed 2019 5 14 Tourism is a key economic driver of the state of Arizona. In 2016, it was the leading export industry in Arizona according to the Arizona Office of Tourism. Additionally, it directly supported nearly 185,000 jobs during that same year. The Making Action Possible (MAP) Dashboard explores several key components of the tourism industry including employment, wages, air travel, and outdoor recreational opportunities. One example is national park visits at the state and metropolitan level. Figure 1 illustrates the growth rate in park visits for the U.S., state of Arizona, and the Tucson Metropolitan Statistical Area (MSA) over the past 11 years. The Tucson MSA has seen park visits increase by 8.0% during each of the past two years. See Link for informative interactive graph. The Arizona Office of Tourism commissions annual reports on the economic impact of the travel industry. One of those reports, the Arizona Travel Impacts 1998 – 2016p, includes data at the state and county level. The report states that total direct travel spending in Arizona during 2016 was \$21.2 billion, an increase of 3.9% per year over the past two years. Of that \$21.2 billion, travel spending in the Tucson and Southern Arizona area accounted for \$3.3 billion. Additional information in the report includes travel activity, employment, secondary impacts, and the Gross Domestic Product of the travel industry. Interested in the latest data on tourism trends in Arizona? Check out the Tourism and Travel page on EBRC's Arizona's Economy online magazine. Looking for data on international tourism trends? EBRC's Arizona-Mexico Economic Indicators site has the latest indicators on Arizona-Mexico Tourism.

Arizona Office of Tourism reports accessed 2019 5 7 - <https://tourism.az.gov/research-statistics/economic-impact> **Economic Impact of the Travel Industry 2017:** Arizona's warm weather and magnificent natural beauty made tourism the number one export industry in Arizona in 2017. 43.9

million people visited Arizona in 2017 who collectively spent \$22.7 billion in the state. The money spent by visitors supports jobs and generates tax revenue. The \$3.37 billion in 2017 tax revenue equals an annual tax savings of \$1,293 for every Arizona household and supported 187,100 industry jobs.

Fiscal Year 2018 Annual Report:

https://tourism.az.gov/sites/default/files/documents/files/AOT_FY18%20Annual%20Report%20FINAL-Digital.pdf **Arizona Visitation Profiles:** <https://tourism.az.gov/research-statistics/visitation-profiles> **Data and Trends:** <https://tourism.az.gov/research-statistics/data-trends/research> **Travel Impacts by Legislative District** https://tourism.az.gov/sites/default/files/AZLegDist17_Final.pdf **AZ Travel Impacts** https://tourism.az.gov/sites/default/files/documents/files/AZImp17p_Final_4.pdf

Visit Tucson 2017-18 Annual Report & 2018-19 Marketing Plan accessed 2019 5 7

https://www.visittucson.org/sites/default/files/visit_tucson_marketingplan_2018-19_page_3.pdf

Page 8 - While travel bans and border walls were key initiatives for the Trump administration in 2017, tariffs and trade wars have taken over in 2018, and this has likely impacted international visitation to the U.S. **Page 9** - In 2017, Arizona welcomed 43.9 million people who spent \$22.7 billion and supported 187,100 jobs – records in all categories. While international visitation was down slightly, domestic visitation increased 2.5%. This increase was evenly balanced between residents and nonresidents with growth in leisure visitors slightly outpacing growth in business travelers. **Page 10** - International visitation to Arizona decreased slightly in 2017, primarily due to a decrease in overnight visitors from Mexico. As **Mexico represents approximately two-thirds of all international visitors to the state**, even a small decrease can have a major impact. The mature markets of Canada, Germany, United Kingdom and France remain strong.

2019 Colorado College 9th State of the Rockies report

<https://www.coloradocollege.edu/stateoftherockies/conservationinthewest/> accessed 2019 5 7

Arizona 2019:

https://www.coloradocollege.edu/other/stateoftherockies/documents/SotR%20Fact%20Sheets_AZ.pdf

Arizona 2018:

https://www.coloradocollege.edu/other/stateoftherockies/conservationinthewest/2018/reports/ConservationintheWest_2018_StateFactSheet_Arizona.pdf

Arizona 2017:

https://www.coloradocollege.edu/other/stateoftherockies/conservationinthewest/2017/Arizona_Info_17web.pdf

Arizona 2016: <https://www.coloradocollege.edu/dotAsset/2702cde4-ef2f-4b7a-ac4f-affecbcbf4857.pdf>

2019 – Outdoor Recreation in the West

<https://www.coloradocollege.edu/other/stateoftherockies/documents/Outdoor%20Recreation%202019%20d1d.pdf>

2019 - Water

<https://www.coloradocollege.edu/other/stateoftherockies/documents/Water%202019%20d1b.pdf>

2019 - Wildlife

<https://www.coloradocollege.edu/other/stateoftherockies/documents/Wildlife%202019%20d1b.pdf>

2019 – Climate Change

<https://www.coloradocollege.edu/other/stateoftherockies/documents/Climate%20Change%202019%20D1c.pdf>

2019 – Energy

<https://www.coloradocollege.edu/other/stateoftherockies/documents/Energy%202019%20d1d.pdf>

2019 – Latino Voters

[https://www.coloradocollege.edu/other/stateoftherockies/documents/Latino%20320-837%202019%20State%20Infographics%20\(8%20states\)%20\(Latinos%20Only\).pdf](https://www.coloradocollege.edu/other/stateoftherockies/documents/Latino%20320-837%202019%20State%20Infographics%20(8%20states)%20(Latinos%20Only).pdf)

2019 – Rejection of D.C. Politics

<https://www.coloradocollege.edu/other/stateoftherockies/documents/Rejection%20of%20DC%202019%20D1e.pdf> By nearly a three-to-one margin, voters advocate for emphasizing conservation over energy production on national public lands.

2018 5 14 Recreation economics of western public lands - accessed 2019 5 7

<https://www.hcn.org/issues/50.8/recreation-recreation-is-redefining-the-value-of-western-public-lands/view>

Recreation is redefining the value of Western public lands

Visits to public lands and consumer spending grow, as agency budgets atrophy.

Once, the West's public lands were valued primarily for the timber, minerals and fossil fuels they held, which were extracted and then sold around the world. In the 1970s, more than two dozen Western counties relied on timber for at least a fifth of their revenue, while energy companies expanded onto public lands for coal and natural gas. Small communities swelled with loggers and miners and the businesses that supported them, providing an economy that helped preserve the West's rural feel. Today, though, natural resource economies are waning, and many of those towns are struggling. **Public lands are increasingly used for fun and leisure**, and the West has joined the Northeast as the two most urbanized regions in the country, according to U.S. Census data analyzed by Headwaters Economics.

The West's vast public lands remain its defining factor, but these days, their economic value increasingly comes from the outdoor industry. Nationally, that industry is worth nearly \$900 billion annually, according to the Outdoor Industry Association. People made over 290 million visits to the West's public lands last year and spent a lot of time — and money — along the way. Those numbers are growing, while the jobs and revenue associated with hydrocarbons and timber have declined over the past several decades. The West's nearly 600 million acres of public lands have tremendous influence on what it means to be a Westerner, and that picture is changing. Here, a by-the-numbers look at the economic heft of recreation and public lands:

The national outdoor recreation economy generates **\$887 billion** in consumer spending annually.

Nationally, **483,000** people are employed by hunting and fishing, while **180,000** people work in oil and gas extraction.

Americans
spend
more on:

**Trail sports gear
(\$20 billion)**

than

**Home entertainment
(\$18 billion)**

**Water sports gear
(\$14 billion)**

than

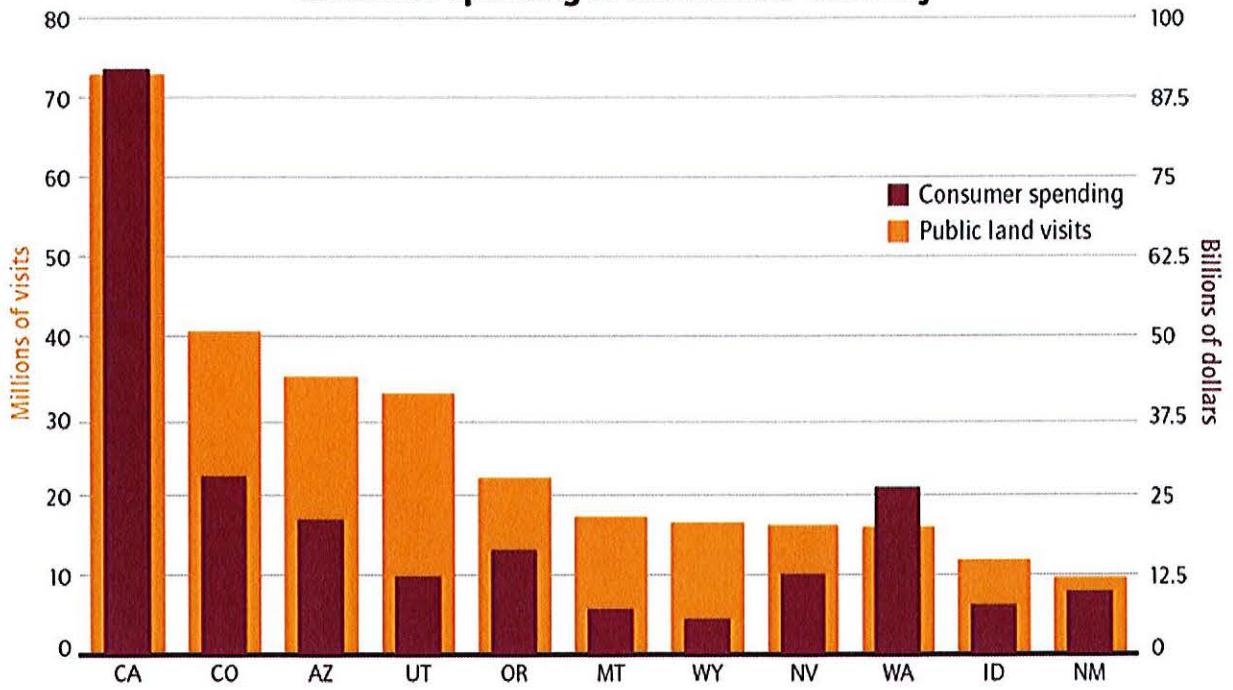
**Movie tickets
(\$11 billion)**

**Cycling and
skateboarding
(\$97 billion)**

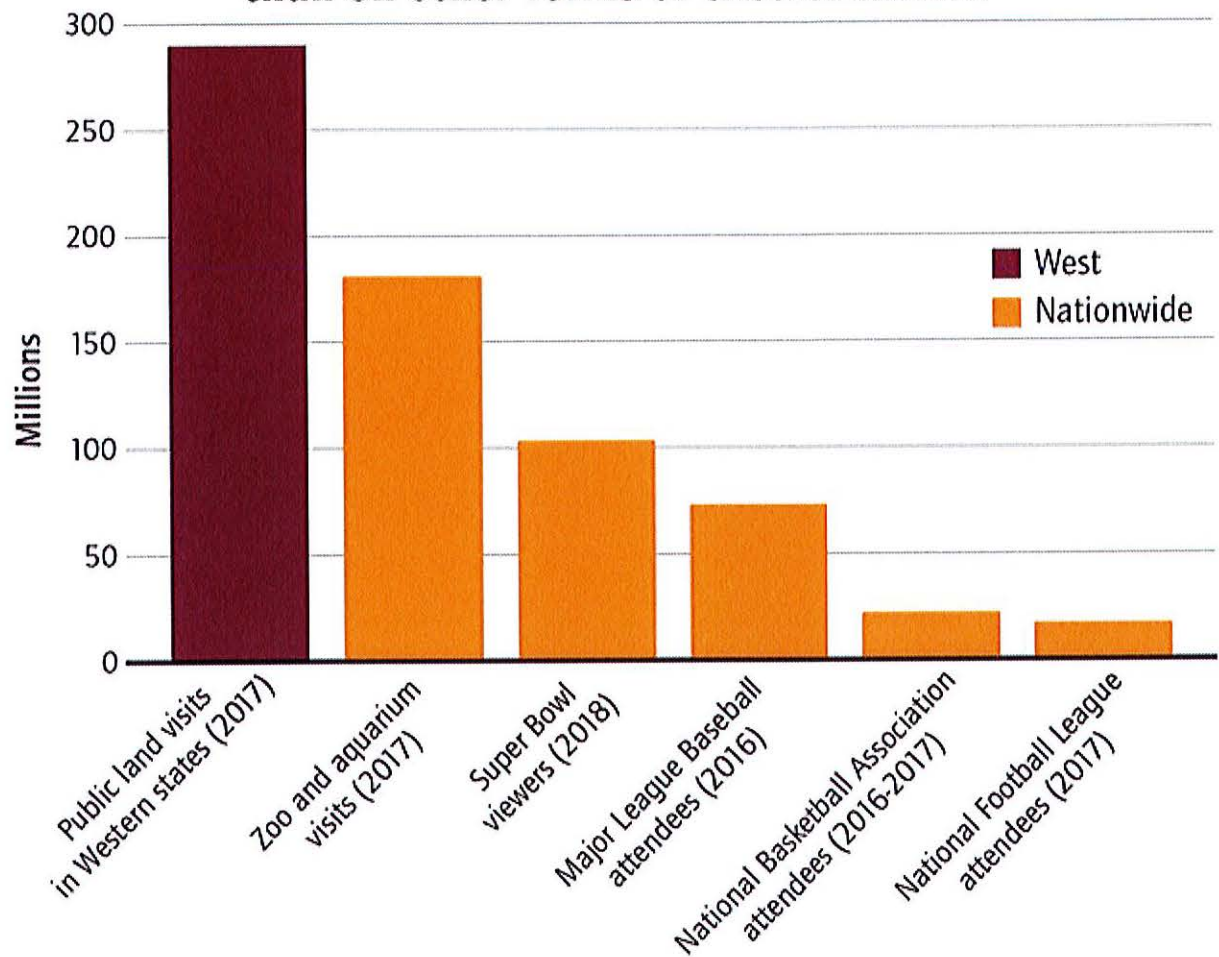
than

**Video games
(\$61 billion)**

Visits to public lands and consumer spending in the outdoor economy

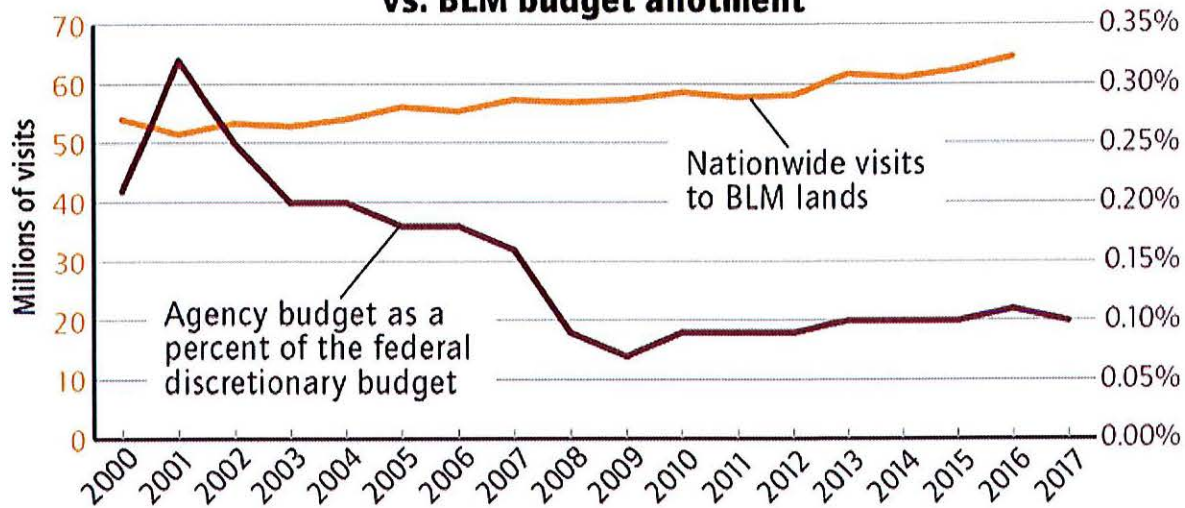


More people spend time visiting Western public lands than on other forms of entertainment

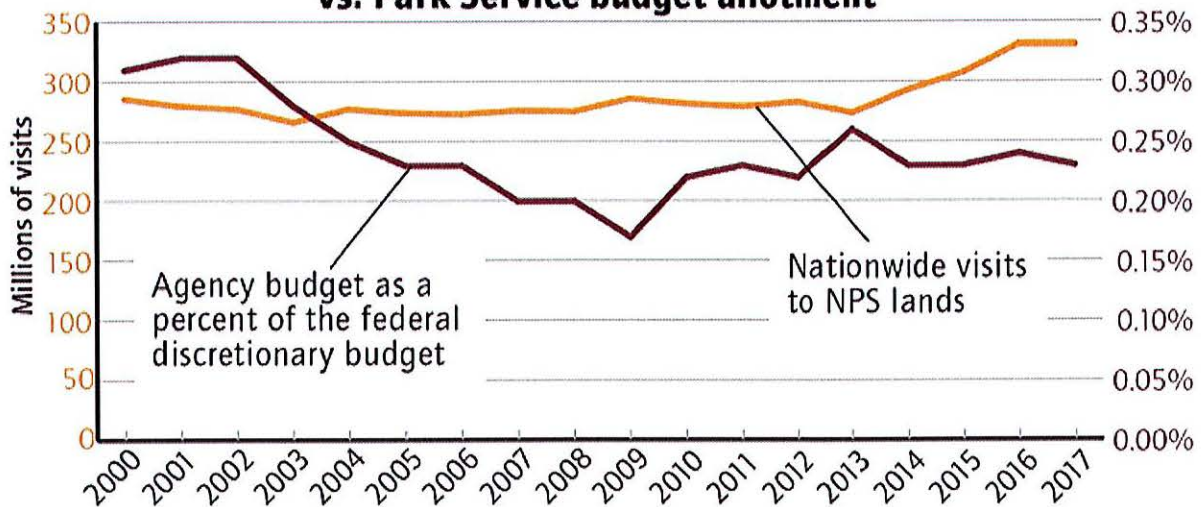


More than 290 million people visited Western public lands in 2017. Despite increasing visits to public lands and the billions of dollars in consumer spending on outdoor recreation that often takes place there, the percent of the federal budget allocated to manage these places has shrunk.

Visits to Bureau of Land Management lands vs. BLM budget allotment



Visits to National Park Service lands vs. Park Service budget allotment



AGENDA MATERIAL

DATE 5-21-19

ITEM NO. 35

From: [REDACTED]
To: COB mail
Subject: Case P19CU00005
Date: Thursday, May 16, 2019 2:17:13 PM

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The location of the proposed Bike Ranch directly opposite the only public vehicle entry into Saguaro National Park is totally inconsistent with the primary reason for the visionary establishment in the 1970's by the residents of the Notch Neighborhood of a protective Buffer Zone around the then National Monument: To provide a transition one mile in length between encroaching local suburban development and the preserved natural resources. Two lanes of asphalt carrying increasing high speed traffic between the proposed Ranch and SNP is a mockery of the intent of the Buffer Zone and this alone should be sufficient reason for again denying the Bike Ranch proposal. Approval means irreversible degradation in the long established protection for SNP-at a time when other National Parks are attempting to reestablish eroded controls (Gettysburg) and newer Southwest treasures have sought even greater protection (20 mile Buffer Zone for Chaco Culture National Park).

As a life-long road bicyclist, I have very definite objections to basing the Bike Ranch so close to the Park. While these reservations pale in importance to maintaining the integrity of the Buffer Zone, I predict that they will ultimately prove the fallacy of shredding the Buffer Zone concept via an Approval vote for Case P19CU00005. The bicycling resources (both road and mountain) within SNP are beautiful, scenic, challenging, exhilarating, fun etc. for individual bicycle riders. But the user capacity of these resources has always been very limited. The 8-mile long paved one-way loop, Cactus Forest Drive, is a winding undulating route shared by automobiles, runners, pedestrians and bicycle riders, many/most of whom are tourists depending upon the season. Group riding (more than a few bicycles) is impractical because of clogging up the narrow route. So the 49+ clients of the Bike Ranch will have to find other bicycle challenges outside of the Park. My wife and I have toured from many different bicycle friendly accommodations within North America and overseas and our preference has always been to ride from the accommodation and NOT transport our bike to remote starting and ending points. And these rides were far longer than the 8-mile Cactus Forest loop. The clients of the Bike Ranch can bike away from the Ranch only via Old Spanish Trail, Escalante, Freeman and Broadway. Even after the long delayed upgrading of the bike routes along these roads, many are now very overcrowded, especially Old Spanish Trail east of SNP. Although I am a Registered Professional Engineer in multiple states, I don't consider myself to be expert in traffic analysis. But as a bicycle rider, I consider the Psomas Traffic Memorandum presented by the Bike Ranch to be lacking in consideration of the already too frequent conflicts between bicycle traffic and cars on Old Spanish Trail.

So why locate a new Bike Ranch at Saguaro National Park in the first place? This makes no sense to me. Canyon Ranch and Tanque Verde Guest Ranch already offer

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local biking in much more practical locations.

On a personal note, my wife's and my daily tandem bicycle rides and touring experiences were terminated prematurely after 60k safe miles by two cars running the stop sign at Broadway and Freeman (at the corner of SNP, well within the Buffer Zone).

Please, before voting on the Bike Ranch proposal, think "Location, Location, Location" and then deny this proposal as your predecessors did previously.

Richard N. Bailey
Registered Professional Engineer
Resident of the Saguaro National Park Buffer Zone for 20 years
11661 East Lusitano Place
Tucson, AZ 85748

From: [Bike Ranch](#)
To: [COB_mail](#)
Subject: [BULK] New message - bikeranch.com
Date: Thursday, May 16, 2019 3:09:25 PM

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[Click here to reply](#)

Name:
Pauline McKindley

Email:
[REDACTED]

Message:

Dear Pima County Supervisors, I fully support the Bike Ranch and hope you do too! Tucson is one of the best places to ride. I miss it everyday and hope to get back there soon! With this project you will see so many happy, healthy riders and a happy desert. Please vote in favor of the Bike Ranch! Thank you, Pauline McKindley

This message was submitted from your website contact form:
<http://bikeranch.com>

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May 16 19:09:25 PCD KCF PD