



## PRELIMINARY ECONOMIC IMPACT STUDY

Prepared at the request of the City Planning Committee, by the Sports Therapeutic and Adaptive Recreation on May 10, 2020.

### Economic impact

Calculated using the U.S. Bureau of Economic Analysis, Region Input-Output Modeling System (RIMS II). Type II multipliers were used for the La Crosse County Metropolitan Statistical Area. Type II Multipliers include direct, indirect and induced effects.

#### PHASED ECONOMIC IMPACT OF STAR CENTER

Construction phase

\$38.8 million

Operational phase

\$7.9 million (per year)

Jobs

217 construction

66 operational

14 job training

## Recreational tourism

It is anticipated there will be 18,585 participant visits per month to the center. A second individual will accompany many of the primary users, 50% of the which are estimated to be visitors from outside the City of La Crosse. This will create an estimated 334,530 people coming to the north side per year.

As a facility specifically designed for people with physical challenges, there is considerable interest from regional and national organizations to utilize the STAR Center for competitions and educational conferences.

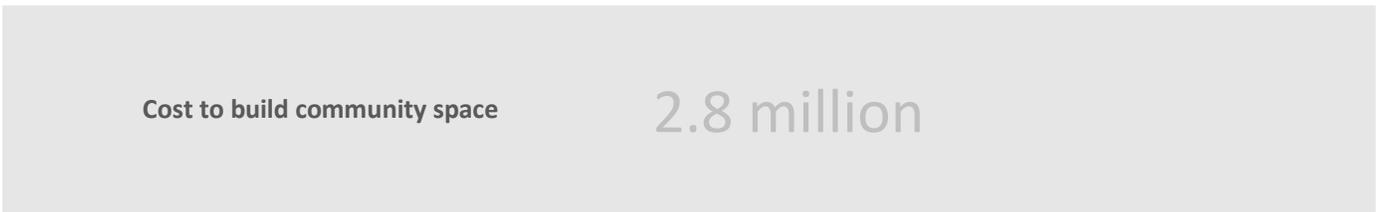
### ECONOMIC IMPACT OF RECREATIONAL TOURISM



## Community space

The STAR Center has 14,000 square feet of dedicated community space. This includes a common social area, a coffee shop, a Veteran Center, educational rooms and a resource/referral center. This space will be open to all members of the community without membership.

### ECONOMIC IMPACT OF COMMUNITY SPACE



## Increased utilization of public transportation

Our goal is to have those with challenges meet the CDC level of physical activity. This would mean that individuals attend the center an average of three times per week. Many of those with disabilities

or challenges are residents of our high-rise apartments for disabled and elderly. If one-third of the residents participated, it would increase ridership by 500 rides per week. With students attending the center from their local campus, we could expect an additional increase in ridership.

It is our hope that we could develop a “Health Link” route that would link our elderly and disabled housing centers to medical centers, universities, the YMCA and the STAR Center. These individuals are high users of para transport, often because of the need to transfer buses, so by developing a “Health Link” route there could be cost savings on para transport.

#### ECONOMIC IMPACT OF PUBLIC TRANSPORTATION

Increased utilization of  
public transportation

62,000 trips (per year)

### Catalytic effect on development of surrounding area

#### Increase in housing value

One major study performed by Xia Feng and Brad Humphreys examined the economic impact on residential housing values. The results show that sports facilities have a “significant positive effect on the value of surrounding houses and this positive effect decreases as the distance from the facilities increases ([Feng & Humphreys, 2008](#)).

#### Increase in property value

By providing a popular destination for cultural, social, fitness and athletic activities, efficiently operated recreation centers make the communities that surround them more attractive. A study of 16,000 home sales in Portland, Oregon, showed an 8–20% increase in property value when the home was 1,500 feet or less in distance from a center ([Sports Advisory, 2016](#)). Increased property values will eventually mean increased tax base.

#### Increase in future development

The investment of a high-quality building in the area will set the climate for further development. The STAR Association has received interest from the following businesses as we developed our project:

- Orthotic and prosthetic lab
- Durable medical equipment/adaptive equipment supplier
- Massage therapy
- Chiropractic
- Alternative therapies

Other businesses that would be synergistic with the STAR Center:

- Grocery
- Home service providers
- Mixed-use housing
- Restaurants
- Adaptive driver education

## Impact on employment rate of those with disabilities

### Job training site

The STAR Center will be a site for job training, offered by organizations within our community who currently provide job training. Our goal is to have people with a physical disability or impairment comprise 50% of our staff.

### Increased employment rate

In addition to being a job training center, STAR programming will also impact employment.

- Individuals who are involved in adaptive sports are more than twice as likely to be employed, 76% vs. 30% ([Disabled Sports USA, 2019](#))
- Playing an additional year of adaptive sport is associated with an approximately 4% increase in likelihood of employment every year for 10 years before the benefit flattens ([Lastuka & Cottingham, 2015](#))

### Higher academic achievement

Individuals with disabilities who are involved in adaptive sports have improved academic performance in school and have a higher rate of pursuing higher education, which prepares them for employment.

- 50% of program participants said that skills learned in Great Lakes Adaptive Sports Association (GLASA) programs caused them to see improvements in school/work performance ([GLASA, 2020](#))
- 100% of GLASA high school seniors went on to college in 2013, where on a national level, only 12% of individuals with disabilities have a college degree ([GLASA, 2020](#))

## Value to educational institutions

### Recruitment of Students and Academic Staff

The unique facilities bring clinical experiences for students not available elsewhere. This will increase the desire to attend institutions of higher education in the La Crosse area. The facility provides research opportunities that are not present currently and will make it easier for faculty to be rewarded grants. Improved opportunities for grants and research will assist our educational institutions in recruitment and retentions of premier faculty.

## Value to area employers

### Improved employment recruitment

It is estimated that 1 in 3 families have a member who would benefit from programming at the center. The facility will be an enticement for recruitment.

### Cost savings on workers' compensation

The programming will benefit area employers with ongoing "maintenance" exercise programs for common workers' compensation injuries (e.g., back injuries, shoulder injuries, knee injuries). Recurrent workers' comp claims occur almost 50% of the time. By being involved in an ongoing return-to-work program post physical therapy, we hope to decrease this rate.

### Decreased social services and health care expenses

When people are physically active and meet the CDC level of recommended activity, they have better health outcomes and lower health care costs. With improved activity, those with disabilities maintain their independence and will result in decreased utilization of social support services with resultant savings.

*Learn more about STAR Center at [starcenterlacrosse.org](http://starcenterlacrosse.org)*