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CARSON VALLEY SWIM CENTER

Economic & Community Benefit Analysis



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Executive Summary

The total annual economic impact of the Carson Valley Swim Center (CVSC) on the Douglas County economy is estimated at nearly \$6.0 million. The majority of the impacts are generated by facility operations (\$3.1 million), followed by annual capital improvements (\$1.9 million), and spending on goods and services by non-resident visitors to the swim center (\$1.0 million).

Source	Total Economic Impact	Occurrence
CVSC Operations	\$ 3,078,368	Annual
CVSC Capital Improvements	\$ 1,867,934	Annual
CVSC Non-Resident Visitors	\$ 972,515	Annual
Total	\$5,918,818	

Economic impacts are a culmination of direct spending (in this case, by the Carson Valley Swim Center and its visitors), secondary spending by businesses that provide goods and services to the CVSC and its visitors, and by the spending of new wages by households employed in impacted industries.

Economic contributions by the Carson Valley Swim Center also include jobs. The annual spending by CVSC and impacted businesses and households is estimated to support 60 jobs in Douglas County. As with the swim center’s economic output, the majority of the jobs supported are through operations (35), followed by capital improvements (16), and spending by non-residents that visited Douglas County because of the swim center (9).

Source	Employment Impact	Occurrence
CVSC Operations	35	Annual
CVSC Capital Improvements	16	Annual
CVSC Non-Resident Visitors	9	Annual
Total	60	

Douglas County industries most impacted by Carson Valley Swim Center’s operations, facility improvements, and non-local visitors include construction, restaurants, retail, professional and business services, health care, and real estate activities. The collection of industries benefited

by CVSC-related expenditures reflects how a vibrant, successful recreational attraction can also improve community prosperity.

Top 25 Industries Benefiting from CVSC	Annual Impact
505 - Fitness and recreational sports centers	\$2,210,677
55 - Construction of new commercial structures, including farm structures	\$1,351,593
447 - Other real estate	\$423,063
510 - Limited-service restaurants	\$379,966
449 - Owner-occupied dwellings	\$123,189
408 - Retail - Gasoline stores	\$55,748
469 - Management of companies and enterprises	\$55,216
396 - Wholesale - Other durable goods merchant wholesalers	\$51,525
441 - Monetary authorities and depository credit intermediation	\$42,009
476 - Services to buildings	\$38,331
509 - Full-service restaurants	\$35,977
60 - Maintenance and repair construction of nonresidential structures	\$32,376
413 - Retail - Nonstore retailers	\$32,142
457 - Architectural, engineering, and related services	\$31,955
472 - Employment services	\$25,956
534 - Other local government enterprises	\$24,609
490 - Hospitals	\$23,895
436 - Data processing, hosting, and related services	\$23,538
453 - Commercial and industrial machinery and equipment rental and leasing	\$22,456
207 - Other concrete product manufacturing	\$22,281
442 - Other financial investment activities	\$22,132
477 - Landscape and horticultural services	\$21,771
483 - Offices of physicians	\$21,653
445 - Insurance agencies, brokerages, and related activities	\$20,722
405 - Retail - Building material and garden equipment and supplies stores	\$20,416

In addition to the economic and employment contributions, the Carson Valley Swim Center also provides a myriad of qualitative benefits that include improving mental and physical health of residents and visitors of all ages, increasing public safety through swim lessons and first responder training, and fulfilling key quality of life objectives by providing a coveted recreational asset to the Carson Valley community.



Introduction

The Center for Regional Studies at the University of Nevada, Reno was retained to conduct an economic impact analysis of the Carson Valley Swim Center operations.

The Carson Valley Swim Center (CVSC) opened in 1989 after decades of local government policy, voter approval, and land assemblage activity provided the organization, funding, and location for the recreational asset. In 1986, the majority of voters in the East Fork Township (Carson Valley) approved a \$2,500,000 construction bond with a vote of 57% to 43%. In the following year, Nevada Department of Taxation approved Ad Valorem Tax authority to fund the CVSC construction, operations, and future capital improvements. The East Fork Swimming Pool District, created in 1958, continues to maintain and operate the Carson Valley Swim Center using enterprise funds (property taxes).

The swim center, located in Minden, includes six pools (two outdoor and four indoor) that contain an impressive 557,000 gallons of water for aquatic activities. A 25-yard, eight-lane outdoor pool is complemented by a shallow family pool that provides swim lessons. The 25-yard (can also configure to 25 meters), six-lane indoor pool is complemented by a climbing wall, 1-meter and 3-meter diving boards, and a basketball hoop. Also indoors are a 93-degree therapy pool, an interactive pool (mushroom and bucket water features), a slide pool (fed by two outdoor slides), and a fitness center.

Along with the fitness center, the facility also expands on its “dry” offerings through a variety of rent space for celebrations, company meetings, and/or barbeques. An outdoor, handicapped-accessible patio includes shaded outside tables with a grill. Indoor rent space options include a year-round Mezzanine and entire facility can be rented for large parties or company events after normal operating hours.

Due to its amenity-rich assets that invite social cohesion, the Carson Valley Swim Center entertains and educates an impressive 147,000 clients per year. Half of visitation is by drop-ins, but a quarter of turnstile totals are by members, indicating a successful ongoing attraction offered by the swim center. Organized aquatics (including lessons) represent the remaining



25% of visitors, reflecting the swim center's significant contribution to community team-building, health, and safety.

The impacts that CVSC provides to Carson Valley communities and beyond are both quantitative and qualitative. Quantitative impacts can easily be calculated by applying expenditures to economic input-output models, whereas qualitative impacts are much harder to enumerate but are integral to quality of life and overall health and happiness of individuals and communities. The following sections provide breakdowns of quantitative and qualitative impacts provided by the Carson Valley Swim Center:

Section I estimates the economic impact of operating and capital expenditures on Douglas County. Using the 2022 IMPLAN input-output model (most recent) for Douglas County, the analysis estimates the direct, indirect (secondary spending by businesses caused by direct spending), and induced impacts (spending of new wages generated by direct and indirect impacts).

Section II estimates the economic impact of non-local visitor expenditures in Douglas County driven by Carson Valley Swim Center amenities. As with Section I, the analysis estimates the direct, indirect (secondary spending by businesses caused by direct spending), and induced impacts (spending of new wages generated by direct and indirect impacts).

Section III discusses the qualitative impacts on community health, preparedness, quality of life, and overall happiness as a result of significant recreational opportunities and infrastructure provided by the Carson Valley Swim Center.



I. Economic Impact Analysis of CVSC Operations & Capital Improvements

An economic impact analysis estimates the impact of an industry change on a region's economy. Using the Douglas County IMPLAN (Impact Analysis for Planning) input-output model based on 2022 data (most recent), the analysis estimates the direct, indirect, and induced impact¹ of operating and capital expenditures. The economic impact analysis measures three impacts of each activity: output, employment, and labor income.² IMPLAN models are available at the county, state, and national levels; the analysis uses the model for Douglas County. Information regarding the IMPLAN model, including relevant terms, is summarized in Appendix 1 of this report.

The economic impacts, based on operating expenditures of \$1.96 million in fiscal year 2023, are summarized in Table 1. Secondary spending by businesses servicing the direct expenditures created another \$0.60 million in indirect impacts, and spending of new wages brought about by

¹ Indirect and induced impacts are estimated by applying IMPLAN-generated multipliers to direct impact amounts. Definitions of these impact types are provided below:

Multipliers: Multipliers are predicated upon a domino theory of economic change. They translate the consequences of change in one retail sub-sector upon others in other industries. Multipliers are estimators of the "ripple effect."

Direct Economic Impact: Represents the expenditure amounts from the project that directly impact the regional economy. The direct impact of operating expenses represents the current operating expenses necessary for the project to operate the separate business sections; and the direct impact of employment represents the employment level directly associated with the project.

Indirect Economic Impact: Represents the impact from the project's purchases of goods and services from supplying vendors. Purchases made by supplying vendors to restock their inventory by purchasing goods and services from other vendors who in turn restock by purchasing from other vendors and so on is the indirect impact. These purchases are also commonly referred to as the "ripple effect."

Induced Economic Impact: The direct activity and the resulting indirect activity generate some increases in the general level of employment and income in the study area, leading to a tertiary level of economic impact through the higher level of household expenditures on goods and services. These impacts reflect the increase in spending from the household sector as income increases or decreases due to changes in production of goods and services.

² **Output:** Output represents the value of industry production. In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. For manufacturers this would be sales plus/minus change in inventory. For service sectors production = sales. For Retail and wholesale trade, output = gross margin and not gross sales.

Employment: Represents the total number of people employed by the project as well as the jobs created or supported in the regional economy to support the project's economic activity.

Labor Income: All forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.



the direct and indirect expenditures created an additional \$0.52 million in induced impacts. As a result, the total economic impact of CVSC operations was \$3.08 million in fiscal year 2023. The mathematical formula for the economic ripple effect of the initial direct spending is known as the “economic multiplier”. For CVSC operations in fiscal year 2023, the multiplier of 1.568 indicates that for every \$1 directly spent, another \$0.57 ripples through the economy as secondary spending.

Table 1. Economic Impacts of the Carson Valley Swim Center Operations - Fiscal Year 2023

OUTPUT IMPACTS				
Source	Direct Impact	Indirect Impact	Induced Impact	Total Impact
CVSC Operations	\$ 1,963,810	\$ 597,058	\$ 517,500	\$ 3,078,368
MULTIPLIERS				
	1.0000	0.3040	0.2635	1.5675
LABOR INCOME IMPACTS				
Source	Direct Impact	Indirect Impact	Induced Impact	Total Impact
CVSC Operations	\$ 1,513,181	\$ 129,001	\$ 138,809	\$ 1,780,991
MULTIPLIERS				
	1.0000	0.0853	0.0917	1.1770
EMPLOYMENT IMPACTS				
Source	Direct Impact	Indirect Impact	Induced Impact	Total Impact
CVSC Operations	29	3	3	35
MULTIPLIERS				
	1.0000	0.1145	0.1009	1.2154

The majority of CVSC economic output is through labor income. The swim center’s full-time equivalent staffing is 29 employees, however, the facility employs over 50 persons year-round and up to 85-90 employees in the summer. Each spring, the swim center hires 25-30 high school students for summer lifeguarding and operational support. As a result, the swim center is one of the largest employers of teenagers in Douglas County.

Applying the full-time equivalent employment of 29 persons to the economic input-output model calculates an additional three full-time employees resulting from secondary spending (indirect impacts) and three full-time employees resulting from new wage spending (induced impacts). As a result, a total of 35 full-time jobs are supported by fiscal year 2023 operational

expenditures. *The direct spending on CVSC operations supports an additional six full-time jobs in Douglas County.*

Table 2 provides a breakdown of the top 25 industries impacted by CVSC operation expenditures. Outside the direct impacts on recreational centers, real estate, retail, health care, and management companies dominate the industries in Douglas County that benefit from the swim center’s operations.

Table 2. Top 25 Industries Impacted by CVSC Operation Expenditures

Industry	Direct	Indirect	Induced	Output
505 - Fitness and recreational sports centers	\$1,963,810	\$116	\$541	\$1,964,467
447 - Other real estate	\$0	\$285,368	\$14,070	\$299,438
449 - Owner-occupied dwellings	\$0	\$0	\$62,656	\$62,656
476 - Services to buildings	\$0	\$24,677	\$1,752	\$26,429
469 - Management of companies and enterprises	\$0	\$20,850	\$4,562	\$25,411
60 - Maintenance and repair construction of nonresidential structures	\$0	\$20,380	\$1,736	\$22,116
441 - Monetary authorities and depository credit intermediation	\$0	\$11,579	\$8,745	\$20,324
509 - Full-service restaurants	\$0	\$7,493	\$12,262	\$19,754
413 - Retail - Nonstore retailers	\$0	\$657	\$15,006	\$15,663
534 - Other local government enterprises	\$0	\$10,121	\$4,947	\$15,068
445 - Insurance agencies, brokerages, and related activities	\$0	\$11,811	\$2,814	\$14,625
472 - Employment services	\$0	\$11,807	\$2,711	\$14,519
510 - Limited-service restaurants	\$0	\$2,318	\$11,326	\$13,644
477 - Landscape and horticultural services	\$0	\$11,430	\$1,141	\$12,571
490 - Hospitals	\$0	\$0	\$12,188	\$12,188
436 - Data processing, hosting, and related services	\$0	\$6,978	\$4,874	\$11,851
456 - Accounting, tax preparation, bookkeeping, and payroll services	\$0	\$9,983	\$1,477	\$11,459
442 - Other financial investment activities	\$0	\$1,544	\$9,564	\$11,108
483 - Offices of physicians	\$0	\$0	\$11,020	\$11,020
439 - Nondepository credit intermediation and related activities	\$0	\$4,860	\$4,660	\$9,520
455 - Legal services	\$0	\$7,029	\$2,244	\$9,273
511 - All other food and drinking places	\$0	\$3,603	\$4,969	\$8,573
411 - Retail - General merchandise stores	\$0	\$276	\$7,629	\$7,906
457 - Architectural, engineering, and related services	\$0	\$7,128	\$698	\$7,827
405 - Retail - Building material and garden equipment and supplies stores	\$0	\$4,781	\$2,628	\$7,409

The Carson Valley Swim Center generates additional expenditures through annual capital improvements. The East Fork Swimming Pool District’s five-year capital improvement plan (FY25-FY29) projects an average of \$1,351,593 per year to be spent on facility renovations and new construction. Applying this annual average to the IMPLAN input-output model results in impacts summarized in Table 3. The \$1.35 million in capital improvement expenditures generates an additional \$0.29 million in purchases from construction vendors and suppliers

(indirect impact), and \$0.23million in new household spending (induced impacts), for a total of \$1.87 million. This means that for every \$1 spent on capital projects by CVSC, the Douglas County economy benefits by an additional \$0.38.

As with the economic impact from operations, the majority total economic output from capital expenditures (\$0.77 million) is from labor income benefits. However, unlike operational expenditures where the majority of labor impacts are from CVSC employees, all jobs created and supported by capital improvements spending are located outside the swim center. The projected annual spending on capital improvements between FY25 and FY29 is estimated to support 16 jobs in Douglas County in every year of improvements.

Table 3. Economic Impacts of the Carson Valley Swim Center Capital Improvements (Annual Average of FY25-FY29 CIP)

		OUTPUT IMPACTS			
Source	Direct Impact	Indirect Impact	Induced Impact	Total Impact	
Capital Improvements	\$ 1,351,593	\$ 289,919	\$ 226,422	\$ 1,867,934	
MULTIPLIERS					
	1.0000	0.2145	0.1675	1.3820	
		LABOR INCOME IMPACTS			
Source	Direct Impact	Indirect Impact	Induced Impact	Total Impact	
Capital Improvements	\$ 624,884	\$ 86,018	\$ 60,713	\$ 771,615	
MULTIPLIERS					
	1.0000	0.1377	0.0972	1.2348	
		EMPLOYMENT IMPACTS			
Source	Direct Impact	Indirect Impact	Induced Impact	Total Impact	
Capital Improvements	13	1	1	16	
MULTIPLIERS					
	1.0000	0.0950	0.0962	1.1912	

Table 4 shows the top 25 industries impacted by CVSC’s five-year capital improvement plan. Unlike industries impacted by CVSC operations, the top beneficiaries include manufacturing, and wholesale, in addition to real estate, retail, and health care.

Table 4. Top 25 Industries Impacted by CVSC Capital Improvement Expenditures

Industry	Direct	Indirect	Induced	Output
55 - Construction of new commercial structures, including farm structures	\$1,351,593	\$0	\$0	\$1,351,593
449 - Owner-occupied dwellings	\$0	\$0	\$43,049	\$43,049
396 - Wholesale - Other durable goods merchant wholesalers	\$0	\$40,940	\$1,795	\$42,735
447 - Other real estate	\$0	\$30,843	\$9,676	\$40,519
457 - Architectural, engineering, and related services	\$0	\$21,274	\$479	\$21,752
207 - Other concrete product manufacturing	\$0	\$21,361	\$37	\$21,398
453 - Commercial and industrial machinery and equipment rental and leasing	\$0	\$14,956	\$408	\$15,364
441 - Monetary authorities and depository credit intermediation	\$0	\$8,190	\$6,499	\$14,689
394 - Wholesale - Household appliances and electrical and electronic goods	\$0	\$13,025	\$956	\$13,981
469 - Management of companies and enterprises	\$0	\$8,209	\$3,143	\$11,352
413 - Retail - Nonstore retailers	\$0	\$780	\$10,417	\$11,197
399 - Wholesale - Petroleum and petroleum products	\$0	\$9,224	\$1,972	\$11,196
509 - Full-service restaurants	\$0	\$1,520	\$8,396	\$9,915
405 - Retail - Building material and garden equipment and supplies stores	\$0	\$7,514	\$1,824	\$9,337
417 - Truck transportation	\$0	\$8,040	\$974	\$9,013
490 - Hospitals	\$0	\$0	\$8,338	\$8,338
510 - Limited-service restaurants	\$0	\$451	\$7,761	\$8,212
442 - Other financial investment activities	\$0	\$969	\$6,721	\$7,689
483 - Offices of physicians	\$0	\$0	\$7,569	\$7,569
472 - Employment services	\$0	\$4,415	\$1,865	\$6,280
436 - Data processing, hosting, and related services	\$0	\$2,785	\$3,302	\$6,087
411 - Retail - General merchandise stores	\$0	\$348	\$5,233	\$5,582
20 - Oil and gas extraction	\$0	\$4,499	\$907	\$5,407
477 - Landscape and horticultural services	\$0	\$4,569	\$778	\$5,347
154 - Petroleum refineries	\$0	\$4,392	\$859	\$5,250

Carson Valley Swim Center's five-year capital improvement plan (FY25-FY29) includes the following new assets that will be added to the CVSC recreational facility and in Topaz Ranch Estates:

- Lobby remodel, concession expansion, splash pad in Topaz Ranch Estates, and a new backup generator (\$2.60M; FY25)
- Parking lot expansion (\$0.45M; FY26)
- AH MP Room (\$0.75M; FY27)
- Indoor wall & deck resurfacing (\$0.84M; FY28)
- Aquatic multiuse expansion (\$.55M; FY29)



II. Economic Impact Analysis of Visitor Spending

This section estimates the economic impact of expenditures in Douglas County by non-residents (those living outside Douglas County) who were attracted by the Carson Valley Swim Center in fiscal year 2024. Detailed non-resident visitation data (Table 5) was provided by CVSC. All non-residents are assumed to have traveled to Douglas County with the swim center as the primary reason.

Table 5. Non-Resident Visitation to the Carson Valley Swim Center (FY2024)

Day Visitors	Non-Douglas County Residents
Physical Therapy	85
Groups	2,333
Swim Lessons	576
Training	25
Passes	122
Biz Hour Rentals	5,045
After Hour Rentals	1,300
Dolfin Swim Meets (day)	743
Total Day Visitors	10,229
Overnight Visitors	
Dolfin Swim Meets (overnight)	149
Grand Total Visitors	10,378

The overwhelming majority of non-resident visitors are assumed to visit Douglas County for one day only. Only those that traveled from other Nevada counties (other than Carson City and Washoe County) and from California for Dolfin swim meets are assumed to stay two nights as there meets are held over three days. Combined, a total of 10,738 non-residents visited the Carson Valley Swim Center in fiscal year 2024 and supported businesses within Douglas County through their spending.

Visitor spending budgets are normally quantified using survey intercepts of those attending events or attractions, but the process is onerous and expensive. However, visitor budgets can also be estimated using surveys of broader collection of visitor population. For this study,

visitor budgets are estimated using Reno-Sparks Convention & Visitors Authority’s annual visitor profile data. The Reno Tahoe 2023 Visitor Profile uses online surveys of adults that recently visited the Reno-Tahoe region. Table 6 breaks down selected visitor budgets from the 2023 profile and applied to fiscal year 2024 swim center visitation totals.

Table 6. Spending Budgets of Non-Resident Visitor

Average Expenditures Per Person Per Day			
Lodging	Food & Drink ¹	Recreation	Transportation
\$ 39.00	\$33/\$44	\$ 23.00	\$ 19.00
Average total budget per day - Day Visitors			\$ 75.00
Average total budget per day - Overnight Visitors			\$ 125.00

Expenditures by Non-Douglas County Residents (2024)			
Lodging	Food & Drink	Recreation	Transportation
\$ 11,622	\$ 353,774	\$ 245,548	\$ 202,844

1. Day visitor expenditures for food/drink uses GSA per diem rates to exclude breakfast.

Tourism spending also includes shopping and entertainment, but these expenditures are excluded from swim center impacts due to the assumption that the swim center was the source of entertainment and side trips for shopping by the significant amount of day visitors was impractical.

The total visitor spending by the 10,378 non-Douglas County residents that visited the swim center in fiscal year 2024 spent an estimated \$796,828 on Douglas County goods and services. In order to capture secondary spending by impacted businesses and households, the expenditure is applied to the IMPLAN input-output model to calculate the total economic impact found in Table 7.

After adjusting the \$0.81 million in total visitor expenditures for retail margins (only the amount of retail markups are included in impact calculations), the resulting direct impact of \$0.66 million is calculated to generate an additional \$0.22 million in purchases from vendors and suppliers (indirect impact), and \$0.09 million in new household spending (induced impacts), for a total of \$0.97 million. This means that for every \$1 spent by a visitor to the Carson Valley Swim Center, the Douglas County economy benefits by an additional \$0.47.

Table 7. Economic Impacts of Visitor Spending (2024)

OUTPUT IMPACTS			
Direct Impact	Indirect Impact	Induced Impact	Total Impact
\$ 661,138	\$ 218,314	\$ 93,064	\$ 972,515
MULTIPLIERS			
1.0000	0.3302	0.1408	1.4710
LABOR INCOME IMPACTS			
Direct Impact	Indirect Impact	Induced Impact	Total Impact
\$ 230,760	\$ 56,085	\$ 24,892	\$ 311,737
MULTIPLIERS			
1.0000	0.2430	0.1079	1.3509
EMPLOYMENT IMPACTS			
Direct Impact	Indirect Impact	Induced Impact	Total Impact
7	1	1	9
MULTIPLIERS			
1.0000	0.1595	0.0702	1.2296

A significant amount of the total economic impact is realized as labor income. The spending by non-residents results in \$0.31 million in wage earnings by Douglas County businesses, supporting an estimated 9 jobs.

Table 8 shows the top 25 industries in Douglas County that are supported by non-resident spending. Thriving local economies are driven by “basic” industries. Basic industries are industries similar to the Carson Valley Swim Center that import new dollars to the region by offering a quality recreational asset not found in neighboring communities. The importance of the swim center to local small businesses and government tax revenues cannot be overlooked. The CVSC deserves recognition for its economic contributions to Douglas County, in addition to the myriad of health, public safety, and quality of life benefits discussed in the next section.

Table 8. Top 25 Industries Impacted by Non-Resident Expenditures

Industry	Direct	Indirect	Induced	Output
510 - Limited-service restaurants	\$353,774	\$1,198	\$3,139	\$358,110
505 - Fitness and recreational sports centers	\$245,548	\$53	\$150	\$245,751
447 - Other real estate	\$0	\$79,183	\$3,923	\$83,106
408 - Retail - Gasoline stores	\$50,194	\$38	\$744	\$50,975
469 - Management of companies and enterprises	\$0	\$17,178	\$1,274	\$18,452
449 - Owner-occupied dwellings	\$0	\$0	\$17,483	\$17,483
507 - Hotels and motels, including casino hotels	\$11,622	\$5	\$7	\$11,634
476 - Services to buildings	\$0	\$7,637	\$485	\$8,121
441 - Monetary authorities and depository credit intermediation	\$0	\$4,368	\$2,629	\$6,996
60 - Maintenance and repair construction of nonresidential structures	\$0	\$6,207	\$479	\$6,686
422 - Warehousing and storage	\$0	\$5,586	\$759	\$6,345
509 - Full-service restaurants	\$0	\$2,902	\$3,405	\$6,307
436 - Data processing, hosting, and related services	\$0	\$4,263	\$1,337	\$5,600
413 - Retail - Nonstore retailers	\$0	\$1,065	\$4,218	\$5,283
472 - Employment services	\$0	\$4,401	\$756	\$5,157
534 - Other local government enterprises	\$0	\$3,286	\$1,371	\$4,656
477 - Landscape and horticultural services	\$0	\$3,537	\$316	\$3,853
511 - All other food and drinking places	\$0	\$2,407	\$1,382	\$3,789
456 - Accounting, tax preparation, bookkeeping, and payroll services	\$0	\$3,362	\$410	\$3,772
405 - Retail - Building material and garden equipment and supplies stores	\$0	\$2,931	\$739	\$3,670
431 - Radio and television broadcasting	\$0	\$3,099	\$282	\$3,382
490 - Hospitals	\$0	\$0	\$3,370	\$3,370
442 - Other financial investment activities	\$0	\$587	\$2,748	\$3,335
439 - Nondepository credit intermediation and related activities	\$0	\$1,741	\$1,404	\$3,145
483 - Offices of physicians	\$0	\$0	\$3,065	\$3,065



III. Qualitative Impacts

This section discusses qualitative impacts on Douglas County from the Carson Valley Swim Center. Unlike the quantitative impacts explained above, qualitative impacts are difficult to quantify, but provide immeasurable benefits to community health, safety, and overall happiness.

Community Benefits

The first American public swimming pool was the Cabot Street Bath, opened in Boston in 1868, 17 years after Nevada's first settlement (Genoa) was established. The municipal bath movement had begun as a hygiene measure for the poor and working class crowded into the city. The poor and working class, however, seem to have taken to the facilities more as entertainment - swimming - than simply as bathing establishments. And so the city shifted from bath houses to swimming pools. At the same time, gymnasiums were built, in some cases combining the two facilities in one building.

Nevada's first public swimming pool, Moana Springs located in Reno, opened in 1910. Just this year, the new Moana Springs Community Aquatics & Fitness Center opened after an upswell of community activism and private fundraising pressured the City to replace the previous facility that was closed in 2009.

Public swimming pools offer a multitude of benefits that extend beyond mere recreational enjoyment, playing a crucial role in community building, health promotion, and safety enhancement. They're catalysts for fostering a sense of community and provide opportunities to meet new people and reconnect with friends from school or the neighborhood, turning the local pool into a vibrant social hub. They host family gatherings, social events, and informal meetups, fostering a sense of belonging and community cohesion. This interaction is essential for building relationships, creating shared memories, and developing a supportive environment.

Because of the plethora of community benefits that public swimming pools provide, these community assets also increase property values. People want to live near fun things to do. They



also want to live in communities that have strong bonds with each other, because that's what makes a community feel safe and inviting.

Additionally, public pools serve as platforms for community outreach programs, creating avenues for personal and professional development. The resources that the Carson Valley Swim Center provides to children and young adults cannot be overstated. The swim center hosts two Douglas High School aquatic classes every semester, reaching about 50 kids per year. The swim center's ideal location that is adjacent to Douglas High School provides additional educational infrastructure and a seamless conduit to an important target population.

The swim center is also highly popular with school field trips from regional institutions, girls and boys clubs, and daycare centers. Three schools from California also take advantage of swim lessons and water safety training at the facility. The swim center provides a safe place where kids can socialize, recreate, or perform homework in a supervised but fun atmosphere.

Community pools provide valuable job opportunities for teens and young adults, especially as lifeguards and support staff. This experience not only allows them to earn money but also equips them with essential skills and a sense of responsibility. Many parks and recreation jobs serve as a steppingstone for first-time employment, helping young people develop a strong work ethic and gain insights into potential career paths.

Health Benefits

As concerns grow over post-pandemic mental health of our youth, employment at community pools provides outdoor enjoyment while teaching teens and young adults to earn money on their own. Financial health is also an important aspect of health that should not be overlooked.

Of course, swimming also offers numerous physical health benefits. Swimming is a low-impact exercise that benefits cardiovascular health, muscular strength, and endurance. Beyond physical fitness it can help reduce stress, improve mental health, and promote relaxation. A few



laps in a pool improves heart health and lung capacity, lowers blood pressure, reduces joint pain, and increases bone strength, according to research.³

Public swimming pools are very important for the health of children, providing a fun and easy off-ramp for childhood obesity which continues to rise in America every year. Swimming is one of the best ways to maintain physical fitness, so it can greatly decrease the number of children struggling with obesity and excessive caloric intake. Parents of children with developmental disabilities find that recreational activities, such as swimming, improve family connections. The importance of public swimming pools to families is not lost on Carson Valley residents. For nine years in a row, the Carson Valley Swim Center was voted as the “Best Place to Take Your Kids”.

Public swimming pools are very important for the health of adults, especially for those with chronic health issues. People can exercise longer in water without increased joint or muscle pain, which has been shown to be especially helpful for people with arthritis and osteoarthritis. Water-based exercise can help people with arthritis improve the use of their arthritic joints, decrease pain, and not worsen symptoms. People with rheumatoid arthritis have shown more health improvements after participating in hydrotherapy (exercising in warm water) than with other activities. For people with fibromyalgia, a debilitating pain condition, swimming in warm water can decrease anxiety and depression and improve mood. Water-based exercise can also benefit older adults by improving their quality of life and decreasing disability. Swimming can improve or help maintain the bone health of post-menopausal women. Swimming has also been shown to improve memory, cognitive function, and mental health.⁴

Community health benefits provided by the Carson Valley Swim Center is especially important for seniors due their significant concentration in Carson Valley and nearby. The median age of Douglas County residents (53.5) ranks third in Nevada (39.4), behind Storey County (55.7) and Esmeralda County (55.0). The swim center reports that seniors represent 33% of total visitation.

³ <https://blogs.bmj.com/bjbm/2017/06/23/major-new-study-health-benefits-swimming-released/>

⁴ <https://physoc.onlinelibrary.wiley.com/doi/10.14814/phy2.14851> and <https://physoc.onlinelibrary.wiley.com/doi/full/10.14814/phy2.14247>



The Carson Valley Swim Center fully embraces its role in providing health benefits to Carson Valley residents and beyond. Several occupational and physical therapy entities, including Great Basin PT & Performance Center, Rehab Wave, Carson Valley Medical Center, and Carson Tahoe Hospital, conduct treatment plans on over 75 patients per month in the swim center's 93-degree therapy pool. At all times during open hours, a water-walking lane is available for those seeking unsupervised rehabilitation and low-impact exercise.

Public Safety

Swimming is often seen as purely a recreational or sporting activity. However, public pools play a vital role in enhancing public safety through various initiatives. By offering swimming lessons and general water safety courses, they empower individuals with the essential lifesaving skills to navigate water environments confidently. In the US, over 4,500 people died from drowning each year (over 10 persons per day) from 2020 to 2022, according to CDC data. According to the Red Cross, 52% of adults are considered unsafe around water. Drowning is the number one cause of unintentional deaths for children between the ages of one and four, and 75% of drowning deaths for those under 15-years old occur at private swimming pools. It is therefore no surprise that several studies (Journal of Injury Prevention, Journal of Injury Control and Safety Promotion, Journal of Urban Health, and Journal of Urban Safety and Health) found that swimming pool access is associated with lower drowning rates, particularly in communities where swimming lessons are a routine part of school curricula.

As a result, public swimming pools are not just optional recreational assets; they are critical for preventing drowning, especially in regions with significant water bodies like the Sierra Nevada. An interesting angle on the importance of swimming ability is provided by a well-known African American swimmer named Sabir Muhammad who once said, "No one dies from not being able to play basketball."

Lifeguard training programs ensure there are well-trained professionals on-site to prevent accidents and respond promptly in emergencies. With a focus on education and preparedness, public swimming pools serve as a crucial community resource that promotes the safety of the general public. According to the NRPA's seasonal hiring report, lifeguards account for two-thirds of the summer's seasonal hires at parks and rec centers across the country. Many of these



park employees are under the age of 24, suggesting that pools — and parks and recreation jobs in general — offer teens and young adults first-time job experience.

The Carson Valley Swim Center employs over 20 Red Cross certified lifeguards that provide swim lessons to approximately 400 kids per year. Adult Learn-To-Swim classes are provided by a certified US Swimming Master Instructor to all levels of swimming capabilities, from beginners to accomplished swimmers wanting more out of their stroke. Every summer a two-week Junior Lifeguard Program teaches 11 to 15-year olds basic water safety, CPR and first aid, and lifeguard training. During the summer, Douglas County Search & Rescue hosts “Safety Day” to educate students how to alleviate dangerous situation in and around water.

In addition to providing swimming lessons and lifeguard training, the Carson Valley Swimming Center also provides an important training facility for local and regional first responders. Douglas County Search & Rescue, Douglas County Sheriff’s Office, US Marine Corps, US Navy, and the Army National Guard uses the center for aquatics training and fitness.



Conclusion

A community without a public swimming pool is a community that is less cohesive, less healthy, less safe, less available for development of youth, and less mindful of public safety resources. In summary, public swimming pools are invaluable community resources that support social interaction, health, safety, and personal growth. They contribute significantly to the physical and mental well-being of individuals while fostering a strong sense of community and connection among residents. As such, investing in public pools is a vital step toward building healthier, more cohesive communities.

These qualitative impacts provided by the Carson Valley Swim Center are extensive and integral to Douglas County's economy and community. The return on investment provided by the facility reaches all levels of government, industry, and households. A public swimming pool should be accepted with similar importance as public infrastructure, public safety entities, educational institutions, and community town halls because a public swimming pool contributes to all four. Although its total benefit is immeasurable, the fact that Carson Valley Swim Center annual attendance is almost three times that of Douglas County's population also documents the swim center's success. The demographic benefits provided by the swim center are bookended by its location adjacent to Douglas High School and also within a community with a significant senior population.

This community demand for the Carson Valley Swim Center ripples both socially and economically in Douglas County. Swimming pool operations generate over \$1 million per year in secondary spending, with annual capital improvements generating another \$0.5 million of additional spending in the community. Visitation to the swim center by non-residents provides \$0.3 million in spending on mainly food and beverage. Altogether, the economic activity spurred by the swim center supports small and big businesses and employs 60 full-time jobs in Carson Valley.



Appendix 1

The IMPLAN Input-Output Model

The IMPLAN system enables construction of regional input-output models for any county or state in the United States. The IMPLAN model is a technique built around quantifying the interaction between industries and industry sub-sectors within an economy. Each industrial or service activity within the economy (retail, agriculture, mining, manufacturing, trade, services, etc.) is assigned to an economic sector.

The model is based on the theory that when new money enters a community through investments, revenue or income, some of it is re-spent one or more times in the regional economy, creating additional impacts. IMPLAN estimates these impacts using specific data on what inputs are needed to produce the goods and services for the 546 identified industries. The economic activity in the industry under study (i.e. the construction industry) serves as the base for estimating the total economic impact generated by that industry across all industry sub-sectors.

The industries are classified in sectors corresponding to NAICS codes. To calculate economic impacts, multipliers for each industry sub-sector are available for various indicators. The multipliers are based on relationships among industries or industry sub-sectors and estimate the purchases of a particular industry from other industries.

Multipliers translate the consequences of change in one variable upon others. They are ratios that estimate the “ripple effect” throughout the economy. In more “technical terms,” they are numerical coefficients, which relate a change in a component of aggregate demand or employment to a consequent change in total income or total employment. Multipliers are applied to the direct economic impact to derive other (non-direct) economic impacts.

Data in the IMPLAN database is based on the BEA21 Covered Employment and Wages (CEW) program (formerly known as the ES202 program), the County Business Pattern data provided by the US Census, and the Regional Economic Information System data provided by the BEA. The IMPLAN model database also draws from secondary economic data at the county level from a variety of public sources.



It is important to understand several concepts related to the economic impacts using the list of definitions provided below.

Economic Impact:	Output represents the value of industry production. In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. For manufacturers this would be sales plus/minus change in inventory. For service sectors production = sales. For Retail and wholesale trade, output = gross margin and not gross sales.
Output:	Output represents the value of industry production. In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. For manufacturers this would be sales plus/minus change in inventory. For service sectors production = sales. For Retail and wholesale trade, output = gross margin and not gross sales.
Employment:	Represents the total number of people employed by the project as well as the jobs created or supported in the regional economy to support the project’s economic activity.
Labor Income:	All forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.
Multipliers:	Multipliers are predicated upon a domino theory of economic change. They translate the consequences of change in one retail sub-sector upon others in other industries. Multipliers are estimators of the “ripple effect.”
Direct Economic Impact:	Represents the expenditure amounts from the project that directly impact the regional economy. The direct impact of operating expenses represents the current operating expenses necessary for the project to operate the separate business sections; and the direct impact of employment represents the employment level directly associated with the project.
Indirect Economic Impact:	Represents the impact from the project’s purchases of goods and services from supplying vendors. Purchases made by supplying vendors to restock their inventory by purchasing goods and services from other vendors who in turn restock by purchasing from other vendors and so on is the indirect impact. These purchases are also commonly referred to as the “ripple effect.”
Induced Economic Impact:	The direct activity and the resulting indirect activity generate some increases in the general level of employment and income in the study area, leading to a tertiary level of economic impact through the higher level of household expenditures on goods and services. These impacts reflect the increase in spending from the household sector as income increases or decreases due to changes in production of goods and services.