



LAKE ALTOONA ECONOMIC IMPACT STUDY

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THE SURVEY RESEARCH CENTER (SRC)

The Survey Research Center (SRC) is a research organization at the University of Wisconsin – River Falls in River Falls, Wisconsin. Since 1990, the SRC has provided statistically sound, low-cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The SRC conducts surveys on a wide variety of topics including customer satisfaction, resident experience, business climate, agricultural policy, sustainability, equity and inclusion, labor needs, etc.

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PART I: ECONOMIC IMPACT OF LAKE ALTOONA

In this section, we present estimates of the various components of the Lake Altoona Economic Impact Study that comprise the overall economic value generated by Lake Altoona in Eau Claire County. The analysis required identifying visitor spending within Eau Claire County that can be attributed to Lake Altoona. This includes spending by visitors who reside outside Eau Claire County, representing new dollars attracted by Lake Altoona to the local economy. It also includes spending from local visitors (residents of Eau Claire County), representing dollars that were retained in the region due to the existence of Lake Altoona.

The primary source of data for this analysis was an **Intercept Survey** conducted by the Survey Research Center (SRC) in partnership with the West Central Wisconsin Regional Planning Commission (WCWRPC) and the Lake Altoona District. The survey was launched in September 2023 and data collection concluded in April 2025. Concurrently with the Intercept Survey, we conducted a Visitor Tally Survey to estimate the total number of visitors to Lake Altoona. Based on an estimated visitorship of 12,600 to 14,000 (Appendix A), a minimum sample size of 374 responses was needed from the Intercept Survey to develop statistically valid estimates. A total of **579 responses** were received, leading to a **margin of error of 3.99%**. Because the actual sample size exceeded the minimum sample size needed, the economic impact estimates we present in this report are highly representative of Lake Altoona visitors from a sampling standpoint.

The Intercept Survey asked visitors to provide the zip code of their primary residence. Table 1.1 below shows zip codes visitors reside in. Over half (52%) of visitors reside in zip codes 54703 and 54701, which includes much of the City of Eau Claire and surrounding communities. About 14% of visitors reside in 54720, which includes Altoona City, and 8% reside in 54729, which includes Chippewa Falls, Lake Wissota, and Lake Hallie. The category All Other Zip Codes includes those that individually constitute less than 1% of visitors in the sample.

Table 1.1. Lake Altoona Visitors by Zip Code			
<i>Zip Code</i>	<i>Area</i>	<i># of Responses</i>	<i>% of Responses</i>
54703	Eau Claire North	163	28%
54701	Eau Claire South	140	24%
54720	Altoona City	81	14%
54729	Chippewa Falls	43	8%
54742	Fall Creek	19	3%
54755	Mondovi	9	2%
54739	Elk Mound	7	1%
54738	Eleva	6	1%
	All Other Zip Codes	104	18%
	Total	572	100%

The overall spending generated by Lake Altoona can be determined by summing visitor spending estimates from the Intercept Survey with other spending induced by the lake within Eau Claire County. WCWRPC estimates that visitors spend between **\$1.1 to \$2.5 million** in Eau Claire County annually on their trips to Lake Altoona, with the higher range including large equipment and boat purchases. Details on the visitor spending analysis can be found in the WCWRPC report included at the end of this report.

In addition, using a survey of Lake Altoona landowners, we found that Lake Altoona generates **\$634,803** per year on short-term expenses such as watercraft storage rental, fishing and hunting supplies, boat fuel, etc. and **\$2,342,014** per year on purchases of recreational equipment (e.g. watercraft) and related expenses. In Part II: Perspectives of Lake Altoona Landowners, we provide details on how this spending was calculated.

Finally, Eau Claire County government receives a total of **\$56,000 to \$60,000** in county park fees and facility rental revenue annually related to Lake Altoona. These fees are collected by the county’s Parks & Forest Department and contribute to the economic impact of the lake by bringing in new dollars and retaining existing dollars within Eau Claire County. Details on how these fees are estimated can be found in the WCWRPC report included at the end of this report.

Table 1.2 below shows that, in an average year, Lake Altoona generates about **\$4.1 to \$5.5 million** in overall spending for Eau Claire County. This estimate is the sum of visitor spending, spending on lake-related short-term expenses and recreational equipment purchases by landowners, and license and park fees received by the Eau Claire County Parks & Forest Department.

Table 1.2. Overall Visitor Spending in Eau Claire County Generated by Lake Altoona		
<i>Item</i>	<i>Source</i>	<i>Total Amount</i>
Visitor Spending	Intercept Survey	\$1.1 to \$2.5 million
Short-Term Spending by Landowners	Landowner Survey	\$634,803
Spending on Recreational Equipment by Landowners	Landowner Survey	\$2.34 million
License & Park Fees	Eau Claire County Parks & Forest Department	\$56,000 to \$60,000
Total		\$4.1 to \$5.5 million

To measure the economic value of visitor spending, the WCWRPC applied the spending estimates to the IMPLAN Input-Output model and concluded that visitor spending generates **\$972,114 to \$1,762,356** annually in total economic benefits within Eau Claire County. This estimate accounts for the multiplier effect (the economic value multiplies every time a dollar exchanges hands) and for leakages (loss of dollars due to out-of-county procurement by businesses). Notably, the economic value of visitor spending is smaller than the visitor spending due to a large amount of leakages. The IMPLAN model also shows that, annually, visitor spending creates **17.6 Full-Time Equivalent (FTE) jobs** in Eau Claire County. The full set of spending estimates by category and details on the methodology can be found in the WCWRPC report included at the end of this report.

As shown in Table 1.2, Lake Altoona generates substantial visitor spending and consequently, economic value, for Eau Claire County every year. However, the economic impact is likely to be significantly larger if the two major concerns of water quality and sedimentation were addressed. As will be discussed in later sections, both Lake Altoona landowners and community members are highly concerned about issues of water quality and sedimentation. When asked why landowners do not recreate at Lake Altoona more frequently, over half cited concerns about water quality and one-in-four cited concerns about sedimentation, the top two barriers faced by landowners. When community members were asked the same question, about one-third indicated that water quality was the reason they do not visit Lake Altoona at all and almost half indicated that they do not visit Lake Altoona more frequently due to water quality. Similarly, over three-quarters of landowners stated that they are very concerned about water quality and two-thirds said the same about sedimentation at Lake Altoona. Among community members, about 40% are very concerned about water quality and over one-quarter are very concerned about sedimentation.

Survey results also show that visitation at Lake Altoona, and consequently lake-related spending, is likely to increase substantially if water quality and sedimentation improved. Overwhelming majorities of landowners and community members stated that they would increase the number of times they visit Lake Altoona if water quality was improved. Over three-quarters of landowners and community members said the same about sedimentation.

These results imply that concerns about water quality and sedimentation at Lake Altoona could be causing Eau Claire County to forego millions of dollars in economic value every year. For example, improvements in only water quality would induce over half of community members to visit the lake 4 or more times a year. Using a conservative estimate of \$72.87 per on-the-shore trip, as estimated by WCWRPC, improving water quality leads to an annual spending increase of \$291.5 per household. If 8,000 households visit each year, based on park passes sold in 2022, the increase in annual spending from improved water quality would equal about **\$1,352,560**. The actual increase is likely much higher as this back-of-the-envelope calculation takes a very conservative approach and is based on lower bounds for annual visitorship and spending-per-trip estimates. In addition, this estimate does not account for the increased spending from lake landowners. These results also imply that a further deterioration of water quality or sedimentation would also lead to substantial economic losses as it would discourage more visitors to either choose another lake for recreation or visit Lake Altoona less frequently.

PART II: PERSPECTIVES OF LAKE ALTOONA LANDOWNERS

EXECUTIVE SUMMARY

An online survey of Lake Altoona landowners was conducted to qualitatively measure the value landowners place on the lake, how they utilize the lake, and spending on ongoing short-term expenses and capital equipment (e.g. watercraft) by landowners. All 304 landowners within the Lake Altoona District were invited to take the survey. A total of 161 responses were received, for a response rate of about 53% and a margin of error of 5.3%.

Key findings of the study are as follows:

Participation in Lake-Related Recreation

- About 85% of landowners stated that they visit a lake for recreation many times a year.
- The top three lake-related activities that landowners participate in include boating (91%), fishing (60%), and hiking/walking (58%). Over half of all landowners also participate in an event, festival, or a ski show (53%).
- Almost all (97%) landowners recreate at Lake Altoona at least once a year. The vast majority (82%) recreate 8 or more times a year. Lake Wissota is the next most popular lake among landowners, with 60% visiting at least once a year. Other lakes are visited at least once a year by 1 in 5 or fewer landowners.

Barriers to Recreating at Lake Altoona

- Concerns about water quality (56%) and sedimentation (41%) are, by a wide margin, the most significant reasons why landowners do not recreate at Lake Altoona more frequently.
- Over three-quarters (77%) of landowners are “very concerned” about water quality and over two-thirds (69%) said the same about sedimentation. If water quality improved, over half (52%) of landowners would recreate at the lake an additional 10 or more times a year, and if sedimentation improved, 43% would recreate at the lake as many more times a year.
- The primary improvement that landowners would like to see is better water quality (30%). The next two most popular improvements include a restaurant (17%) and improved boating navigation (15%).

Spending Induced in Eau Claire County by Lake Altoona

- Lake Altoona landowners spend about \$2.9 million per year in Eau Claire County on short-term expenses (\$634,803) and on recreational equipment and related expenses (\$2.3 million). This represents about \$9,792 in spending per year by each household.

Demographic Analysis

- Over two-thirds (70%) of landowners reported being 55 years or older, including 30% who are in the 55 to 64 age range and 40% who are 65 years or older.
- Almost one-quarter (24%) of households include children, while 76% do not have any children in the household.

PURPOSE AND METHODS

To gauge the perspectives of Lake Altoona landowners, an online survey was conducted by the SRC in partnership with the West Central Wisconsin Regional Planning Commission (WCWRPC) and the Lake Altoona District. The intent of the survey was to qualitatively measure the value landowners place on Lake Altoona, how they utilize the lake, and spending on ongoing short-term expenses and capital equipment (e.g. watercraft) by landowners that can be attributed to Lake Altoona. Survey distribution was done by the Lake Altoona District by including a QR code and URL for the online survey on a mailed announcement for the Lake Altoona District's annual meeting. The survey was launched in August and closed mid-September after two reminders to non-respondents.

For a population of 304 landowners, a sample size of 170 responses was needed to construct estimates that meet the statistical standard of 5% margin of error and 95% confidence interval. A total of **161 responses** were received by the SRC, for a response rate of about **53%** and a margin of error of **5.3%**. While the actual sample size (161 responses) fell somewhat short of the minimum sample size needed (170 responses), the deviation in the margin of error is negligible. That is, the reader can have reasonable confidence that the estimates presented in this report accurately reflect the perspectives of landowners.

In the following report, where appropriate, we present responses sorted by ranking (or popularity). For Likert scale type questions, rankings are calculated using a weighted scoring scheme. That is, the highest score is applied to the highest end of the Likert scale (e.g. "strongly agree" or "8+ times") and the lowest score is applied to the lowest end of the Likert scale (e.g. "strongly disagree" or "0 times"). This ranking system accounts for the overall popularity of each response as well as the popularity relative to other respondents who selected that option.

We also conduct statistical analysis to evaluate the differences between respondents by age (seniors vs. younger landowners), and present results based on their statistical significance. Statistical significance allows greater confidence that the result represents the true perception of respondents and was not obtained by "chance." A commonly used standard for statistical significance, and the one used in this report, is 5%, which indicates there is a 5 in 100 probability that the difference between the two groups are actually the same (that is, there is no statistical difference between the two). Importantly, the size of the difference between two groups is not always proportional to statistical significance; there may be differences that are smaller but are still statistically significant and differences that are large and not statistically significant. This is largely due to sample size and variability: a higher sample size and/or low variability in responses leads to a higher likelihood of statistical significance.

Note that while the survey also asked about the presence of children in the household, due to the small number of households with children, statistical analysis based on this demographic is not possible.

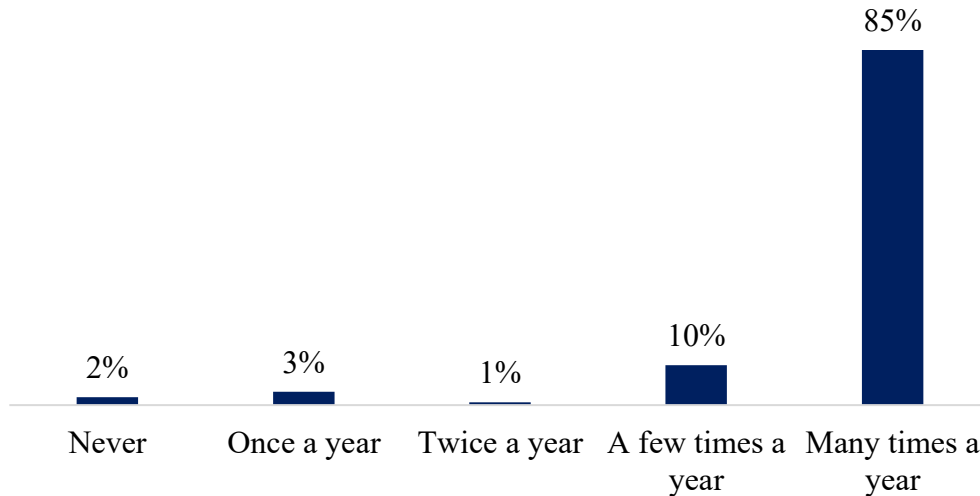
PARTICIPATION IN LAKE-RELATED RECREATION

In this section, we discuss how frequently landowners participate in lake-related recreational activities, the activities they participate in, and how frequently they participate in these activities at Lake Altoona.

Frequency of Participating in Lake-Related Recreation

Figure 2.1 shows how frequently landowners visit a lake for lake-related recreational activities such as picnicking, boating, swimming, fishing, beach, etc. A large majority (85%) of landowners indicated that they participate many times a year. About 10% participate “a few times a year” and only a handful of landowners participate less frequently than that.

Figure 2.1. Frequency of Visiting Any Lake



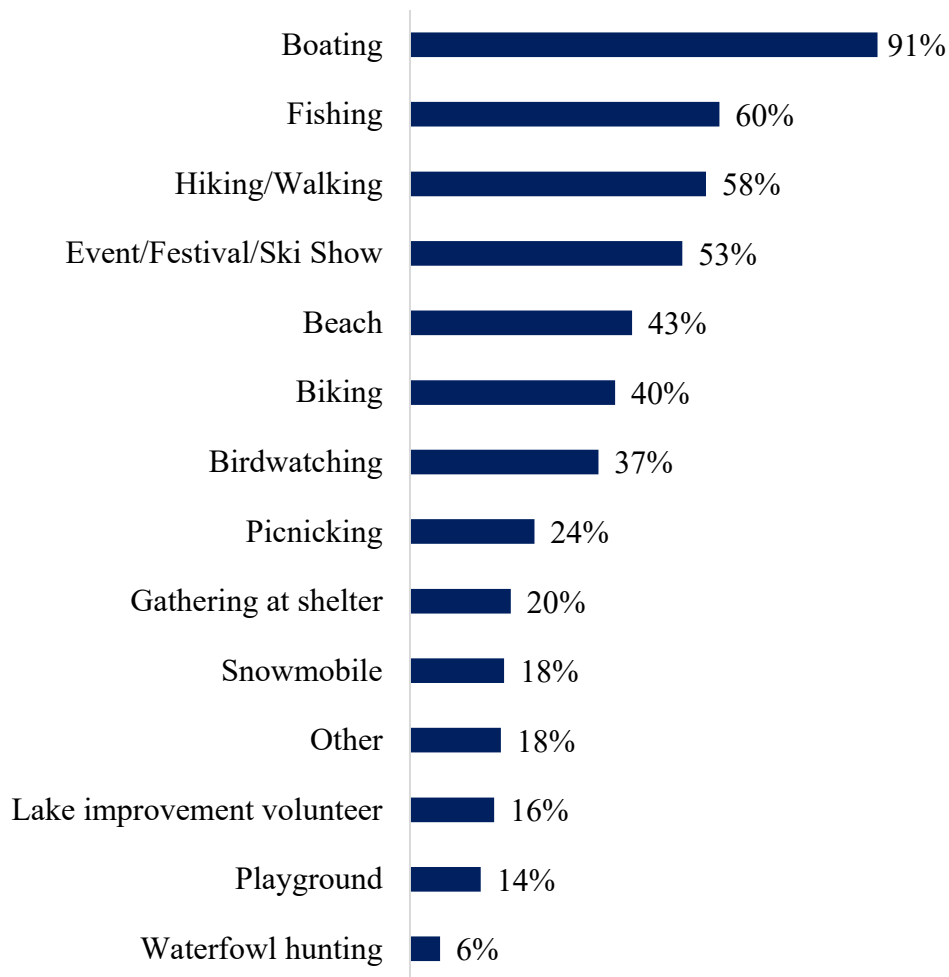
Lake-Related Recreational Activities

Those who participate in lake-related recreational activities at least once a year were asked to indicate the activities that they typically participate in. Figure 2.2 (on the next page) summarizes the results. An overwhelming majority (91%) of landowners reported that they participate in boating on the lake. Over half of all landowners selected fishing (60%), hiking or walking (58%), or event, festival, or ski show (53%).

Not surprisingly, activities that involve more physical activity (e.g. biking) or special equipment (e.g. snowmobile, waterfowl hunting), and activities that usually require a group of people (e.g. picnicking) were selected by much fewer proportions of landowners. Over one-third of landowners selected beach (43%), biking (40%), and birdwatching (37%) and about one-quarter selected picnicking (24%). Waterfowl hunting (6%) is the least popular activity.

Of the 18% of respondents (or 27 respondents) who selected “other”, 12 provided a text-entry comment. The only common response among these comments was kayaking/canoeing, selected by 6 respondents.

Figure 2.2. Activities Landowners Participate In at Any Lake

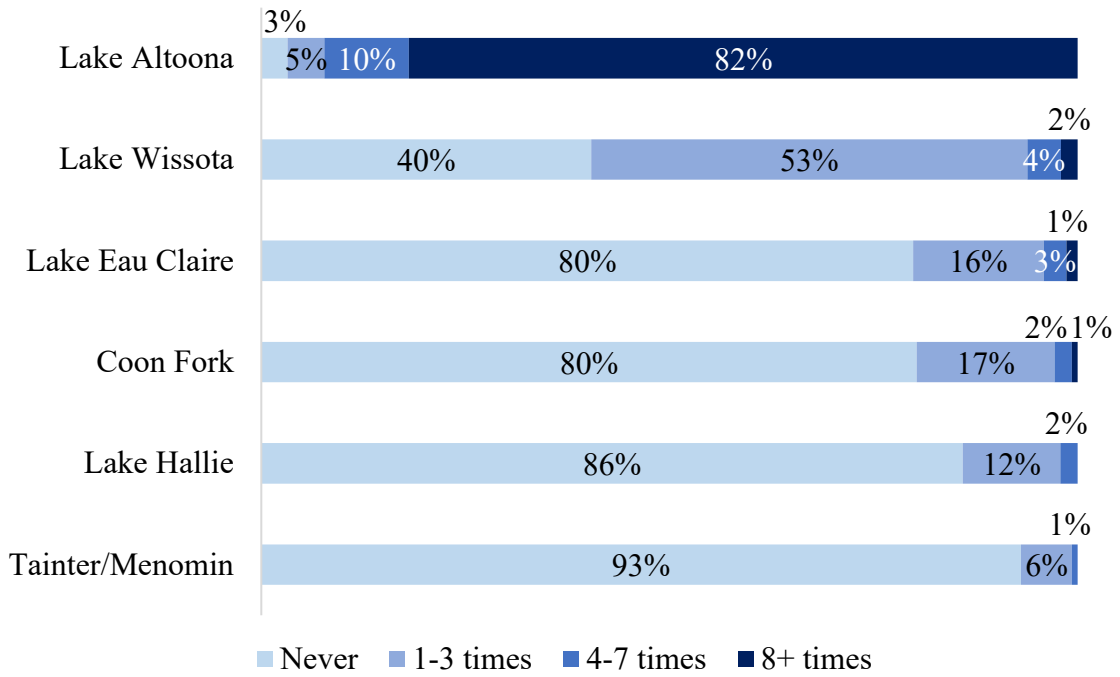


Frequency of Recreating at Lake Altoona and Other Lakes in the Area

Figure 2.3 (on the next page) shows how many times in an average year landowners participate in lake-related recreation at Lake Altoona and other lakes in the area. Almost all landowners (97%) recreate at Lake Altoona at least once a year. A large majority (82%) of landowners recreate 8 or more times a year. Combined with the results of Figure 2.1 which shows that 85% of landowners participate in lake-related recreational activities many times a year, Figure 2.3 implies that most of those activities are conducted at Lake Altoona.

Most landowners also visit other lakes in the area, albeit much less frequently. More than half (60%) of landowners reported visiting Lake Wissota at least once in an average year, however, only 2% visit 8 or more times a year. About one-in-five or fewer landowners visit other lakes in the area at least once a year, including Lake Eau Claire (20%), Coon Fork (20%), Lake Hallie (14%), and Tainter/Menomin Lake (7%). In other words, Lake Altoona seems to meet the needs of landowners adequately, especially relative to other lakes in the area.

Figure 2.3. Frequency of Visiting Lake Altoona and Other Lakes



BARRIERS TO RECREATING AT LAKE ALTOONA

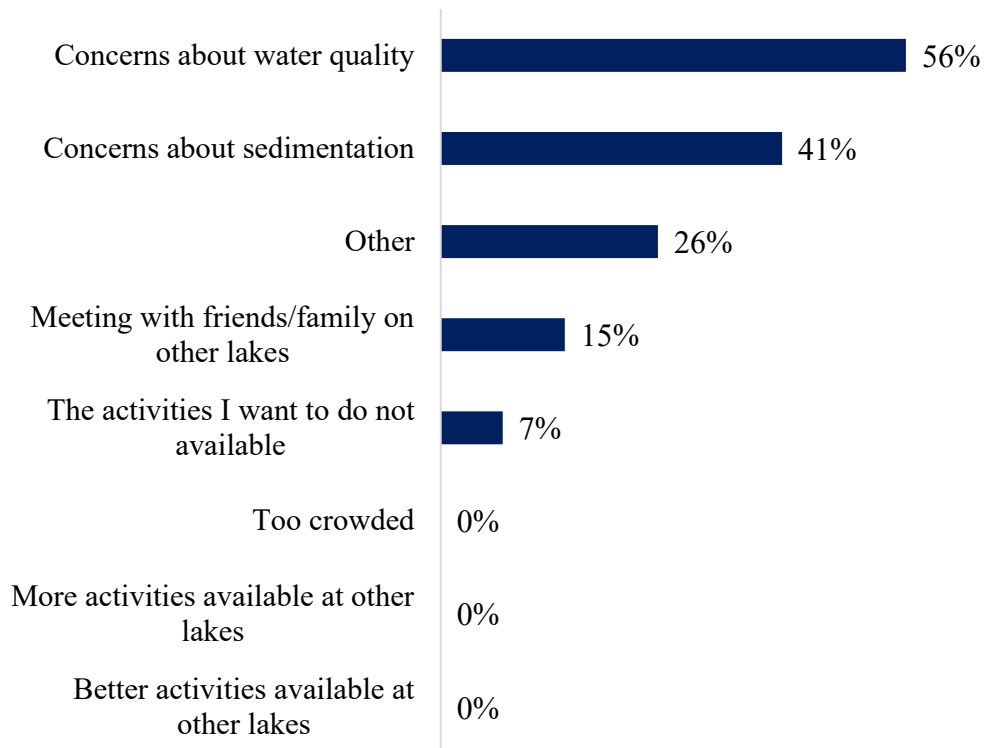
In this section, we discuss the factors that prevent landowners from recreating at Lake Altoona more frequently than another lake in the area, how concerned they are about the water quality and sedimentation/water depth, and how many more times a year they would recreate if these two issues improved. We also present the improvements landowners would like to see at the lake.

Barriers to Recreating More Frequently at Lake Altoona

Those who indicated that they recreate at Lake Altoona less than 8 or more times a year were asked to list why they do not recreate more frequently. Figure 2.4 shows the results. The results should be interpreted with caution as they are based on a sample of 27 responses only. Concerns about water quality (56%) and sedimentation (41%) are, by a wide margin, the most significant factors that prevent landowners from recreating more frequently at Lake Altoona. In addition, no respondent considers crowding or lack of/quality of available activities to be barriers to recreating more frequently.

While about one-quarter of landowners selected “Other”, only 5 provided text-entry comments. No common theme emerged from these comments. Two landowners stated that they were too constrained by time spent on other activities to recreate more frequently at Lake Altoona, two stated that they live elsewhere and visit their second home only certain times of the year, and one stated that they are not interested in recreating more frequently.

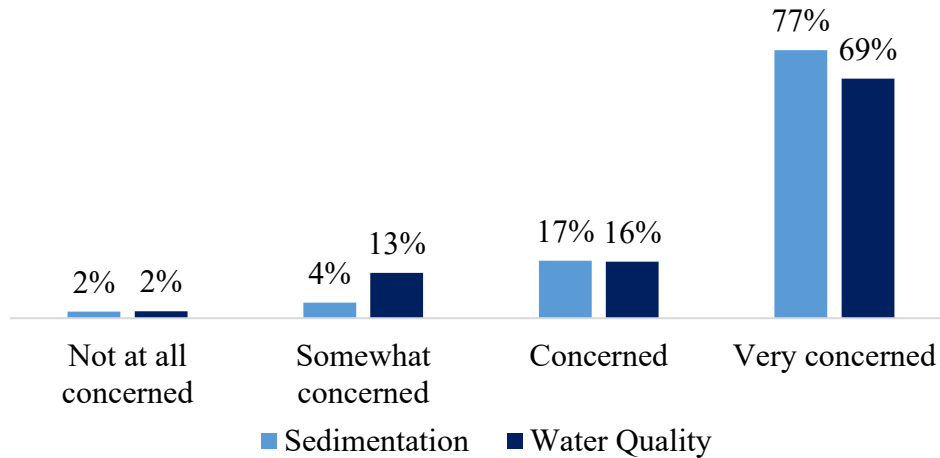
Figure 2.4. Why Landowners Do Not Recreate at Lake Altoona More Frequently



Concerns about Sedimentation and Water Quality

Figure 2.5 shows how concerned landowners are about sedimentation and water quality at Lake Altoona. Over three-quarters (77%) said they are “very concerned” about sedimentation and over two-thirds (69%) said the same about water quality.

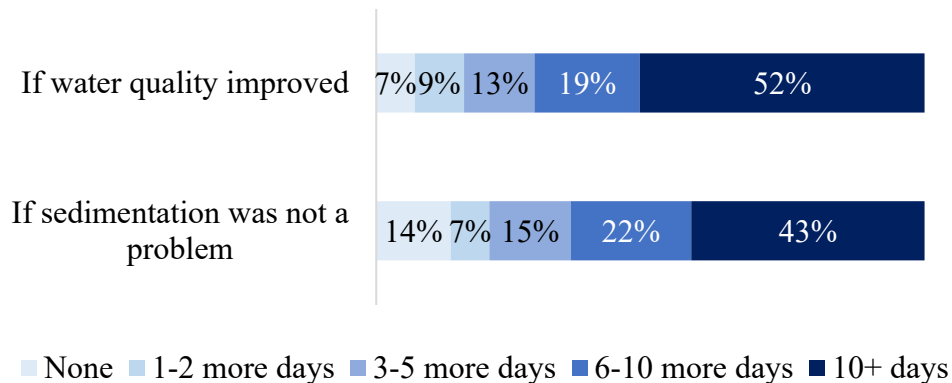
Figure 2.5. How Concerned Landowners are About Sedimentation & Water Quality at Lake Altoona



Impact of Improving Sedimentation and Water Quality

Figure 2.6 shows how many more times in an average year landowners would recreate at Lake Altoona if sedimentation was not a problem and water quality improved. A large majority would recreate at least one more time at the lake if water quality improved (93%) and if sedimentation was not a problem (86%), highlighting the importance of the two issues to landowners. In addition, improved water quality would result in an increase of 10 or more trips for over half (52%) of landowners, while improved sedimentation would induce the same increase for 43%.

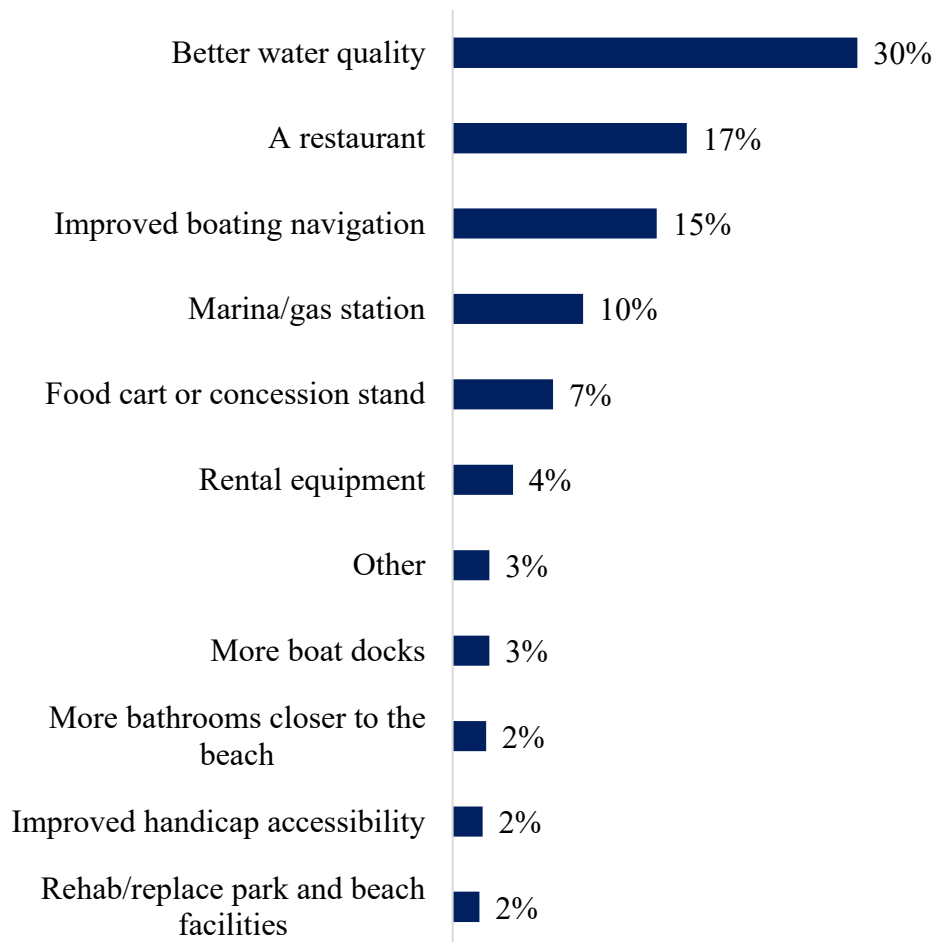
Figure 2.6. Additional Visits to Lake Altoona if Sedimentation & Water Quality Improved



Amenities and Improvements Landowners Want at Lake Altoona

Landowners were asked to select from a list the amenities and improvements they would like at the lake. Respondents were allowed to select multiple amenities and improvements. Figure 2.7 below summarizes the results. By a wide margin, better water quality (30%) is the most significant improvement, followed by a restaurant (17%), and improved boating navigation (15%). About 10% also selected marina/gas station.

Figure 2.7. Improvements Desired by Landowners at Lake Altoona



SPENDING INDUCED IN EAU CLAIRE COUNTY BY LAKE ALTOONA

The survey asked landowners to list their spending on lake-related recreation at Lake Altoona within Eau Claire County in the past 12 months and the past 5 years. The intent of this section was to descriptively measure the economic value that Lake Altoona generates for Eau Claire County. Unlike the overall economic impact estimate provided in other parts of the report, the spending presented here does not incorporate the multiplier effect of or leakages from new spending conducted in the county. It should be noted that, in an average year, landowners may spend on lake-related items not included within the categories presented in this section. As such, these estimates understate the total spending induced by Lake Altoona for Eau Claire County.

Short-Term Spending Induced by Lake Altoona

Table 2.1 shows the spending conducted by landowners on four major categories in the 12 months preceding the survey. The column *Amount per HH* shows the average spending conducted by each household and the column *Total Amount* shows the total spending for all landowners at Lake Altoona, calculated by multiplying the amount per household by the total number of landowners at Lake Altoona (304) at the time the survey was conducted.

The largest category that landowners spend on in an average year is rental payments for watercraft storage, averaging \$661 per household. Spending on other recreational supplies (such as sunglasses, sunscreen, picnic supplies, charcoal) is the second largest category at \$562 per household, followed by fishing and hunting supplies (e.g., permits, bait, tackle, etc.) at \$508 per household. Spending on boat fuel totals \$357 per household, however, only 10 landowners provided this estimate.

Total spending induced by Lake Altoona within Eau Claire County by the average landowner equals \$2,088 per household. For all landowner households at Lake Altoona, this estimate totals about \$634,803 per year.

**Table 2.1. Lake Altoona-Induced Spending on Short-Term Expenses
in the Past 12 Months**

<i>Item</i>	<i>Amount per HH</i>	<i>Total Amount</i>
Watercraft storage rental	\$661	\$200,994
Other recreational supplies	\$562	\$170,909
Fishing and hunting supplies	\$508	\$154,524
Boat Fuel	\$357	\$108,376
Total	\$2,088	\$634,803

Spending on Recreational Equipment Induced by Lake Altoona

For longer-term capital purchases such as recreational equipment and related costs, the survey asked landowners about spending conducted within the 5 years preceding the survey. Table 2.2 summarizes the results. The largest spending item, by a wide margin, is purchases of watercraft, averaging about \$23,946 per household. Other purchases include watercraft storage construction (\$6,737 per household) and maintenance¹ (\$3,000) cost, followed by fishing and hunting equipment (\$2,593), other recreational equipment (\$1,149), and watercraft equipment (\$1,096). Similar to Table 2.1, the total amount is calculated by multiplying the amount per household by 304 landowners.

The average landowner household in Lake Altoona spends about \$38,520 in a 5-year period (or \$7,704 per year) on recreational equipment and related expenses. In aggregate, this amounts to about \$11.7 million in spending in a 5-year period (or \$2.3 million per year).

Table 2.2. Lake Altoona-Induced Spending on Recreational Equipment in Past 5 Years

<i>Item</i>	<i>Amount per HH</i>	<i>Total Amount</i>
Watercraft purchases	\$23,946	\$7,279,462
Watercraft storage shed/garage construction cost	\$6,737	\$2,048,075
Watercraft storage shed/garage maintenance cost	\$3,000	\$912,000
Fishing and hunting equipment	\$2,593	\$788,267
Other recreational equipment	\$1,149	\$349,195
Watercraft equipment	\$1,096	\$333,068
Total	\$38,520	\$11,710,068

The results of Tables 2.1 and 2.2 show that in an average year Lake Altoona generates **\$2.9 million** from spending by lake landowners in Eau Claire County on short-term expenses (\$634,803) and on recreational equipment and related expenses (\$2,342,014). This represents spending per household of \$9,792, including \$2,088 on short-term expenses (\$2,088) and \$7,704 on recreational equipment and related expenses. Notably, because landowners do visit other lakes in the area, the recreational equipment they purchase is invariably intended to be used at multiple lakes. However, it is unlikely that the recreational equipment would have been purchased if Lake Altoona did not exist, mainly because about 42% of landowners do not visit any other lake and all landowners who visit other lakes also recreate at Lake Altoona in an average year. Therefore, we can reasonably attribute all of the recreational equipment purchases to Lake Altoona.

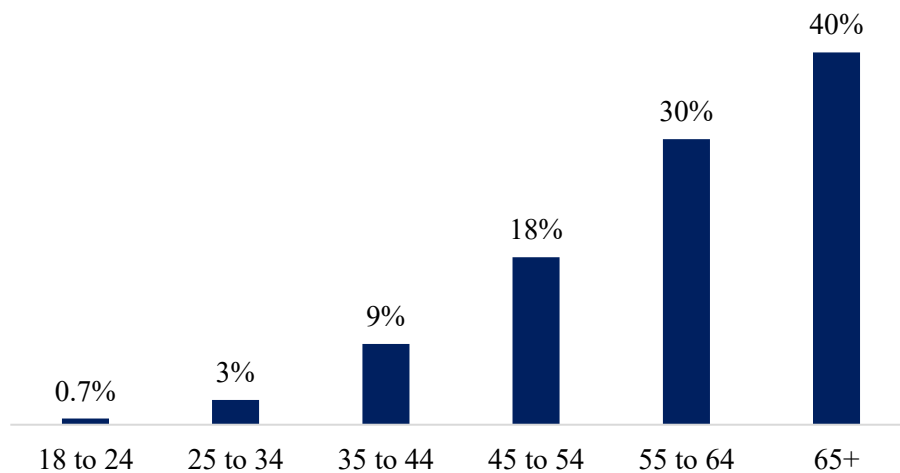
¹ It should be noted that since only 2 respondents provided an estimate for watercraft storage shed/garage maintenance cost, the \$3,000 expense has a considerably large margin of error. The true value may be significantly larger or smaller than \$3,000.

DEMOGRAPHIC ANALYSIS

Age Distribution

Figure 2.8 shows the age distribution of Lake Altoona landowners. Over two-thirds (70%) of landowners reported being 55 years or older, including 30% who are in the 55 to 64 age range and 40% who are 65 years or older.

Figure 2.8. Age Distribution of Landowners



Survey Results by Age

Table 2.3 (pt. 1 & 2) on the next two pages presents the differences in survey responses between seniors (age 65+) and younger respondents. Differences that are statistically significant are shown in bold font and highlighted blue.

Relative to younger respondents, seniors:

- Are less likely to visit Tainter/Menomyn (-8%) at least once a year.
- Are more concerned about water quality (18%) at Lake Altoona.
- Less likely to want a marina/gas station (-17%) and rental equipment (-11%) at Lake Altoona.
- Spend less on watercraft purchases (-\$13,994) and other recreational equipment (-\$672).

Table 2.3. Difference between Seniors and Younger Landowners (Pt. 1)

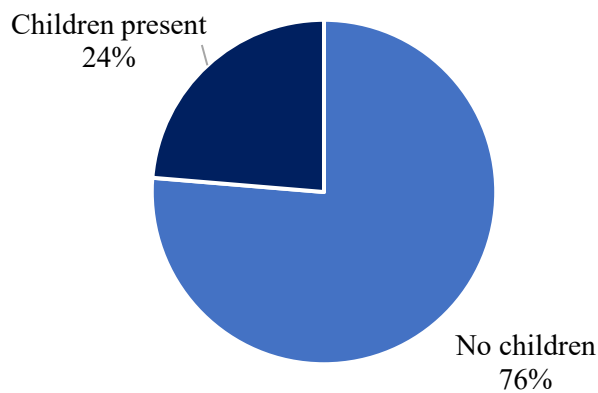
Variable	Indicator	Seniors (65+)	Younger (18-64)	Difference
PARTICIPATION IN LAKE-RELATED RECREATION				
Frequency of recreating at any lake	% Many times/year	83%	87%	-4%
<u>Lake-related recreational activities:</u>				
Boating	% Selected	90%	94%	-4%
Fishing	% Selected	56%	64%	-8%
Beach	% Selected	37%	48%	-10%
Picnicking	% Selected	20%	26%	-6%
Hiking/Walking	% Selected	53%	59%	-7%
Biking	% Selected	44%	35%	9%
Event/Festival/Ski Show	% Selected	53%	52%	0%
Snowmobile	% Selected	15%	22%	-6%
Gathering at shelter	% Selected	22%	16%	6%
Playground	% Selected	12%	16%	-4%
Birdwatching	% Selected	37%	34%	3%
Waterfowl hunting	% Selected	2%	8%	-6%
Lake improvement volunteer	% Selected	19%	15%	4%
<u>Frequency of visiting specific lakes:</u>				
Lake Altoona	% At least once	98%	97%	2%
Lake Wissota	% At least once	58%	60%	-2%
Lake Hallie	% At least once	13%	13%	0%
Tainter/Menomoin	% At least once	2%	10%	-8%
Lake Eau Claire	% At least once	24%	19%	5%
Coon Fork	% At least once	15%	21%	-6%
BARRIERS TO RECREATING AT LAKE ALTOONA				
Concerns about sedimentation	% Very concerned	83%	74%	10%
Additional visits if sedimentation improved	% 10+ days	45%	41%	4%
Concerns about water quality	% Very concerned	80%	62%	18%
Additional visits if water quality improved	% 10+ days	55%	52%	3%
Improvements desired:				
A restaurant	% Selected	43%	48%	-5%

Food cart or concession stand	% Selected	16%	22%	-7%
Event space for weddings/other gatherings	% Selected	5%	2%	3%
Marina/gas station	% Selected	16%	33%	-17%
Rental equipment	% Selected	5%	16%	-11%
Table 2.3. Difference between Seniors and Younger Landowners (Pt. 2)				
Variable	Indicator	Seniors (65+)	Younger (18-64)	Difference
Rehab/replace park and beach facilities	% Selected	7%	4%	2%
Better water quality	% Selected	83%	80%	3%
Improved boating navigation	% Selected	41%	40%	1%
Splash pad	% Selected	3%	4%	-1%
Improved handicap accessibility	% Selected	7%	4%	2%
More bathrooms closer to the beach	% Selected	12%	3%	9%
More parking	% Selected	2%	2%	-1%
More boat docks	% Selected	9%	7%	2%
SPENDING INDUCED BY LAKE ALTOONA				
<u>Short-term spending induced by Lake Altoona:</u>				
Fishing and hunting supplies	\$ Spent	\$298	\$524	-\$226
Watercraft storage rental	\$ Spent	\$383	\$522	-\$139
Other recreational supplies	\$ Spent	\$328	\$630	-\$302
Boat Fuel	\$ Spent	-	-	-
<u>Equipment spending induced by Lake Altoona:</u>				
Fishing and hunting equipment	\$ Spent	\$1,149	\$2,776	-\$1,628
Other recreational equipment	\$ Spent	\$624	\$1,296	-\$672
Watercraft purchases	\$ Spent	\$10,320	\$24,314	-\$13,994
Watercraft equipment	\$ Spent	\$698	\$1,132	-\$434
Watercraft storage shed/garage construction cost	\$ Spent	\$1,732	\$6,278	-\$4,546
Watercraft storage shed/garage maintenance cost	\$ Spent	\$0	\$76	-\$76

Households with Children

Figure 2.9 shows that almost one-quarter (24%) of households include children, while 76% do not have any children in the household. Given the age distribution of landowners (Figure 2.8), most households without children are likely to include couples with adult children who have moved out.

Figure 2.9. Presence of Children in the Household



Due to the small number of households with children in the sample, statistical analysis comparing differences in survey responses between households with and without children is not possible. Small sample sizes lead to estimates that are “noisy” and not reliable.

PART III: PERSPECTIVES OF COMMUNITY MEMBERS

EXECUTIVE SUMMARY

The perspective of community members was elicited using an online survey in areas where Lake Altoona is a popular destination among residents. The survey was distributed using direct email to a random sample of 30,846 households in 5 zip codes from which residents typically visit Lake Altoona, including 54703 (Eau Claire North), 54701 (Eau Claire South), 54720 (Altoona), 54729 (Lake Wissota), and 54742 (Fall Creek). A total of 483 responses were received for a response rate of about 1.6% and a margin of error of 4.35%.

Key findings of the study are as follows:

Participation in Lake-Related Recreation

- Over one-third (35%) of community members stated that they visit a lake for recreation many times a year.
- The top three lake-related activities that community members participate in are fishing (55%), boating (55%), and beach (55%).
- Over three-quarters of community members visit Lake Altoona (71%) and Lake Wissota (70%) at least once a year. Community members are much more likely to visit Lake Altoona (17% 8 or more times per year than Lake Wissota (8%).
- About half of all community members consider Lake Altoona to be their primary lake for recreation.

Barriers to Recreating at Lake Altoona

- The top-three barriers to visiting Lake Altoona are concerns about water quality, friends and family reside on other lakes, and that better activities are available at other lakes. These were the most significant barriers for both community members who never visit Lake Altoona and those who consider another lake to be their primary lake for recreation.
- A majority of community members are concerned about sedimentation and water quality at Lake Altoona, including 27% who are “very concerned” about sedimentation and 40% who are “very concerned” about water quality.
- About half or more community members would make an additional 4 or more trips per year to Lake Altoona if improvements were made to water quality (58%), sedimentation (48%), and crowding (47%).

- When asked about the improvements that they would like to see at Lake Altoona, a large majority (70%) of community members selected better water quality. Other popular responses include a restaurant (23%), rental equipment (20%), and improved park and beach facilities (20%).

Demographic Analysis

- Over half (56%) of community members reported being 55 years or older, including 21% who are in the 55 to 64 age range and 35% who are 65 years or older.
- Almost one-third (29%) of households include children, while 71% do not have any children in the household.

PURPOSE AND METHODS

The perspective of community members was elicited using an online survey in areas where Lake Altoona is a popular destination among residents. The goal of the survey was to determine how residents engage in lake-related activities, how much they utilize Lake Altoona for these activities relative to other lakes, and the factors that would increase their visitorship and the improvements they desire at Lake Altoona.

The survey was distributed using direct email to a random sample of 30,846 occupied households in the region of interest. The survey was launched in November 2025, and closed mid-December, with two reminders sent during the data collection period. The targeted areas were determined using the results of an intercept survey conducted at Lake Altoona entry points which identified 5 zip codes from which residents typically visit Lake Altoona, including 54703 (Eau Claire North), 54701 (Eau Claire South), 54720 (Altoona), 54729 (Lake Wissota), and 54742 (Fall Creek).

According to the U.S. Census Bureau, there are a total of 55,536 occupied households in the target zip codes (American Community Survey, 2024). For a population of this size, a total of 382 responses were needed to construct estimates that meet the statistical standard of 5% margin of error and 95% confidence interval. A total of **483 responses** were received by the SRC, for a response rate of about **1.6%** and a margin of error of **4.35%**. Because the actual sample size (483 responses) substantially exceeded the minimum sample size needed (382 responses), the margin of error is much smaller than the statistical standard (5%) and the estimates provided in this report have a higher level of accuracy than the statistical standard would provide.

In the following report, where appropriate we present responses sorted by ranking (or popularity). For Likert scale type questions, rankings are calculated using a weighted scoring scheme. That is, the highest score is applied to the highest end of the Likert scale (e.g. “strongly agree” or “8+ times”) and the lowest score is applied to the lowest end of the Likert scale (e.g. “strongly disagree” or “0 times”). This ranking system accounts for the overall popularity of each response as well as the popularity relative to other respondents who selected that option.

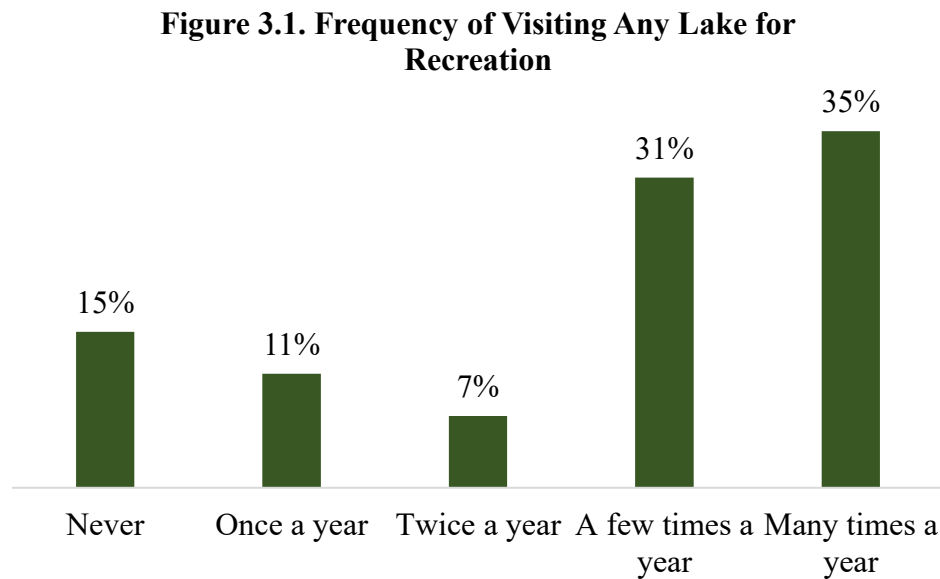
We also conduct statistical analysis to evaluate the differences between respondents by age and by the presence of children in the household, and present results based on their statistical significance. As stated in the previous section, statistical significance allows greater confidence that the result represents the true perception of respondents and was not obtained by “chance.” The size of the difference between two groups is not always proportional to statistical significance, largely due to sample size and variability: a higher sample size and/or low variability in responses leads to a higher likelihood of statistical significance.

PARTICIPATION IN LAKE-RELATED RECREATION

In this section, we discuss how frequently community members participate in lake-related recreational activities, the activities they participate in, how frequently they participate in these activities at Lake Altoona, and whether Lake Altoona is their primary lake for recreation.

Frequency of Participating in Lake-Related Recreation

Figure 3.1 shows how frequently community members visit a lake for lake-related recreational activities such as picnicking, boating, swimming, fishing, beach, etc. About 85% visit a lake (any lake) at least once a year. About two-thirds (66%) visit at least a few times a year, including one-third (35%) who visit many times a year.

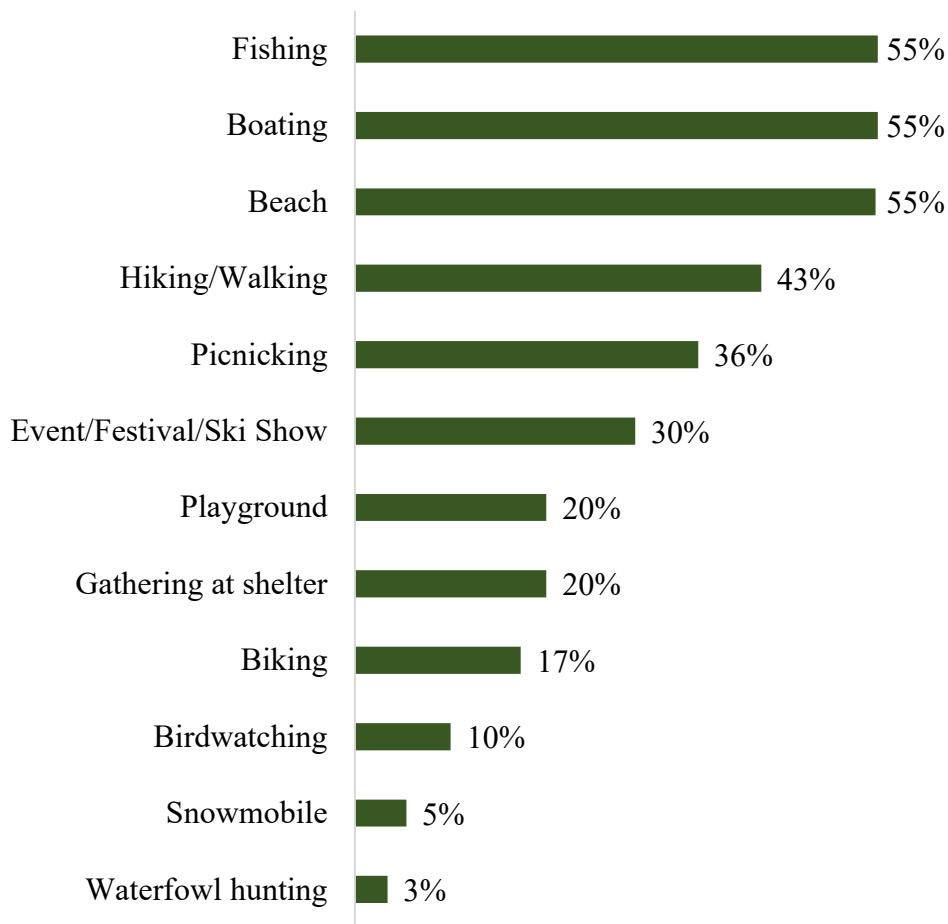


Lake-Related Recreational Activities

Those who participate in lake-related recreational activities at least once a year were asked to indicate the activities that they typically participate in. Figure 3.2 (on the next page) summarizes the results. The most popular activities, selected by over half of all community members, include fishing (55%), boating (55%), and beach visits (55%). As expected, boating is less popular among community members than Lake Altoona landowners. As shown in Figure 2.2, about 91% of landowners selected boating. In contrast, beach visits are more popular among community members relative to landowners.

Fifteen community members selected the “Other” option and provided a text-entry comment. Among these comments, 6 indicated that they participate in paddleboarding, kayaking, or canoeing and 3 participate in swimming. Other responses included “use of shelter”, “geocaching”, “stargazing”, etc., with no common theme among them.

Figure 3.2. Lake-Related Activities Community Members Participate In

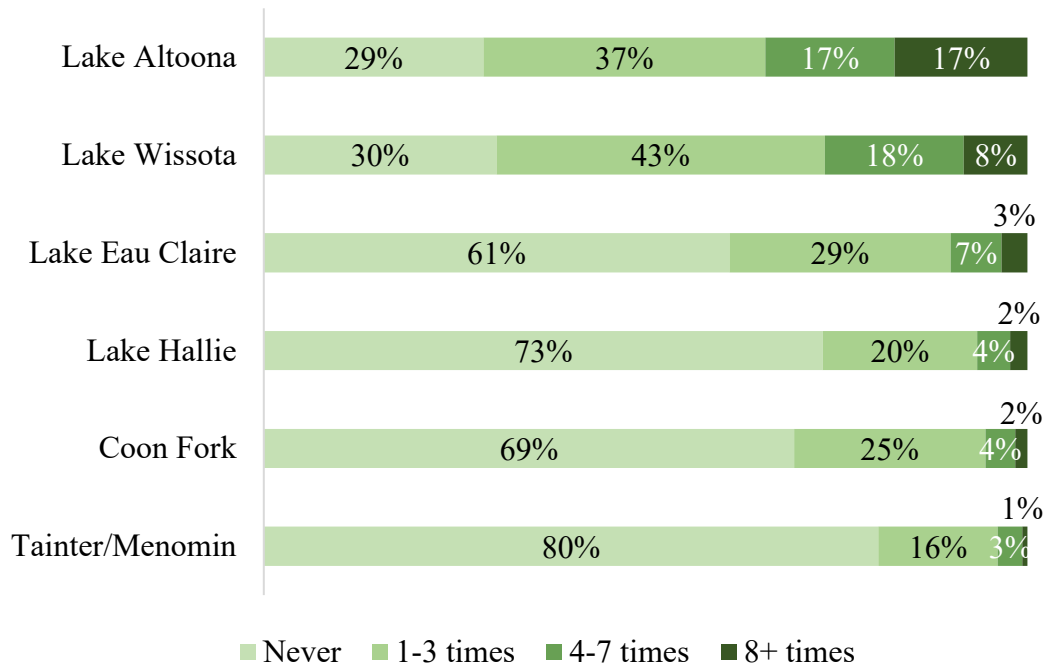


Frequency of Recreating at Lake Altoona and Other Lakes in the Area

Figure 3.3 (on the next page) shows how many times in an average year community members participate in lake-related recreation at Lake Altoona and other lakes in the area. Among the list of area lakes provided in the survey question, Lake Altoona is the most popular lake among community members. Well over two-thirds (71%) visit Lake Altoona at least once a year, including one-third (34%) who visit 4 or more times. While part of this result can be explained by the fact that community members who visit Lake Altoona are more likely to complete the survey, the high participation rate relative to other lakes such as Lake Eau Claire, Lake Hallie, Coon Fork, and Tainter/Menomine Lake is still striking.

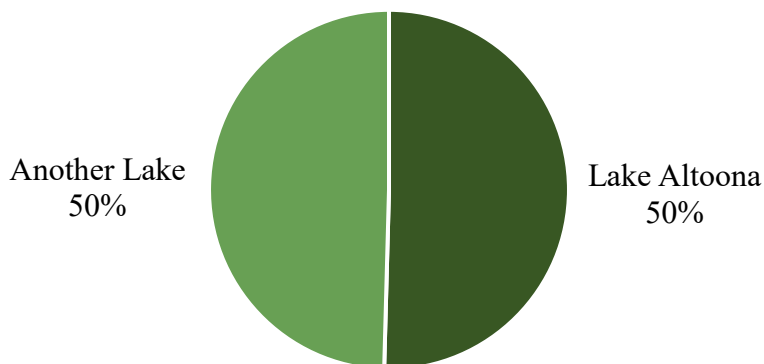
A close second in popularity among community members is Lake Wissota. Similar proportions visit Lake Wissota and Lake Altoona at least once a year. However, community members are much more likely to visit Lake Altoona 8 or more times than they are to visit Lake Wissota.

Figure 3.3. Lake Visits in an Average Year by Lake



Community members were also asked whether they visit Lake Altoona more frequently than other lakes for recreation. Figure 3.4 shows that exactly half (50%) of respondents indicated that Lake Altoona is their primary lake for recreation.

Figure 3.4. Lake Visited Most Frequently for Recreation



BARRIERS TO RECREATING AT LAKE ALTOONA

In this section, we discuss the factors that prevent community members from ever visiting Lake Altoona or visiting Lake Altoona more frequently than another lake in the area. In addition, we show how concerned community members are about the water quality and sedimentation/water depth at the lake and how many more times a year they would visit if some of the barriers to visiting were alleviated.

Factors that Prevent Visits to Lake Altoona

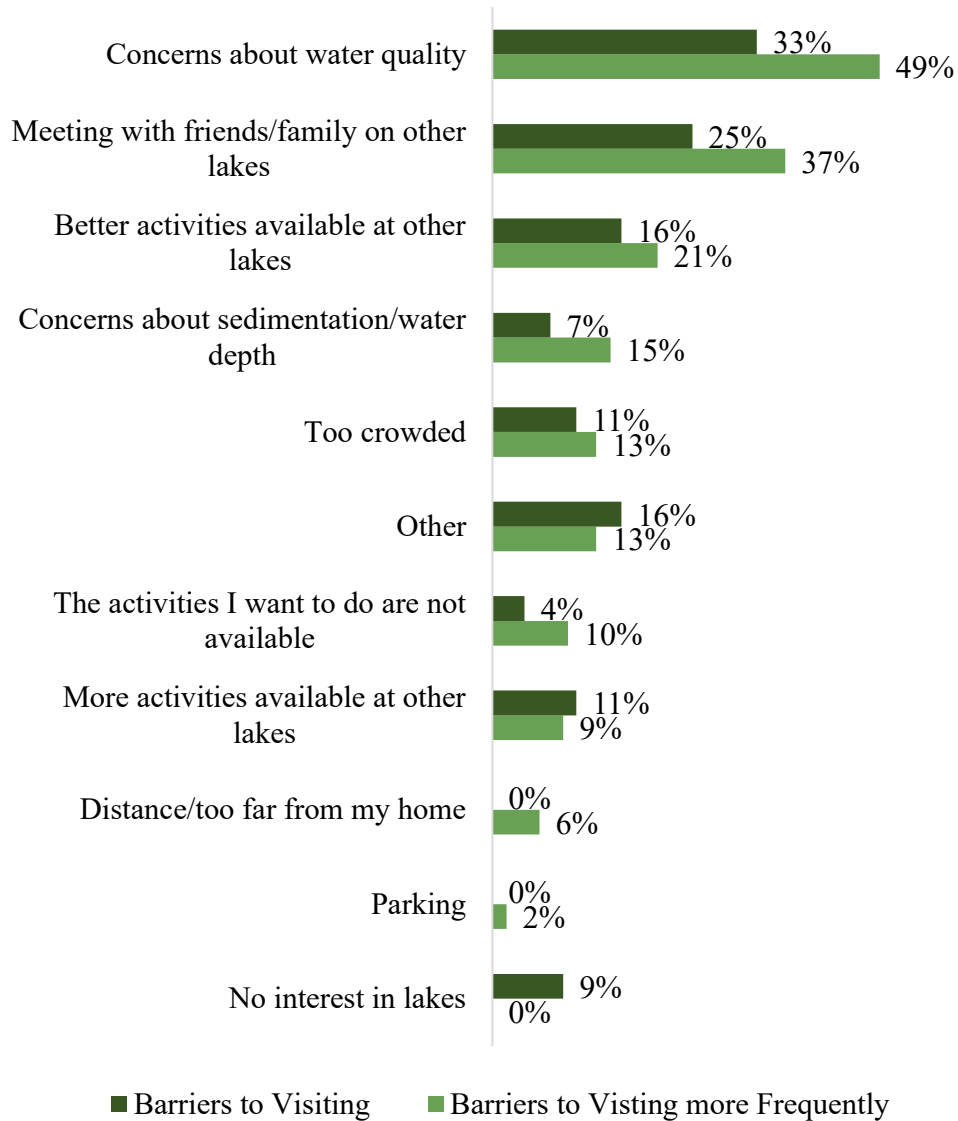
Community members who indicated that they never visit Lake Altoona or that Lake Altoona is not the primary lake they visit for recreation were asked to provide reasons why. Figure 3.5 on the next page shows the results. The top bars (dark green) show the responses of those who never visit while the bottom bars (light green) show the responses of those for whom Lake Altoona is not the primary lake relative to other lakes in the area.

For both groups, concerns about water quality are the most significant barrier. One-third (33%) of those who never visit expressed concerns about water quality and almost half (49%) of those who visit another lake more frequently said the same. Concern about water quality is a major barrier because it was also the primary barrier for landowners (Figure 2.4). Another significant reason, selected by one-quarter (25%) of those who never visit and over one-third (37%) of those who visit another lake more frequently, is to meet with friends and family who live or recreate on other lakes. The third most important reason, for both groups of community members, is that better activities are available at other lakes. About 16% of those who never visit and 21% of those for whom Lake Altoona is not the primary lake selected this option.

Only 6% of community members who do not visit as frequently as they visit another lake consider distance from their home to be a barrier to visiting Lake Altoona. This is particularly informative since almost all community members in this group live outside of Altoona, including 64% who reside in Eau Claire and 11% who reside in Chippewa Falls. Moreover, distance is not a barrier at all for those who never visit. In other words, most community members are willing to drive some distance for lake-related recreation.

In the “Other” category, community members provided a variety of text-entry responses. Almost all of these were assigned to one of the existing categories shown in Figure 3.5. For example, a handful of community members who visit another lake more frequently complained about the availability and cost of parking. As a result, the SRC created a separate category for these comments. For the remaining 16% and 13% of comments for each group, respectively, the responses focused on miscellaneous topics and no common theme emerged.

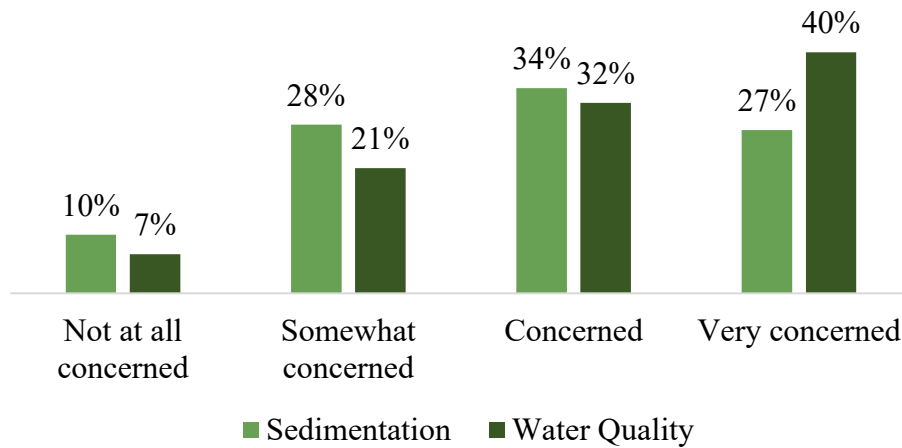
Figure 3.5. Barriers to Recreating at Lake Altoona



Concerns about Sedimentation and Water Quality

Figure 3.6 (on the next page) shows how concerned community members are about sedimentation and water quality at Lake Altoona. Water quality is much more of a concern than sedimentation for community members, as 40% indicated that they are “very concerned” about water quality and only 27% said the same about sedimentation. In addition, almost three-quarters (72%) are at least “concerned” about water quality and well over half (62%) are at least “concerned” about sedimentation. In other words, for the general community water quality and sedimentation at Lake Altoona are important concerns.

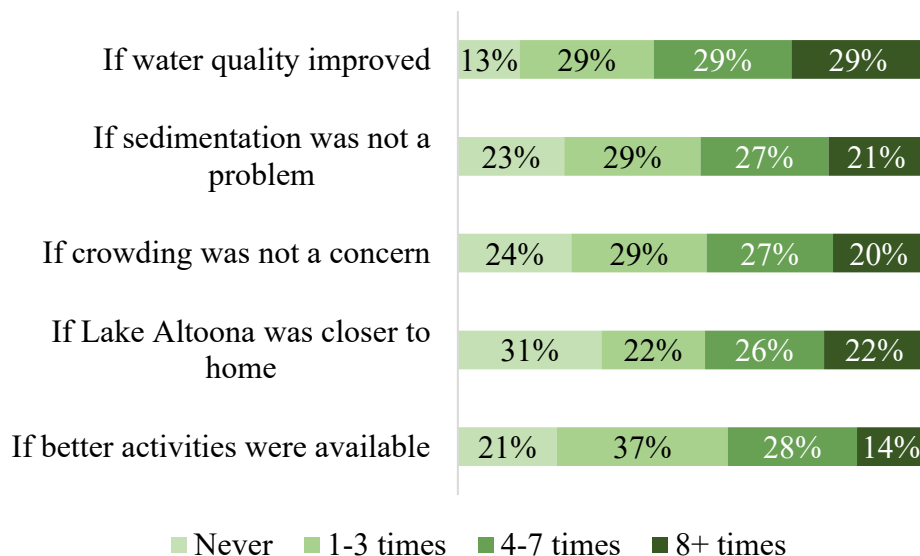
Figure 3.6. Concerns about Sedimentation & Water Quality



Impact of Implementing Improvements at Lake Altoona

Figure 3.7 shows how many more times a year community members would visit Lake Altoona if various improvements were implemented. Improvements in water quality and sedimentation rank at the top of the list, as 87% of community members would visit at least once more if water quality improved and 77% would visit at least once more if sedimentation was not a problem. Crowding and distance also seem to reduce the number of visits by community members. Figure 3.5 showed that only small proportions of community members selected crowding (13%) and distance (6%) as reasons for Lake Altoona not being their primary lake. The results of Figure 3.7 suggest that while these concerns do not prevent community members from visiting Lake Altoona more frequently than other lakes, they do reduce the number of visits in a given year.

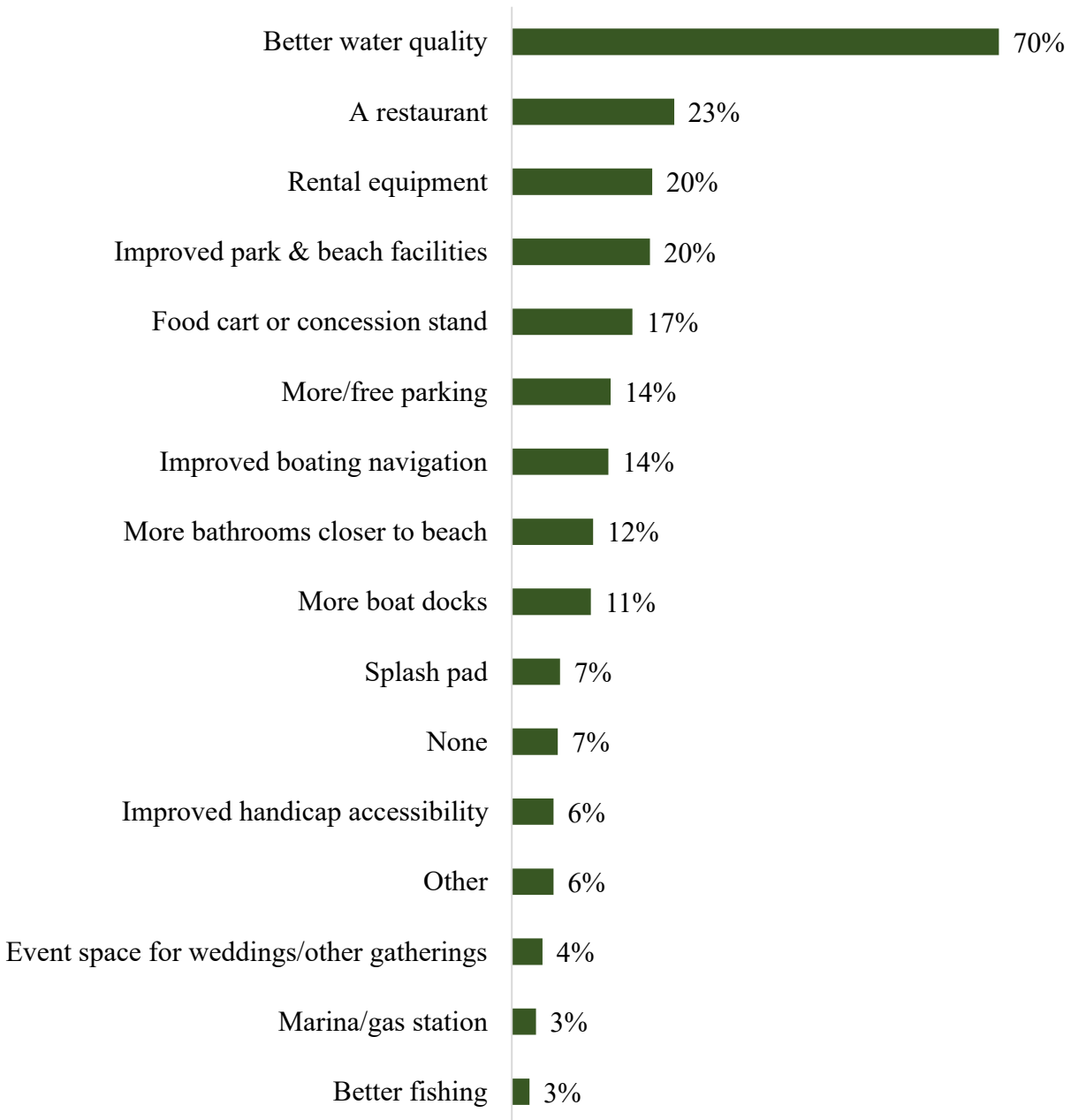
Figure 3.7. Increase in Visits to Lake Altoona if Improvements were Implemented



Amenities and Improvements Community Members Want at Lake Altoona

Community members were asked to select from a list the amenities and improvements they would like at Lake Altoona. Figure 3.8 below summarizes the results. By a wide margin, better water quality (70%) is the most significant improvement for community members. Other amenities include a restaurant (23%), rental equipment such as kayaks and paddleboards (20%), improved park and beach facilities (20%), and food cart/concession stand (17%).

Figure 3.8. Amenities & Improvements Community Members Want at Lake Altoona

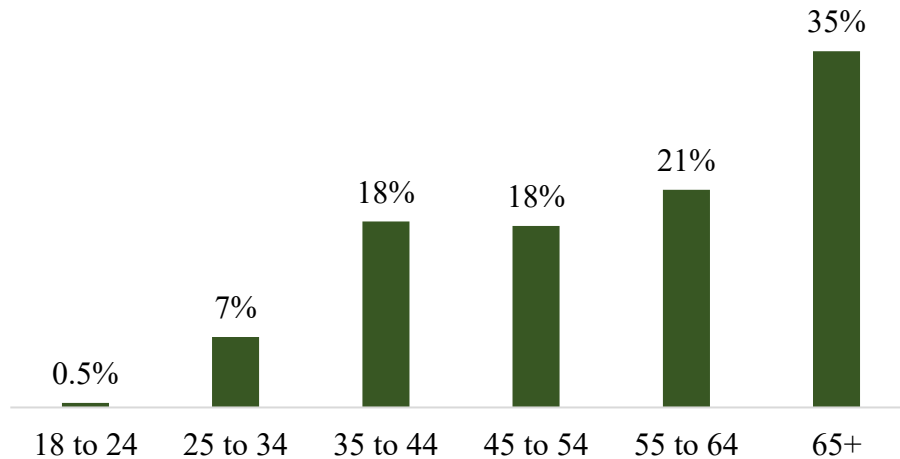


DEMOGRAPHIC ANALYSIS

Age Distribution

Figure 3.9 shows the age distribution of community members who responded to the survey. Over half (56%) of community members reported being 55 years or older, including 21% who are in the 55 to 64 age range and 35% who are 65 years or older.

Figure 3.9. Age Distribution of Respondents



Survey Results by Age

Table 3.1 (pt. 1 & 2) on the next two pages presents the differences in survey responses between seniors (age 65+) and younger respondents. Differences that are statistically significant are shown in bold font and highlighted green. Relative to younger respondents, seniors are:

- Less likely to recreate at a lake many times a year (-20%).
- Less likely to visit beaches (-26%) or participate in snowmobiling (-10%) and birdwatching (-11%) at a lake.
- Less likely to visit Lake Altoona (-12%), Lake Wissota (-11%), and Lake Eau Claire (-11%) at least once a year.
- Less likely to consider lack of desired activities (-7%), more activities available at other lakes (-15%), and concerns about water quality (-17%) as reasons for not recreating at Lake Altoona.
- Less likely to consider concern about water quality (-18%) and more likely to consider having friends and family who live near other lakes (20%) as reasons for another lake being their primary lake for recreation.
- Less likely to visit Lake Altoona more frequently if more/better activities were available (-14%), crowding was not a concern (-22%), Lake Altoona was closer to home (-15%), and sedimentation (-12%) and water quality improved (-21%).

Table 3.1. Difference between Seniors and Younger Landowners (pt. 1)

Variable	Indicator	Seniors (65+)	Younger (18-64)	Difference
PARTICIPATION IN LAKE-RELATED RECREATION				
Frequency of recreating at any lake	% Many times/year	23%	44%	-20%
<u>Lake-related recreational activities:</u>				
Boating	% Selected	50%	59%	-10%
Fishing	% Selected	59%	55%	4%
Beach	% Selected	37%	63%	-26%
Picnicking	% Selected	38%	35%	3%
Hiking/Walking	% Selected	37%	45%	-8%
Biking	% Selected	14%	18%	-4%
Event/Festival/Ski Show	% Selected	5%	9%	-4%
Snowmobile	% Selected	22%	33%	-10%
Gathering at shelter	% Selected	3%	7%	-4%
Playground	% Selected	17%	23%	-6%
Birdwatching	% Selected	12%	23%	-11%
Waterfowl hunting	% Selected	11%	10%	2%
Lake improvement volunteer	% Selected	2%	4%	-3%
<u>Frequency of visiting specific lakes:</u>				
Lake Altoona	% At least once	63%	74%	-12%
Lake Wissota	% At least once	63%	73%	-11%
Lake Hallie	% At least once	29%	25%	4%
Tainter/Menomin	% At least once	18%	19%	-1%
Lake Eau Claire	% At least once	31%	42%	-11%
Coon Fork	% At least once	27%	33%	-7%
BARRIERS TO RECREATING AT LAKE ALTOONA				
<u>Why community members do not recreate at Lake Altoona:</u>				
Not aware of Lake Altoona	% Selected	6%	6%	0%
Desired activities are not available	% Selected	0%	7%	-7%
Better activities available at other lakes	% Selected	10%	21%	-11%
More activities available at other lakes	% Selected	2%	17%	-15%
Concerns about water quality	% Selected	24%	40%	-17%
Concerns about sedimentation/water depth	% Selected	6%	8%	-2%
Too crowded	% Selected	14%	8%	5%
Meeting with friends/family who live or recreate on other lakes	% Selected	25%	25%	0%

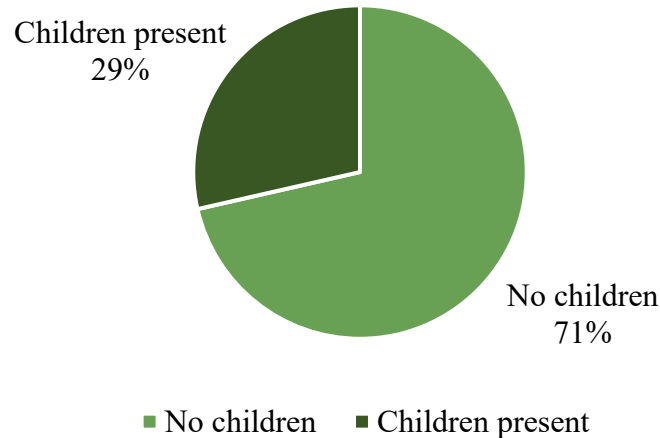
Table 3.1. Difference between Seniors and Younger Landowners (pt. 2)

Variable	Indicator	Seniors (65+)	Younger (18-64)	Difference
Lake Altoona is the primary lake used for recreation	% Yes	53%	49%	4%
<u>Why Lake Altoona is not the primary lake:</u>				
Desired activities are not available	% Selected	4%	12%	-8%
Better activities available at other lakes	% Selected	20%	20%	0%
More activities available at other lakes	% Selected	2%	11%	-9%
Concerns about water quality	% Selected	38%	56%	-18%
Other	% Selected	13%	19%	-5%
Concerns about sedimentation/water depth	% Selected	11%	18%	-7%
Too crowded	% Selected	9%	15%	-6%
Meeting with friends/family on other lakes	% Selected	49%	29%	20%
Distance/too far from my home	% Selected	4%	6%	-2%
Additional visits if more/better activities were available	% 8+ days	5%	19%	-14%
Additional visits if crowding was not a concern	% 8+ days	4%	26%	-22%
Additional visits if Lake Altoona was closer to home	% 8+ days	10%	25%	-15%
Concerns about sedimentation	% Very concerned	36%	24%	13%
Additional visits if sedimentation improved	% 8+ days	12%	24%	-12%
Concerns about water quality	% Very concerned	40%	41%	-1%
Additional visits if water quality improved	% 8+ days	14%	35%	-21%
<u>Improvements desired:</u>				
None	% Selected	6%	7%	-1%
Better water quality	% Selected	65%	72%	-7%
Improved boating navigation	% Selected	18%	12%	6%
A restaurant	% Selected	17%	26%	-9%
Food cart or concession stand	% Selected	15%	19%	-4%
Event space for weddings/other gatherings	% Selected	4%	5%	-1%
Marina/gas station	% Selected	3%	4%	-1%
Other	% Selected	12%	10%	2%
Rental equipment (kayak, paddleboard, etc.)	% Selected	17%	22%	-5%
Improve park & beach facilities	% Selected	25%	18%	7%
Splash pad	% Selected	5%	8%	-3%
Improved handicap accessibility	% Selected	7%	5%	2%
More bathrooms closer to beach	% Selected	12%	12%	0%
More/free parking	% Selected	16%	13%	3%
More boat docks	% Selected	8%	13%	-5%

Households with Children

Figure 3.10 shows that just under one-third (29%) of households include children, while 71% do not have any children in the household.

Figure 3.10. Presence of Children in the Household



Survey Results by Presence of Children

Table 3.2 (pt. 1 & 2) on the next two pages presents the differences in survey responses between households with and without children. Differences that are statistically significant are shown in bold font and highlighted green. Relative to households without children, those with children are:

- More likely to recreate at a lake many times a year (12%).
- More likely to visit beaches (35%) or participate in snowmobiling (13%) and birdwatching (26%), and less likely to waterfowl hunt (-7%).
- More likely to say that concerns about water quality prevent them from visiting Lake Altoona.
- More likely to consider Lake Altoona to be their primary lake for recreation (12%).
- More likely to consider lack of desired activities (11%), more activities available at other lakes (17%), and concerns about water quality (42%) as reasons for Lake Altoona not being their primary lake for recreation.
- Less likely to be concerned about sedimentation (-12%) but more likely to be concerned about water quality (15%) at Lake Altoona.
- More likely to visit Lake Altoona more frequently if more/better activities were available (14%), crowding was not a concern (12%), and if water quality improved (15%).
- More likely to want better water quality (17%), a restaurant (11%), and a splash pad (11%) at Lake Altoona.

Table 3.2. Difference between Households With and Without Children (pt. 1)

Variable	Indicator	HHs with Children	No Children	Difference
PARTICIPATION IN LAKE-RELATED RECREATION				
Frequency of recreating at any lake	% Many times/year	45%	33%	12%
<u>Lake-related recreational activities:</u>				
Boating	% Selected	61%	54%	8%
Fishing	% Selected	61%	55%	6%
Beach	% Selected	79%	44%	35%
Picnicking	% Selected	39%	34%	5%
Hiking/Walking	% Selected	40%	43%	-2%
Biking	% Selected	16%	18%	-2%
Event/Festival/Ski Show	% Selected	8%	7%	1%
Snowmobile	% Selected	39%	25%	13%
Gathering at shelter	% Selected	6%	5%	1%
Playground	% Selected	22%	21%	1%
Birdwatching	% Selected	38%	11%	26%
Waterfowl hunting	% Selected	5%	12%	-7%
Lake improvement volunteer	% Selected	6%	2%	4%
<u>Frequency of visiting specific lakes:</u>				
Lake Altoona	% At least once	73%	69%	4%
Lake Wissota	% At least once	73%	68%	5%
Lake Hallie	% At least once	26%	26%	0%
Tainter/Menomoin	% At least once	14%	21%	-8%
Lake Eau Claire	% At least once	43%	37%	6%
Coon Fork	% At least once	35%	29%	5%
BARRIERS TO RECREATING AT LAKE ALTOONA				
<u>Why community members do not recreate at Lake Altoona:</u>				
Not aware of Lake Altoona	% Selected	3%	7%	-4%
Desired activities are not available	% Selected	3%	4%	-1%
Better activities available at other lakes	% Selected	21%	14%	7%
More activities available at other lakes	% Selected	15%	9%	6%
Concerns about water quality	% Selected	52%	27%	25%
Concerns about sedimentation/water depth	% Selected	9%	7%	2%
Too crowded	% Selected	9%	11%	-2%
Meeting with friends/family who live or recreate on other lakes	% Selected	21%	27%	-5%

Table 3.2. Difference between Households With and Without Children (pt. 2)

Variable	Indicator	HHs with Children	No Children	Difference
Lake Altoona is the primary lake used for recreation	% Yes	59%	47%	12%
<u>Why Lake Altoona is not the primary lake:</u>				
Desired activities are not available	% Selected	18%	7%	11%
Better activities available at other lakes	% Selected	24%	19%	5%
More activities available at other lakes	% Selected	21%	4%	17%
Concerns about water quality	% Selected	82%	40%	42%
Other	% Selected	8%	20%	-12%
Concerns about sedimentation/water depth	% Selected	21%	14%	7%
Too crowded	% Selected	16%	12%	4%
Meeting with friends/family on other lakes	% Selected	29%	37%	-8%
Distance/too far from my home	% Selected	3%	7%	-4%
Additional visits if more/better activities were available	% 8+ days	24%	10%	14%
Additional visits if crowding was not a concern	% 8+ days	28%	16%	12%
Additional visits if Lake Altoona was closer to home	% 8+ days	27%	18%	9%
Concerns about sedimentation	% Very concerned	19%	31%	-12%
Additional visits if sedimentation improved	% 8+ days	23%	19%	4%
Concerns about water quality	% Very concerned	51%	36%	15%
Additional visits if water quality improved	% 8+ days	39%	24%	15%
<u>Improvements desired:</u>				
None	% Selected	2%	9%	-6%
Better water quality	% Selected	82%	65%	17%
Improved boating navigation	% Selected	13%	14%	-2%
A restaurant	% Selected	31%	20%	11%
Food cart or concession stand	% Selected	18%	17%	1%
Event space for weddings/other gatherings	% Selected	3%	5%	-2%
Marina/gas station	% Selected	5%	3%	3%
Other	% Selected	10%	11%	-2%
Rental equipment	% Selected	16%	22%	-6%
Improve park & beach facilities	% Selected	20%	20%	0%
Splash pad	% Selected	15%	4%	11%
Improved handicap accessibility	% Selected	3%	7%	-4%
More bathrooms closer to beach	% Selected	13%	11%	2%
More/free parking	% Selected	13%	14%	-2%
More boat docks	% Selected	9%	12%	-4%

WCWRPC REPORT

Lake Altoona Visitor Economic Impact Analysis

January 13, 2026

prepared by West Central Wisconsin Regional Planning Commission

Summary of Key Findings

For this study, it was estimated that 12,600-14,000 household trips visit Lake Altoona each year for recreation, with some households visiting multiple times. Roughly 30% of these visits are for on-the-lake activities (e.g., boating, fishing, ice fishing) and 70% of the visits for on-the-shore activities (e.g., beach, swimming from shore, playgrounds, family gatherings, walking, biking, Ski Sprite shows).

A 2023-2025 Intercept Survey of Lake Altoona visitors yielded that the average household spending per on-the-lake trip was \$119.86 in Eau Claire County, excluding a handful of very large equipment/boat purchases. If the five additional large purchases are included, the average household spending increases to \$461.64 per on-the-lake trip, which resulted in a relatedly large range for the estimated spending impacts. Not surprisingly, average household spending per on-the-shore trip was significantly lower at \$72.87. This recent average spending per household trip was applied to an IMPLAN model by WCWRPC, which yielded the following estimated economic benefits and insights:



- **In total, visitors spent between \$1.1 to \$2.5 million in Eau Claire County annually on their trips to Lake Altoona based on recent spending trends**, with the higher range including large equipment/boat purchases.
- **This visitor spending generates \$972,114 to \$1,762,356 annually in total economic benefits within Eau Claire County** as these dollars ripple through the County’s economy (i.e., multiplier effect).
- **The above total economic benefits include:**
 - **\$329,389 to \$627,150 in total labor income (wages, etc.) associated with 9.15 to 17.56 full-time equivalent jobs in Eau Claire County** that are supported by visitor spending for Lake Altoona.
 - **\$149,164 to \$302,574 in Local, County, State, and Federal tax revenue.**

Based on 2024 visits, **Eau Claire County government also receives \$56,000-\$60,000 in County park fees and facility rental revenue annually related to Lake Altoona**, which are not included in the above IMPLAN spending model. **The properties within the Lake Altoona Protection & Rehabilitation District had a 2025 equalized property tax value of over \$156.1 million**, which generates property tax revenue for Eau Claire County, the City of Altoona, and the Towns of Seymour and Washington.

As an urban lake with a beautiful setting and many amenities, Lake Altoona is one of the area’s greatest outdoor recreational assets as reflected by its large visitor numbers. The visitor spending related to Lake Altoona is very important to Eau Claire County’s Parks & Forest Department, businesses, and overall economy. A degradation of water quality at the lake, including increased beach closures, deterioration of the fishery, and reduced boating opportunities due to sedimentation, can potentially reduce these economic benefits and property values while eroding an important recreational asset that contributes to Eau Claire County’s quality of life.

Background

In 2022, West Central Wisconsin Regional Planning Commission (WCWRPC) and UW-River Falls Survey Research Center (UW-RF SRC) assisted the Lake Altoona Rehabilitation & Protection District (Lake District) in the creation of WDNR Surface Water Grant Application to analyze the economic benefits of good water quality, visitor spending, and lake use, which was subsequently funded. WCWRPC collaborated with UW-RF SRC and the Lake District in the creation of survey instruments that would provide inputs that WCWRPC could use to evaluate the economic benefits with multiplier effects of visitor spending for Eau Claire County. WCWRPC’s support, modeling, and this report are provided at no cost to the Lake District and can be used to assist the Lake District in meeting their local grant match requirements.

Visitor Estimates

When the project’s grant application was being prepared in 2022, the following initial Lake Altoona use numbers were prepared by the Lake District and WCWRPC in consultation with Eau Claire County Parks & Forestry:

- County Park Pavilion & Clubhouse 79 reservations (2019)
- 1-Day Parking Passes sold at L. Altoona 3,222 vehicles (2019)
- Seasonal/Multi-Day Park Passes sold at L. Altoona 517 households (2019)
- Ski Sprites (up to 26 shows/summer) 75-125 avg attend; Labor Day can exceed 1,000
- Lions Club Ice Fishing Contest about 400 persons
- Morning Rotary Ice Fishing Contest about 50 persons

Overall, our preliminary visitor estimates in 2022 ranged from 8,000 to 10,000 households each year largely based on park passes, but it was unknown how many times the multi-day pass households visited the Lake, and no estimates were available for use at other boat ramps, the City’s fishing dock, etc.

In spring 2024, WCWRPC prepared a brief Visitor Tally Survey instrument. The survey asked survey takers to estimate the number of visitors they see during a minimum 1-hour period of time on at least 5-6 days every month. Further, survey takers were instructed to include counts for different times of days, different days of the week, and for different weather conditions. Below is an excerpt from the Tally Survey:

Date	# of Visitors seen			When did the headcount occur?				Total Time Spent	Intercept Survey during this time (Y/N)?	Any conditions that make this day or count unique or unusual? Do you feel the # of visitors is typical for this date? If this count is an event, please name it.	Tally Counter Initials
	On the Water or Shore Fishing	Park, Beach, Other Shore	Events & Gatherings	AM	PM	Week Day	Weekend				

The Visitor Tally Survey was conducted from May 2024 – April 2025 by Lake District volunteers and their efforts are very much appreciated; this analysis would not have been possible without their involvement.

To estimate visitor households, the following assumptions should be noted:

- For the on-the-lake activities in particular, we don’t know how many of the persons in the tallies are lake residents rather than visitors. There are many homes along Lake Altoona’s shoreline and nearly all of these properties have docks. These lake residents can access the lake directly from their properties or other nearby locations; their spending characteristics would be different than visitors and most would not have been included in the visitor spending Intercept Survey. After discussing this with Lake District representatives, the number of on-the-lake (boats/fishing) visitor tallies was decreased by 25% to reasonably account for non-visitor (lake resident) lake use.

- Since the tallies were typically taken only once in a given day, this would represent a single “lake-use cycle”. To obtain an estimated daily visitor count, the monthly tally count average was multiplied 3 for summer months with longer days (May-September) and multiplied by 2 during other months. A second estimate was created based on a longer lake-use cycle during the summer months of 3.5.
- The number of completed surveys varied with the following months having less than four survey days: April (3), June (3), November (2), and December (0); it is acknowledged that the low number of visitor tally days for these months may bias the visitor averages. The visitor daily average for November was also used for December.
- Some tally counts were from ice fishing contest days. These counts were included in the on-the-lake/fishing numbers, though not all persons may have been actively fishing; some persons would be running raffles, serving food, etc.
- The tally counts were adjusted to include allowances for the Ski Sprites and Clubhouse rentals:
 - Ski Sprites – 22 shows with an average of 50 households visiting
 - Clubhouse – 29 rentals per year with an average of 18 households visiting
- While tallies were taken during different times of day for most months, a higher percentage were taken during the afternoons. Weather conditions for all tallies are not noted, but nicer conditions are noted more frequently than poorer weather. While these have a potential to overestimate the visitor averages, a larger challenge is the size of the lake. Lake Altoona is about 720 acres in size with multiple public access points and its shape, bays, island, etc., does not allow survey takers to view the entire lake unless they are traveling by boat (which was not expected). It is understandable that the tallies likely missed some visitors given the lake’s size.
- Since many lake visitor purchases are for the entire household (e.g., gas, food), the Intercept Survey collected household spending data. The Tally Survey was a head count of visitors in most cases, rather than by vehicle or household. To convert the Tally Survey results to households, the average household sizes from the Intercept Survey were used — On-the-Lake: 2.04 persons per household and On-the-Shore: 2.6 persons per household.

Using these assumptions, it is estimated that Lake Altoona receives 12,690-13,941 household visits each year consisting of:

- **3,793-4,052 on-the-lake annual household visits (average 3,923)**
- **8,897-9,889 on-the-shore, annual household visits (average 9,393)**

Four tables are provided in Appendices A & B at the end of this report that further breakdown the average household visits by month. In the future, it may be worth considering revisiting these visitor estimates using a more structured survey approach or even using a tool such as Placer.ai provide for comparison.² Alternative visitor household assumptions could then be used to model economic impacts based on the spending patterns from the 2023-2025 Intercept Survey.

² Placer.ai uses location data from mobile devices (with personal identifiers excluded) to provide insights into visitor patterns and foot/vehicle traffic.

IMPLAN Model Methodology

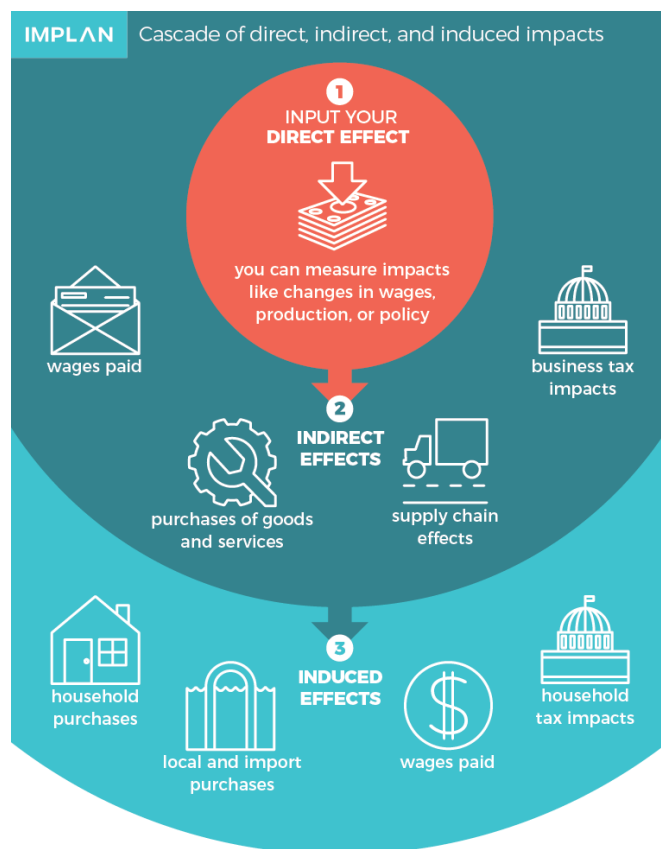
WCWRPC utilized IMPLAN’s input-output (I-O) model to analyze the economic impacts of Lake Altoona visitor spending on a single region—Eau Claire County.³ IMPLAN is a sophisticated, cloud-based economic analysis software package available through subscription. IMPLAN’s model draws from over 120 different federal, state, and other data sources to simulate the economy. IMPLAN’s I-O model maps the local economy, showing how money flows between industries, households, and government, allowing users to analyze the economic impact (direct, indirect, induced) of changes like new investments or job shifts by tracing "ripple effects" through local supply chains and household spending within Eau Claire County.

For the Lake Altoona visitor analysis, IMPLAN’s input-output impact analysis tool is used to estimate the flow of money throughout Eau Claire County’s economy based on Lake Altoona visitor spending. This flow-of-money is often referred to as the multiplier effect, which includes the extent to which different businesses and their employees are buying and selling to each other (i.e., supply chains). For instance, the purchase of a cooler/ice chest with drinks will benefit the business and its employees (direct effect), but the business may have purchased some of the drinks from a local distributor with its own employees (indirect effect). Then these employees at jobs throughout the entire supply chain are all making their own purchases and supporting other area businesses (induced effect). For the model, the economic effects were assumed to have occurred in 2025 (2025 dollars) though some model datasets are from 2024.

The primary economic impacts fall within three primary effects:

1. **Direct effects** – These are the initial round of effects from the estimated values and of the visitor purchases at businesses in Eau Claire County, which are driven by the Intercept Survey results. For example, a visitor purchase helps to support jobs, purchases by, and taxes paid by the specific business they are patronizing. Direct effects are not true multipliers, since these numbers do not include any ripple effects among the supply chain.

For every visitor dollar spent, not all of that dollar produces direct effects and economic benefits within Eau Claire County. The IMPLAN model deducts **leakage** from the local retail and wholesale economy to account for each industry’s estimated differences between sales receipts (visitor purchases) and the total cost of the goods sold. Leakages are visitor spending dollars that do not continue to circulate through Eau Claire County’s economy. This leakage includes a range of costs that leave the local economy, including transportation costs, certain taxes, and profits.



³ Disclaimer: This report incorporates data and outputs generated using third-party software not developed or maintained by WCWRPC. While reasonable efforts have been made to ensure accuracy and completeness, WCWRPC cannot guarantee the reliability of results derived from external tools. Errors, omissions, or inconsistencies may exist beyond the scope of our control or ability to verify. Accordingly, this report should be interpreted with caution, and users are encouraged to consult original sources or software documentation where appropriate.

2. **Indirect effects** – Based on the direct effects, these are the multiplier effects due to the business-to-business spending within the extended supply chain in Eau Claire County. This is the first round of true multiplier impacts. IMPLAN recognizes that these supply chains differ by region, in large part due to supply availability (i.e., do places exist in Eau Claire County from which to purchase certain goods or services); the proportion of local vs. non-local purchases varies by commodity and is built into the IMPLAN model.
3. **Induced effects** – This subsequent multiplier or ripple effect is due to the impact of increases or decreases in earnings created by the Direct and Indirect changes. The Induced effects stem from household spending of labor income by all employees, after removal of taxes, savings, and commuter income. These earnings enter the economy as employees at businesses throughout the entire supply chain spend their paychecks in Eau Claire County on food, clothing, and other goods and services.

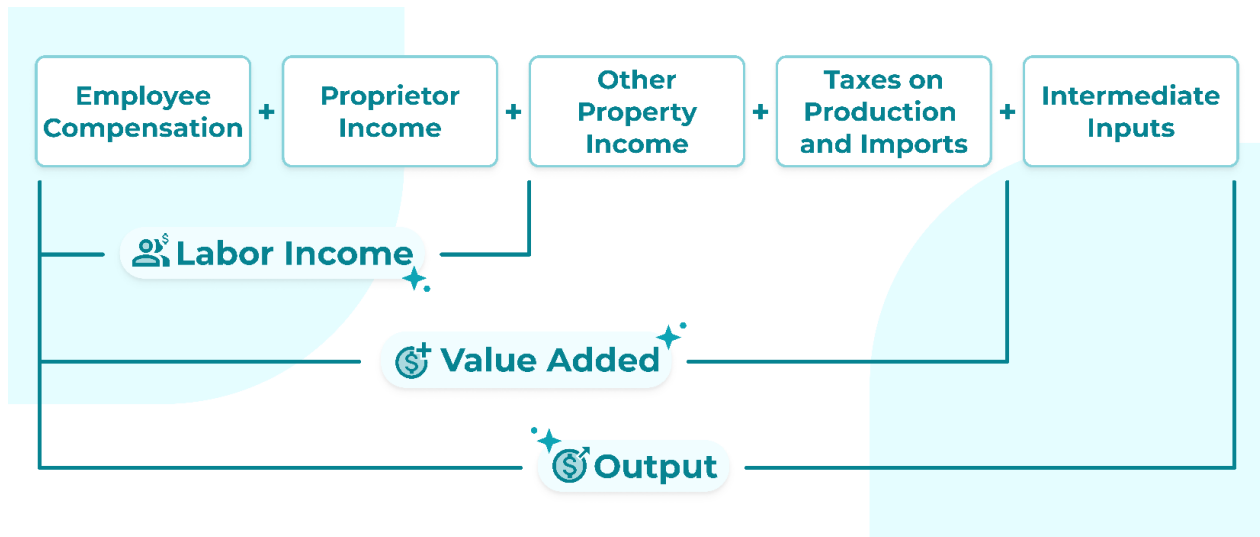
The results of the IMPLAN model are expressed in four primary ways for the direct, indirect, and induced effects, and only include values or contributions for the modeled region (Eau Claire County):

Employment: # of full-time equivalent jobs

Labor Income: Based on employment, labor income includes all forms of employment income, including employee compensation (wages, salaries, and benefits) and proprietor income. This income will contribute to the induced effects.

Value Added: This is the additional value above and beyond raw inputs, including labor income as well as other property income, taxes, and costs related to producing/packaging of goods or services.

Outputs: Outputs are the value of the total economic gains or losses for the modeled region, including labor income, value added, and intermediate inputs. **Intermediate inputs** are the value of the business-to-business purchase of goods and services throughout the supply chain, with these goods and services needed for a business to create and provide their own goods and services.



For purposes of this analysis, the visitor spending inputs into the model were entered as negatives or losses, since such spending is already part of Eau Claire County’s economy. This is consistent with the overall study purpose of helping to quantify the recreational value of good water quality and potential economic losses if recreational access to Lake Altoona vanished due to beach closures, sedimentation, poor fishing, degraded water quality, etc. Since it is unlikely that such recreational opportunities would vanish completely, these impacts are better expressed as a positive—as the economic impacts to Eau Claire County’s economy from Lake Altoona visitor spending.

Question 13 of the 2023-2025 Intercept Survey was carefully designed to ask visitors to estimate their total household spending in Eau Claire County associated with this trip to Lake Altoona. In consultation with an IMPLAN expert, WCWRPC determined that it would be more accurate and easier for survey respondents if most spending categories within the survey instrument were based on place of purchase (e.g., restaurant, gas station, retail store), rather than commodity. These spending categories were aligned with specific industries (business types) within the IMPLAN model:

<u>IMPLAN Codes</u>	<u>Place of Purchase</u>
489 - 490	Lodging/overnight accommodations
491 - 493	Food & drink at area restaurants/bars
389	Grocery, liquor, or other food and beverage stores
391	Gas station/Convenience store
395	General retailer or “Bog Box” (Wal-Mart, Target, Farm & Fleet, dollar stores, etc.)
393	Sporting goods or hobby stores (Scheels, hunting/fishing store, etc.)
388	Building materials, farm, or garden supplies stores (Menards, Fleet Farm, etc.)
390	Health & personal care stores (drug stores)
411, 482-488	Entertainment & amusement (live shows, museums, golf, movies, etc.)

The exception to the above is the \$6,201 in estimated Licenses & Park Fees visitor spending during the survey. These are commodities and may include State annual fishing and watercraft licenses as well as County day or annual park passes. Given these differences, there is not a clear way to accommodate these licensing/park fees within the IMPLAN modeling and estimate their multipliers. As such, they were excluded from the IMPLAN modeling.

With only 3% of those surveyed stating that visiting Lake Altoona was not the primary purpose of their trip, WCWRPC made no modifications to these spending estimates based on the primary purpose of their visit. We can assume that nearly all of the reported estimated spending can be directly attributed to the recreational opportunities at Lake Altoona.

The following modifications and exclusions to the Intercept Survey data were made prior to modeling:

- 7 records were removed for which the respondents declined to provide estimated purchases, so that they would not be included in the average purchase amounts.
- 1 record was removed for a person that was meeting someone at the boat ramp to purchase a used Jet Ski for \$8,750. Similarly, a \$12,000 purchase of a boat was removed since the seller was a private individual and not a business with employees, supply chains, etc.
- 3 records in the Other spending category were more appropriately categorized under restaurant or general retailer.
- \$153 within the on-the-shore responses were related to purchases at a concession stand with another \$40 in donations. Since the concession stand is volunteer supported, these purchases were excluded from the analysis.
- The remaining Other spending was not included in the analysis. \$470 of this spending was made online. \$375 were related to boat repair/storage, which is not necessarily directly related to the visit. And \$155 in reported visitor spending was not associated with a specific business or commodity.

The boating/fishing responses included five additional records with purchases exceeding \$5,000. Two records of \$6,400 and \$60,000 both stated boating/fishing equipment/gear were used exclusively at Lake Altoona. There was also a single record within the Home Improvement/Farm Store category for \$45,000, which accounted for over 96% of all on-the-lake spending in this category. And records of \$18,000 and \$8,000 record also appeared within the Sporting Goods Store category. The Intercept Survey specifically asked visitors, “how much you and

your household have spent or plan to spend on this trip in Eau Claire County”, so these purchases should be considered as part of their trip. However, these were large, atypical amounts, likely for equipment that would be used during multiple trips to Lake Altoona and/or other lakes, and significantly increased average visitor household spending overall.

Visitor Spending Estimates

This analysis provides two scenarios—Scenario 1 that includes all purchases and Scenario 2 that excludes the five on-the-lake purchases exceeding \$5,000. This provides transparency and offers a range of estimated impacts.

In total, 402 on-the-lake and 169 on-the-shore Intercept Survey records were used in the economic impact analysis after the previously described modifications. The table below estimates the spending for these 571 visiting households from the Intercept Survey, which was then multiplied by the average total annual visitor household estimates and represents the key data inputs for the IMPLAN economic impact model.

	Lodging	Restaurants	Grocery Stores	Gas Stations	General Retailers	Sporting Goods Stores	Home Improv/ Farm Stores	Health	Entertainment
On-the Lake Spending (\$)									
Total Intercept Survey Spending excluding purchases exceeding \$5,000	300	3,020	2,903	7,833	7,622	24,625	1,519	55	305
Total Intercept Survey Spending including all purchases	300	3,020	2,903	7,833	7,622	117,025	46,519	55	305
Average Visitor HH Spending	0.75	7.51	7.22	19.48	18.96	61.26	3.78	0.14	0.76
Total Annual Avg Visitor HH Spending for 3,923 HHs (two scenarios)									
Scenario 1: Excluding purchases exceeding \$5,000	2,928	29,471	28,330	76,436	74,381	240,310	14,823	537	2,976
Scenario 2: Including all on-the-lake purchases	2,928	29,471	28,330	76,436	74,381	1,142,015	453,965	537	2,976
On-the-Shore Spending (\$)									
Total Intercept Survey Spending	2,240	2,443	3,389	1,681.37	1,991	425	145	0	0
Average Visitor HH Spending	13.25	14.46	20.05	9.95	11.78	2.51	0.86	0	0
Total Annual Avg Visitor HH Spending for 9,393 HHs									
Same for both Scenario 1 & Scenario 2	124,499	135,782	188,360	93,450	110,660	23,621	8,059	0	0

Estimated average visitor spending ranged from \$119.86 per household to \$461.64 per household for on-lake activities, with the high-range including the five purchases exceeding \$5,000. Average visitor spending for on-the-shore activities was significantly lower at \$72.87 per household. The above suggests that **total initial spending in Eau Claire County for visitor trips to Lake Altoona averages \$1.1 to \$2.5 million annually**, assuming that spending during the 2023-2025 Intercept Survey period was typical

Estimated Economic Impacts of Visitor Spending (IMPLAN Model Results)

Appendix C at the end of this report identifies the primary economic effects of the \$1.1 to \$2.5 million in estimated annual visitor spending within Eau Claire County utilizing the IMPLAN model. **Overall, it is estimated that visitor spending associated with trips to Lake Altoona generates or supports annually within Eau Claire County:**

- **9.15 to 17.56 full-time equivalent jobs with \$329,389 to \$627,150 in total labor income (wages, etc.)**
- **\$972,114 to \$1,762,356 in total economic benefits**

Under Scenario 1, about one-third of the economic benefits can be attributed to the on-the-lake visitors, with the remaining two-thirds of the benefits from on-the-shore visitor purchases. The opposite is true under Scenario 2, with the percentages reversed (63% on-the-lake and 37% on-the-shore). The inclusion of the five purchases exceeding \$5,000 to the average household spending assumptions adds about \$1 million in total economic benefits under Scenario 2.

The total economic benefits are lower than the visitors spending due to leakage, which was considerable (\$552,550 to \$1,352,496) as dollars leak from the Eau Claire County economy for the purchasing of goods by businesses, profit, etc.

Included in the total economic benefits above are the tax revenues affected by the visitor spending as these dollars multiply throughout Eau Claire County’s economy. IMPLAN’s model estimates that the following tax revenues⁴ benefit the taxing jurisdictions for each scenario:

	Sub-County	County	State	Federal	Total
Scenario 1	\$ 21,251	\$ 7,048	\$ 45,463	\$ 75,402	\$ 149,164
Scenario 2	\$ 44,914	\$ 14,895	\$ 95,249	\$ 147,517	\$ 302,574

Because IMPLAN does not know how, where, or when the above taxing jurisdictions will use tax revenue, the estimated taxes paid by industries are treated as leakage and do not continue to circulate in the regional economy and generate multiplier effects under the model.

⁴ This estimated revenue is Taxes on Production and Imports (TOPI) that varies by industry, including the following taxes: sales and excise, customs duties, real estate property, residential, motor vehicle, severance\resource taxes, business license and stamp taxes, permits, fines, and fees, less any estimated subsidies.

Licensing & Park Fees

As noted previously, the visitor economic impact model does not include the \$6,201 in estimated State and local Licenses & Park Fees that visitors reported during the Intercept Survey. For these, the County fees are most important for this analysis, since these revenues directly benefit Eau Claire County. A better source of this spending is to consider the actual fees/passes sold by the Eau Claire County Parks & Forest Department:

Fee Type	Fee Amount (2024)	# sold (2024)	Totals
County Park Pavilion & Clubhouse	\$120.00 ⁵	70	\$8,400
1-Day Parking Passes sold at Lake Altoona	\$5.00	6,160	\$30,800
Seasonal/Multi-Day Park Passes sold at Lake Altoona	\$25.00 ⁶	767	\$19,175

Based on 2024 visits, Eau Claire County government receives a total of \$56,000-\$60,000 in County park fees and facility rental revenue annually related to Lake Altoona.

These fees are important to the maintenance of Lake Altoona County Park and the operation of the Eau Claire County Parks & Forest Department. The economic impacts (multiplier effects) of these fee/rental revenues were not modeled given their uniqueness. Some additional positive impacts can be assumed based on factors such as how the County utilizes these revenues, where the County Parks Department makes their related purchases and if the fees help support Parks staff wages that are subsequently used to make purchases within the County. But it is difficult to model and reasonably estimate these multiplier effects.

It is also important to note that the degradation of water quality, aquatic habitat, and boating opportunities at Lake Altoona have the potential to significantly reduce this park pass and facility rental revenue.

Property Taxes

While this analysis focused on visitor spending, Lake Altoona provides additional economic benefits to Eau Claire County and local communities, including State and local property tax revenue. Lake property typically has relatively high property values, which provides tax revenue benefits to taxing jurisdictions. **The properties in the Lake Altoona Protection & Rehabilitation District had a 2025 equalized tax value of over \$156.1 million.**

	2025 Equalized Property Tax Value
Town of Seymour	\$86,825,426
Town of Washington	\$32,659,775
City of Altoona	\$36,614,924
Total	\$156,100,125

A number of studies comparing different lakes in Wisconsin have shown that good water quality has a positive impact on nearby property values (and tax revenue). While most of these studies focus on water clarity, a 2015 UW-Whitewater study demonstrated that a loss in water levels can also negatively impact lake property values.

⁵ This is an estimated average fee. Actual 2024 fees for the clubhouse were \$165 for weekends (Friday, Saturday, Sunday) and holidays and \$115 on all other days. The shelter rental fee was \$80.

⁶ This is an estimated average fee. While most seasonal or annual passes were \$30.00, members of the same household could also purchase a pass for \$10.00.

Appendix A: On-the-Lake Household Visits Monthly Summary from Head Count Tally

	Lake Resid factor: 0.75		Summer factor: 3							
			Other factor: 2							
	Boats or Fishing	Adjusted OnLake	Other Shore	Days	Visitors	HHs	Special Events	est HHs	Total HHs	
Jan	13	10		31	605	296	free fishing weekend	269	565	
Feb	17	13		28	714	350	ice fishing contest	354	704	
Mar	3	2		31	140	68			68	
Apr	7	5		30	315	154			154	
May	21	16		31	1465	718			718	
Jun	5	4		30	338	165			165	
July	5	4		31	349	171			171	
Aug	6	5		31	419	205			205	
Sept	9	7		30	608	298			298	
Oct	9	7		31	419	205			205	
Nov	12	9		30	540	265			265	
Dec	12	9		31	558	274			274	
					6467	3170		623	3,793	

	Lake Resid factor: 0.75		Summer factor: 3.5							
			Other factor: 2							
	Boats or Fishing	Adjusted OnLake	Other Shore	Days	Visitors	HHs	Special Events	est HHs	Total HHs	
Jan	13	10		31	605	296	free fishing weekend	269	565	
Feb	17	13		28	714	350	ice fishing contest	354	704	
Mar	3	2		31	140	68			68	
Apr	7	5		30	315	154			154	
May	21	16		31	1709	838			838	
Jun	5	4		30	394	193			193	
July	5	4		31	407	199			199	
Aug	6	5		31	488	239			239	
Sept	9	7		30	709	347			347	
Oct	9	7		31	419	205			205	
Nov	12	9		30	540	265			265	
Dec	12	9		31	558	274			274	
					6996	3429		623	4,052	

Appendix B: On-the-Shore Household Visits Monthly Summary from Head Count Tally

	Lake Resid factor:	0.75		Summer factor:	3					
				Other factor:	2					
	Boats or Fishing	Adjusted OnLake	Other Shore	Days		Visitors	HHs	Special Events	est HHs	Total HHs
Jan			8	31		496	191			191
Feb			7	28		392	151			151
Mar			8	31		496	191			191
Apr			14	30		840	323			323
May			49	31		4557	1753			1,753
Jun			38	30		3420	1315			1,315
July			34	31		3162	1216			1,216
Aug			33	31		3069	1180			1,180
Sept			14	30		1260	485			485
Oct			8	31		496	191			191
Nov			6	30		360	138			138
Dec			6	31		372	143			143
						18920	7277		-	7,277
	0	0	225							
								Avg #shows/rentals	Avg Attend (HHs)	
								Ski Sprites	22	50
								Clubhouse	29	18
										1100
										520
										8,897

	Lake Resid factor:	0.75		Summer factor:	3.5					
				Other factor:	2					
	Boats or Fishing	Adjusted OnLake	Other Shore	Days		Visitors	HHs	Special Events	est HHs	Total HHs
Jan			8	31		496	191			191
Feb			7	28		392	151			151
Mar			8	31		496	191			191
Apr			14	30		840	323			323
May			49	31		5317	2045			2,045
Jun			38	30		3990	1535			1,535
July			34	31		3689	1419			1,419
Aug			33	31		3581	1377			1,377
Sept			14	30		1470	565			565
Oct			8	31		496	191			191
Nov			6	30		360	138			138
Dec			6	31		372	143			143
						21498	8268		-	8,268
	0	0	225							
								Avg #shows/rentals	Avg Attend (HHs)	
								Ski Sprites	22	50
								Clubhouse	29	18
										1100
										520
										9,889

Appendix C: IMPLAN Model Economic Impact Results

It is important to note that Labor Income + Value Added does not equal Output (Total Benefits). For a description of these column headings, see the definitions and graphic on page 5.

Scenario 1	Employment (FTE Jobs)	Labor Income	Value Added	Output (Total Benefits)
On-The-Lake				
Direct	2.88	\$ 84,241	\$ 149,009	\$ 212,220
Indirect	0.31	\$ 16,546	\$ 28,299	\$ 56,271
Induced	0.33	\$ 18,211	\$ 34,637	\$ 57,021
Total	3.52	\$ 118,998	\$ 211,945	\$ 325,511
On-the-Shore				
Direct	4.28	\$ 134,863	\$ 235,787	\$ 404,912
Indirect	0.77	\$ 43,790	\$ 71,824	\$ 142,318
Induced	0.58	\$ 31,737	\$ 60,370	\$ 99,374
Total	5.63	\$ 210,391	\$ 367,981	\$ 646,604
Scenario 1 Totals				
Direct	7.16	\$ 219,105	\$ 384,796	\$ 617,131
Indirect	1.08	\$ 60,336	\$ 100,123	\$ 198,589
Induced	0.91	\$ 49,948	\$ 95,006	\$ 156,395
Total	9.15	\$ 329,389	\$ 579,926	\$ 972,114
Estimated Leakage (margin):				\$ 552,550
Scenario 2				
Scenario 2	Employment (FTE Jobs)	Labor Income	Value Added	Output (Total Benefits)
On-The-Lake				
Direct	10	\$ 312,776	\$ 622,700	\$ 777,169
Indirect	0.77	\$ 40,621	\$ 70,324	\$ 140,187
Induced	1.16	\$ 63,362	\$ 120,521	\$ 198,396
Total	11.93	\$ 416,760	\$ 813,545	\$ 1,115,752
On-the-Shore				
Direct	4.28	\$ 134,863	\$ 235,787	\$ 404,912
Indirect	0.77	\$ 43,790	\$ 71,824	\$ 142,318
Induced	0.58	\$ 31,737	\$ 60,370	\$ 99,374
Total	5.63	\$ 210,391	\$ 367,981	\$ 646,604
Scenario 2 Totals				
Direct	14.28	\$ 447,640	\$ 858,487	\$ 1,182,081
Indirect	1.54	\$ 84,411	\$ 142,148	\$ 282,505
Induced	1.74	\$ 95,100	\$ 180,890	\$ 297,770
Total	17.56	\$ 627,150	\$ 1,181,525	\$ 1,762,356
Estimated Leakage (margin):				\$ 1,352,496