



**Recoil Trampoline Park Economic Impact Report (2024)**

MBA 7920

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## Executive Summary

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Recoil has grown into one of Lowndes County's most influential recreational tourism drivers, shaping not just visitor traffic but the broader regional economy. What began as a niche entertainment venue has become a reliable generator of new spending, local job support, and measurable tax revenue. The 2024 economic impact analysis demonstrates that Recoil is no longer a passive attraction—it functions as a true economic engine for South Georgia. Recoil Trampoline Park has become one of the most important recreational, social, and economic anchors within Lowndes County. Recoil injects new dollars into Lowndes County through three primary channels: payroll, operational purchasing, and visitor spending. Payroll alone contributed nearly \$420,000, ensuring wages are retained and recirculated locally. Operational spending on goods and services added another \$747,237, supporting area vendors, service providers, and contractors.

However, the largest single source of economic activity comes from visitor spending, which totaled more than \$2.48 million. This includes admission revenues, as well as the on-site dollars spent by families, youth groups, traveling teams, and regional visitors who chose Recoil as their destination activity. When combined, these categories produced a total of \$3.65 million in direct spending flowing immediately into the Lowndes County economy. Its central location inside Valdosta strengthens this impact by increasing accessibility for local and regional visitors. Survey data confirm that convenience of location was the top motivating factor for local visitors. This structural advantage enhances spending capture, repeat visitation, and the attraction of non-local guests—who account for over 45 percent of total attendance. Among those non-local visitors, 36 percent spent additional money in restaurants, hotels, and retail stores in Lowndes County.

The economic ripple continues beyond direct spending; indirect and induced impacts add more than \$3.6 million to the regional economy, raising the total footprint to \$7.3 million. Recoil's role extends beyond entertainment; it operates as a regional tourism generator, drawing families, sports teams, and youth groups into Valdosta. Its presence also supports surrounding commercial areas and contributes more than \$187,000 in tax revenues annually. The broader implication is clear: Recoil acts as a regional attractor that recaptures spending that might otherwise leave the local market. Families from surrounding counties now travel into Lowndes County, where they spend money across multiple sectors. This not only supports local businesses but also creates a measurable impact on jobs, sales tax receipts, and household earnings

## **Project Background**

Recoil opened in 2019 as a modern indoor trampoline and adventure park. Over the past five years, it has evolved into a key recreational hub for families, students, tourists, and visiting sports organizations. Its positioning within the core of Valdosta provides high accessibility, close proximity to hotels, and immediate adjacency to food, retail, and service establishments. This central location strengthens its ability to capture spending that might otherwise leave Lowndes County for larger entertainment markets such as Tallahassee or Jacksonville. To determine market drivers and the factors influencing customer behavior, a five-question survey was developed and distributed to Recoil visitors through email and on-site distribution (Appendix B).

## Methods

This analysis uses a hybrid approach combining direct financial data provided by Recoil, visitor survey data, and regional multipliers from the University of Georgia's Selig Center for Economic Growth. Direct impacts represent on-site spending, payroll, and operational purchases. Indirect impacts reflect supply-chain activity triggered by Recoil's vendor purchases, while induced impacts measure household spending supported by wages in the recreation, retail, and service sectors. Economic activity does not end with the initial purchase. Using the UGA Selig Center regional multipliers for South Georgia, this study quantifies how Recoil's operations generate additional rounds of spending throughout the region.

Indirect impacts (0.38): These occur when Recoil purchases goods and services from local vendors. For example, money spent on supplies, maintenance, food vendors, and contracted services circulates again as those businesses make their own purchases. This generated more than \$1.38 million in secondary economic activity.

Induced impacts (0.62): These reflect household spending. When employees and vendor-supported workers spend their wages at grocery stores, restaurants, gas stations, and retail shops in Lowndes County, the regional economy expands further. Induced impacts reached \$2.26 million in 2024.

The visitor survey adds a behavioral dimension to the study. Responses quantify travel distance, spending patterns, location preferences, and economic behaviors of local versus non-local visitors. The survey ran for approximately two months and was distributed through email and later accessed through a QR code at the facility. More than 200 responses were collected, strengthening the validity of Recoil's documented impact on Lowndes

County. The prevalence of non-local travelers supported the use of regional tourism multipliers. All estimates are conservative and based on verified 2024 operational data.

## **Economic Contributions**

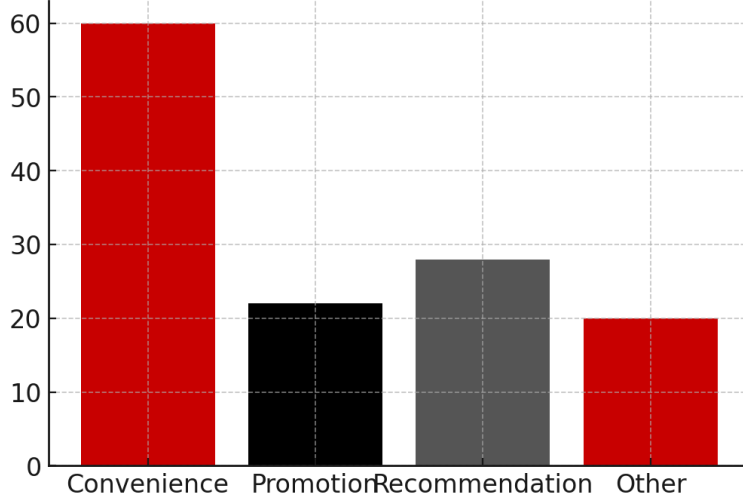
Recoil generated \$3.65 million in direct economic activity in 2024. Payroll contributed \$419,895, operational purchases totaled \$747,237, and visitor spending exceeded \$2.48 million. Indirect effects added \$1.38 million and induced impacts contributed \$2.26 million, producing a final economic output value of \$7.3 million. The magnitude of this figure reflects Recoil's ability to draw steady inflows of regional spending. When all components are combined, the total economic output reaches \$7.3 million—a substantial return relative to Recoil's operational scale

## **Visitor and Market Analysis**

The integrated visitor survey strongly validates the regional multiplier selection. Nearly 46% of visitors are non-local, meaning their spending represents new dollars entering the county. This is an unusually high non-local share for a mid-sized attraction. This demonstrates Recoil's ability to draw spending into the county that would not otherwise occur locally. Among those non-local visitors: 36% spent additional money elsewhere in Lowndes County (restaurants, shopping, hotels). 10.88% stayed overnight, directly impacting lodging revenue. 37% traveled more than 25 miles, confirming Recoil as a true regional draw. Visitors reported motivations consistent with higher-spend categories, including family entertainment, group outings, team travel, and weekend activities. These behaviors align perfectly with tourism-driven economic models and justify the use of the UGA Selig Center regional multipliers. Visitor survey findings reveal that Recoil functions as both a local recreation hub and a regional tourism destination. Among local respondents,

the most frequently cited reason for selecting Recoil was 'Convenience of Location.' This confirms the economic role of Recoil's central placement within Valdosta, ensuring ease of access for families, students, and recreational visitors. Centrality increases visitation frequency, reduces travel friction, and enhances local spending retention.

Primary Reason Local Visitors Chose Recoil (Survey Q5)



## Competitive Context

Recoil operates in a regional market that includes Urban Air (Tallahassee), Flight Adventure Park (Jacksonville), and several smaller family entertainment venues. Despite larger metro populations in Tallahassee and Jacksonville, Recoil continues to attract non-local visitors because of its accessibility, reputation, and central location within Valdosta's commercial corridor.

Industry benchmarks indicate that Urban Air locations in comparable markets generate between \$2.5 million and \$4.5 million annually in gross revenue. Recoil's visitor spending patterns—including its strong draw of travelers from surrounding counties—places it within this competitive range despite operating in a smaller market. Its ability to recapture regional entertainment spending is directly tied to its proximity to hotels, restaurants, and retail stores.

## Fiscal Impact

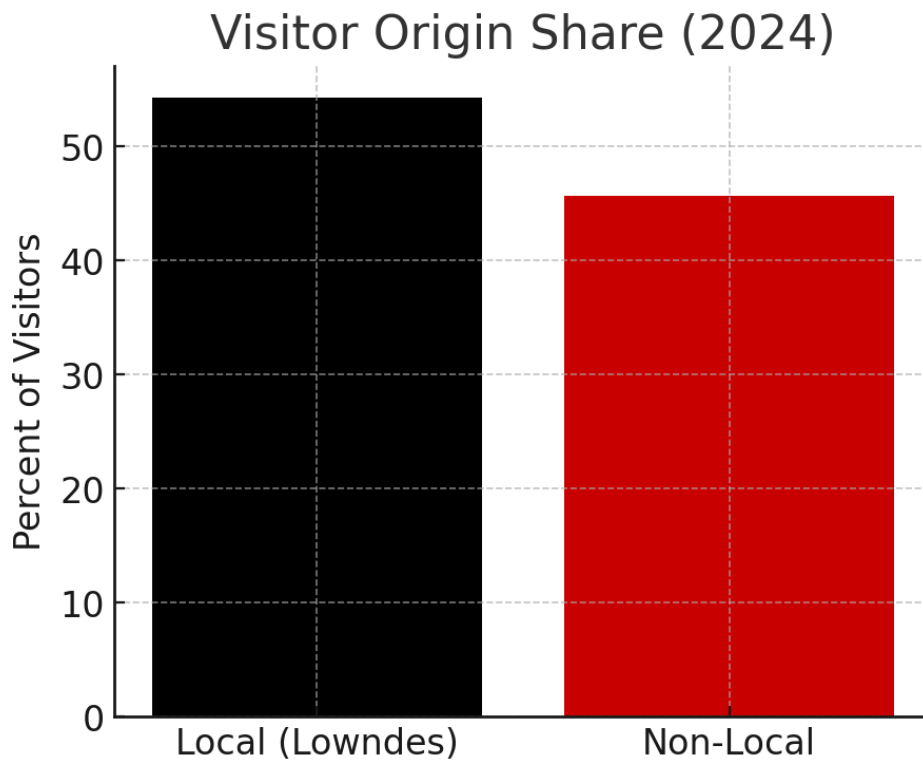
Recoil's fiscal contributions extend beyond visitor spending and operational circulation. In 2024, the park generated a total of \$187,324.46 in state, federal, and local tax revenue. Payroll-related taxes—including state withholding, Social Security, Medicare, and federal payroll taxes—totaled \$54,754.36. Additionally, Recoil generated \$132,570.10 in combined local and state sales taxes. This revenue directly supports public services, infrastructure, and community assets.

For a single mid-sized recreational facility, this fiscal contribution is notable. Sales taxes generated from visitor purchases—including both admission spending and additional in-county spending by non-local visitors—support municipal operations such as public

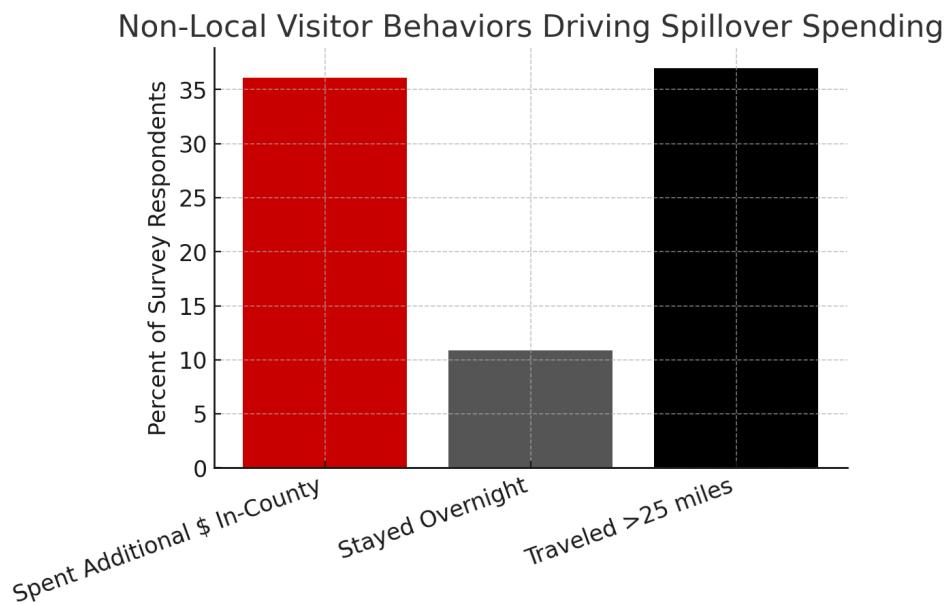
safety, road improvements, and parks and recreation services. The presence of Recoil therefore strengthens the county’s tax base while diversifying its sources of revenue.

### Non-Local Visitor Spending and Spillover Effects

A defining feature of Recoil’s impact profile is its strong ability to attract non-local visitors—nearly 46% of surveyed guests lived outside Lowndes County. In tourism economics, non-local visitors represent “new money” entering a community; their dollars expand local output, labor income, and jobs as they circulate through multiple industries. Consistent with input-output tourism models, these expenditures generate both indirect supply-chain activity and induced household spending when local businesses and employees re-spend earnings in the county.



Survey findings indicate that non-local trips to Recoil are rarely single-purpose. More than one-third of respondents reported additional spending elsewhere in Valdosta during the same visit, commonly at restaurants, retail stores, and fuel stations. Additionally, 10.88% of visitors stayed overnight, creating direct demand for local lodging. This “trip bundling” behavior strengthens spillover impacts by linking Recoil to hospitality and retail sectors and increasing the share of visitor spending retained locally.



These spillover effects are amplified by Recoil’s central Valdosta location. Tourism literature shows that attractions positioned within dense commercial corridors capture higher secondary spending because they reduce travel friction and place visitors close to complementary goods and services such as food, shopping, and hotels. Recoil’s survey results align with this model: convenience of location was the top motivation for local visitors, and the same accessibility supports non-local guests in extending their visit into other parts of the city.

Taken together, Recoil functions as a regional 'destination node.' It draws visitors from surrounding counties, lengthens their time in Valdosta, and increases total per-trip spending beyond admissions. These dynamics are precisely the mechanisms by which recreational tourism assets enhance county-wide economic performance.

### **Tourism Leakage and Regional Spending Recapture**

Tourism leakage refers to the portion of visitor spending that leaves the local economy, typically through travel to out-of-county attractions or through purchases made with businesses headquartered elsewhere. In the absence of Recoil, many families and youth groups reported that they would travel to Tallahassee, Jacksonville, or other larger metro areas to access similar entertainment. This would shift not only admission revenue, but also restaurant, retail, and lodging expenditures outside Lowndes County.

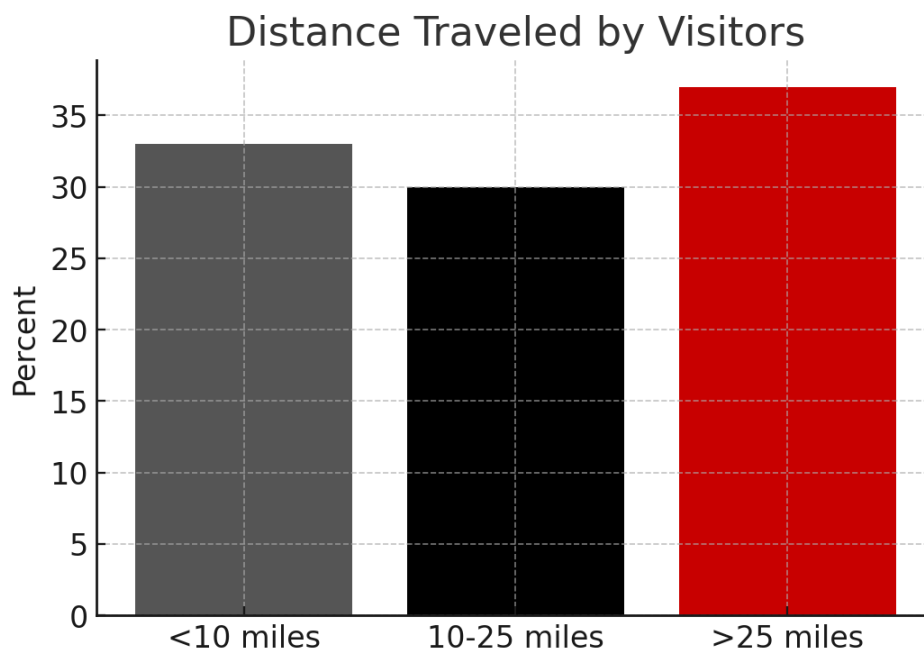
Recoil reduces leakage by providing a competitive entertainment experience centrally located within Valdosta. Families who would otherwise travel 70–120 miles instead choose a local option, keeping dollars circulating through the county's restaurants, fuel stations, retail stores, and hotels. This recapture effect explains why non-local visitors accounted for 45.68% of attendance and generated substantial spillover spending.

## Competitive Comparison: Recoil vs. Urban Air

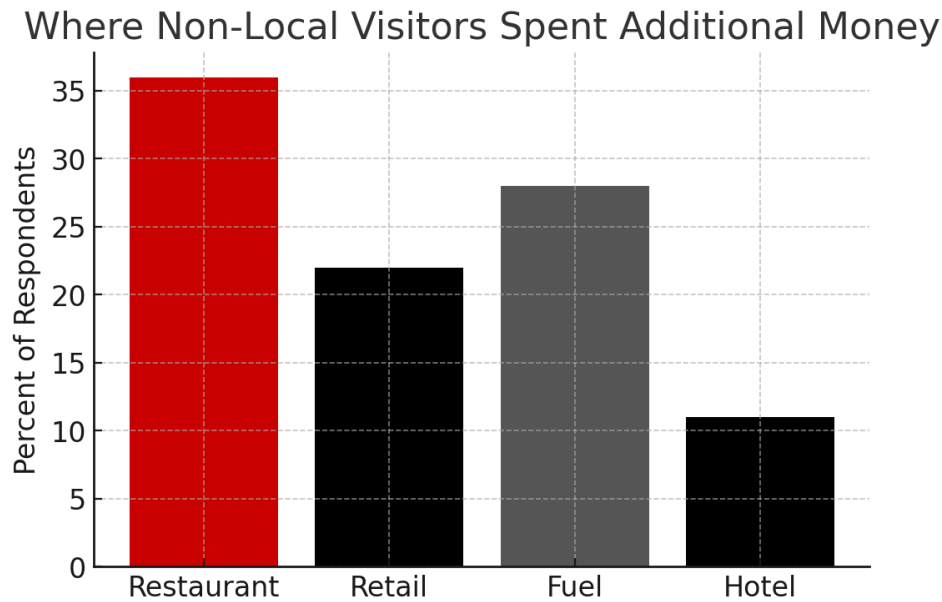
Urban Air, located in Tallahassee, operates in a larger metropolitan area and typically generates annual revenues between \$2.5M and \$4.5M depending on market size and facility offerings. Flight Adventure Park in Jacksonville serves an even larger population base with similar annual revenue profiles. Despite these competitive pressures, Recoil maintains a strong regional draw attributable to its accessibility, pricing structure, and central location within a dense commercial zone.

Survey data and spending patterns indicate that Recoil successfully competes for regional customers who might otherwise visit Urban Air. When visitors choose Recoil instead of Tallahassee, the average trip distance is shorter, increasing the likelihood of same-day restaurant and retail spending within Valdosta. Meanwhile, Urban Air's suburban placement requires additional travel time and limits spontaneous spillover spending opportunities.

### Visitor Travel Distance Distribution



## Spillover Spending Categories



## Discussion and Economic Implications

Recoil's economic importance extends beyond its annual spending totals. The park functions as a regional entertainment hub, drawing visitors from surrounding counties who would likely travel to Tallahassee or Jacksonville in the absence of a centrally located family entertainment venue. This inflow of non-local dollars reduces economic leakage and increases local revenue retention.

Location emerges as a critical factor. Survey findings indicate that 'Convenience of Location' was the most significant driver for local visitation. Centrally located recreational facilities tend to sustain higher visitation frequency and stronger per-visitor spending because they eliminate barriers related to travel time, traffic, and access. For Recoil, proximity to core retail, dining corridors, and lodging clusters amplifies its economic multiplier effect by supporting spillover spending.

If Recoil were positioned outside Valdosta's primary commercial area, visitor travel patterns—and by extension, local spending capture—would likely shift. While this report takes no advocacy stance regarding site decisions, the data demonstrate that centrality is an economic strength. Attractions located near high-density commercial zones yield higher indirect and induced impacts, benefitting surrounding businesses and increasing fiscal returns.

## Conclusion

Recoil's 2024 performance confirms that recreational attractions can play a powerful and measurable role within a county's economic structure. The venue stimulates direct spending, attracts non-local dollars, supports local jobs, and generates substantial tax revenue while enhancing the quality of life for residents. With more than \$7.3 million in total economic impact and a visitor base that consistently reaches beyond county lines, Recoil demonstrates the extent to which recreation-driven destinations can anchor a regional economy. Survey results further validate that location is the primary factor influencing visitation, reinforcing the concept that strategic geographic placement enhances tourism capture, strengthens spending retention, and boosts overall regional economic vitality. Recoil's ability to attract visitors from across South Georgia—while simultaneously circulating dollars within the local economy—positions it as a uniquely impactful asset for Valdosta and Lowndes County.

In addition to its immediate financial contributions, Recoil provides long-term value by supporting sustained commercial activity in surrounding business districts. Its presence encourages spending at restaurants, retail stores, fuel stations, and lodging establishments, creating a multiplier effect that benefits a wide range of local enterprises. The park's

consistent draw of families, youth groups, and traveling sports organizations also underscores its role as a reliable tourism generator, contributing to year-round economic stability rather than seasonal fluctuations. With strong fiscal contributions, a stable tourism pull, and proven influence on regional spending patterns, Recoil stands as a significant contributor to the long-term economic health of the community. Its continued operation within the commercial heart of Valdosta supports not only recreation but also sustainable economic growth, investment attraction, and the ongoing development of a thriving regional tourism ecosystem.

## **Appendix A: Definitions and Multipliers**

- Direct Impact: Immediate spending from payroll, operations, and admissions.
- Indirect Impact: Supply chain purchases generated by Recoil's spending.

- Induced Impact: Household spending from wages supported by Recoil-related employment.
- Output Multiplier: UGA Selig Center regional multiplier (Total: 2.0).

## **Appendix B: Survey Instrument Overview**

Survey questions focused on visitor origin, spending behavior, location importance, and travel distance. Responses from 205 participants were analyzed.

## **Appendix C: Fiscal Tables**

Total Tax Revenue (2024): \$187,324.46

- Payroll Taxes: \$54,754.36
- Sales Taxes: \$132,570.10

## **References**

University of Georgia Selig Center for Economic Growth. (2024). Regional Multipliers Database.

Bureau of Labor Statistics. (2024). Consumer Expenditure Survey.

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Cumulus Analytics Group. (2024). Valdosta Visitor Demographics Report