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**News Release: FOR IMMEDIATE RELEASE**

## **GREAT PARKS GENERATES \$138 MILLION IMPACT ON REGION, ACCORDING TO UNIVERSITY OF CINCINNATI STUDY**

A study from the University of Cincinnati Economics Center reports that Great Parks generated a total economic impact of \$138.6 million in 2024, a figure that has increased significantly over the past decade. The study further shows that the economic impact from Great Parks created more than 4,000 jobs, and that every \$1 of tax funding for Great Parks led to \$3.15 of economic activity.

“Great Parks is a major contributor to the region’s economy, and, when added to the well-known benefits the parks have on quality of life in our area, this is another important reason for continued public investment in our parks for today’s and future generations,” said Todd Palmeter, Great Parks CEO.

The study also found that Great Parks expenditures generated more than \$3.5 million in income, sales and property tax revenue for state and local governments in 2024.

[Great Parks](#) had more than 7 million visits last year, including many guests from outside the county, making it the leading regional tourist destination. Guests from outside the county spend money on food, hotels and other categories. Study authors classified this spending as “new money,” or money that would not have entered the Hamilton County economy without the presence of Great Parks. In 2024, out-of-county visitors to Great Parks generated \$47 million in total economic output for the Hamilton County economy.

Great Parks’ economic impact on the region has been growing steadily over the years. A 2020 study from the U.C. Economics Center indicated an economic impact of \$107 million, while a 2015 study from the same source found a total economic impact of \$91 million.

(Note to editors: The study is available upon request. Pictures are available [in this Dropbox folder](#).)

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### **Board of Park Commissioners**

Caren Laverty • Scott Schuster • Marcus Thompson • Melissa Wegman • Todd Palmeter, CEO  
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