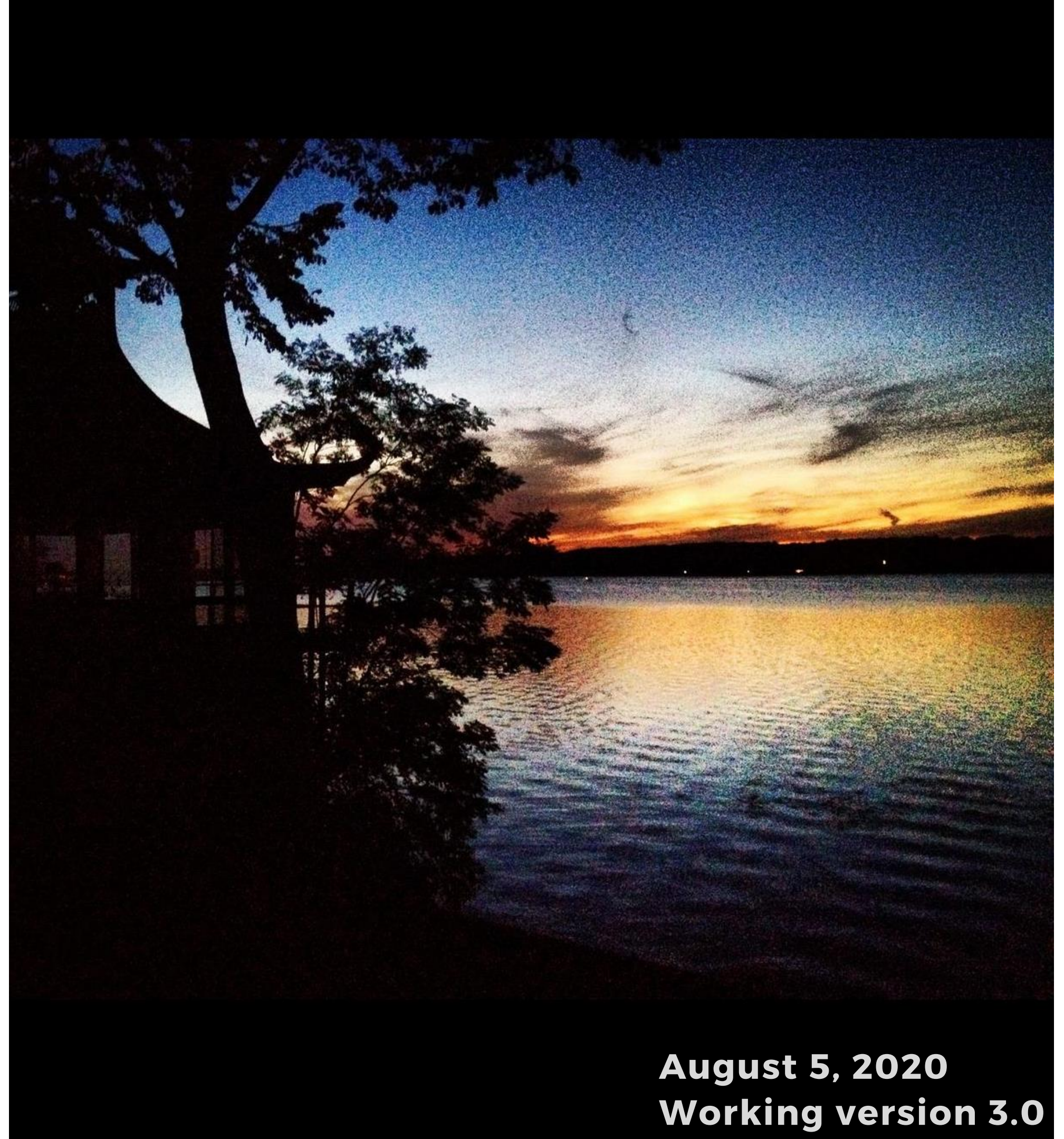


Lake Delavan Project

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and Choton Basu



August 5, 2020
Working version 3.0

What is the Value of a Clean and Healthy Delavan Lake?

02

Project Goals

Main goals and outcomes

- **Survey** – Town of Delavan events, vacation homeowners on and near the lake, and customers coming to Lake Delavan
- How the quality/cleanliness of the lake impacts their decision to vacation at the location?
- Determine home turnover around the lake – is it connected to the lake cleanliness?



Project Method

SURVEY

- Visitor/Part-time Resident Survey
- Business Survey
- Boat Pass Holders Survey
- Why I sold my House Survey
- Fireworks Visitor Survey
- AirBnB and related data

SECONDARY RESEARCH

- Research available data
- Requested data on specific properties, locations, and communities
- Interview data
- General benchmarking data
- IMPLAN and other Statistical Tools

Data Collection

- Multiple mailings
- Convenient sample used

SURVEY	DATA COLLECTION	COMMENT
Visitor/Part-time Resident	313 responses	Three waves/ mailings
Business	113 sent, 32 responses	Solid response
Boat Pass Holders	340 sent, 84 usable responses	Solid response but boat type was an issue
House Sold	20 usable responses	
Fireworks (2020)	74 usable responses	iPads with survey application used



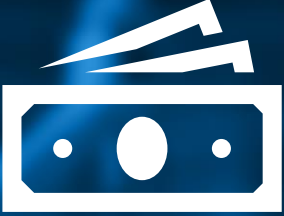
Current Economic Impact

Part-Time Residents on Delavan (City) Economy



31

Total Jobs



\$818,401

Total Wages



\$151,102

State & Local Taxes

*

Annual Economic Impact: \$2.55 MILLION

* The estimated state & local taxes generated through the temporary residents of Delavan Lake help contribute towards the local school district, which they do not utilize since they do not reside in the area permanently.

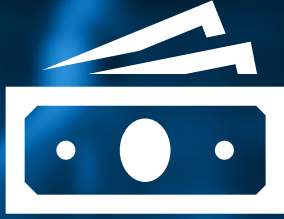
Projected Economic Impact

For extra days part-time residents stay at their property



10

Total Jobs



\$269,527

Total Wages



\$47,354

State & Local Taxes

ANNUAL ECONOMIC IMPACT: \$818,691

* The estimated state & local taxes generated through the temporary residents of Delavan Lake help contribute towards the local school district, which they do not utilize since they do not reside in the area permanently.

Why I sold my house on Lake Delavan?

Part-Time Residents



20

Responses

Reasons



- Age and Health
- Financial
- Relocation

Response Locations



- Illinois
- Florida
- Tennessee
- Maryland

- The lake and the need for healthy lake underscored by all
- Three of them relocated near water – lake or river.

Business Impact - Lake Delavan



32

Responses

Customer Profile



Most visitors in
Summer, few in Fall,
Spring and mostly from
WI & IL

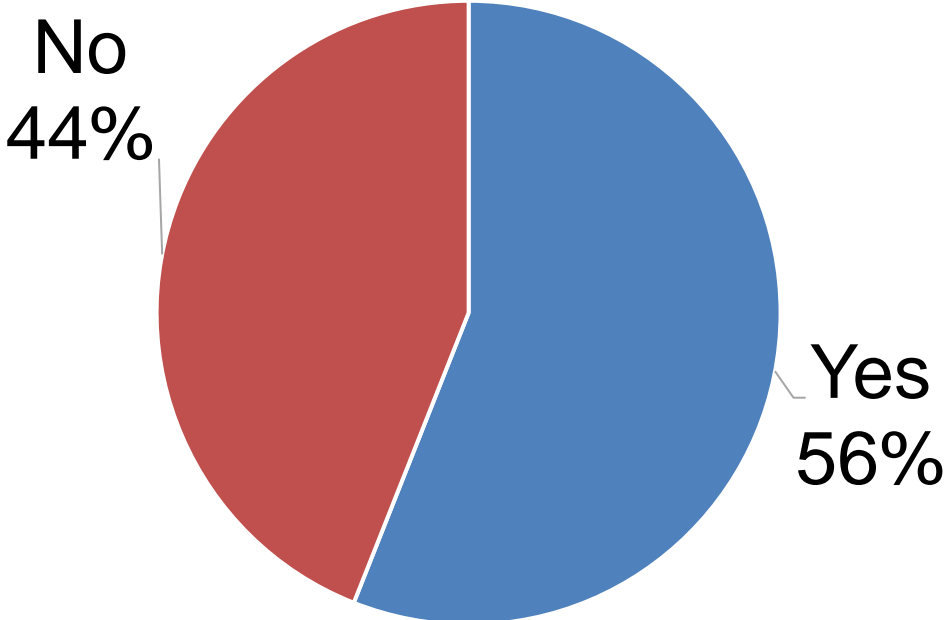
Water Quality



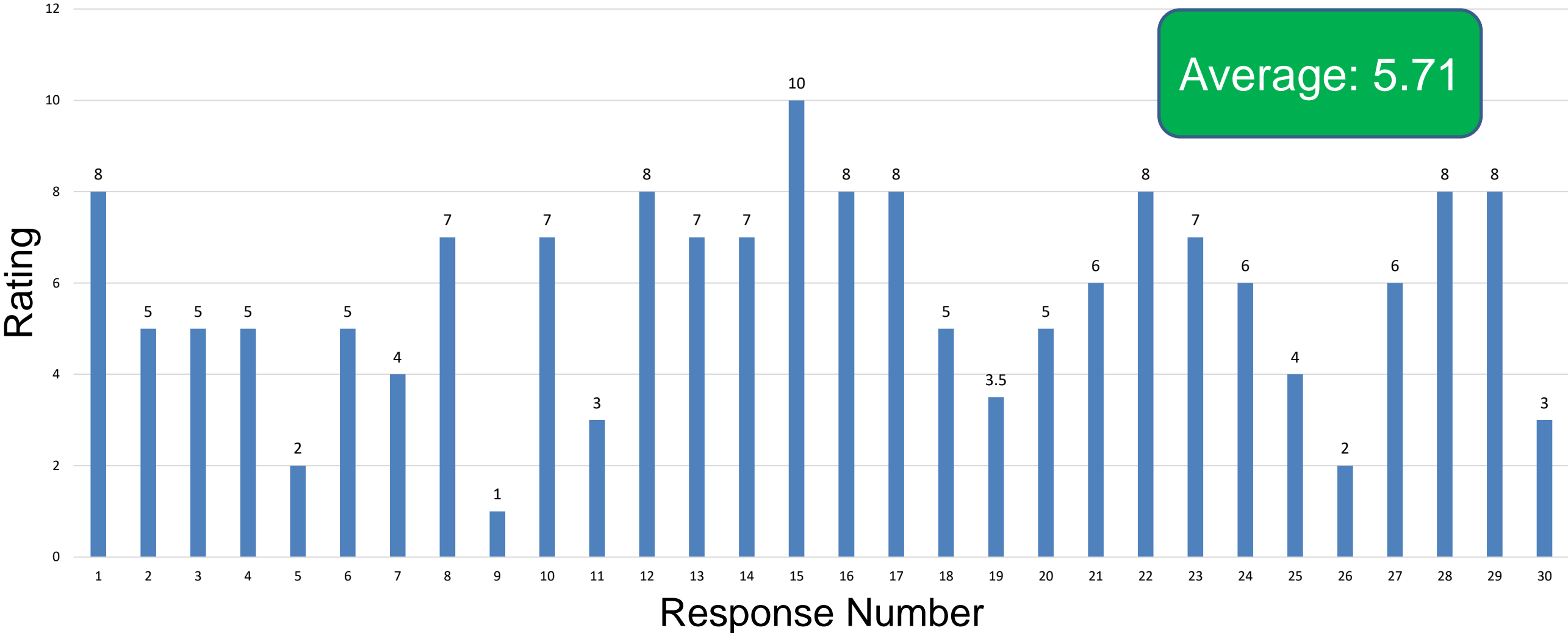
56% indicated improved
water quality will impact
their business

Business Impact – Key Findings

“Do you think Delavan Lake impacts your sales?”



On a scale from 1-10, what would you rate the water quality of Delavan Lake?



Boat Pass Holders Impact



84

Responses

Customer Profile



- WI 62% and IL 35%
- Highest Walworth County
- Mostly for Fishing (85%)

Lake Usage

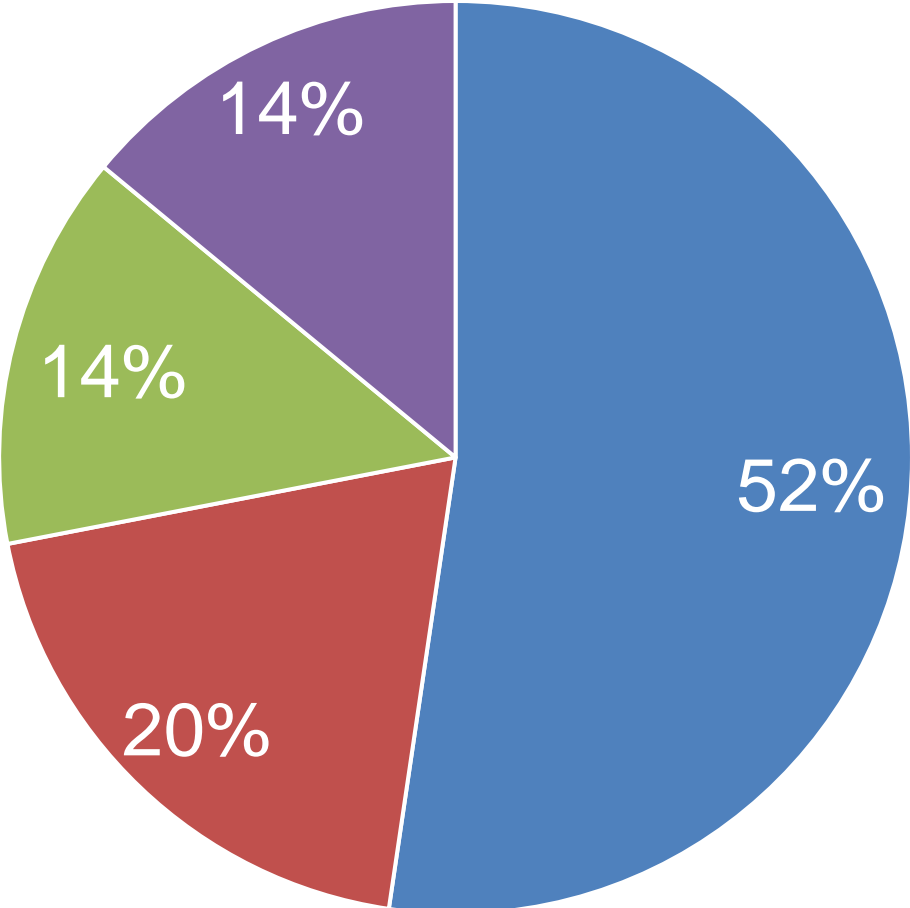


- Average use: 40 days
- Alternatives: Lake Geneva and Madison chain

- Perception is that water quality has declined. Particularly overgrown weeds and algae. Several references to "murky"
- Number one complaint is rude behavior and poor mannerisms of lake users and number two is lake water quality

Boat Pass Holders – Key Findings

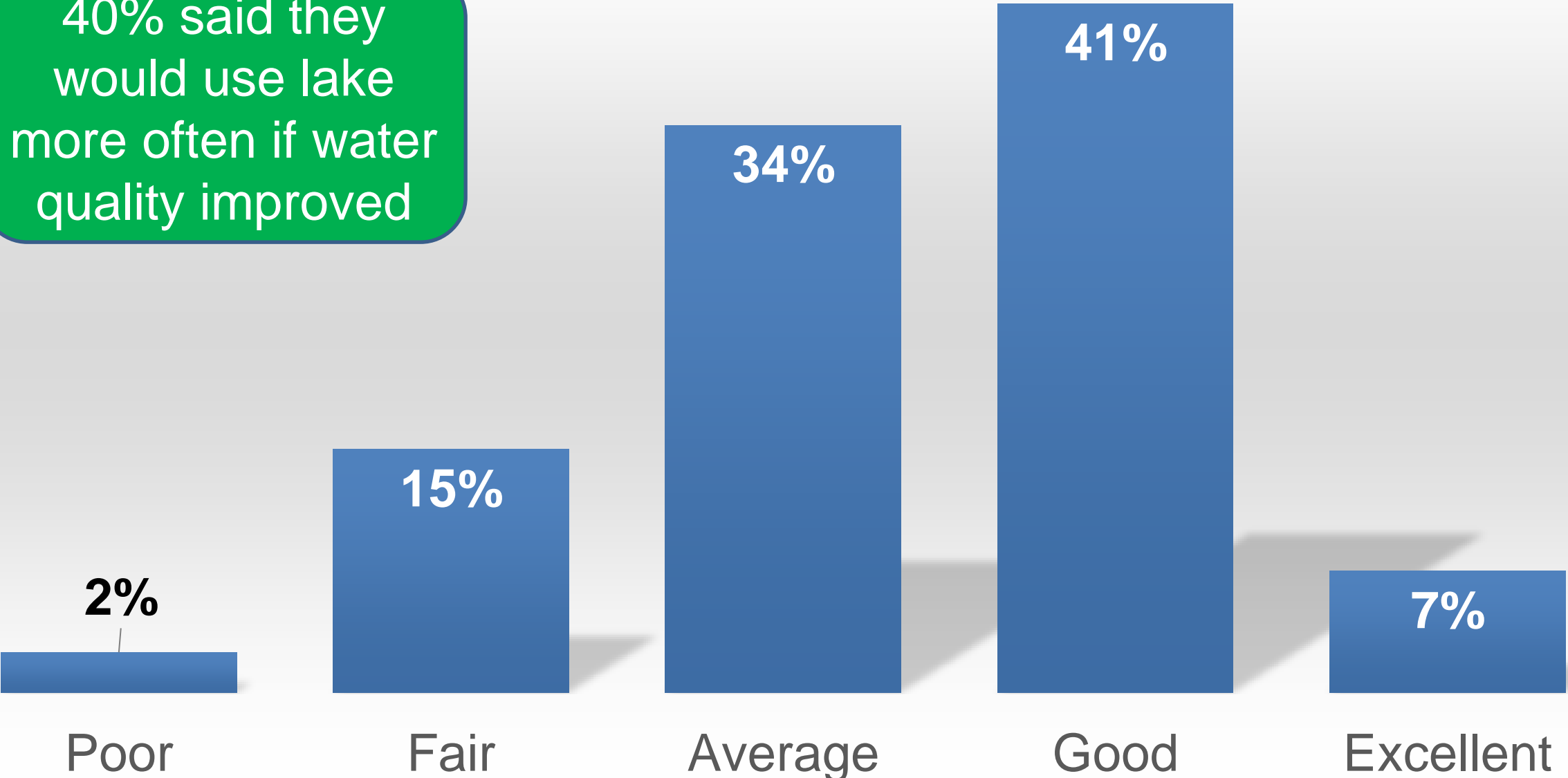
Enjoyment from Lake Delavan



- Fishing
- Convenience
- Atmosphere
- Other

Perceived Water Quality

40% said they would use lake more often if water quality improved



Fireworks Event Impact



74
Responses

Visitor Profile



- WI 66% and IL 25%
- 22.3% were from Delavan
- 61% were adults

Insights



- 44% were first time visitors
- Fireworks and atmosphere considered great

Total Jobs: 6

Annual Economic Impact: \$477,292

- **\$192,085 in labor income**
- **\$28,000 in State Taxes**

Economic Impact of the Lake lawn expansion

Towards the City of Delavan



12

Total Jobs



\$345,319

Total Wages



\$64,034

State & Local Taxes *

Annual Economic Impact: \$1,076,373

* This figure excludes the fact that these 101 new units would sell at an estimated cost of \$450,000 each, generating approximately \$10,398,960 in property taxes towards the districts within Walworth County in the state of Wisconsin.

Current Economic Impact

Part-Time Residents on Lake Geneva (City) Economy



32

Total Jobs



\$853,984

Total Wages



\$157,672

State & Local Taxes

\$2.66 MILLION

ANNUAL ECONOMIC IMPACT

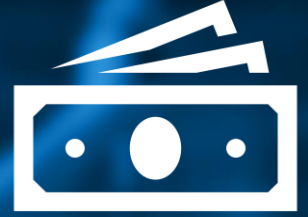
Current Economic Impact

Part-Time Residents on Elkhorn (City) Economy



71

Total Jobs



\$1.9 Million

Total Wages



\$348,192

State & Local Taxes

\$5.9 MILLION

ANNUAL ECONOMIC IMPACT

Current Economic Impact

Part-Time Residents on Walworth (County) Economy



133

Total Jobs



\$3.56 Million

Total Wages



\$656,970

State & Local Taxes

\$11.1 MILLION

ANNUAL ECONOMIC IMPACT

**Prof. Russ Kashian
Findings,
Recommendations and
Questions**



UNIVERSITY OF WISCONSIN
WHITEWATER

Fiscal and Economic Research Center