The Economic Impact of Montgomery's Riverfront Greenway Trail

CITY OF MONTGOMERY ALABAMA

The existing Riverfront Greenway Trail is approximately 3 miles, connecting Maxwell AFB Visitor Center and Riverfront Park. Bursting with the historical views and iconic landmarks of the City as well as the nature scene of the Alabama River, the trail has received approximately $1.86 million investment since 2016 and budgeted for $2.4 million investment for the north extension to be completed by 2026. The planned investment would extend another 0.6 mile north from Cypress Inlet to Shady Street Trailhead park, providing additional paved road and education programming for visitors.

Urban trails are essential infrastructure connecting people to recreational opportunities and civil services, providing valuable economic, environmental, and public health benefits to the communities they serve. Trails create safe and easy access to open space, support ecological services, promote healthy living for those who reside nearby, ultimately improving the quality of life for residents and workers. The increased foot traffic creates attraction for businesses, which in turn cultivate a more diversified range of recreational activities for trail users.



Programmed events attract thousands to Riverfront Park.

Investments in the Riverfront Greenway Trail Contribute to the Alabama Economy

$4.3 M
Total 10-year Investment

$1.9 M Completed
$2.4 M Underway

$6.6 M
One-Time Economic Impact

40
One Time Jobs Supported

$0.1 M
Total State Tax Revenue

Investing in Greenways Contributes to Social and Catalytic Impacts on a Community

Visitor Attraction

Increased visitation to the trail can promote additional economic benefits. Residents and visitors often spend money on both goods and services related to active recreational activity during their trips.

Environmental

The trail provides environmental services through adding new canopies, mitigating wildlife habitat fragmentation, and educating community members on the topic of ecological conservation.

Property Value

Trails catalyze local economic development by increasing property value. Homeowners accumulate wealth through the increased property value, which shows 3.75 – 6 percent premium near well maintained greenways.

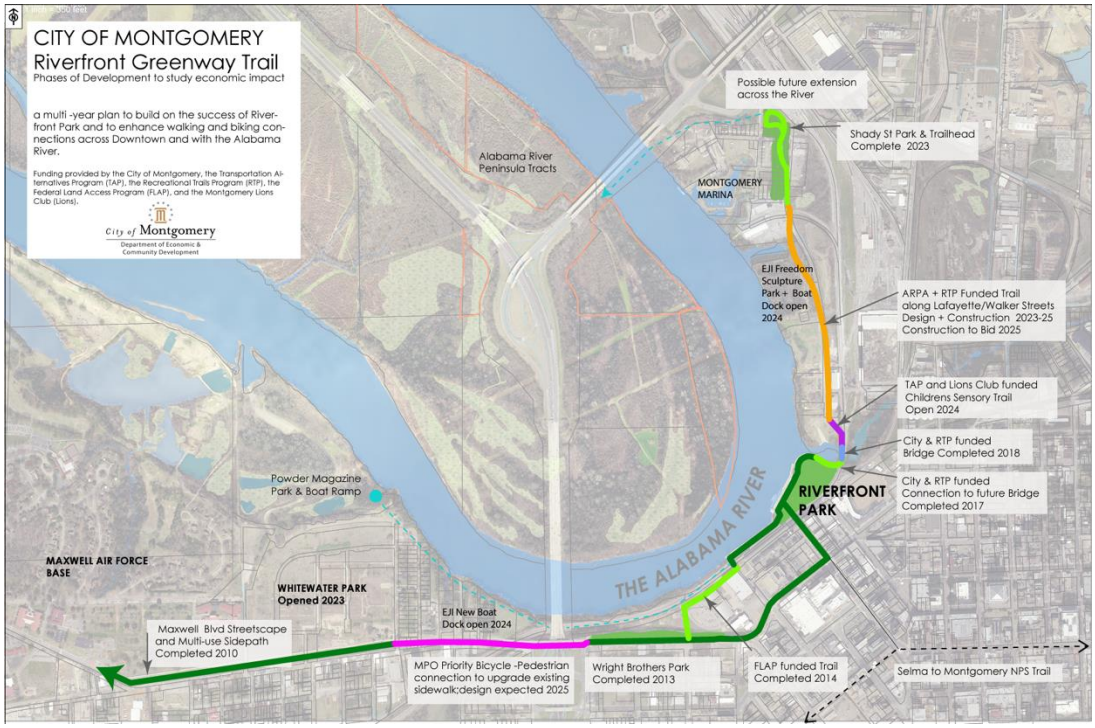
Public Health

Users of trails can enjoy a variety of health benefits, including lower incidence of cardiovascular diseases, diabetes, depression, certain cancers, and obesity. The health costs savings are potentially up to $2,010 annually.

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Riverfront Greenway Unlocks Local Economic Development Potential

The Riverfront Greenway Trail connects several popular tourism destinations in the area attracting thousands of visitations annually. Increased visitation to the Riverfront Greenway Trail promotes additional economic benefits for the City of Montgomery. Residents and visitors often spend money on both goods and services related to active recreational activity during their trips. Much of this spending can happen along the trail, increasing the profitability of the retail and restaurant businesses in proximity of the trail. The additional spending results in new employment, and associated employee compensation along with additional fiscal revenues for the state and local government.



3,000 residents within walking distance (0.5 mile)

841 businesses within walking distance

13,000 workers within walking distance

250,000 – 300,000 annual visitations to the trail

Investment in the trail and greenway attracts more residents and visitors to the city's waterfront and helps support the small businesses located nearby. Once the Riverfront Greenway is complete it will help catalyze further economic development within the community. Below shows the visitor spending impact to Alabama.

250,000 – 300,000
Annual Visitation

$4.9 - $5.9M
Annual Spending

$8.0 - $9.6M
Total Economic Impact

70-90 FTE Jobs

$2.4-$2.8M
Employee Compensation

$47K - $56k
Local Sales Tax Impact

$378k-$454K
Total State Tax Impact