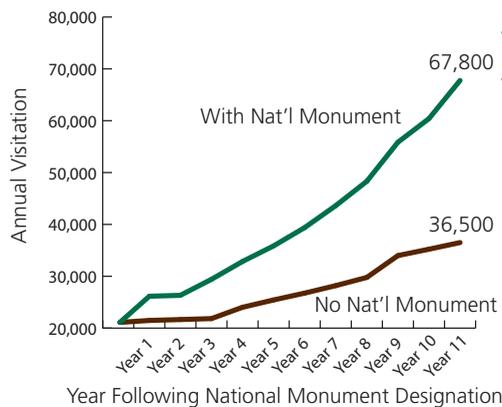


Inside the dig shelter at the Waco Mammoth Site

Proposed Waco Mammoth Site National Monument Effects of Designation on Visitation

This study compared projected visitation growth over ten years at the Waco Mammoth Site without and with a National Monument designation. Data sources included visitation trends at 15 National Park Service units similar to the site in Waco, historical trends and forecasts for the Waco Mammoth Site, and interviews with site managers, tourism promoters, and community partners. (Analysis: The Harbinger Consulting Group)

Projected Visitation Trends without and with National Monument Designation



3x Visitation growth in the first 10 years with National Monument status

22% More visitors in the first year following designation

Having the National Park Service arrowhead in our marketing mix would be a big asset. It's an exclusive, quality brand and everyone from travel writers to people driving by on I35 takes it seriously.

— Liz Taylor, Director
Waco & the Heart of Texas

We need access to professional paleontologists. Our public's ultimate expectation is active research, and the NPS could help fulfill this goal by working with our site staff, students, and volunteers.

— Raegan King, Director
Waco Mammoth Site

National Monument designation would add to community pride and propel the next phase of development at this site that already has so much community support.

— Ellie Caston, Director
Mayborn Museum, Baylor University

The Waco Mammoth Site anchors the west end of the Brazos River corridor. The more of a center of gravity it becomes, the bigger role it can play in Waco's plans to link downtown and all the attractions along the river with Bosque River trails and water taxis.

— Gayle Lacy, Board President
Waco Mammoth Foundation

Visitation Benefits of Creating a New National Monument

1 Propel growth in public visitation to augment steady growth in educational group attendance

The National Park Service "arrowhead" confers leverage for tourism promotion, a recognizable icon for highway signage, and a meaningful seal of approval for Texas, national, and international markets to put the site on par with the nation's finest public lands.

2 Accelerate private fundraising and site development

The designation would make fundraising easier and propel new momentum toward build-out of the site master plan, starting with a new outdoor adventure and discovery area that would increase appeal for educational groups and families. Other planned facilities that would boost site capacity and visitation include classroom space, interpretive center, and fossil lab.

3 Provide paleontological expertise to enable more active research

Park Service paleontologists could help fill gaps in expertise that would facilitate more active research and fossil preparation programs. Training and advising staff, volunteers, and university students to do this programming would create an additional draw for new and repeat visitation, and perhaps lead to renewed excavation at the site.



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