

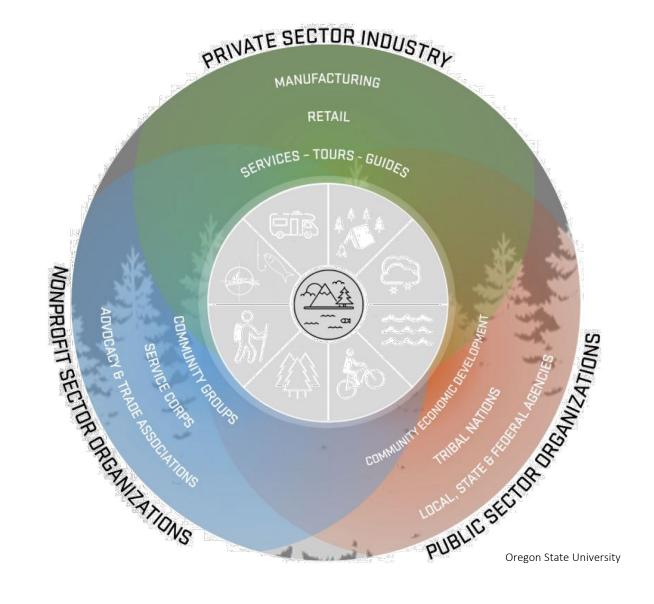


# What is outdoor recreation?

Outdoor recreation is an **experience** that combines motivations, activities, and settings to deliver **benefits** to people.

Outdoor recreation is a system of

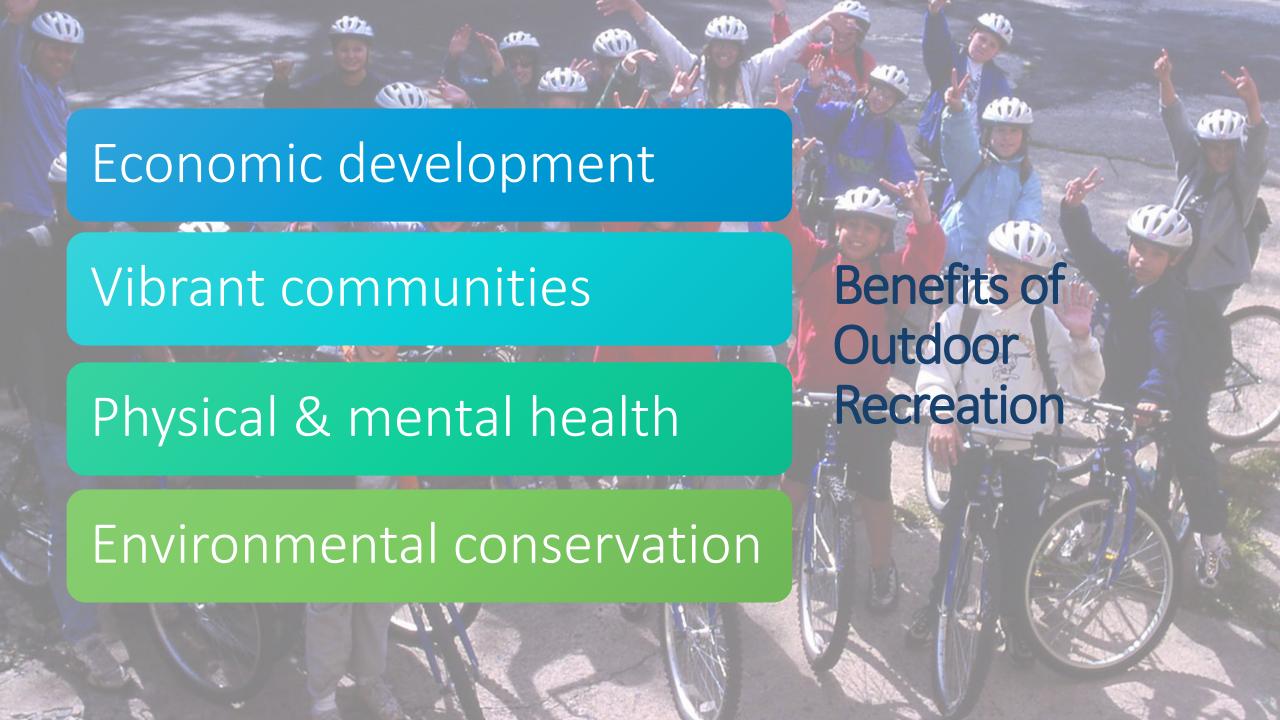
- People participating in activities
- Lands, waters, trail, facilities, etc.
- Institutions, organizations, services, goods, etc.
- Benefits and impacts



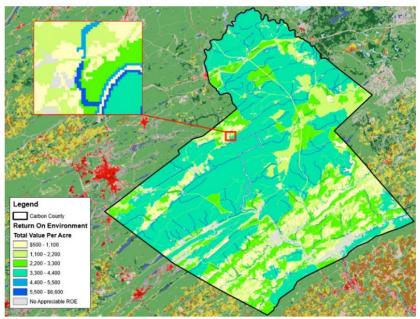


100%
Outdoor
Recreation





#### FIGURE 06 // CARBON COUNTY ROE MAP



While difficult to see from a map at this scale, the highest ROE is in green corridors along streams and creeks, with the second highest being ridges and slopes. See the map cutout.

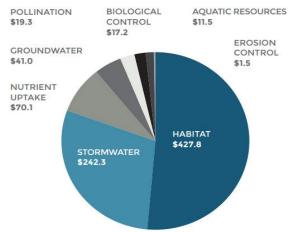


The Economic Value of Protected Open Space in Southeastern Pennsylvania

#### \$830.6 MILLION IN ANNUAL SAVINGS

#### NATURAL SYSTEM SERVICES 6

Source: Costanza et al (2006)



Lehigh Valley Return on Environmen



Lehigh Valley Planning Commission 2014

## Outdoor Infrastructure is Green Infrastructure

- Stormwater management
- Temperature regulation
- Habitat connectivity
- Air & water purification

#### Return on Environment

- Ecosystem services
- Property values
- Tourism & commercial opportunities
- Health & healthcare



• Outdoor recreation keeps us active and helps our bodies be strong and healthy.

#### Mental Wellbeing

• Outdoor recreation reduces stress and induces happiness.

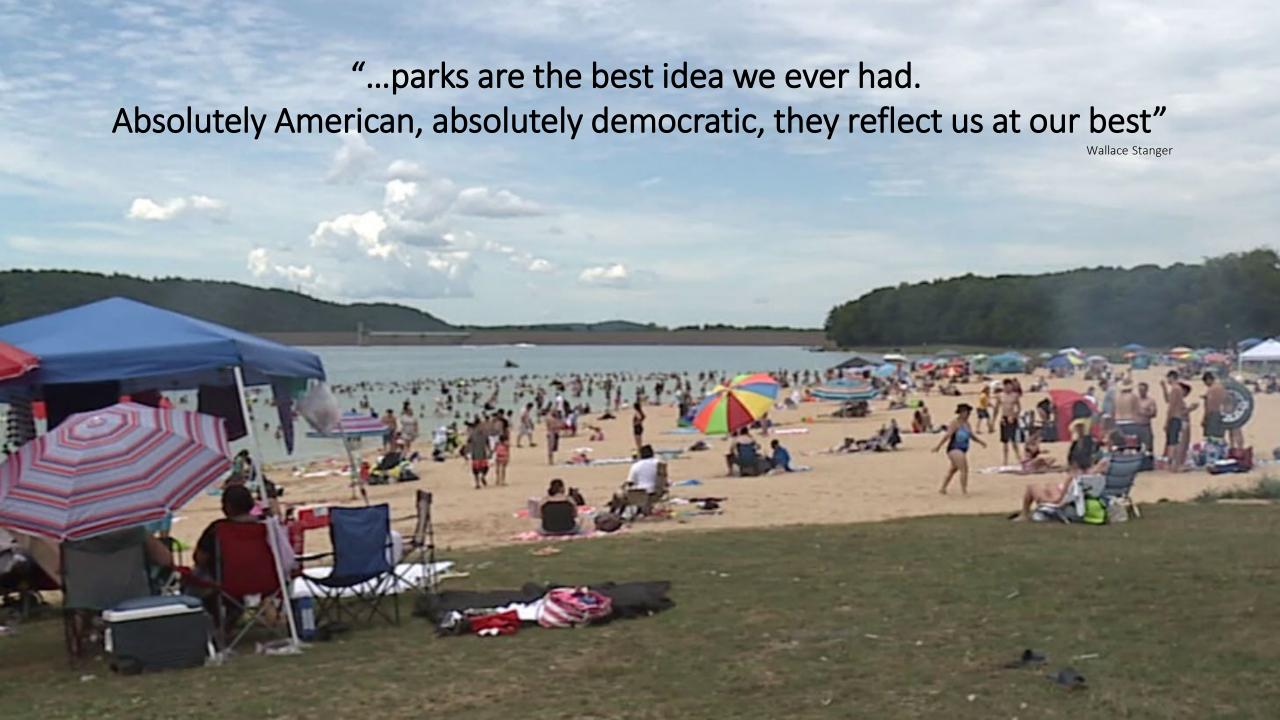
#### Public Health

• Individual benefits aggregate to create public health benefits.

#### Social Wellbeing

• Outdoor recreation connects us with each other and builds a sense of shared community.





## Macroeconomics



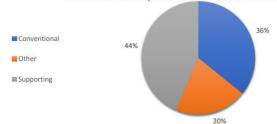


#### 2021—Pennsylvania

Value added [gross domestic product]		Employment		Compensation	
ORSA total	Share of state	ORSA total	Share of state	ORSA total	Share of state
\$13.6 billion	1.6%	151,531 jobs	2.5%	\$6.8 billion	1.4%

Value Added by Select ORSA Activity [Thousands of dollars]				
Activity	2019	2020	2021	State rank
RVing	530,383	601,746	704,840	7
Boating/Fishing	511,816	575,553	555,122	19
Hunting/Shooting/Trapping	307,121	327,553	354,052	8
Motorcycling/ATVing	333,887	302,381	304,423	6
Equestrian	210,094	199,663	223,026	8
Snow Activities	228,288	185,467	184,620	8
Climbing/Hiking/Tent Camping	121,337	129,192	166,527	9
Bicycling	122,152	147,589	141,985	5
Recreational Flying	24,280	21,312	21,341	10





Conventional ORSA activities include traditional outdoor activities, such as camping, hiking, boating, and hunting.
Other ORSA activities include those that take place outside, such as gardening and outdoor concerts.
Supporting ORSA activities are those that contribute to the core activities and include such thines as construction.

Supporting ORSA activities are those that contribute to the core activities and include such things as construction, travel and tourism, loca trips, and government expenditures.

6<sup>th</sup>

Largest OR economy in the US

1.6%

of PA's economy

\$14 billion value added to PA's GDP

150,000

FTEs employed directly in OR

## Macroeconomics



Pennsylvania's Economy (2021)	\$ Billion	% PA GDP
Agriculture, forestry, commercial fishing & hunting	\$3.5	0.4%
Mining, quarrying, and oil and gas extraction	\$12.7	1.5%
Outdoor Recreation	\$13.6	1.6%
Utilities	\$13.8	1.7%
Arts, entertainment, accommodation, food services	\$25.0	3.0%
Transportation, warehousing	\$30.9	3.7%
Construction	\$31.0	3.8%
Retail trade	\$43.4	5.3%
Wholesale trade	\$48.1	5.8%
Information	\$49.6	6.0%
Government	\$78.5	9.5%
Manufacturing	\$100.1	12.1%
Educational services, health care, social assistance	\$104.1	12.6%
Professional and business services	\$115.9	14.0%
Finance, insurance, real estate, rental, leasing	\$156.5	18.9%
All Included Industries	\$826.7	100.0%

Pennsylvania's Outdoor Economy <i>(2021)</i>	\$ Million	% PA GDP
Retail trade	\$3,837.8	28.1%
Manufacturing	\$1,819.0	13.3%
Accommodation, food services	\$1,702.6	12.5%
Arts, entertainment	\$1,414.6	10.4%
Wholesale trade	\$1,245.0	9.1%
Finance, insurance, real estate, rental, leasing	\$782.3	5.7%
Transportation, warehousing	\$740.7	5.4%
Agriculture, forestry, commercial fishing & hunting	\$369.6	2.7%
Other private sector services	\$235.6	1.7%
Construction	\$192.8	1.4%
Educational services, health care, social assistance	\$138.4	1.0%
Professional and business services	\$132.4	1.0%
Information	\$80.2	0.6%
Mining, quarrying, and oil and gas extraction	\$33.0	0.2%
Utilities	\$0.1	0.0%
State, local government	\$835.0	6.1%
Federal government	\$85.7	0.6%

## **Outdoors Communities**



Outdoor Recreation + Historic Downtown + Cultural Services = High Quality of Life

High Quality of Life = Population Growth + Employment

#### Pennsylvania Comprehensive Outdoor Recreation Plan 2020-2024 IMPLEMENTATION MATRIX

#### FUNDING AND ECONOMIC DEVELOPMENT: Elevating Outdoor Recreation

	RE	ECOMMENDATIONS AND ACTION STEPS	IMPLEMENTING PARTNERS				
1.	PI	Protect and expand public and private investments in outdoor recreation.					
	a.	Develop programs with retail businesses that enable consumers to contribute to recreation projects through donations when purchasing outdoor goods and services.	DCNR, PALTA, PPFF, APA, conservation landscapes, heritage areas, land trusts outdoor recreation businesses				
	b.	Advocate for the increase in state and local funding to ensure outdoor recreation remains a vital public service.	PALTA, PPFF, PRPS, PEC, TPL, APA				
	c.	Advocate for the reauthorization and increased funding of the federal Recreational Trails and Transportation Alternatives programs and full funding of the Land and Water Conservation Fund.	DCNR, PennDOT, PEC, RTC, TPL, PPFF, PALTA, APA, county/local municipalities, trail organizations				
	d.	Address the maintenance needs of our public outdoor recreation lands by increasing dedicated government funding and leveraging private philanthropy and strategic partnerships.	PALTA, PRPS, PPFF, DCNR, APA, county/local municipalities, private foundations				
	e.	Educate local governments and nonprofits through guides and web-based resources on how to leverage local investments for recreation and conservation initiatives like passing successful open space referendums.	PALTA, TPL, DCNR, DCED, APA				
2.	Bu	uild strategic coalitions to maximize the economic impacts of	outdoor recreation in Pennsylvania.				
	a.	Create a Pennsylvania Office of Outdoor Recreation supported by a statewide coalition to strengthen the outdoor recreation economy.	DCNR, PEC, DCED, outdoor recreation businesses				
	b.	Create regional coalitions with community leaders, tourism agencies, and businesses to strengthen outdoor towns and destinations.	DCED, DCNR, PennDOT, PCA, PEC, NPS, Landforce, heritage areas, conservation landscapes, DMOs (TPAs) county/local municipalities				
	c.	Support the creation of friends groups and strategic coalitions to assist local communities in protecting and enhancing local outdoor recreation resources.	PRPS, DCNR, county/local municipalities, conservation landscapes				
3.	Ma	Market Pennsylvania as an outdoor recreation destination.					
	a.	Create a branding strategy for Pennsylvania's outdoors and provide consistent messaging about the state's outdoor assets.	DCED, DCNR				
	b.	Increase collaboration, data-sharing, and funding among state agencies, and develop campaigns to position Pennsylvania as an international outdoor recreation destination.	DCED, DCNR				
	c.	Improve marketing and messaging to reflect the diversity of outdoor recreation participants and activities.	DCED, DCNR, DMOs (TPAs)				
4.	Demonstrate the benefits and impacts of nature-based solutions to addressing community needs.						
	a.	Demonstrate the value of investing in green infrastructure to create more resilient and sustainable recreation facilities that will support multiple community needs.	DCNR, DEP, PDE, PALTA, PEC, TPL, Landforce, APA, county/local municipalities				
	b.	Provide technical assistance to communities on how to retain and attract residents and businesses using outdoor recreation assets.	PEC, DCED, DCNR, heritage areas, conservation landscapes				
	c.	Create a rapid response fund that would facilitate resources and grants for emergency repairs of outdoor recreation amenities due to severe weather events.	PRPS, PALTA, RTC, PEC, DCNR				

#### Create a Pennsylvania Office of Outdoor Recreation supported by a statewide coalition...

- Backbone or coordinating entity
- Aligning strategies, resources, and policies
- Outreach, engagement, coordination

Conservation & Stewardship

Economic & Recreation Development

Inclusion, Diversity, Equity & Access

Healthy & Thriving People & Communities

Knowledge,
Professionalism &
Capacity Building



