

ECONOMIC BENEFITS OF PUBLIC LANDS

AND THE VALUE OF DIVERSITY

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While public lands, national parks, monuments, trails and historic landmarks preserve history and culture, they greatly contribute to our economy. By protecting public lands, diversifying the workforce and heritage of parks, we ensure and protect a great economic asset to this country.



consumer spending
annually generates

\$887 BILLION



7.6 MILLION JOBS

are supported by the outdoor
recreational economy

IMPACTS ON GATEWAY COMMUNITIES

Communities that are adjacent to National Park Systems, referred to as gateway communities, benefit from the nearby public lands. These communities often expand after a monument designation occurs, they help create jobs, increase revenue, and expand businesses.

- In 2007, all businesses near the Great Allegheny Passage (GAP) trail attributed to a revenue of \$32,614,703 and distributed \$6,273,927 in wages.
- A study of Maryland's Northern Central Rail Trail found the state received \$303,000/year in trail-related tax income while the trail's management and maintenance costs were \$192,000/year.
- Since the Katy Hiking and Biking Trail opened in Marthasville, Missouri, more than a dozen new businesses have opened. The western half of the trail generates \$3 million annually in local revenue.

LACK OF DIVERSITY IN PUBLIC LANDS

Access to economic benefits from public lands has been historically limited to communities of color. This is exemplified in the lack of representation within jobs.

80%

More than 80% of the
National Park Service's
employees are white.

VALUE OF DIVERSITY

- Monuments dedicated to diverse cultures are beneficial for moral and economic reasons. For example, the Selma to Montgomery National Historic Trail has generated \$38.3 million and serves to commemorate the fight for racial justice.
- Increase representation of underrepresented histories encourages increased representation of underrepresented visitors.

Sources:

- Center for American Progress, Parks for All Report 2016. Better Reflecting Our Country's Growing Diversity, 2014
- The Pew Charitable Trusts, Selma to Montgomery 2017
- National Park Service (DOI) Agency Report, 2016