



**TRUST FOR
PUBLIC
LAND™**

Connecting everyone to the outdoors™

Parks Plus: Economic Vitality

Session 1: Parks as Drivers of Economic Prosperity

November 6, 2024

Trust for Public Land is a national nonprofit, working to create parks and protect land for people, ensuring healthy, livable communities for generations to come.

**We believe in
OUTSIDE FOR ALL**



Community is at the center of all we do.

Communities that place a high value on outdoor access for all are



HEALTHIER



MORE RESILIENT



MORE EQUITABLE



10-Minute Walk[®] Mission: Closing the Park Equity Gap

Present day inequities in park space and outdoor access are often the result of decades of problematic policy decisions.

Our mission is to address policies and gaps that have left communities behind.

Communities of Practice Fall/Winter 2024-25



Parks Plus: Economic Vitality

Highlight strategies to leverage the role of parks to boost economic development

Today: Nov. 6



Park Equity Policy Incubator

Workshopping policy mechanisms that help promote equitable access to parks

Next session: Dec. 4



Connecting People to Parks

Examining quality, perceptions and other considerations to enhance equitable access

Next session: Dec. 5



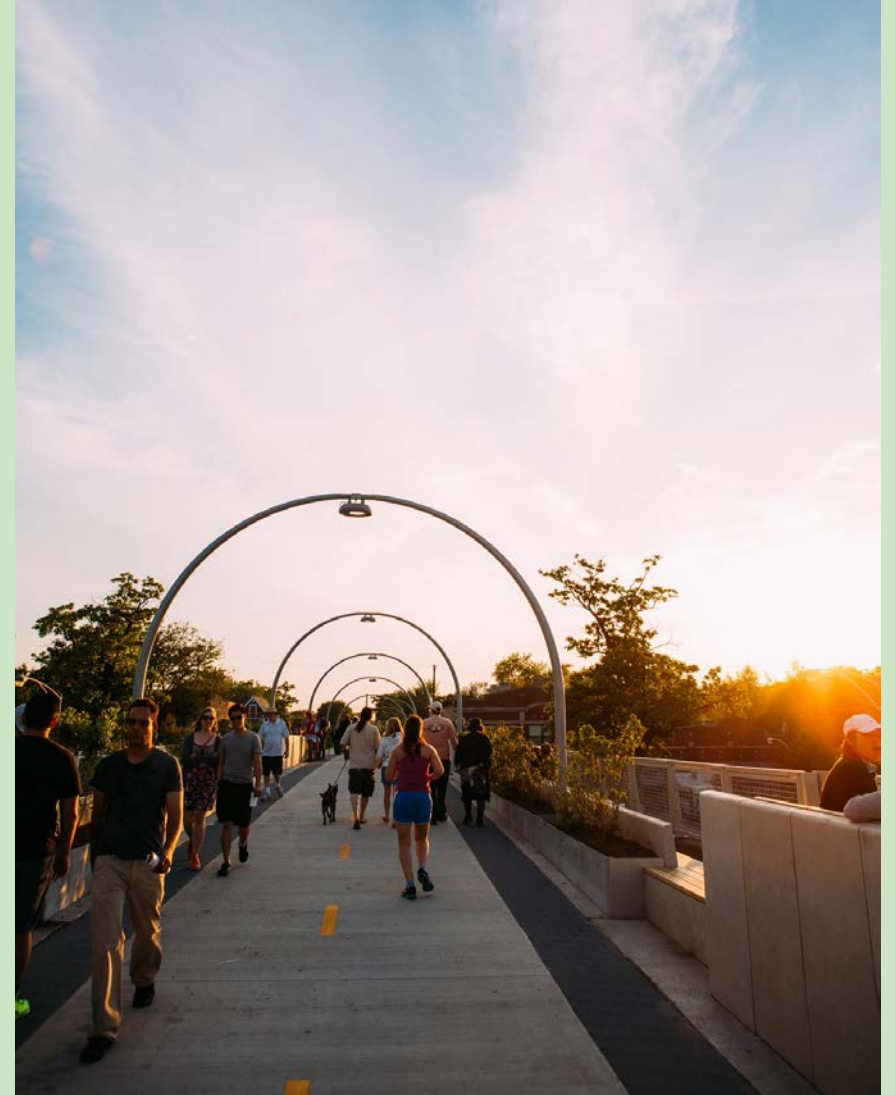
Activating Spaces

Examining best practices and policy to support programming and stewardship

Upcoming 2025 dates

Series Dates & Topics

- **November 6-** Parks & Prosperity: Drivers of Economic Vitality
- **January 15-** Mobilizing Parks as Employment Magnets
- **March 5-** Making Spaces into Places
- **May 7-** Stimulating Tourism & Local Economies
- **July 9-** Parks Beyond Boundaries: Strategies for Inclusive Growth



Parks & Prosperity: Drivers of Economic Vitality



Connecting everyone to the outdoors™

Parks Contribute to "Tier 1" Issues

- Parks and green spaces rank high when it comes to perceptions of **quality of life and place**.
- Across the U.S, city park systems **generated nearly \$218 billion in economic activity**.
- **84% of U.S. adults seek high-quality parks** and recreation when choosing a place to live.



Parks & Conservation Economics

- How do people value parks, conserved lands, trails, and outdoor recreation?
- How do these spaces contribute to economic development?
- What benefits and savings (or ecosystem services) does nature provide in these spaces?

Employment & Wage Opportunities

- Creates jobs in specialized trades; manufacturing; transportation and warehousing; finance; insurance; advertising; professional and technical services
- Supports existing businesses with new clientele and increased economic activity



Benefits to Local Businesses

- Key is to balance growth while honoring and maintaining community character
- Outdoor recreation access encourages businesses to locate in nearby areas (either new or by expanding)
- Nearby trails can also increase job opportunities, such as retail, accommodations, tour guides, equipment manufacturing, wholesale, and more



Enhanced Property Value

- Homes near parks and trails are frequently higher value than comparable homes located elsewhere
- An increase in property values generally results in increased property tax revenues
- The magnitude of the benefit (both its value and distance the home is from the park) depend on the quality and size of the park



Tourism

- Parks, trails, and recreational facilities attract non-residents to the area, spending dollars that otherwise may not be in the area
- Sports Tourism in particular generates significant economic impacts; across the US in 2021, Tourism Economics and Sports ETA estimated \$39.7 billion in direct spending due to tournaments



Outdoor Recreation Spending

People spend money on outdoor sports, recreation, and exercise equipment in order to participate in outdoor recreation activities

Retail trade was largest contributor to US outdoor recreation value-added, followed by arts, entertainment, recreation; accommodations; and food services

Using parks to grow

inclusive

cohesive

resilient

thriving

healthy

safe

happy

equitable

sustained

cities, towns, and communities.

We have a detrimental Park Equity Divide across the U.S.

1 in 3 U.S. residents

– including almost **40% of all children** in the U.S. –

lacks access to a close-to -home park.

This increases significantly when we consider factors such as quality, use, safety, and inclusion.



Addressing the Park Equity Divide:

1. Building community-driven, maximizing parks
2. Resources and support to ensure enabling environment for parks
3. Research & case-making to support practice and advocacy

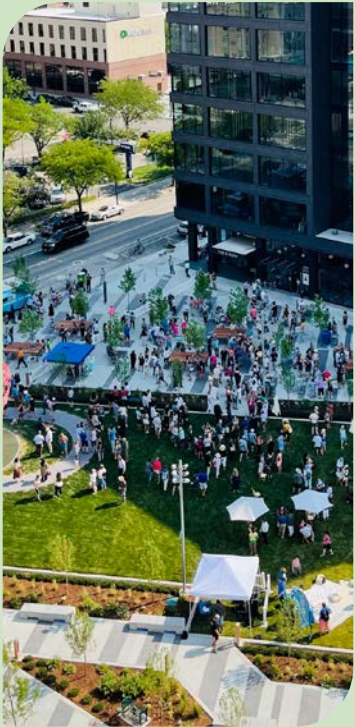




From case-making to changing policy & practices

PARKS: THE HIDDEN ECONOMIC ENGINE OF CITIES

After analyzing parks investments and economic vitality in five U.S. cities – Boise, ID; Plano, TX; Minneapolis, MN; Boston, MA; and Atlanta, GA – Trust for Public Land (TPL) found that investment in **public green space offers a multi-sector economic boost that benefits residents, city leaders, developers, businesses, and philanthropists.**



1

Boosting the economy

Cities that spend 3-6x more on parks see higher job growth and development rates.

2

Attracting a diverse workforce

Job growth rate between 2011 and 2021 in each of the five cities was at-par or higher than the national average.

3

Catalyzing development

Housing and office development were being delivered at faster rates than the nation overall in the five cities.

READ THE REPORT



Q&A



Breakout Rooms

20 minutes

- From today's presentation, what strategy or tactic is most relevant to your city in leveraging parks as an economic driver?
- What are diverse ways that parks contribute to economic development?
- What challenges have you come across regarding parks as economic development?
- When thinking of parks and economic vitality, is there a project or peer city that comes to mind for you? As inspiration?



Welcome Back!

Please share your feedback in the exit ticket.



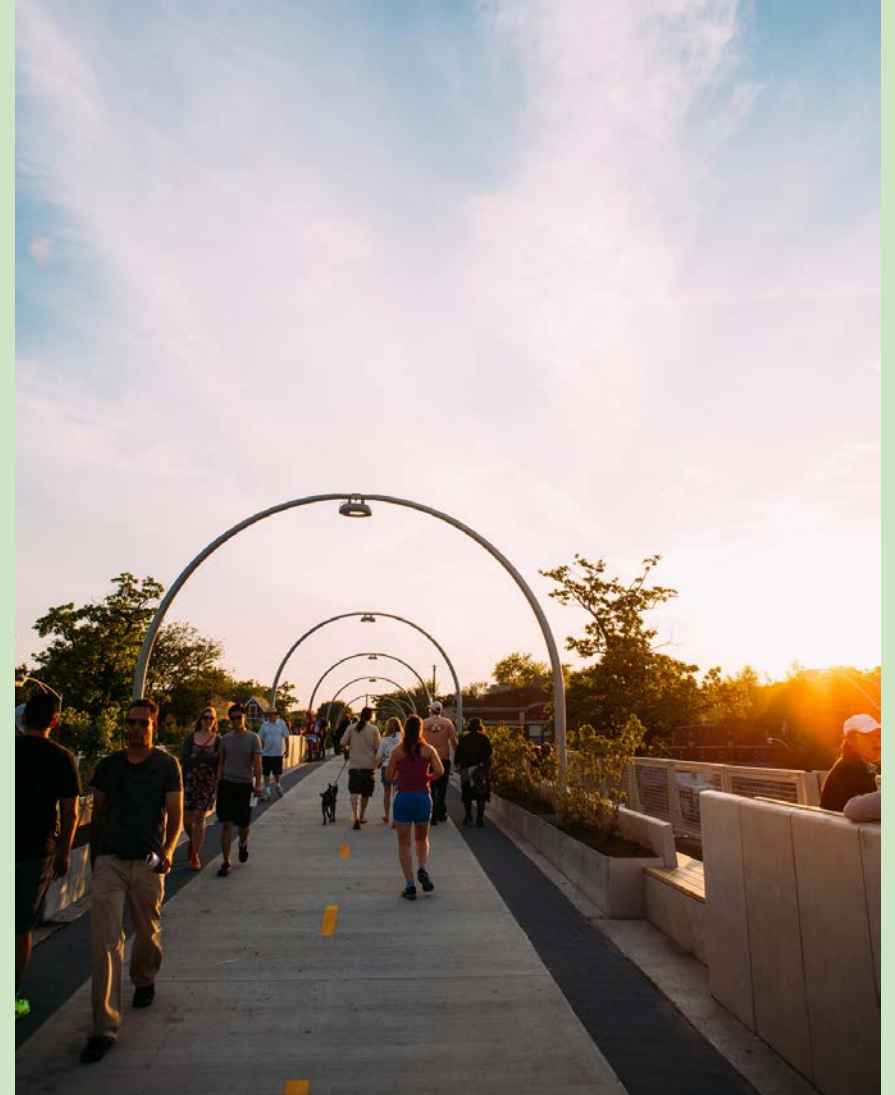
Closing Reflection

What is one key takeaway or surprising example from today that is applicable to your work?



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Since 1972, TPL has protected 4 million acres of public land; created 5,364 parks, trails, schoolyards, and iconic outdoor places; raised \$93 billion in public funding for parks and public lands; and connected nearly 9.4 million people to the outdoors.

To learn more, visit tpl.org.

Connecting everyone to the outdoors™

Thank you!

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