

FLORIDA FOREVER COALITION

FLORIDA FOREVER MAKES DOLLARS AND SENSE: THE ECONOMIC IMPACT OF PUBLIC LAND PRESERVATION

JOBS IN FLORIDA

- Hunting, fishing and wildlife watching supported 120,000 jobs in 2007.¹
- 20,100 jobs were generated as a result of Florida state parks.²
- In 2006, the state's forest products and cattle ranching industries generated \$9.8 billion and supported a minimum of 195,000 jobs. Florida Forever has helped preserve 158,700 acres of working agricultural lands.³
- For every 1,000 people attending a state park, the total direct impact on the local community is more than \$43,400.⁴
- One study found that the St. Marks Trail in Wakulla/Leon County generated \$1,873,400 annually, and that the average visitor spent \$11.02 per visit, primarily at local restaurants.⁵

REVENUE IN FLORIDA

- A 2008 economic study found that coastal wetlands in the U.S. are estimated to provide \$23.2 billion a year in storm protection services.⁶
- In 2007, more than \$70 million were contributed to general revenues in the form of state sales taxes as a result of the state parks' operations.⁷
- Based on Fiscal Year 2007/2008 data, the Florida state park system had an overall direct economic impact of more than \$1 billion on local economies throughout the state.⁸
- Hunting, fishing and wildlife watching generated about \$6.8 billion in retail sales, nearly \$706 million in state and local taxes, and had an overall economic impact of about \$11.6 billion.⁹
- The Babcock-Webb Wildlife Management Area in Charlotte County is estimated to generate over \$100,000 per year in entrance fees alone.¹⁰
- A study of economic benefits of conservation lands found that one 825 square mile stretch of Florida wetlands has a total annual value of land use between \$145-\$315 million in direct (camping, fishing, grazing, etc.), indirect (air quality, water supply, crop pollination, etc.) and passive uses (protecting rare or endangered species).¹¹
- A study of ten Florida conservation areas found they generated \$1.8 billion annually in ecosystem services.¹²
- Florida Forever has protected more than 70,000 acres within coastal watersheds and 6,600 acres of fragile coastal resources. In 2005, Florida's coastal counties contributed almost \$562 billion in direct revenue, 79 percent of Florida's economy.¹³

REAL ESTATE IN FLORIDA

- In densely populated areas of Leon and Alachua counties, a report found single-family homes were worth \$14,400 and \$8,200 more, respectively, if they were within 100 feet of natural areas.¹⁴
- In Leon County, vacant property within 100 feet of natural areas commanded a premium of \$31,800. The study estimated that the collective impact on land values in Leon County was \$159 million.¹⁵
- An increase in open space from zero to ten percent will increase the value of property on average by 3.5%.¹⁶
- A study of Collier and Lee County homes located within one mile of natural open spaces showed that they received a total property value premium of \$130 million.¹⁷

OUTDOOR RECREATION IN FLORIDA

- Fishing and hunting account for more than \$8 billion and wildlife viewing for more than \$5 billion. Direct recreational expenditures on retail sales were estimated to be almost \$8 billion, while state and local taxes were estimated at more than \$800 million.¹⁸
- Nature-based activities were enjoyed by 65 percent of Florida tourists in 2007.¹⁹
- Trails provide substantial returns on investments. For example, in Dunedin, store vacancy rates went from 35 to zero percent after the Pinellas Trail was routed through town in 1990.²⁰
- 92% of Florida's tourism industry leaders agree or strongly agree with the statement that "the conservation of Florida's natural and historical assets is necessary for the long term success of my business."²¹
- U.S. Fish and Wildlife Service estimates anglers generate \$4.3 billion on fishing-related activities. Wildlife-viewing activities generate more than \$3.1 billion, and hunting an additional \$377 million. This makes outdoor recreation an \$8.1 billion industry.²²
- Consumers spend a daily average of \$79 for fishing, \$25 for camping, \$40 for wildlife viewing and \$35 for hunting.²³

FLORIDIANS WILLING TO PAY FOR LAND CONSERVATION

- On average, Floridians are willing to pay \$59-\$79 annually per household to restore the Everglades.²⁴
- On average, residents in parts of Northeast Florida are willing to pay \$44 annually per household to acquire land to protect water quality and quantity.²⁵
- 67% of Floridians support continued legislative funding for Florida Forever.²⁶
- Since 1988, Floridians have passed 78 ballot initiatives in support of land conservation.²⁷
- 63% of Floridians said they would be more likely to vote for a legislator if they support continued funding for Florida Forever.²⁸



- U.S. Department of the Interior, Fish and Wildlife Service, and U.S. Department of Commerce, U.S. Census Bureau 2008. *2006 National Survey of Hunting, Fishing, and Wildlife-Associated Recreation – Florida Report*. Washington DC
- ² The Nature Conservancy, 2009, “Economic Benefits of Land Conservation: A Case for Florida Forever 2009”
- ³ The Nature Conservancy, 2009, “Economic Benefits of Land Conservation: A Case for Florida Forever 2009”
- ⁴ Florida Department of Environmental Protection. 2008. “Florida State Park Economic Impact Assessment for Fiscal Year 2007-2008.” Tallahassee, FL.
- ⁵ Roger L. Moore, et al. “The Impacts of Rail-Trails: A Study of the Users and Property Owners from Three Trails,” Washington, DC: National Park Service with the Pennsylvania State University, 1991.
- ⁶ Costanza, R., O. Perez-Maqueo, M. Luisa Martinez, P. Sutton, S.J. Anderson, and K. Mulder. 2008 [http://www.uvm.edu/giicc/publications/Costanza et al. Ambio hurricane 2008.pdf](http://www.uvm.edu/giicc/publications/Costanza%20et%20al.%20Ambio%20hurricane%2008.pdf) The Value of Costal Wetlands for Hurricane Protection. Ambio Volume 37
- ⁷ Florida Department of Environmental Protection. 2008. “Florida State Park Economic Impact Assessment for Fiscal Year 2007-2008.” Tallahassee, FL.
- ⁸ The Nature Conservancy. 2009. “Economic Benefits of Land Conservation: A Case for Florida Forever 2009” Tallahassee, FL
- ⁹ U.S. Department of the Interior, Fish and Wildlife Service, and U.S. Department of Commerce, U.S. Census Bureau 2008. *2006 National Survey of Hunting, Fishing, and Wildlife-Associated Recreation – Florida Report*. Washington DC
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- ¹³ The Nature Conservancy, 2009, “Economic Benefits of Land Conservation: A Case for Florida Forever 2009”/Monterey Bay Aquarium Research Institute 2008. “Florida’s Ocean and Costal Economy: Phase II” Florida Oceans and Costal Council
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- ¹⁵ The Trust for Public Land. 2004. E. Moscovitch, (2004). “Open Space Proximity and Land Values.” Prepared by Cape Ann Economics.
- ¹⁶ Kroeger, T. 2008. Economic Benefits of Conserving Natural Lands: Case Study. Collier County Pine and Swamp Lands, Florida. Prepared for the Doris Duke Charitable Foundation. Washington, DC: Defenders of Wildlife
- ¹⁷ Kroeger, T. 2008. Economic Benefits of Conserving Natural Lands: Case Study. Collier County Pine and Swamp Lands, Florida. Prepared for the Doris Duke Charitable Foundation. Washington, DC: Defenders of Wildlife
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