



NATURE-BASED PLACEMAKING

A Local Leadership

Economic Development Imperative?!?!

Introductions

1. Who Is In Attendance

1. Name and Title
2. The community and organization you represent
3. Why did you choose to attend this educational session?

2. A Little About the Pennsylvania Downtown Center

1. PDC – The Organization
2. Your Presenter

Session Learning Objectives



1. Creating an awareness of the concept of Nature-Based Placemaking (NBP).
2. Why NBP is important to your community
3. Determining if NBP is a good fit for your community.
4. What you, as a community leader, can do to support NBP.

What is NBP?

Let's Start with Basic Placemaking...

“As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, Placemaking inspires people to collectively re-imagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, **Placemaking refers to a collaborative process** by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, **Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities** that define a place and support its ongoing evolution.”

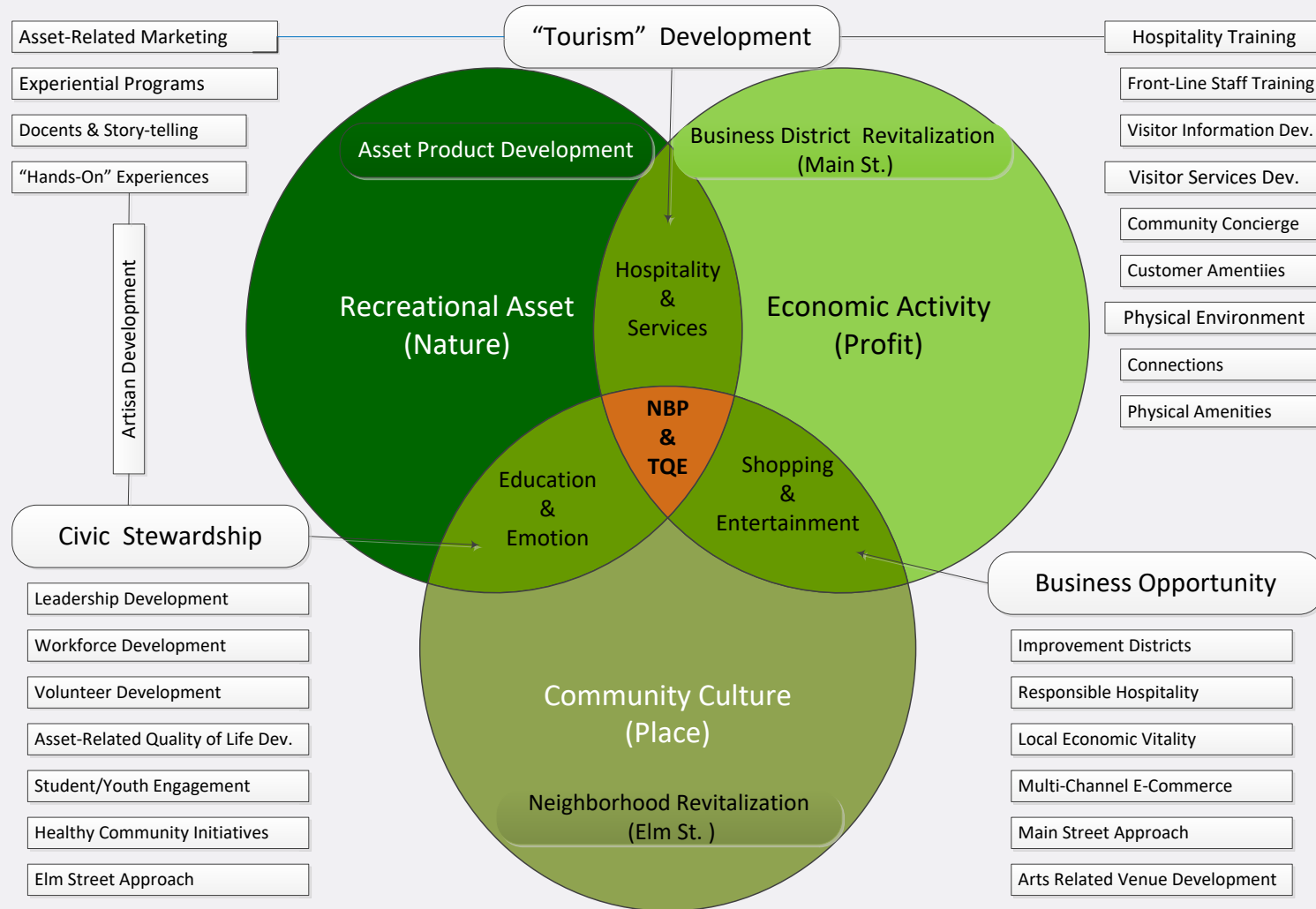
Project for Public Spaces



So What is NBP?

...an *evolving*, integrated theory that utilizes a community's natural, outdoor recreational resources (its NBP assets) and the recreational activities associated with those resources, to maximize the potential economic and quality of life impact of those activities on the community(ies) involved.

Nature-Based Placemaking (NBP) & the Total Quality Experience 2015-09-13



THE COLLECTIVE IMPACT MODEL





How Did NBP Evolve?

- Trail Towns
- River Towns
- PA Lake Communities
- Conservation Landscapes
- State and Federal Heritage Areas
- National Parks & Forests
- State Parks & Forests

The “Program” Dilemma...

For many people, the
term program
implies...????

STATE FUNDING

**You can't have a
"Program" for each
asset type..**

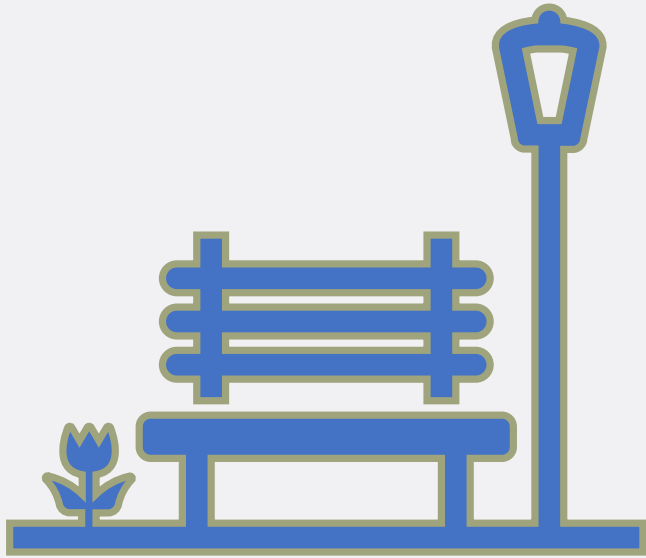
Trail Town Program

River Town Program

Lake Town Program

Forest Gateway Program

"Ad Nauseum" Program



All trying to Accomplish the Same Thing...

...Capitalize on the quality of life and economic opportunities for their towns (**Places**) represented by outdoor recreation (**Nature**) assets.

NATURE-BASED PLACEMAKING

So...

- DCNR contracted with PDC in 2011 to develop the concept of Nature Based Placemaking (NBP).

And the result
was..



Nature-Based PLACEMAKING

A HANDBOOK FOR UTILIZING A COMMUNITY'S NATURAL,
OUTDOOR RECREATIONAL RESOURCES TO CREATE A
TOTAL QUALITY EXPERIENCE AND SUPPORT LOCAL
COMMUNITY AND ECONOMIC DEVELOPMENT

Then...

- **DCNR contracted with PDC in 2015 to test the concept of NBP and undertake pilot projects in four communities...**
 - Allegheny-Clarion Valley
 - Clearfield
 - Connellsville
 - Quakertown

What is the Current State of NBP?

- Handbook has been well-received.
- **Concept is sound** – A “Main Street Transformative Strategy.”
- Economic **impact is often seasonal** - problematic
- Greatest opportunities in “traditional economy” communities – **requires attitudinal change.**
- **Whole community buy-in** is necessary - **CRITICAL**
- Still no formal “program” – DCNR or DCED?
 - *No money often equals no sustained interest*

Where is NBP Headed?

- In the short term – dedicated state-level program funding is unlikely.
- Use of existing DCED and DCNR programs is the best short-term answer.
- PDC will continue to advocate for a dedicated state funding program.
- PDC will develop a short-term, PDC-based NBP designation process.
- Designation of “many” NBP communities unlikely.
- Designated programs will be the “cream of the crop.”
- PDC will seek/develop “non-state” financial support for PDC-designated NBPs.
- PDC will assemble a package of non-financial benefits as well

A 3D rendered scene featuring several white, stylized human-like figures working together to assemble a large blue puzzle. The puzzle pieces are scattered across a light gray surface, with some already connected and others being placed or moved by the figures. One figure is in the foreground, pushing a piece into place. Another is in the background, holding a piece. A third is on the left, also working. The overall scene conveys a sense of teamwork and problem-solving.

WHY NBP IS IMPORTANT TO YOUR COMMUNITY

Why you should care about NBP

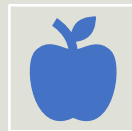
NBP Improves and enhances your community's...



Attractiveness as a place to live



Attractiveness as a place to work



General health and wellness



Economic health and wellness



LET'S LOOK
AT SOME
NUMBERS

PENNSYLVANIA'S SCENIC LANDSCAPE,
RENOWNED OUTDOOR ASSETS, AND ACTIVE
RESIDENTS AND VISITORS GENERATE ROBUST
OUTDOOR RECREATION INDUSTRIES.



**2,355 MILES
OF WATER TRAILS**
*19 State And Federal
Scenic Rivers*



**2.7 MILLION ACRES
OF PARK LAND**
*121 State Parks
20 State Forests
6,100 Local Parks*



487 SKI TRAILS
*164 Lifts
16,772 Feet of Elevation
22 Ski Resorts*



**200,000 ACRES
OF BOATABLE WATERS**
*76 Natural Lakes
2,300 Impoundments*



**3 NATIONAL
WILDLIFE REFUGES**
America's First Urban Refuge



**1.5 MILLION ACRES
OF STATE GAME
LAND**



19 NATIONAL PARKS
26 National Natural Landmarks



**12,000 MILES
OF TRAILS**
1,700 Rail Trails Miles





THE OUTDOOR RECREATION INDUSTRY
DIRECTLY GENERATED OVER

\$1.1 BILLION

IN ANNUAL STATE AND LOCAL TAX REVENUE FOR
PENNSYLVANIA IN 2019 .

3.1% SHARE

OF TOTAL FISCAL REVENUE IN THE STATE.

*To put this in context ... \$1.1 Billion is equivalent to the
wages of approximately:*

- + 16,000 REGISTERED NURSES, OR
- + 17,000 KINDERGARTEN TEACHERS, OR
- + 19,000 FIREFIGHTERS



THE OUTDOOR RECREATION INDUSTRY
SIGNIFICANTLY CONTRIBUTES TO
PENNSYLVANIA'S EMPLOYMENT BASE:

246,520 JOBS

ARE DIRECTLY SUPPORTED BY OUTDOOR
RECREATION, REPRESENTING A

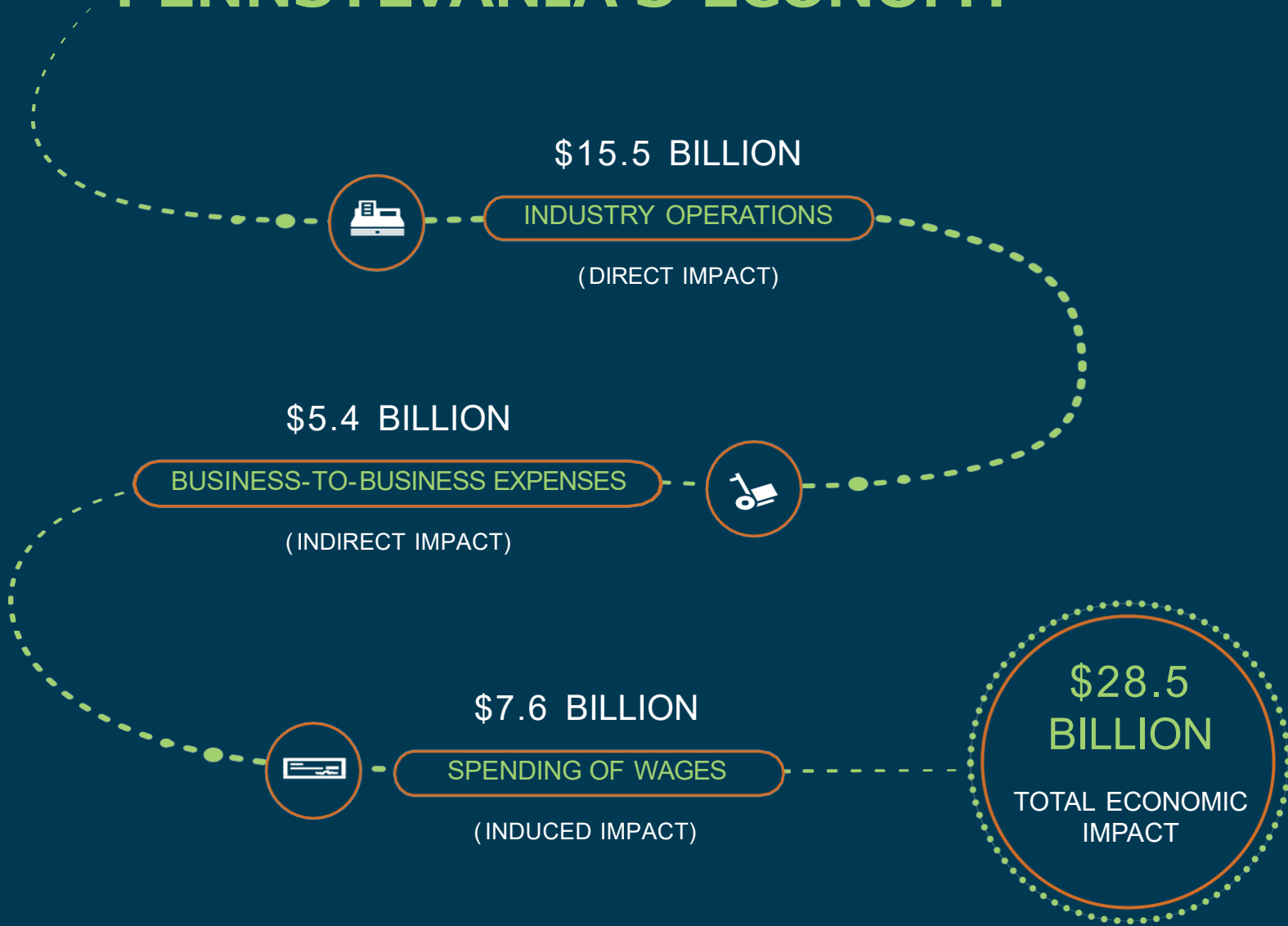
3.2% SHARE

OF ALL JOBS IN PENNSYLVANIA

+ MORE JOBS THAN ARCHITECTURE AND
ENGINEERING INDUSTRY

+ 3 X THE JOBS IN THE LEGAL INDUSTRY

HOW OUTDOOR RECREATION IMPACTS PENNSYLVANIA'S ECONOMY



\$15.5 BILLION



INDUSTRY OPERATIONS

(DIRECT IMPACT)

\$5.4 BILLION

BUSINESS-TO-BUSINESS EXPENSES



(INDIRECT IMPACT)

\$7.6 BILLION



SPENDING OF WAGES

(INDUCED IMPACT)

\$28.5
BILLION

TOTAL ECONOMIC
IMPACT

PENNSYLVANIA'S OUTDOOR RECREATION OPPORTUNITIES BRING VISITORS AND TOURISTS TO EXPLORE OUR NATURE-BASED ASSETS, GENERATING NEARLY \$6.8 BILLION IN CONSUMER SPENDING AS A RESULT OF THE TRIPS.



Approximately 36 million trips occurred in PA driven specifically by outdoor recreation.



These visitors spent money on food, shopping, gasoline, and lodging during their trips

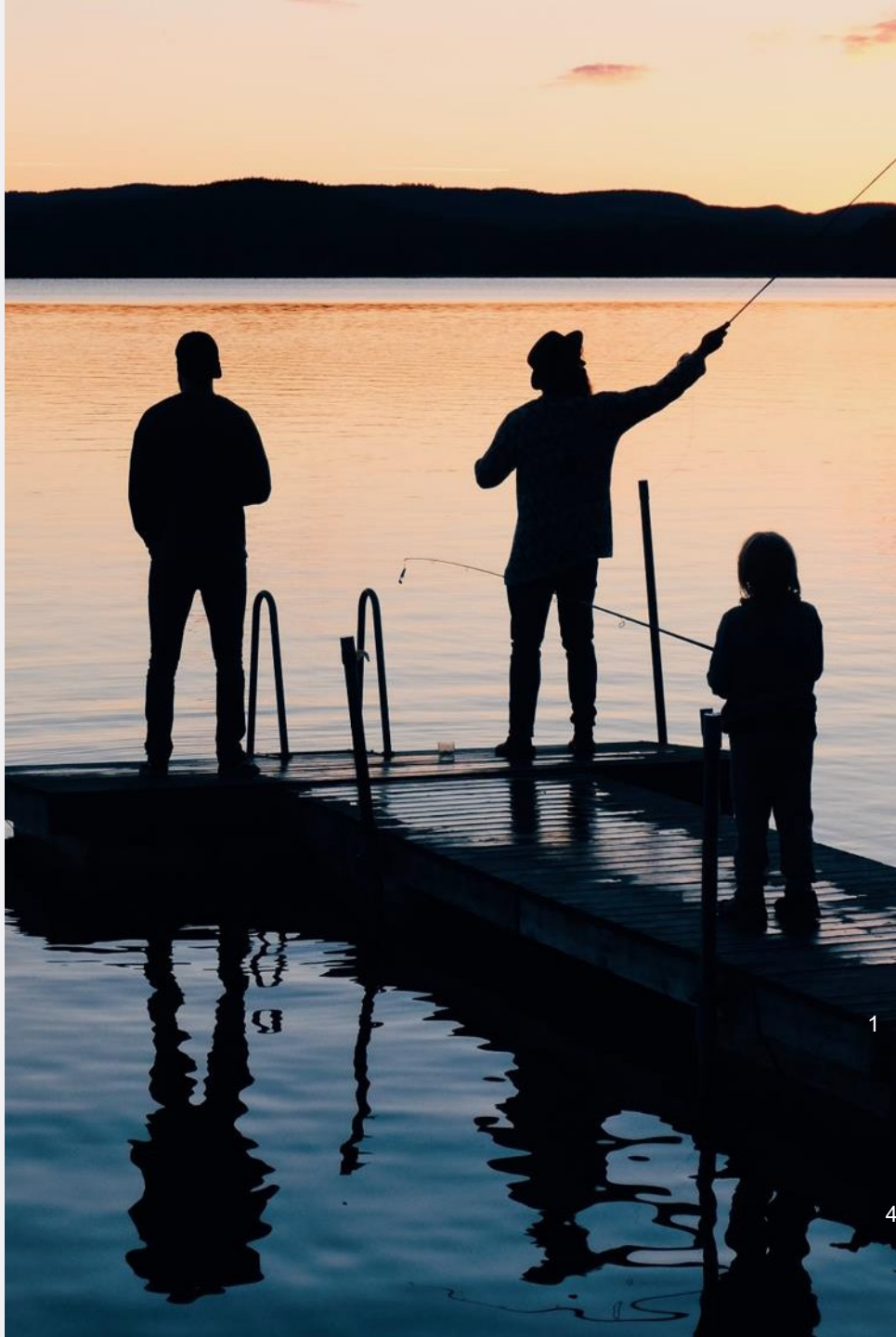


As a result, dollars spent within these supporting industries are thus attributable to the outdoor recreation economy.



Enhancing the impacts of outdoor recreation beyond the core experience, material, and service-based industries.





PENNSYLVANIA'S CORE OUTDOOR RECREATION INDUSTRY

7,729 BUSINESSES



3,219 EXPERIENCED- BASED BUSINESSES



3,172 MATERIAL- BASED BUSINESSES



1,263 SERVICE- BASED BUSINESSES

DEFINING OUTDOOR RECREATION INDUSTRIES

Consumer spending at outdoor-related businesses generates approximately two-thirds of the direct economic impact of outdoor recreation industry in Pennsylvania. The remaining one-third of the impact is a result of visitor spending during nature-based trips.

CORE INDUSTRIES

The experience, material, and service-based industries directly centered around outdoor recreation and nature-based assets.

Experience-Based

Material-Based

Service-Based

SUPPORTING INDUSTRIES

The industries that receive economic activity as a direct result of the core outdoor recreation industries (i.e. outdoor recreation trip-related expenditures).

Restaurants & Dining

Accommodations

Transportation

Shopping

Indoor Recreation

Attractiveness as a place to work

Combined Ratings*			
CORPORATE SURVEY			
Site Selection Factors	2019	2018	
Ranking			
1. Highway accessibility	92.4	87.2	(3)**
2. Availability of skilled labor	92.3	90.5	(1)
3. Labor costs	87.1	89.1	(2)
4. Quality-of-life	82.2	82.8	(6)
5. Occupancy or construction costs	80.3	76.1	(10)
6. Corporate tax rate	79.7	86.7	(4)
7. Energy availability and costs	79.5	77.8	(8)
8. Tax exemptions	75.0	83.0	(5)
9. Environmental regulations	73.0	69.9	(16T)
10. Proximity to major markets	72.6	71.8	(14)

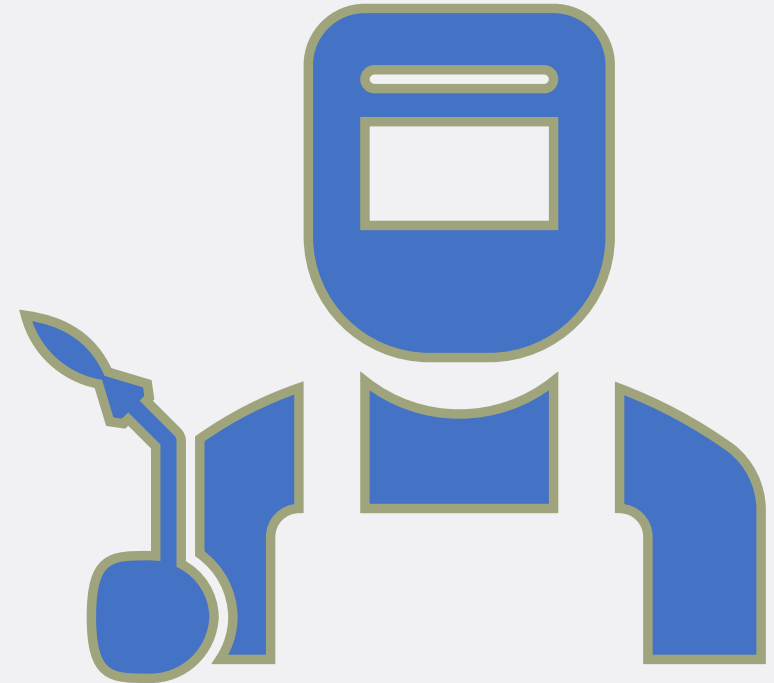
* All figures are percentage and "important" ratings and are rounded to the nearest whole number.

** 2018 ranking

Attractiveness as a place to work

“A good quality of life is important to attracting skilled labor... Millennials are now the largest generation in the workforce, and we know they value quality of life — in other words, a work-life balance”

Area Development Magazine



A map of the Allentown, Pennsylvania area. A red pin is placed on a blue dashed line that winds through a wooded area. The map shows major roads like I-78, I-476, and US-202, and towns such as Northampton, Easton, Allentown, Kutztown, Quakertown, Doylestown, Flemington, and Princeton. The text 'CASE STUDY' is overlaid in large white letters.

CASE STUDY

#1

Lake Nockamixon & The Borough
of Quakertown

SNAPSHOT CASE STUDY:

QUAKERTOWN AND LAKE NOCKAMIXON

TURNING NATURE VISITORS INTO LOCAL CUSTOMERS

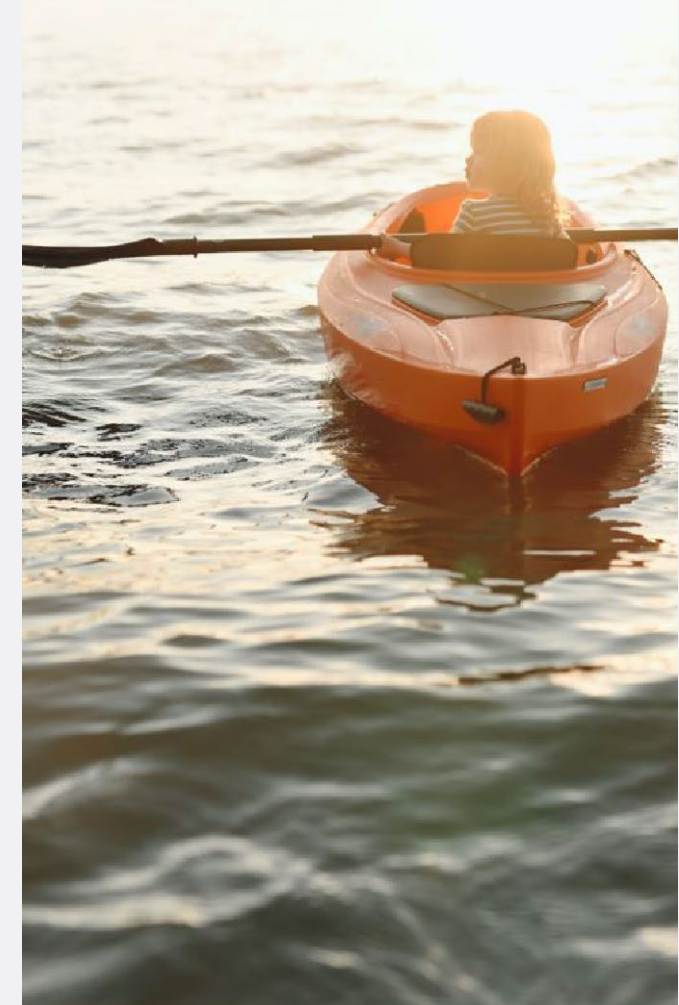
Non-local and overnight visitors to Lake Nockamixon generated an economic impact of over **\$88 million in 2019** as a result of their spending. Nature-based placemaking can help capture more visitor dollars to be spent at local businesses.



IF HALF OF THE NON-LOCAL VISITORS BOUGHT COFFEE AND A SNACK FOR 2 IN TOWN (\$ 10), **\$ 780, 000** COULD BE GENERATED EACH YEAR COLLECTIVELY AT LOCAL RESTAURANTS.



IF 1 OUT OF 4 NONLOCAL VISITORS BOUGHT A T- SHIRT OR A FEW BOOKS AT A LOCAL SHOP IN TOWN (\$ 25), **ALMOST \$ 2 MILLION** COULD BE GENERATED EACH YEAR FOR THE COMMERCIAL DISTRICT. THAT'S NEARLY **\$ 8, 000 MONTHLY PER STORE.**



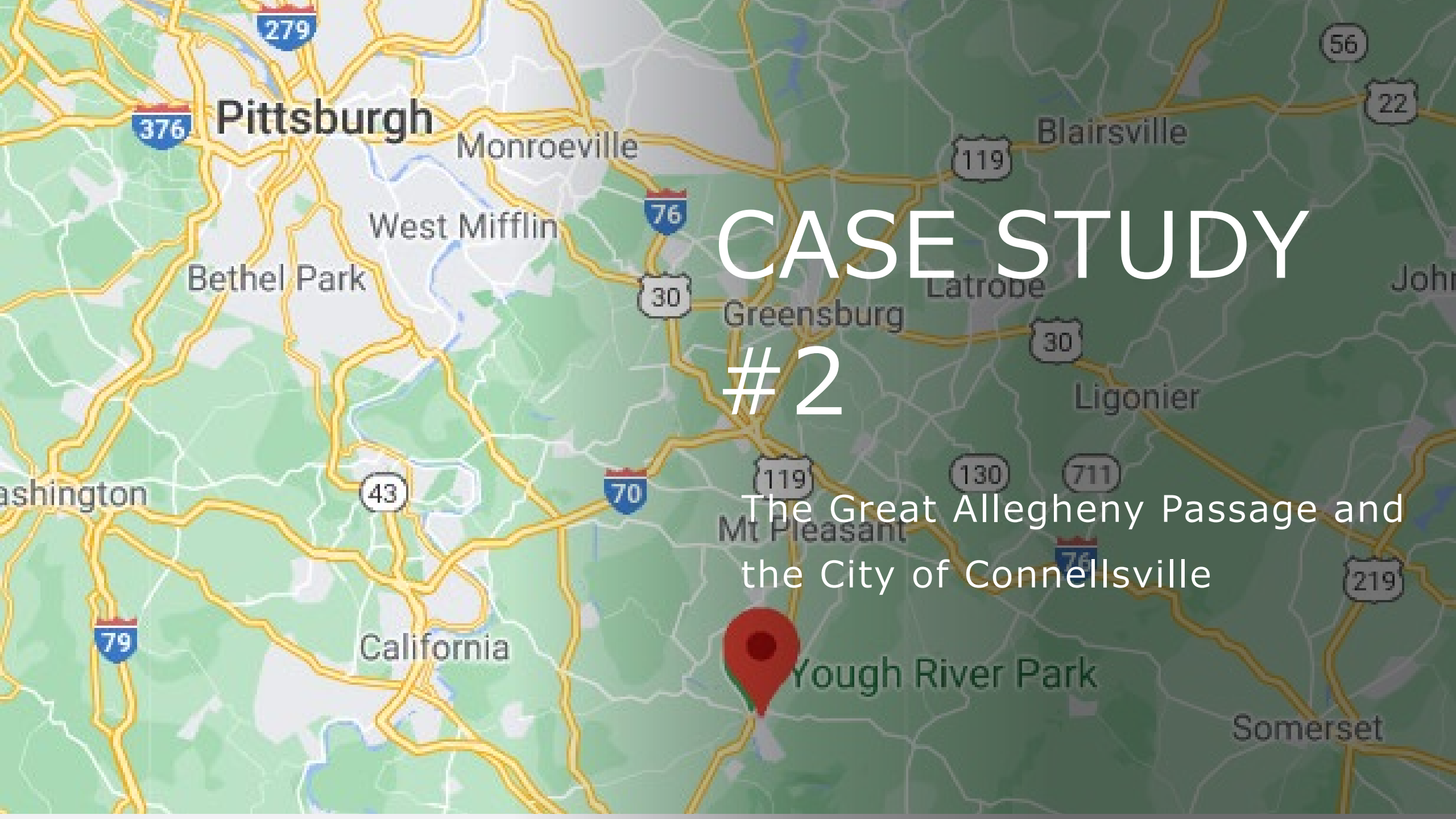
CASE STUDY

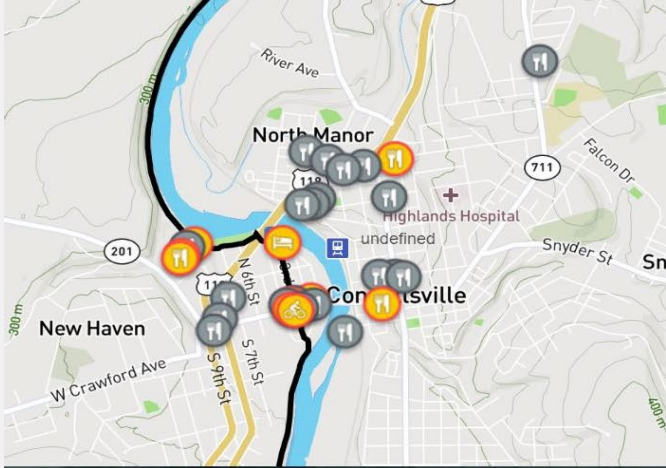
#2

The Great Allegheny Passage and
the City of Connellsville



Yough River Park





SNAPSHOT CASE STUDY:

CONNELLSVILLE AND THE GREAT ALLEGHENY PASSAGE

CAPTURING MORE DOLLARS FOR BUSINESSES

If nature-based placemaking helps Connellsville capture 10% of trail users to stop for a few extra hours to enjoy a meal, each restaurant in Downtown Connellsville could increase their revenue by over \$500 a month.

35,000 TRAIL
USERS PASSED
CONNELLSVILLE
IN 2019

NATURE-BASED
PLACEMAKING
ENCOURAGES
MORE TRAIL
USERS TO STOP
IN TOWN

10% SPENDING
\$15 ON A MEAL
GENERATES
OVER \$52,000
FOR BUSINESSES

A map of Pennsylvania showing State Game Lands and the Borough of Clearfield. The map features a yellow highlighted route along the Z. H. Confair Memorial Hwy (PA-322) and Interstate 80. Key locations include Shawville, Plymptonville, Clearfield, Hyde, Woodland, and Bigler. State Game Lands Number 90 is highlighted in green, and Lands Number 331 is also visible. Highway shields for 219, 322, 80, 153, 879, and 970 are present. The text 'CASE STUDY #3' is overlaid on the map.

CASE STUDY

#3

The PA Wilds / State Game Lands
and Borough of Clearfield



SNAPSHOT CASE STUDY:

CLEARFIELD AND THE HUNTING INDUSTRY

DEVELOPING COMMUNITY BRAND IDENTITY AND UNIQUE IDENTIFIERS FOR A COMMERCIAL DISTRICT



Hunting businesses in Downtown Clearfield generate almost 2 / 3 of hunting related businesses total revenue in the county.

30% of the county's hunting businesses are in Downtown Clearfield.



Nearly 12, 000 Acres of State Game Land are within a 30 - minute drive of Downtown Clearfield.



1 in 5 Businesses in Downtown Clearfield are positioned to capture more revenue from hunters at nearby State Game Lands.

Is NBP A
Good Fit for
YOUR
Community?



Assessing Your Community's Readiness

Do you have one or more appropriate outdoor recreation assets?

Is there an organization(s) dedicated to developing and maintaining the asset?

Is there an understanding of the user (customer) profile of the asset?

Is there a "PLACE" in close proximity?

Are there NBP businesses in the place?



Assessing Your Community's Readiness (cont.)

Are there hospitality related businesses in the place?

Are there identifiable linkages between the asset and the place?

Is there a local revitalization organization committed to the place?

Does the local governing body support the NBP effort?

Does the community-at large support the NBP effort?

Issues to be addressed...

Is your community willing to create a welcoming environment toward outsiders?

Is your community prepared to embrace diversity and inclusiveness?

Are your businesses willing to adjust operating hours and days?

Are local organizations and the local government ready to agree upon a shared vision?

Is the community willing to invest human and financial resources to become a NBP?

How Can My Organization Support a NBP Effort?

- 1. Work with local asset development & revitalization organizations to develop a NBP Transformative (Revitalization) Strategy and annual work plans.**
- 2. Publicly endorse/approve a “Commitment to NBP” Resolution.**
- 3. Write Op-Ed pieces for local newspapers in support of NBP.**

How Can My Organization Support a NBP Effort?

- 4. Budget some funds (as you are able) to support specific NBP activities.**
- 5. Include NBP in Comprehensive Plan updates, if applicable.**
- 6. Review and update zoning ordinances to support NBP Business operations.**
- 7. Assign staff people to sit on NBP committees**

How Can My Organization Support a NBP Effort?

8. Partner with other organizations around the asset to share human and financial resources.
9. Advocate for a statewide-NBP Program co-funded by DCED/DCNR.
10. Assist non-profits in measuring the impact of the outdoor economy.
11. Support the development of NBP-youth programs.
12. Facilitate/encourage local partnerships.

"The best places to visit are the best places to live."

Dan Schilling

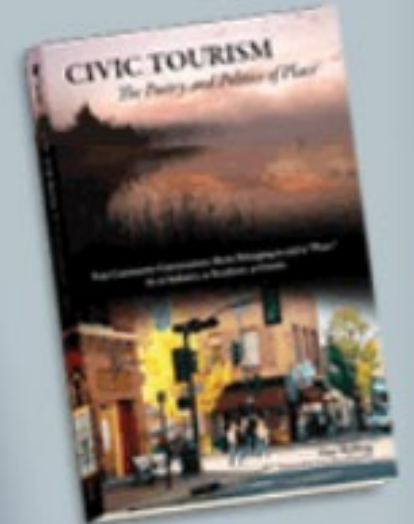


Civic Tourism

The Poetry & Politics of Place

NOW AVAILABLE!

*Civic Tourism:
The Poetry & Politics of Place*



By Dan Schilling

Foreword by
Scott Russell Sanders

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Civic Tourism is an extension of and tool for other "place-based" approaches, such as cultural heritage tourism, ecotourism, and geotourism.

The mission of Civic Tourism is to "reframe" tourism's purpose – from an *end* to a *means*; that is, from an economic goal to a tool that can help the public enhance what they love about



"Place is becoming

Session Resources

- ***Elevating Outdoor Recreation Together:*** Institute of Outdoor Recreation and Tourism at Utah State Univ. Brooke Sausser & Jordan W. Smith , Ph.D., July 2018
- ***Leadership 2025: 2018 Recreation and Conservation Leadership Summit.*** PA Dept. of Conservation and Natural Resources and The PA Parks & Recreation Society. December 2018
- ***Policies to Boost State Outdoor Recreation Economies***
The Center for American Progress
by [Jenny Rowland-Shea](#) June 13, 2019