



## PENNSYLVANIA'S OUTDOOR RECREATION ECONOMY

### EXPLORING THE ECONOMIC DEVELOPMENT POTENTIAL OF NATURE-BASED PLACEMAKING

OUTDOOR RECREATION IS AN INCREASINGLY LARGE PART OF PENNSYLVANIA'S ECONOMY. COMMUNITIES THROUGHOUT THE COMMONWEALTH CAN CAPITALIZE ON NEARBY OUTDOOR RECREATION ASSETS TO ATTRACT MORE CUSTOMERS TO THEIR DOWNTOWN BUSINESSES WHILE CREATING A DESIRABLE ENVIRONMENT FOR RESIDENTS AND VISITORS ALIKE. THIS APPROACH TO LOCAL ECONOMIC DEVELOPMENT IS KNOWN AS NATURE-BASED PLACEMAKING.

For many communities in Pennsylvania, the availability of and access to outdoor recreation assets is taken for granted. Rivers, lakes, state and national forests, state game lands, wildlife refuges, and trails of all types number in the thousands of miles and millions of acres. Many of these outdoor assets are close to communities that have historically relied on the traditional agricultural, extractive, and manufacturing industries for their economic well-being. But as national and global business environments transition to a post-industrial, knowledge-based, digital economy, these communities that have been traditionally focused will benefit by adapting to the new models of business and regional development. Outdoor recreation assets of this Commonwealth provide a critical economic advantage for business and residential development in those communities willing to capitalize on the opportunities they present.

Communities across Pennsylvania can drive their local economies through outdoor recreation by exploring Nature-Based Placemaking and leveraging nearby natural assets to support all types of businesses in downtown commercial districts. As the leading outdoor recreation-based revitalization strategy in Pennsylvania, Nature-Based Placemaking leverages natural, outdoor recreation resources in or near downtown commercial districts. This placemaking and place management approach enhances local spending to provide both quantifiable and qualitative benefits for all types of communities. Going beyond traditional placemaking efforts of beautification and physical improvements, nature-based placemaking approaches a comprehensive realm of strategies to support downtown communities as desirable and resilient places to live, work, play, and visit.

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## PENNSYLVANIA'S OUTDOOR RECREATION ECONOMY GENERATED

# \$28.5 BILLION

### IN TOTAL ECONOMIC IMPACT DURING 2019

*This total economic impact includes revenue generated at core and supporting outdoor recreation businesses, the industry's business-to-business expenses, and spending of income earned by those employed in outdoor recreation and related industries.*

## \$19.8 BILLION

### IN DIRECT OUTDOOR RECREATION INDUSTRY SALES

*These industry sales represent consumer spending in experience, material, and service-based outdoor recreation industries as well as trip-related expenditure of visitors drawn to Pennsylvania's nature-based assets.*

## \$1.1 BILLION

### IN ANNUAL STATE AND LOCAL TAX REVENUE, OR 3.1% SHARE OF PENNSYLVANIA'S TOTAL FISCAL REVENUE

*The tax revenue generated by outdoor recreation in Pennsylvania equates to about \$215 for each household in the state of Pennsylvania.*

## 246,520 JOBS

### DIRECTLY SUPPORTED BY OUTDOOR RECREATION INDUSTRIES, RESULTING IN A 3.2% SHARE OF TOTAL JOBS IN PENNSYLVANIA

*The outdoor recreation employment sector is larger than many other major industries in Pennsylvania, with more jobs than sectors such as architecture and engineering, trucking, or food and beverage manufacturing industries.*



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