



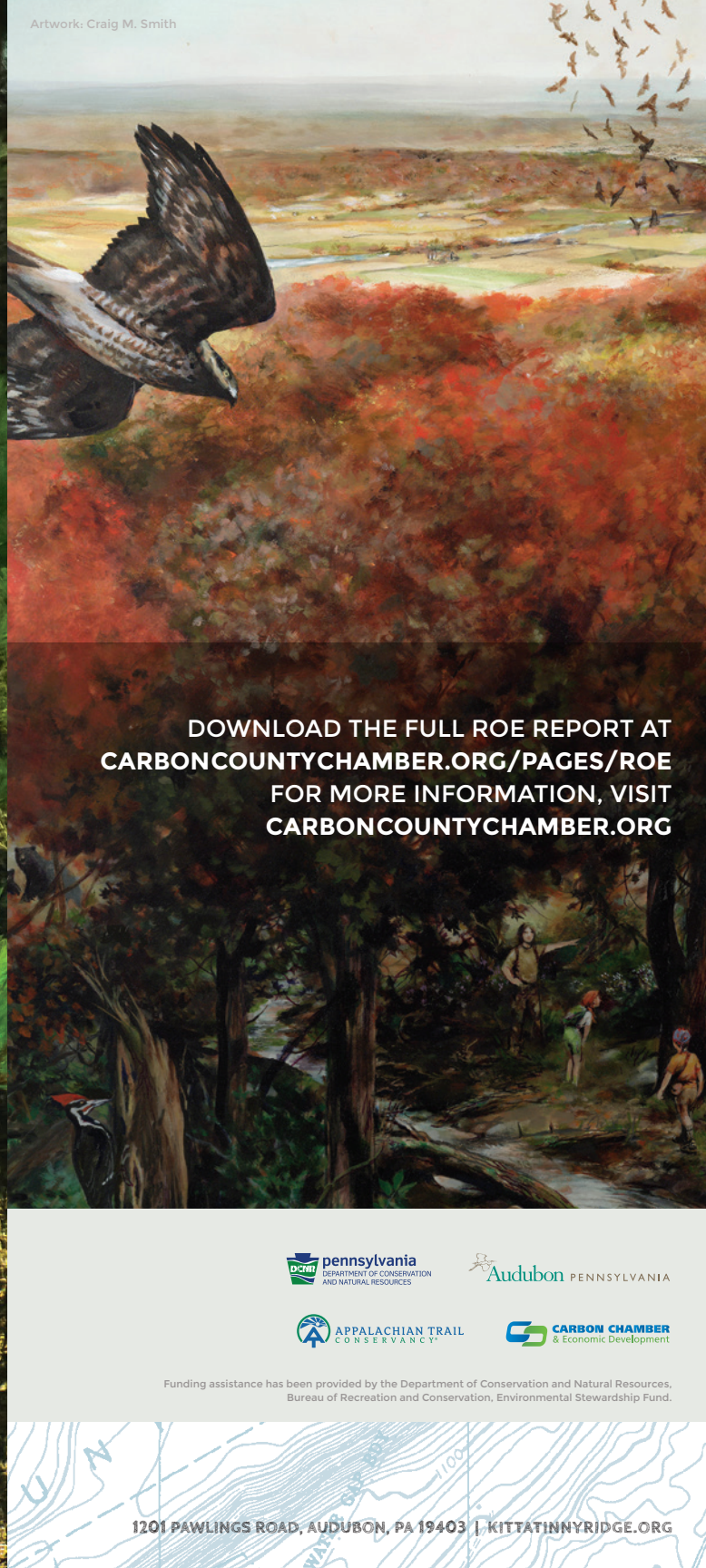
76% OF MILLENNIALS SAY THEY ARE
MORE FOCUSED ON THE ENVIRONMENT
THAN THEIR PARENTS' GENERATION.

Photo: Courtesy Blue Mountain Resort



Photo: Mark Zakutansky

CARBON COUNTY'S OPEN SPACES
PROVIDE NATURAL SYSTEM SERVICES AND
RECREATIONAL AND PROPERTY-VALUE
BENEFITS ESTIMATED AT OVER
\$800 MILLION ANNUALLY.



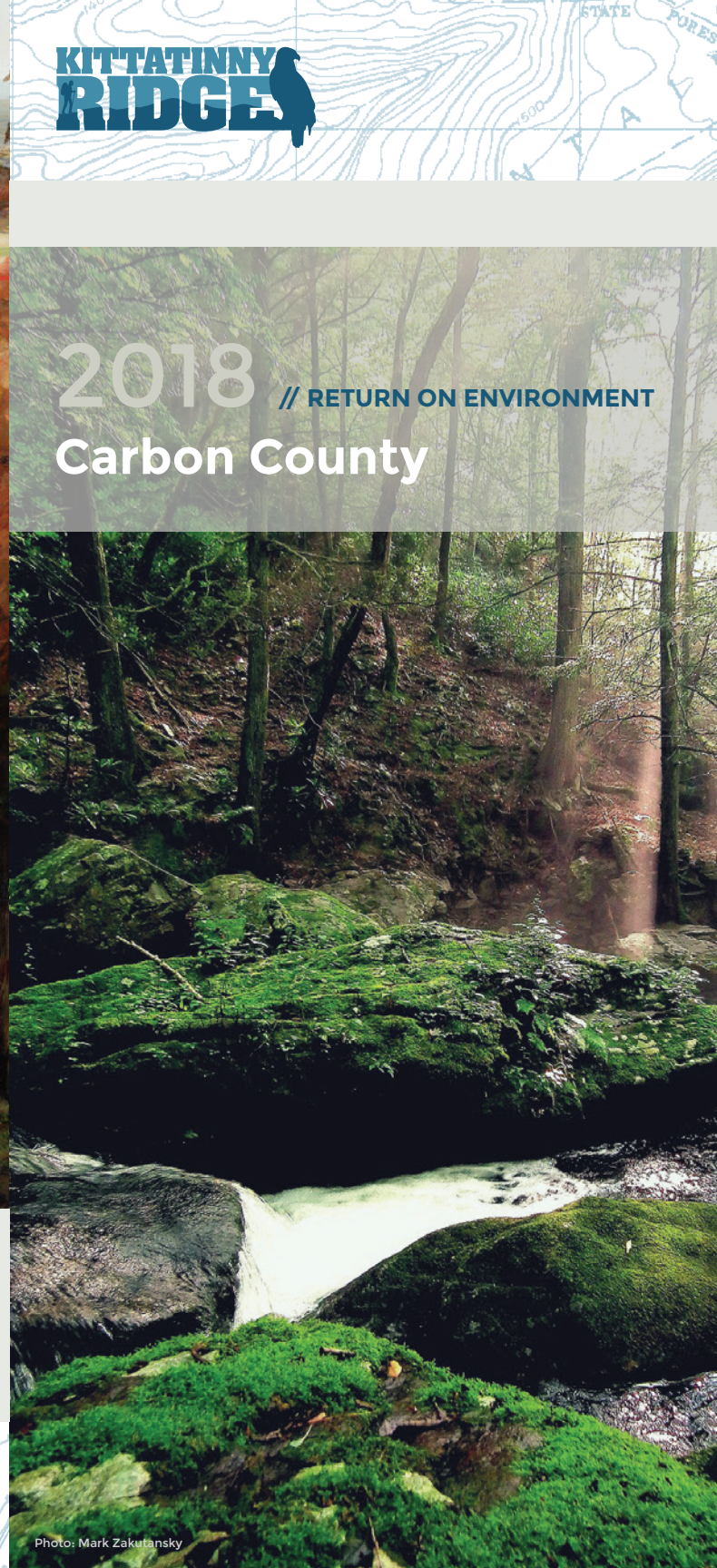
Artwork: Craig M. Smith

DOWNLOAD THE FULL ROE REPORT AT
CARBONCOUNTYCHAMBER.ORG/PAGES/ROE
FOR MORE INFORMATION, VISIT
CARBONCOUNTYCHAMBER.ORG



Funding assistance has been provided by the Department of Conservation and Natural Resources,
Bureau of Recreation and Conservation, Environmental Stewardship Fund.

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2018 // RETURN ON ENVIRONMENT Carbon County

Photo: Mark Zakutansky

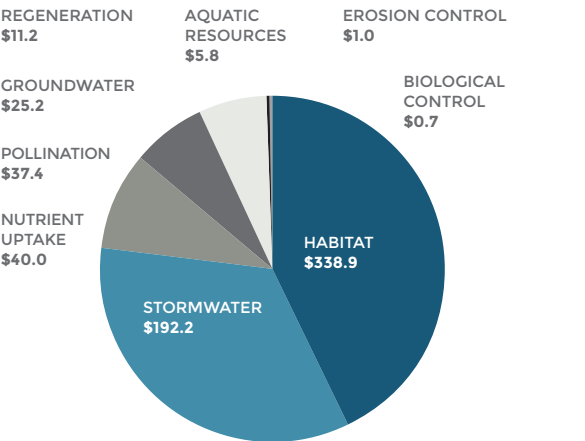
Nature is one of Carbon County’s major competitive advantages

CONSERVATION CAN BE A GOOD LONG-TERM BUSINESS STRATEGY

Carbon County supplies our communities with sparkling clean drinking water, critical wildlife habitats, flood protection, and impressive recreational and tourism opportunities. The Carbon County Return on Environment study demonstrates how open space is integral to Carbon County’s economy, health, sense of place, and cost of living. By understanding nature’s financial value, communities are better equipped to strike an effective balance between protecting natural resources and supporting smart growth.

\$652.4 MILLION IN ANNUAL SAVINGS NATURAL SYSTEM SERVICES

Source: Costanza et al (2006)



Carbon County is a region in transition

ATTITUDES TOWARD THE ENVIRONMENT ARE CHANGING

Over the next 20 years, the interests of aging adults and millennials will drive economic growth. The trends of changing demographics, growth in nearby areas, increased demand for outdoor recreation, interest in healthy lifestyles and adventure experiences, investments in water quality, agriculture needs, internet access, changing forms of business, and changing climate conditions will all impact Carbon County’s future.

CARBON COUNTY’S MAJOR ASSETS

- // Driving distance to major population centers
- // Close proximity to major growth area
- // Beautiful scenery and forested mountain views
- // High-quality water
- // Clean air
- // Great habitats for hunting and fishing
- // Whitewater rafting
- // Hiking and cycling trails
- // Trail towns
- // Paddle sports
- // Skiing
- // Mountain biking
- // Running
- // Agri-tourism (farms and wineries)
- // Rail system

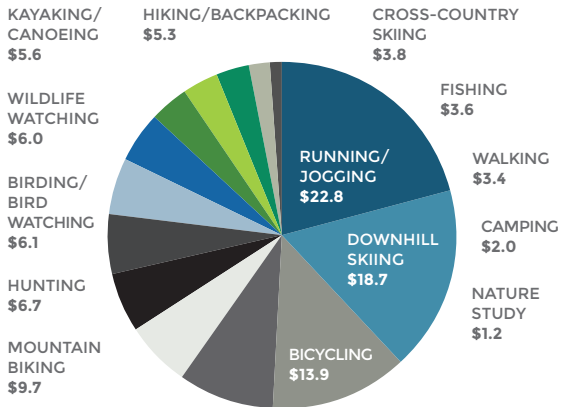
Demand for outdoor recreation may help attract future growth

OUTDOOR RECREATION PROVIDES THOUSANDS OF JOBS IN CARBON COUNTY EACH YEAR

The outdoor recreation industry is strong and growing, generating \$646 billion annually in the United States. However, the demand for outdoor recreation in Carbon County is larger than the business capacity to meet it, and much of the retail business related to outdoor recreation leaks into surrounding areas. The trend for current residents is to spend more time outdoors, and this will continue with future growth.

\$108.8* MILLION IN ANNUAL REVENUE OUTDOOR RECREATION

* Expected Direct Economic Impact; the Minimum Direct Economic Impact is estimated at \$36.3 million. Based on the PA Department of Conservation and Natural Resources 2014 Outdoor Recreation Participation Survey. Source: IMPlan Model (2015)



We can’t afford not to protect Carbon County’s open space

THE LOSS OF OPEN SPACE COSTS US MORE THAN WE KNOW

Whatever we do to natural habitats—good or bad, big or small—ripples throughout the economy. Losing our natural resources, like trees and good water quality, poses significant risks. If the economy of Carbon County is to remain strong, environmental stewardship cannot be the responsibility of a few dedicated people—it must become part of Carbon County’s everyday culture. Choices made about the environment today will have a dramatic impact on our future.

WHAT YOU CAN DO

- // Encourage elected officials and policy makers to incorporate Return on Environment strategies into decision making
- // Learn the principles of good land stewardship
- // Consider the environmental impact of land development and economic growth
- // Promote environmentally sustainable businesses
- // Support incentives to protect and restore critical natural system services
- // Participate in environmental education programs and community initiatives

To download the full Carbon County Return on Environment report, go to: carboncountychamber.org/pages/ROE