

# THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE



## NEW HAMPSHIRE'S RETURN ON INVESTMENT IN LAND CONSERVATION

**T**he Trust for Public Land conducted an economic analysis that quantifies and summarizes the significant economic benefits resulting from investments in open space, natural areas, working lands, water, and parks. The study found that for every \$1 invested in land conservation, \$11 in natural goods and services is returned to the New Hampshire economy.

In addition, land conservation funded by the State of New Hampshire supports key industries that depend on the availability of high-quality protected land and water. New Hampshire has also been successful in leveraging funding support from federal, local, private, and nonprofit sources, expanding the impact of the state's investment.

### **Generating jobs and growing local economies**

From 1988 to 2011, New Hampshire funded the conservation of 308,000 acres of parks, natural areas, forests, and working lands, helping to support the outdoor recreation, tourism, forestry, farming, and commercial fishing industries.

- Outdoor recreation generates \$4.2 billion in consumer spending, \$293 million in state and local tax revenue, 49,000 jobs, and \$1.2 billion in wages and salaries each year in the state.<sup>1</sup>
- Visitors to New Hampshire spend an estimated \$4.65 billion each year.<sup>2</sup>
- Forestry, agriculture, and commercial fishing and related processing activity are responsible for \$2.5 billion in output and 18,500 jobs in New Hampshire.<sup>3</sup>

### **Promoting fiscal health**

Land Conservation saves New Hampshire communities money through avoided costs on expensive infrastructure and other municipal services required by residential property owners (e.g., schools, police, and fire protection).

- Open space and working farms and forests in New Hampshire require on average only \$0.56 in services for every \$1 paid in taxes, while residential lands require an average of \$1.12 in services.<sup>4</sup>

## Realizing a valuable return on investment in natural goods and services

Lands conserved in New Hampshire provide a host of benefits that have a measurable economic value to the state and its communities. They include natural goods and services such as water quality protection, wildlife habitat, air pollution removal, and carbon sequestration.

- The Trust for Public Land analyzed the economic value of natural goods and services provided by lands conserved by New Hampshire between 1988 and 2011. For every \$1 invested in land conservation, \$11 in economic benefits is returned to the state.<sup>5</sup>



## Improving quality of life and enhancing economic development

Land conservation contributes to New Hampshire's economy by maintaining the scenic beauty of the state, improving quality of life for residents, and enabling the state to attract and retain new businesses and high-quality workers.

- New Hampshire ranks ninth nationally in terms of quality of life and quality-of-life issues matter to New Hampshire residents, the most important issues being clean water, scenic values of forests and farms, and outdoor recreation.<sup>6</sup>

- New Hampshire businesses believe that it is important for New Hampshire to develop and maintain an attractive and sustainable natural environment. Employees want to live in a place that is healthy, offers outdoor entertainment, and is vibrant and livable. Employers want employees who are healthy and stimulated at work and at home.<sup>7</sup>

## Maximizing impact of state dollars

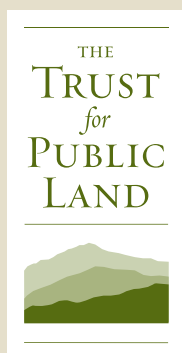
The state's investment in land conservation leverages funding from federal, local, private, and nonprofit sources. By attracting support from other sources, the state shares the cost of conservation projects and maximizes its investment.

- For example, for every \$1 invested by New Hampshire's Land and Community Heritage Investment Program in land conservation between 2001 and 2011 leveraged at least \$4.95 in additional contributions.<sup>8</sup>

## End notes

1. Outdoor Industry Association, The Outdoor Recreation Economy: New Hampshire (accessed March 18, 2014, [http://www.outdoorindustry.org/images/ore\\_reports/NH-new-hampshire-outdoorrecreationeconomy-oia.pdf](http://www.outdoorindustry.org/images/ore_reports/NH-new-hampshire-outdoorrecreationeconomy-oia.pdf)).
2. Daniel Lee, New Hampshire Travel Barometer: Summary for Fiscal Year 2013 (Institute for New Hampshire Studies, November 10, 2012, accessed February 21, 2014, <http://www.plymouth.edu/institute-for-new-hampshire-studies/nh-tourism-data/travel-barometers/>); Daniel S. Lee, New Hampshire Tourism Return on Investment for FY 2012 DTTD Tourism Promotion Activities (Institute for New Hampshire Studies, Plymouth State University, February 20, 2013).
3. Rigoberto Lopez and Chris Laughton, The Overlooked Economic Engine: Northeast Agriculture (Farm Credit East, 2012).
4. American Farmland Trust, Cost of Community Services Fact Sheet (Northampton, MA: Farmland Information Center, 2010).
5. See full report for methodology at [tpl.org/nh-roi-report](http://tpl.org/nh-roi-report).
6. CNBC, "America's Top States for Business 2013" (accessed April 7, 2014, <http://www.cnbc.com/id/100824779>); Lawrence C. Hamilton and Cameron P. Wake, "Granite Staters Weigh in on Renewable Energy Versus Drilling: Environmental Quality of Life Ranks High Across Party Lines" (Carsey Institute, Issue Brief No. 33, Summer 2013).
7. Business and Industry Association of New Hampshire, Strategic Economic Plan for New Hampshire (November 2013).
8. The Trust for Public Land, Conservation Almanac ([www.conservationalmanac.org](http://www.conservationalmanac.org)).

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*The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.*

[tpl.org/nh-roi-report](http://tpl.org/nh-roi-report)

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