

Some quick facts about the benefits of land conservation in Massachusetts  
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**Massachusetts ranks #1 among states in quality of life according to Best States for Business and Careers rankings.**<sup>i,ii</sup> For two decades, bond investments have enhanced the cultural and recreational opportunities, clean air and water, and open space that drive these and similar rankings.

**Capital investments in high-value land for recreation, forestry, clean air, water and wildlife have:**

- Conserved 129,000 acres of land<sup>iii</sup>, leveraged \$118 million in matching funds<sup>iv</sup>, and yielded \$4 in economic benefits for every \$1 invested in land conservation<sup>v</sup>
- Provide public drinking water supply and protection, and manage stormwater to reduce water treatment capital expenses

**Investments in land and water are a major driver of Massachusetts' \$30 billion<sup>vi</sup> tourism industry:**

- Outdoor recreation accounts for \$10 billion in annual consumer spending<sup>vii</sup>
- 90,000 jobs supported by outdoor recreation, accounting for \$3.5 billion in wages<sup>viii</sup>
- Active outdoor recreation generates annual state tax revenues of \$739 million<sup>ix</sup>

**Capital investments in Gateway City parks create jobs, protect infrastructure, and save lives:**

- Recent investments in gateway city parks created 492 jobs, \$26 million in labor income<sup>x</sup>
- Gateway City parks protect urban infrastructure against intense storms and flash floods
- Parks help to combat obesity and depression while providing clean air, water and shade

**Investments in protecting our prime agriculture lands, drive our \$13 billion<sup>xi</sup> agriculture industry:**

- 7,700 farms employ 47,700 residents annually on 520,000 acres<sup>xii</sup> of the most valuable farmland in the United States (valued at \$12,200 per acre)<sup>xiii</sup>
- The Agricultural Preservation Restriction (APR) program has permanently protected over 800 farms and 68,000 acres of land<sup>xiv</sup>

**Protection of timberlands maintains a \$1.64 billion forest products industry:**

- Forests generate between \$242 and \$338 million in wood product revenues each year<sup>xv</sup>
- Forest products are manufactured at 166 facilities across the Commonwealth<sup>xvi</sup>
- Total forest-related manufacturing employs 14,800 with annual payroll of \$744 million<sup>xvii</sup>

**Hunting, Fishing and Wildlife Associated Recreation provides \$1.8 billion from trip-related and equipment expenses:**

- Hunting generates \$87.5 million
- Fishing generates \$455 million
- Wildlife Viewing generates \$1.27 billion

i Kurt Badenhausen, "The Best States for Business and Careers" (Forbes, November 22, 2011)

ii CNBC, "America's Top States for Business 2011: A CNBC Special Report" (<http://www.cnbc.com/id/41666600/>).

iii Massachusetts Executive Office of Energy and Environmental Affairs

iv. & v The Return on Investment in Parks and Open Space in Massachusetts, The Trust for Public Land, September 2013; <sup>vi</sup> MA Office of Travel and Tourism, 2012 Annual Report March 2013)

vii & viii. & ix: Outdoor Industry Association, *The Outdoor Recreation Economy: Massachusetts*

x Trust for Public Land, ROI

xi Rigoberto Lopez and Chris Laughton. *The Overlooked Economic Engine: Northeast Agriculture and supporting report* (Farm Credit East, 2012).

xii United States Department of Agriculture, National Agricultural Statistics Service, *New England Agricultural Statistics* (2011).

xiii vice, 2011 State Agriculture Overview: Massachusetts.

xiv Seeking source

xv University of Massachusetts, Center for Agriculture, Research & Education, "Valuing the Forest for the Trees" (<http://ag.umass.edu/news-events/highlights/valuing-forest-trees>).

xvi American Forest and Paper Association, *Forest & Paper Industry at a Glance: Massachusetts* (2011).

xvii University of Massachusetts, Center for Agriculture, Research & Education, "Valuing the Forest for the Trees"