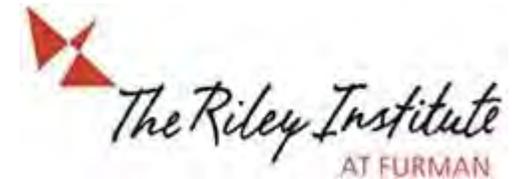


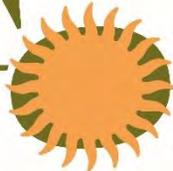
# The Economic Benefits of Conservation and Open Space



Andrea Cooper  
Executive Director  
Upstate Forever

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**Upstate Forever**

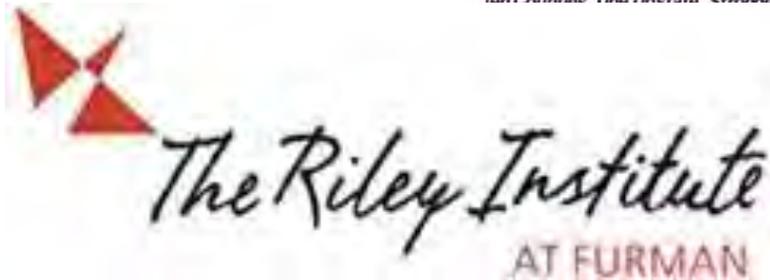
The logo for Upstate Forever features the words "Upstate Forever" in a bold, dark green serif font. The letter "o" in "Forever" is replaced by a stylized orange sun with radiating lines. The text is set against a light beige background.

Dean Hybl  
Executive Director  
Ten at the Top



# Shaping Our Future Speaker Series Partners

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Special thanks to JM Smith Corporation for helping to sponsor today's event.

# What Will the Upstate Look Like in 30 Years?

---



Charlotte, NC (Mecklenburg County)

- Anderson County  
2014 estimate: 192,810
- Spartanburg County  
2014 estimate: 295,452
- Greenville County  
2014 estimate: 482,752
- Mecklenburg County  
Less than 30 years ago: 486,000

# Value of Conserving Parks and Open Space

---



Michael Dey  
Vice President  
Home Builders Association of Greenville

---



Jason Armstrong  
Project Manager  
Patrick Square

---



Patrick  
Square

# The Value of Parks and Open Spaces at Patrick Square

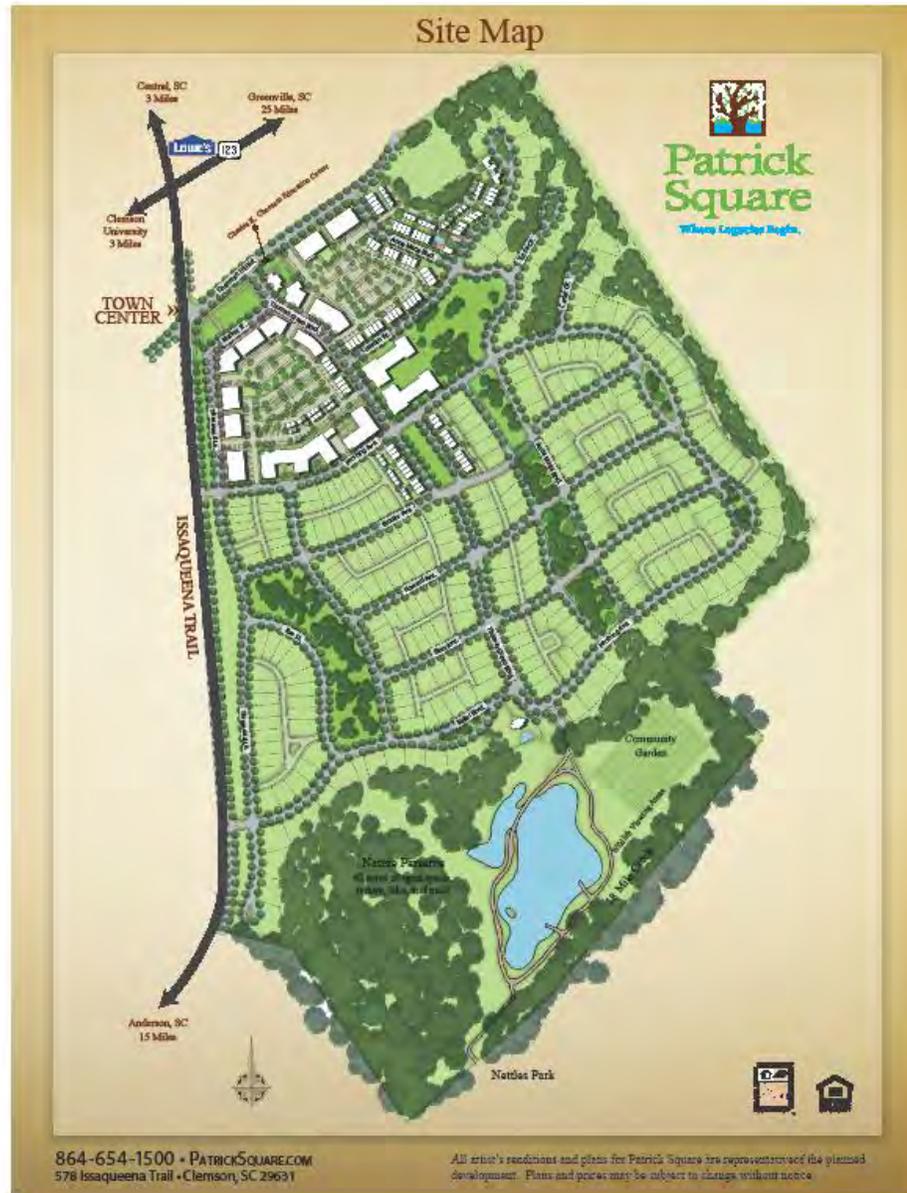


# Facts about Patrick Square

- Started in 2009
- 179 Acres
- Master Plan allows
  - 423 Residential Units
  - 250,000 Sq Ft of Commercial Space
- 67 Acres of Open Space



# Patrick Square



# What is a Traditional Neighborhood Development (TND)?

A village-style development that includes a variety of housing types, a mixture of land uses, an active center, a walkable design and often a transit option within a compact neighborhood scale area.



# Important Characteristics of a Traditional Neighborhood Development



- **Increased Density**

A TND has more dwellings, shops, civic buildings, and services are closer together for ease of walking. This enables a more efficient use of infrastructure, services and resources. It also creates a more convenient and enjoyable place to live.



- **Diversity**

A TND is a mix of businesses, shops and offices within the residential neighborhood, within the block and even within the same building. Multiple price points and dwelling types appeal to a very wide range of both buyers and renters.



- **Five Minute Walk**

Most dwellings are just a five minute walk from the center of the TND. This distance averages one quarter of a mile and is called a “Ped Shed.”



- **Connected Network of Streets**

Streets are arranged to form blocks where possible. This provides a variety of routes and disperses traffic and eases walking. Cul-de-sacs are minimized.



- **Garages Along Alleys in the Back of Homes**

Parking is relegated to the rear of most buildings, usually accessed by lanes or alleys. Driveways and garages do not dominate the streetscape.



- Sidewalks and Street Trees



Streets are narrow and tree shaded. Corners are sharper, which slows traffic and creates an environment for pedestrians and bicycles.



- **Buildings are Closer to the Street**

Both businesses and dwellings are placed close to the street. This creates a strong sense of place. On-street parking is permitted.



- Amenities are Close to Every Dwelling

Small parks, playgrounds and amenities are close to every dwelling. This distance should not be more than 1/5<sup>th</sup> of a mile.



- **Open Space in Traditional Neighborhood Developments**

A TND has a discernable center and edge. There is a public space at the center; this is often a square, green or a memorable intersection. Open space also includes preserve areas with jogging paths and lake.



# Why Integrating Open Space is important to TND?

- Active Open Space vs. Passive Open Space
- Creating Pedestrian Destinations
- Amenity for more dense housing
- Unique pedestrian experience



# Impact of Open Space in Patrick Square



## • Quality of Life Benefits of TND

- Less dependence on the automobile
- Independence for children and non-drivers
- Walking promotes healthier lifestyle and reduces stress
- Residents have a sense of place, emotional equity in community
- Mixed uses reduce time spent commuting
- Beauty in everyday life



## • Environmental Benefits of TND

- TND increases the quantity, quality, and accessibility of open space.
- Expands land and water conservation and promotes development that respects and enhances the region's natural resources.
- TND encourages efficient use of land and promotes buildings and infrastructure that uses land, energy, water and materials efficiently.



- **Economic Benefits of Open Space in Patrick Square**

- Lots accessible to open space typical carry at least a 10% premium
- The average sales price in Patrick Square is 40% greater than the average sales price in Clemson
- Patrick Square has consistently represented around 1/3<sup>rd</sup> of all sales in Clemson over \$250k
- Properties have appreciated between 15-20% over the last 3 years



## • Conclusions

- Traditional Neighborhood Development is a village-style development that includes a variety of housing types, a mixture of land uses, an active center, a walkable design and often a transit option within a compact neighborhood scale area.
- Public Space includes: square, green or a memorable intersection as well as preserve areas with jogging paths and lake.
- Residents have a sense of place, emotional equity in community.
- Desirable neighborhood - appreciating property values, demands premium

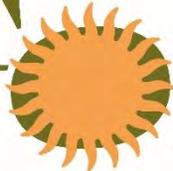


Michael Allen

Board Member – Upstate Forever  
Planning Commission Member – City of  
Greenville

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**Upstate Forever**

The logo for Upstate Forever features the words "Upstate Forever" in a bold, serif font. The letter "O" in "Forever" is replaced by a stylized orange sun with rays. The entire logo is set against a light beige background.

Chris Jennings  
Executive Director  
Spartanburg Convention and Visitors Bureau

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# *Promoting Outdoor Recreation*



**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

October 20, 2015



**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

SPARTANBURG COUNTY, SOUTH CAROLINA  
**TOURISM ACTION PLAN  
& FEASIBILITY STUDY**



**2011**



**SPARTANBURG**  
REVOLUTIONARY

Prepared for Spartanburg County by  
Arnett Muldrow & Associates, Ltd.

In association with  
Robert S. Brookover, IV  
& Beppie LeGrand

Prepared under a Rural Business Enterprise Grant  
from the United States Department of Agriculture



**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

# Product Development: Themes

- Culture/Arts
- History/Heritage
- Agri-tourism
- Recreation & Sports
- Made in Spartanburg



# Product Development: Recreation Strategies

- **Aggressively Pursue Sports Events**
- **Link Biking/Hiking Trails in County**
- **Extend AOMM visits**
- **Develop River-based Recreation**
- **Promote Equestrian Events w/ NC**







**Goal: Stay longer; spend more**



**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

# Target Audiences

## 1. GROUPS

- *Religious, Association, Sports*

## 2. LEISURE TRAVELERS

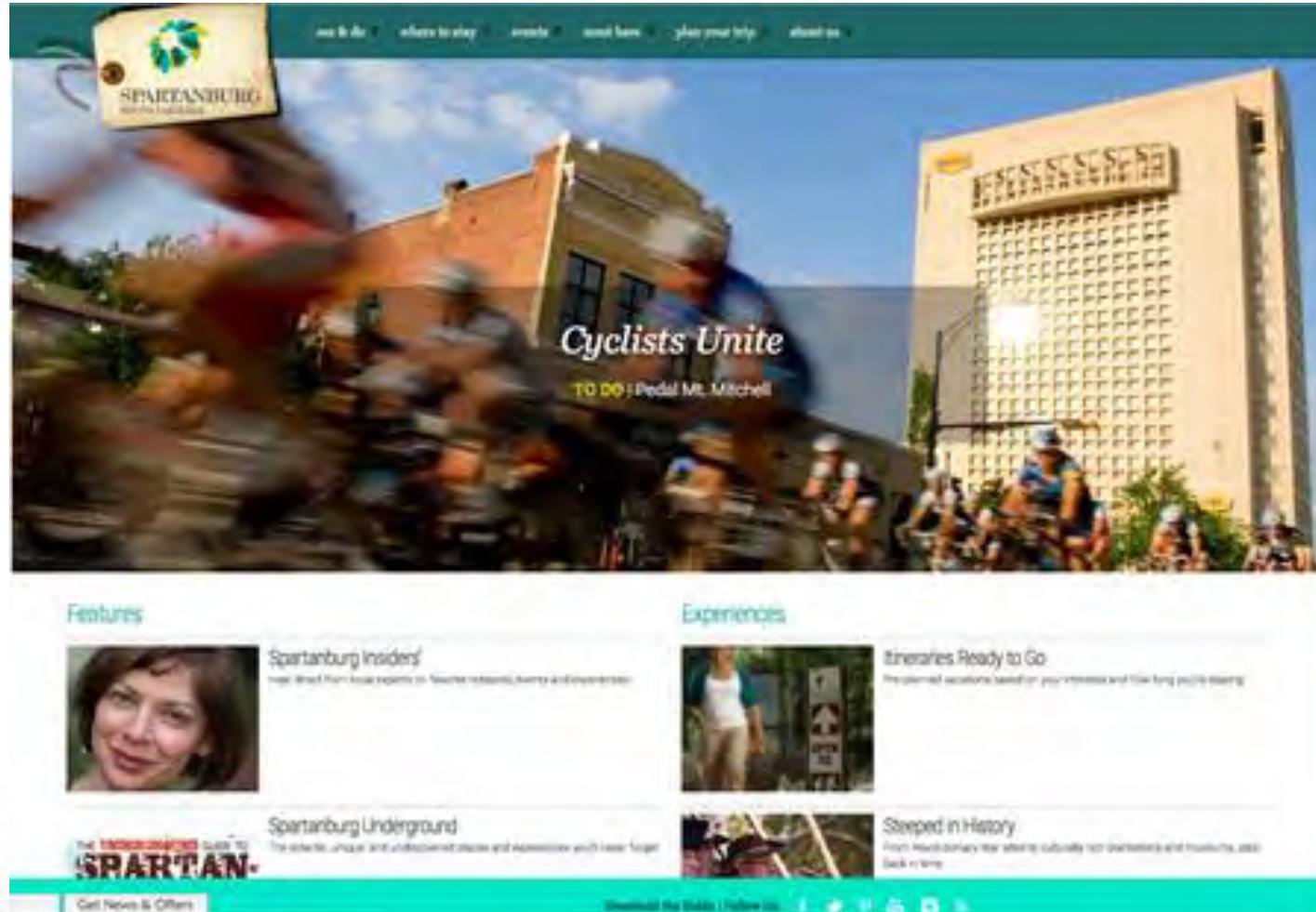
- Adventurists- *Recreation; soft adventure*
- Sports Enthusiasts- *Panthers Camp;*
- History Aficionados- *Rev War, textile, RR*



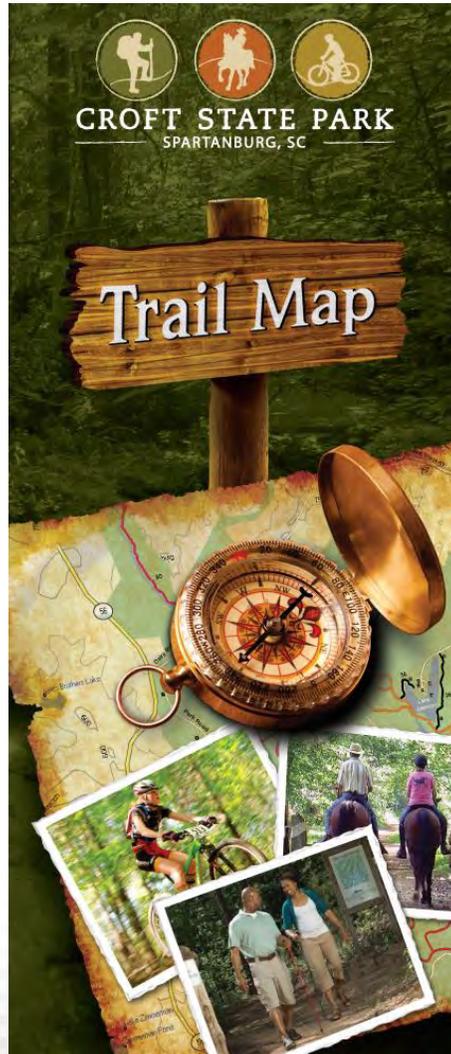
# Target Markets



# WEBSITE REFRESH:

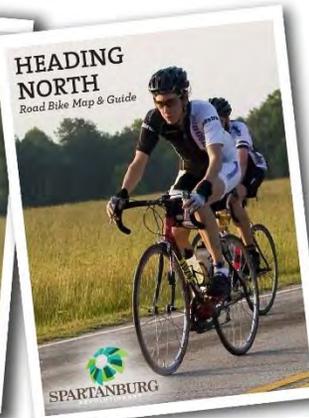
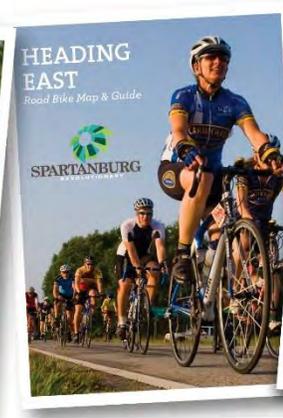
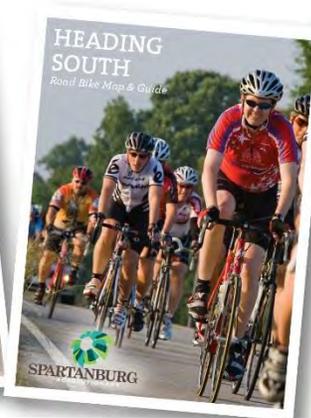


# PUBLICATIONS: Recreation

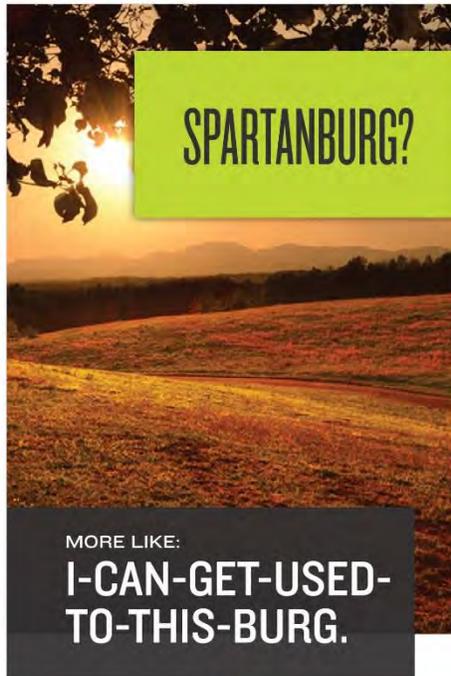


**SPARTANBURG**  
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# PUBLICATIONS: Recreation



# PUBLIC RELATIONS

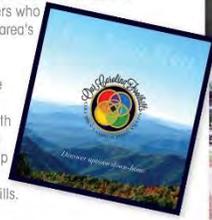


[www.VisitSpartanburg.com](http://www.VisitSpartanburg.com)



*Discover uptown down-home.*

**M** eet your guides to the wonders of Our Carolina Foothills. Both Madelon Wallace and Suzanne Strickland are business owners who are invested in the area's success. They are passionate about sharing the unique features of this amazing region with as many people as possible and to help others discover Our Carolina Foothills.



For more information contact:  
Suzanne Strickland at 828-817-1079  
Madelon Wallace at 864-316-3484

*OurCarolinaFoothills.com*

*To our Media Kit Sponsors: Thank you for sharing the vision of our community to grow economically through travel and tourism: Spartanburg Convention & Visitor's Bureau, Stone Soup Restaurant, Over Mountain Vineyard & Emerson Realty, Mountain Brook Vineyards, Parker-Binns Vineyard, Foothills Chamber of Commerce, City of Landrum, Town of Tryon, City of Columbus, City of Saluda, Paty Shedlow, and The Farm House.*

*With special thanks to photographers who gave special permission to use their work and businesses who gave permission to use photography for Our Carolina Foothills: Cover photo by Donato O. Cacciopaglia, Don West (DonWestPhotos.com), Erik Olsen (ErikOlsenPictures.com), Marc Blazar (Orchardalm.com), Sara Bell (thegorgezipline.com), Kl. Hoke (picturetrail.com/jkhoke.com), Lisa Darling (pinecrestinn.com), Elaine Hobbs (yellowhouselandrum.com).*



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CONVENTION & VISITORS BUREAU

# 2015-16 AD CAMPAIGN



**SPARTANBURG**

CONVENTION & VISITORS BUREAU



**SPARTANBURG**  
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# ADVERTISING: Billboards

SPARTANBURG?

See For Yourself @ [SpartanburgParks.org](http://SpartanburgParks.org)



# ADVERTISING: Billboards

SPARTANBURG?

See For Yourself@  
[VisitSpartanburg.com](http://VisitSpartanburg.com)



# ADVERTISING: Billboards



**HOME OF**

- Assault on Mt. Mitchell
- SRHS Criterium
- Stump Jump

**BIKE TOWN  
SPARTANBURG**

**See For Yourself@**  
[VisitSpartanburg.com](http://VisitSpartanburg.com)



# ADVERTISING: Print



Four towns. Two states. One great experience.



# Play



Nestled conveniently between Asheville, Charlotte and Greenville/Spartanburg, **Our Carolina Foothills** offers visitors a unique rural experience all within a 50 mile radius. Embrace **Our Carolina Foothill's** small town charm, experience the wonderful Thermal Belt climate, enjoy diverse cultural offerings of restaurants, wineries, theatre, art and antiques, farmers markets, historical buildings and museums. For the adventurous, we offer equestrian sports, cycling, water sports, golf and so much more!

Come see what awaits in *Our Carolina Foothills*

VINEYARDS      ARTS      OUTDOOR ADVENTURES      SHOPPING      EQUESTRIAN

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**SPARTANBURG?**

MORE LIKE:  
**GO-WITH-THE-  
FLOW-BURG.**

You've probably heard of Spartanburg if you're an enthusiast of outdoor adventure, sports, history, craft beer or driving luxury cars really fast on a test track. But in case you haven't, let us introduce ourselves. We're Spartanburg, where your weekend full of hiking, biking, kayaking, and locally brewed beer awaits.

This only happens in a place that's truly revolutionary. Come see for yourself.



# ADVERTISING: Print



SPARTANBURG?

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CONVENTION & VISITORS BUREAU

# ADVERTISING: Print

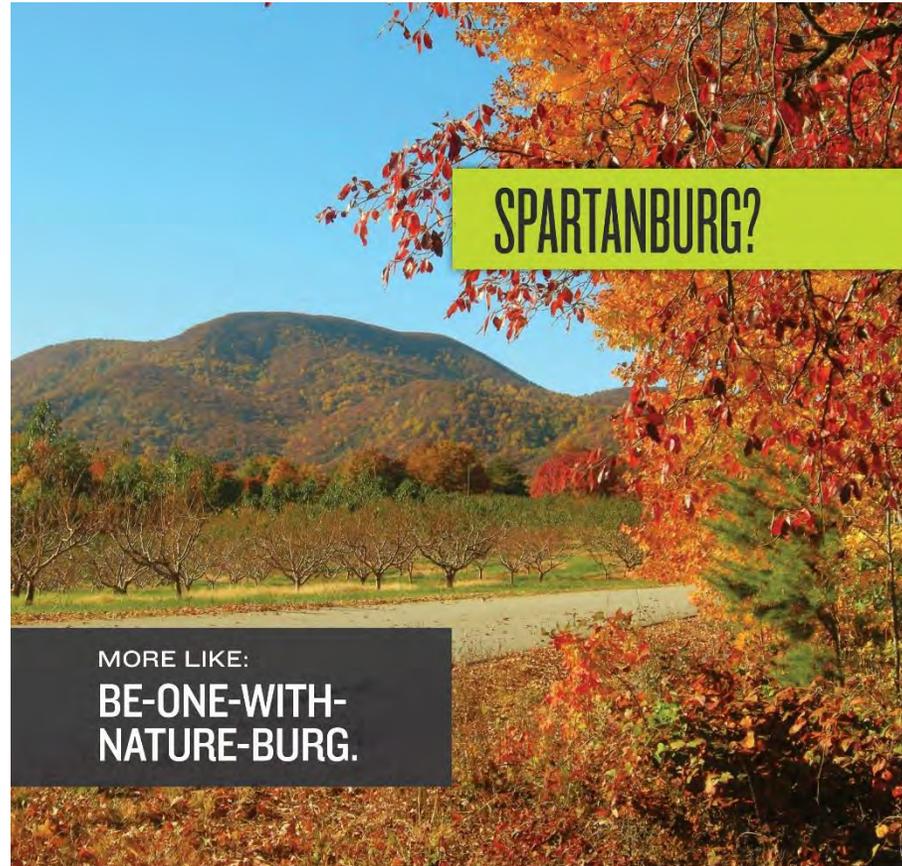


South Carolina  
Just right. 

  
SPARTANBURG  
REVOLUTIONARY  
[www.VisitSpartanburg.com](http://www.VisitSpartanburg.com)

  
SPARTANBURG  
CONVENTION & VISITORS BUREAU

# ADVERTISING: Print



SPARTANBURG?

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NATURE-BURG.**

You've probably heard of Spartanburg if you're an enthusiast of outdoor adventure, sports, history, craft beer or driving luxury cars really fast on a test track. But in case you haven't, let us introduce ourselves. We're Spartanburg, where your weekend full of exploring, relaxing, hiking, and locally brewed beer awaits.

This only happens in a place that's truly revolutionary. Come see for yourself.



South Carolina  
Just right. 



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# ADVERTISING: Print



MORE LIKE:  
**OUTDOOR-  
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You've probably heard of Spartanburg if you're a fan of outdoor adventure, sports, history, craft beer or driving luxury cars really fast on a test track. But in case you haven't, let us introduce ourselves. We're Spartanburg, where outdoor enthusiasts can push the limits while hiking, biking and kayaking. Afterwards, relax with a locally brewed beer while admiring beautiful fall foliage.

This only happens in a place that's truly revolutionary. Come see for yourself.



# What About The Results?

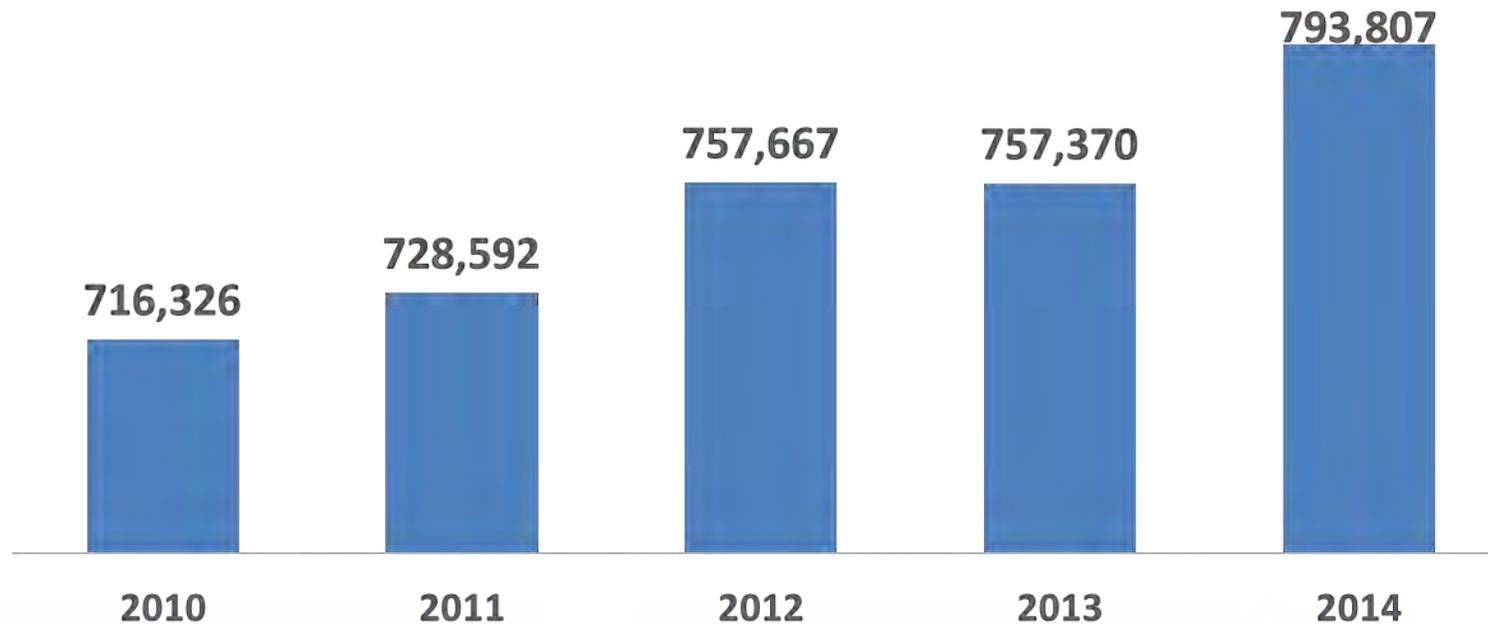




**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

# Total Room Demand

Room demand experienced a notable increase of 5% this year, reaching a five year high. Since 2010, total room demand has increased by 11%.



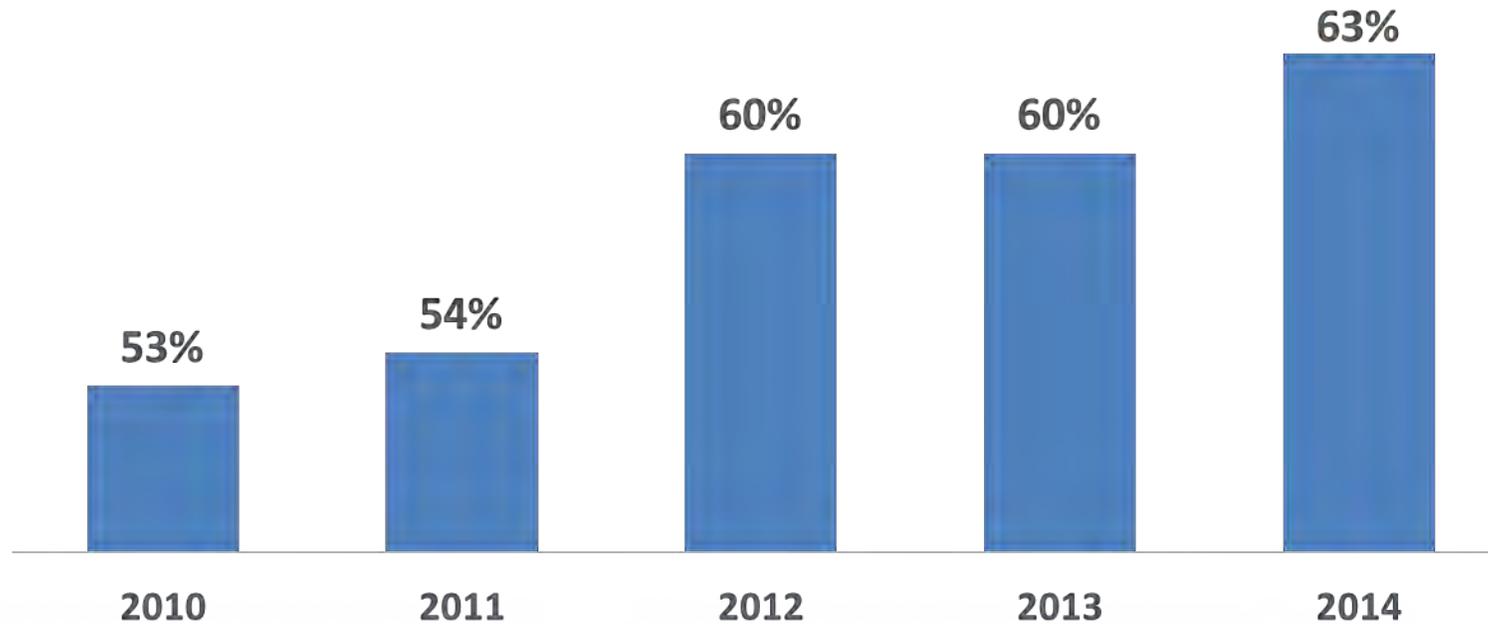
SOURCE: Spartanburg Balanced Corporate Scorecard



**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

# Average Occupancy

After remaining steady at 60% for the past two years, Spartanburg's occupancy increased by 3%, reaching a 5-year high at 63%.



SOURCE: Spartanburg Balanced Corporate Scorecard



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# Average Room Rates

The average room rate increased by nearly \$5, also reaching a 5-year high.



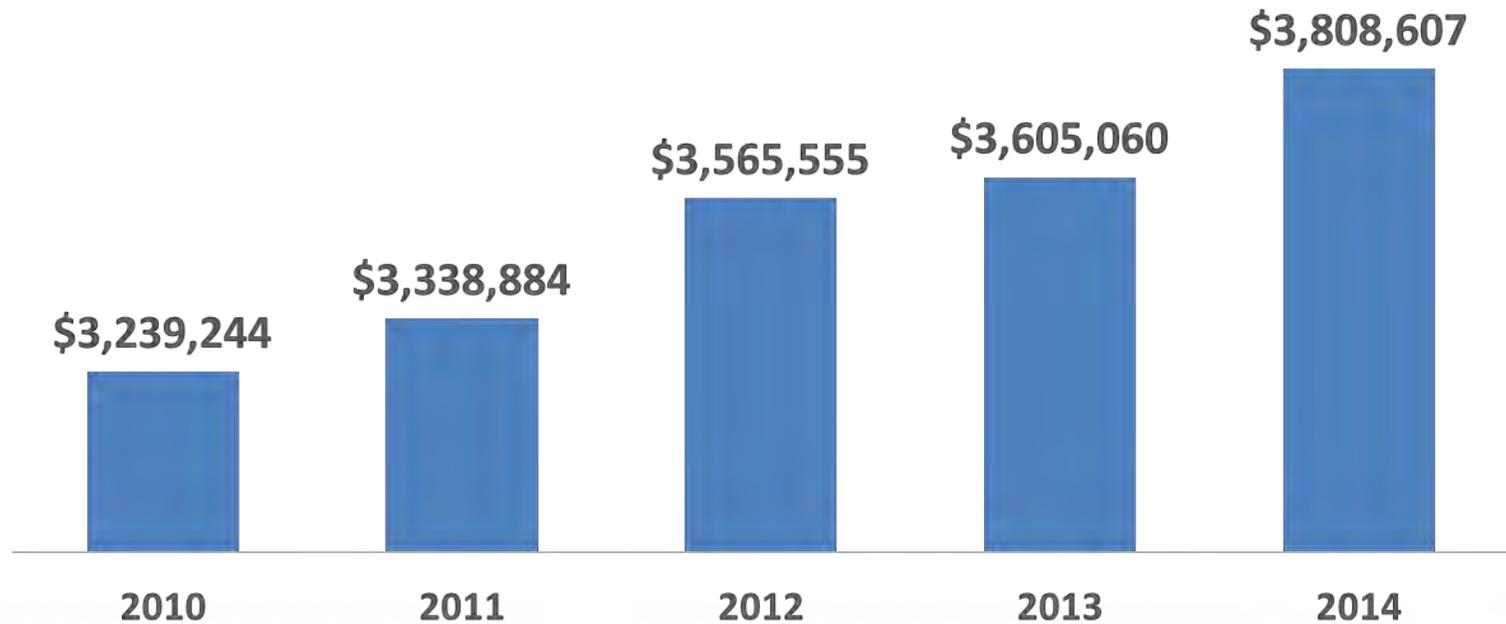
SOURCE: Spartanburg Balanced Corporate Scorecard



**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

# County Hospitality Tax

Overall, county tax revenue has increased by 18% since 2010, with the largest increases experienced in 2012 and 2014 (up 7% and 6%).

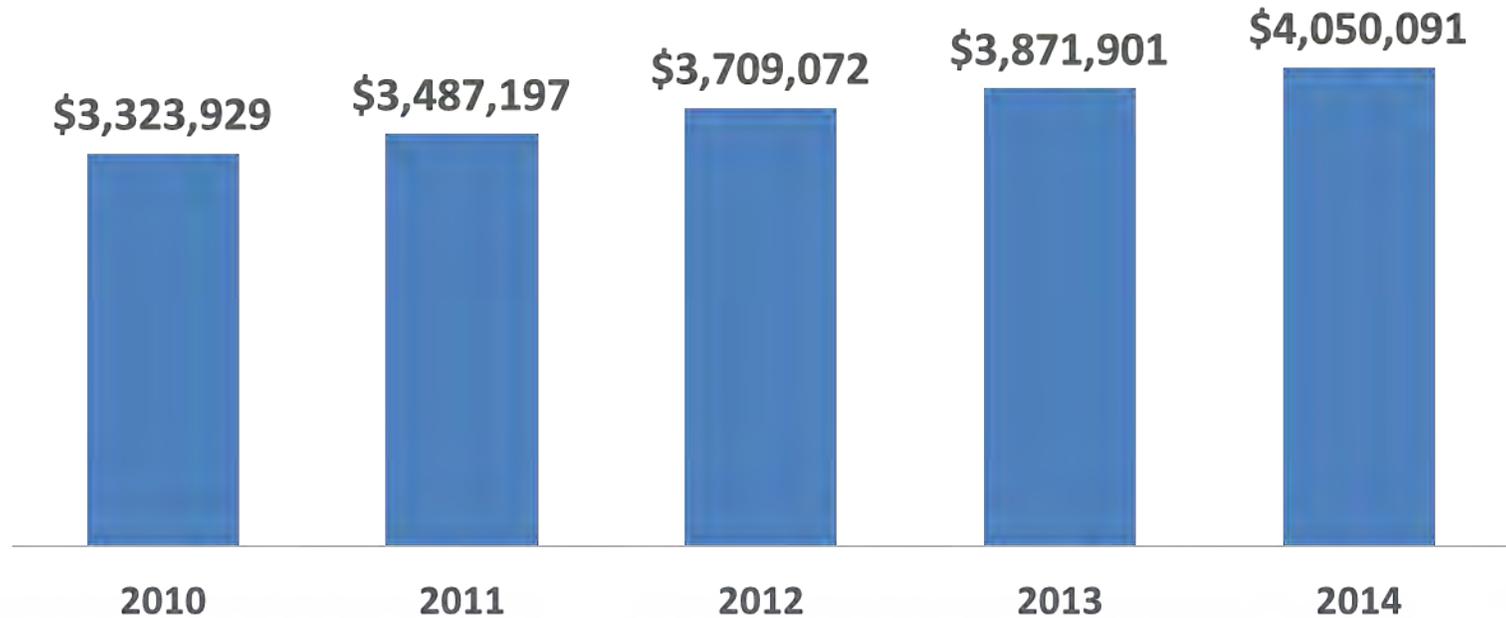


SOURCE: Spartanburg Balanced Corporate Scorecard



# City Hospitality Tax

Spartanburg's Total City Hospitality Tax continues to be on an upward trend, increasing 5% this year.



SOURCE: Spartanburg Balanced Corporate Scorecard



**SPARTANBURG**  
CONVENTION & VISITORS BUREAU

# Tourism Action Plan: Progress Report and Update



Prepared for the Spartanburg  
Convention and Visitors Bureau by:



March 11, 2015

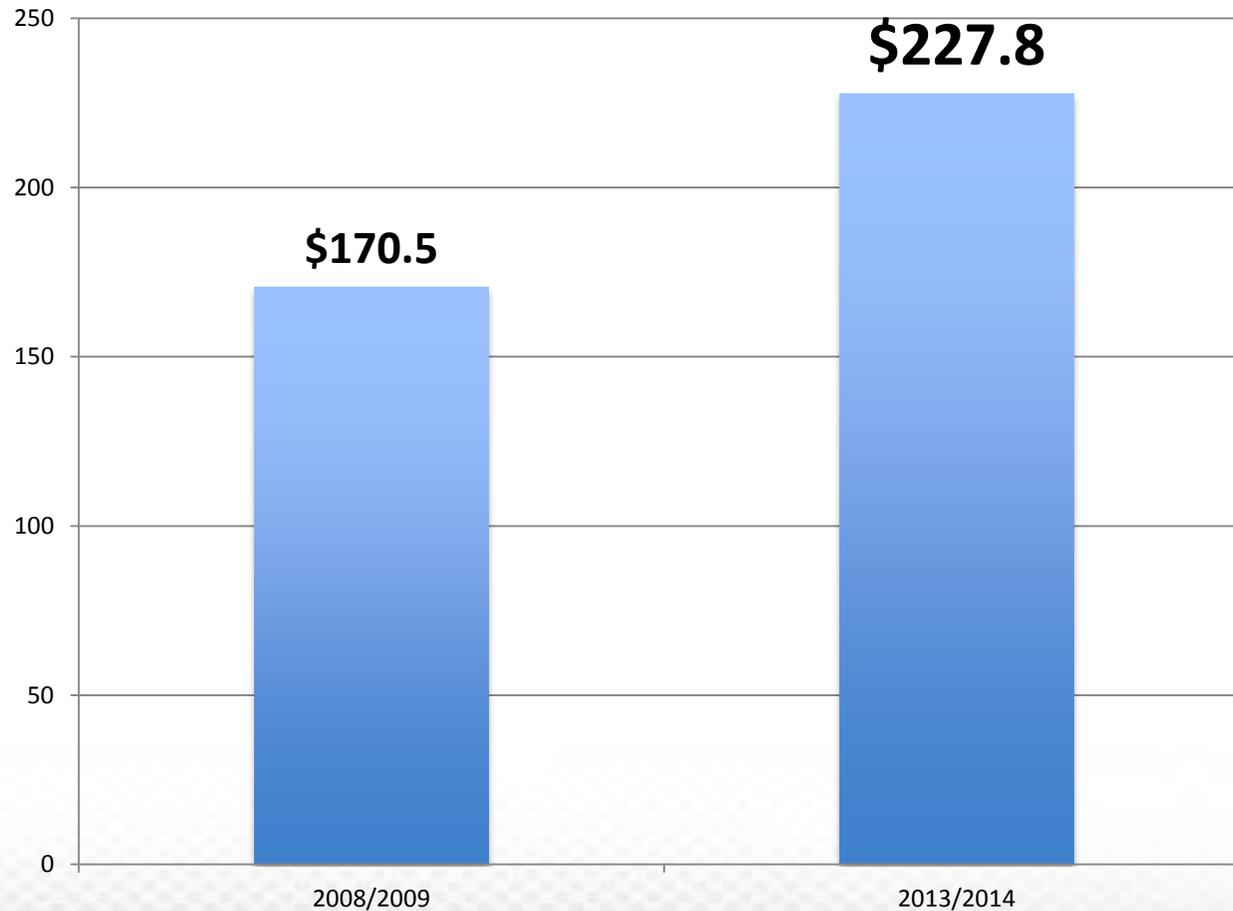
# Product Development

- **Develop Marketing Strategy w/ Bass Pro**
- **Partner with Upward Sports**
- **Utilize Blueways as asset**
- **Grow Sports Tourism efforts**
- **Differentiate w/ Sports, Recreation and Heritage**

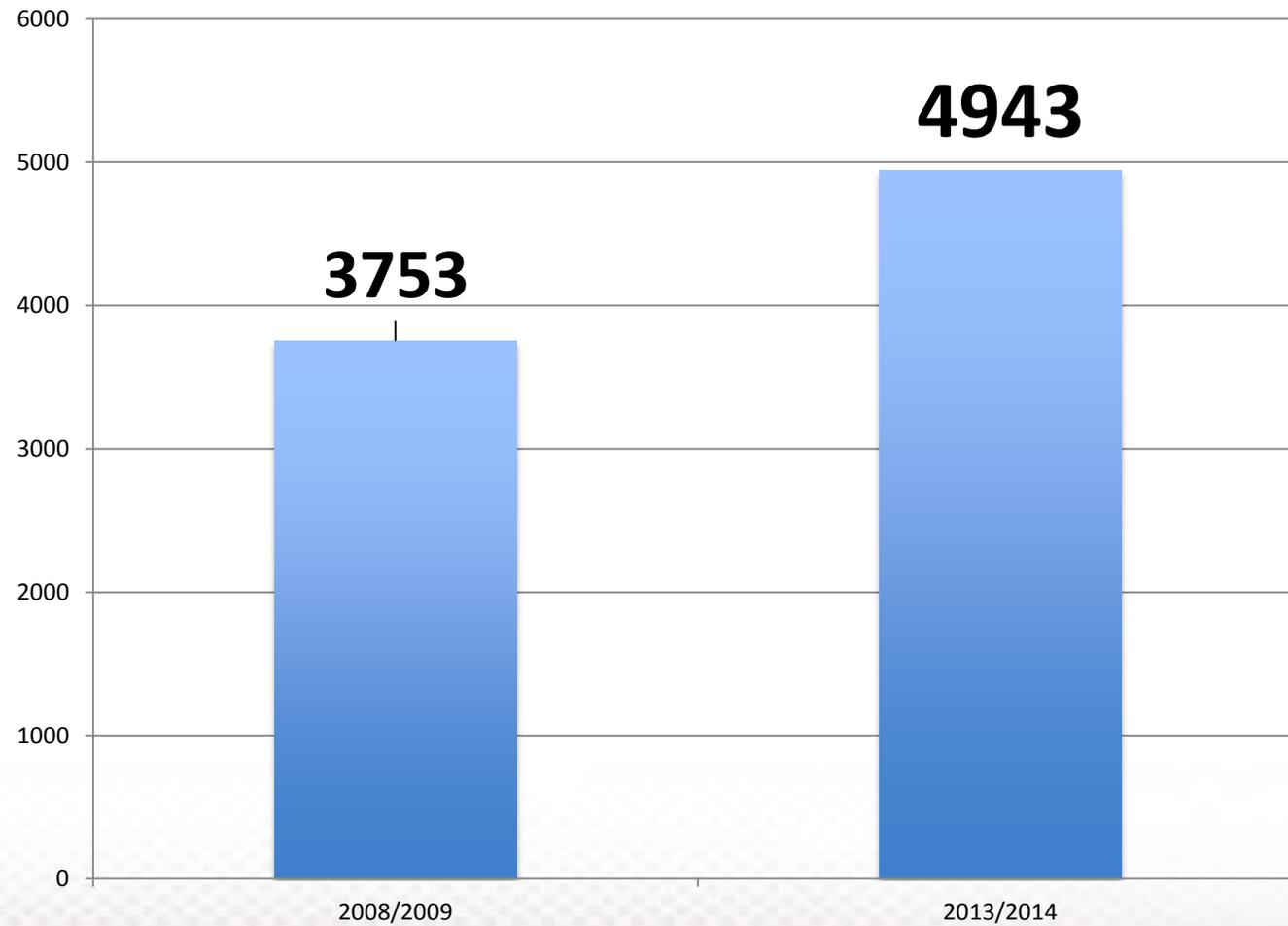


# Total Tourism Impact

## Output in \$Millions



# Tourism-related Jobs





**“So...what’s new?”**



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CONVENTION & VISITORS BUREAU

**This!**  
*2016*



**Outdoor  
World<sup>®</sup>**



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**And  
This!**  
*2017*



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Oh, and this...



South Carolina

**GOVERNOR'S  
CONFERENCE**

on Tourism & Travel



**SPARTANBURG**  
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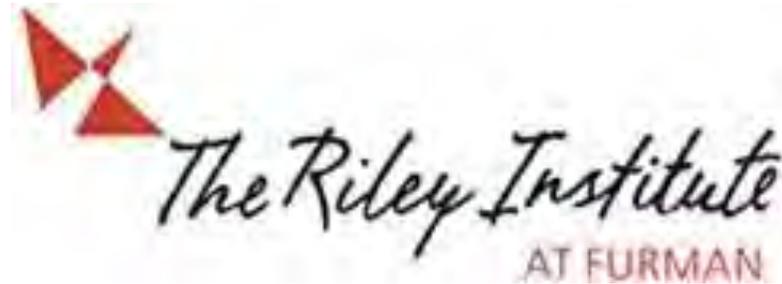
**Stuff like this only happens in a place that's  
truly REVOLUTIONARY... *Come see for yourself***



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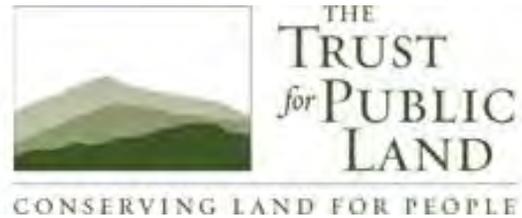
Jacki Martin  
Director of Operations  
The Riley Institute at Furman

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Jessica Sargent  
Conservation Economics Director  
Trust for Public Land

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THE  
TRUST  
*For*  
OUR  
LAND

## The Economics of Conservation and Open Space

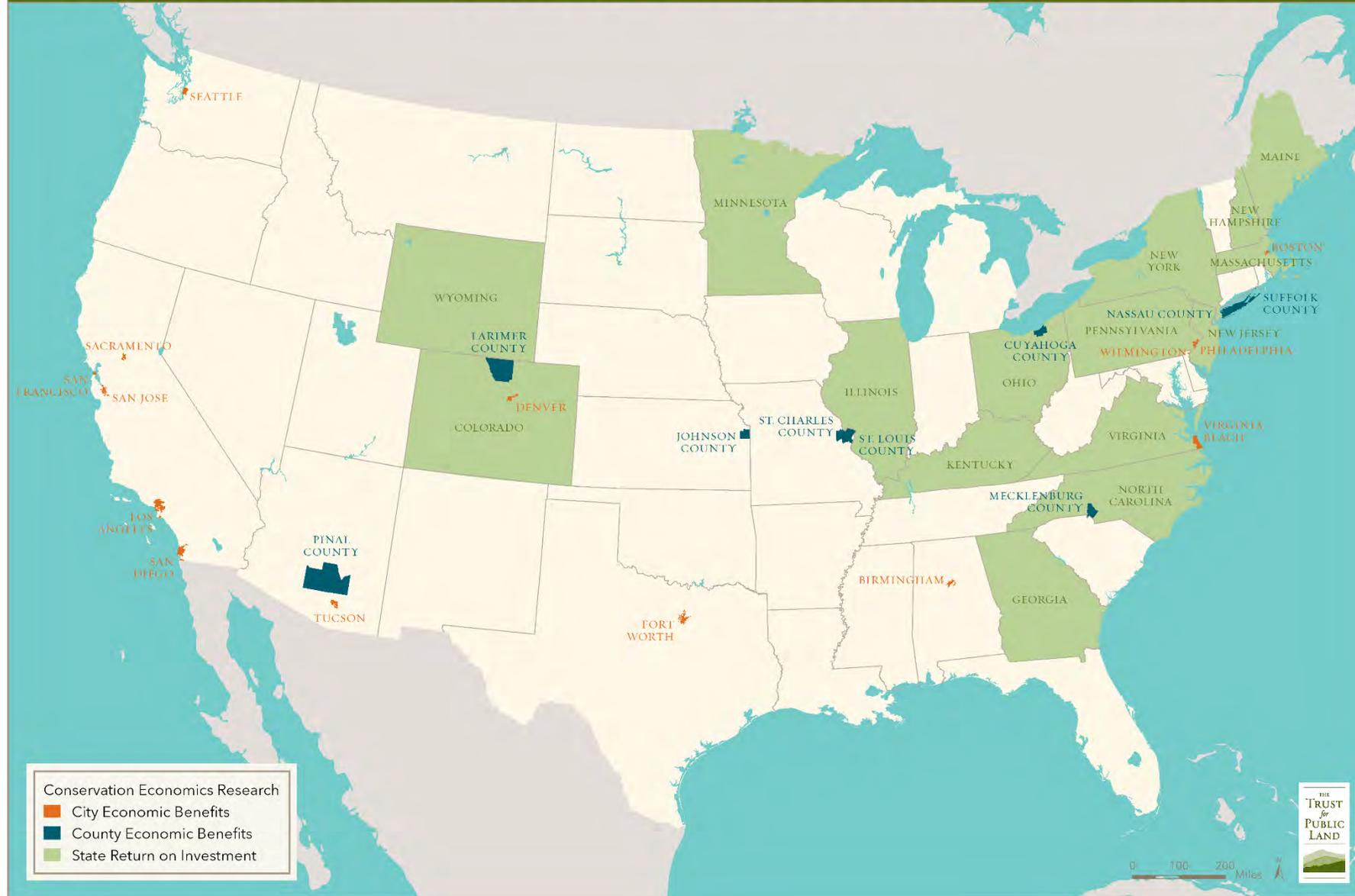
October 20, 2015

THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE

# THE TRUST FOR PUBLIC LAND

CONSERVATION ECONOMICS RESEARCH IN CITIES, COUNTIES, AND STATES (2008-2015)



# Local Economic Benefits

- Benefits accrue to
  - Local government(s)
  - Residents
  - Local businesses

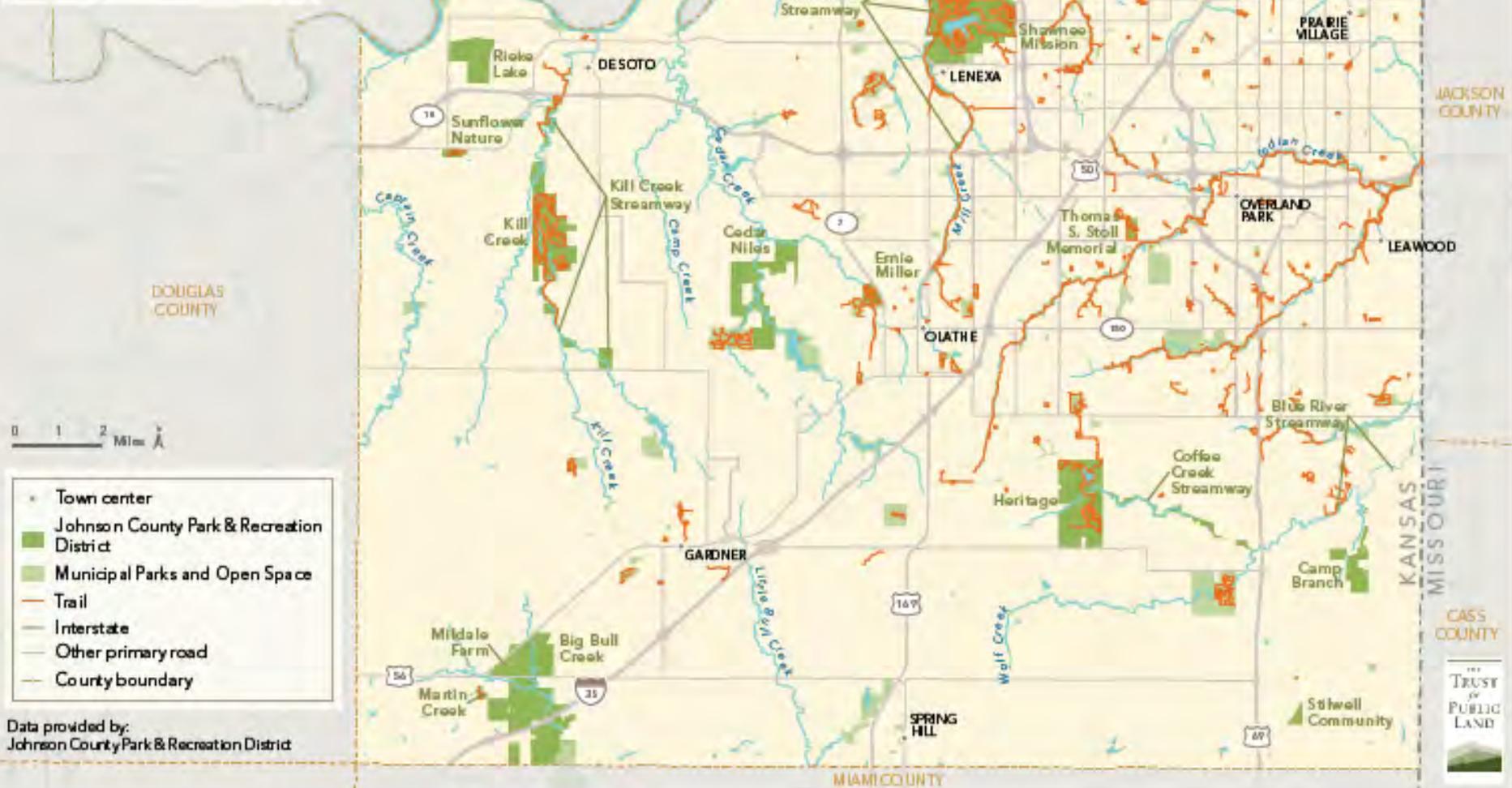
The Economic Benefits of  
Johnson County Park & Recreation District  
Johnson County, Kansas



THE TRUST *for* PUBLIC LAND  
LAND FOR PEOPLE

# JOHNSON COUNTY PARK & RECREATION DISTRICT

JOHNSON COUNTY, KANSAS



# Enhanced Property Value

- The market values of properties located near a park or trail are frequently higher than those of comparable properties located elsewhere.
- An increase in property values generally results in increased property tax revenues.

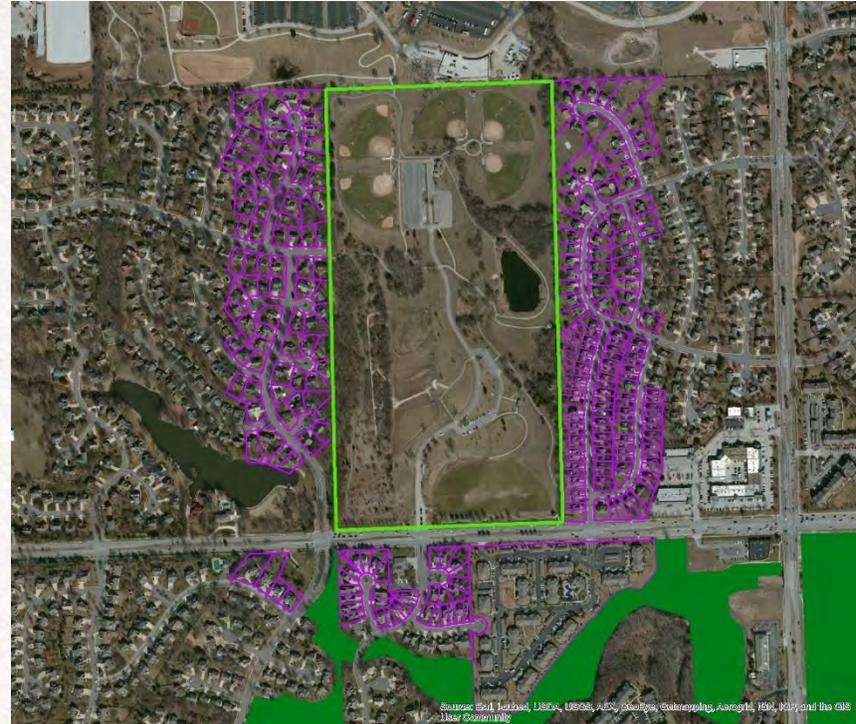


JCPRD

Neighborhood Entry to Stoll Park

# Enhanced Property Value

- Preserving open space generally increases neighboring home values, but the values vary.
- The magnitude of the impact has been shown to be up to 20% for parks and 14% for trails.



Thomas S. Stoll Memorial Park

# Enhanced Property Value

- Market Value Premium of Parks: 5%
- Additional Property Value
  - JCPRD Parks: \$24.1 million
  - Municipal Parks: \$490 million
  - All Parks: \$514 million



Jeff Pierce

Kill Creek Park Native Prairie

# Reducing Stormwater

- Parks and trails can reduce the costs of stormwater management by capturing precipitation and/or slowing its runoff.
  - Calculate the volume of water retained by parks and trails.
  - Estimate the cost of treating that volume of water.



JCPRD

Antioch Park

# Reducing Stormwater

- Runoff reduction from parks: 206 million cubic feet
- Cost of treatment per cubic foot: \$0.04
- \$8.94 million in management cost savings



Mary G. Eads

Heritage Park

# Air Pollution Removal by Vegetation

- Vegetation on parks and trails improves air quality by removing air pollutants, including:
  - Carbon monoxide, nitrogen dioxide, ozone, coarse dust and fine particles, and sulfur dioxide
- Estimate the cost savings of pollutants not entering the atmosphere using the U.S. Forest Service models of pollution removal for urban trees.



Kill Creek Park Trail

Mary G. Eads

# Air Pollution Removal by Vegetation

- Tons of air pollution removed annually
  - Carbon monoxide: 8,720
  - Nitrogen dioxide: 47,600
  - Ozone: 281,000
  - Coarse dust particles: 126,000
  - Fine particles: 8,590
  - Sulfur dioxide: 45,500
- \$1.33 million in reduced air pollution costs



Shawnee Mission Park Small Lakes

# Recreation and Tourism

- Parks, trails, and recreational facilities attract non-residents to the area.
- These visitors spend money in local communities.
- Tourism in Johnson County
  - \$1.42 billion in sales
  - \$49.7 million in state tax revenue
  - \$34.8 million in local tax revenue



Boccia Americas Cup at New Century Fieldhouse

# Recreation and Tourism

- Johnson County
  - 37% of tourists come to visit parks, trails, and recreational facilities
  - \$524 million in visitor spending
  - \$18.4 million in state tax revenue
  - \$12.9 million in local tax revenue
- JCPRD
  - 22,200 out-of-town visitors
  - 53,000 overnight stays
  - \$332 per overnight visitor
  - \$7.37 million in spending



Mary G. Eads

The Theatre in the Park

# Direct Recreational Use by Residents

- Value gained by residents from visiting the parks and trails and engaging in activities.
- Estimate using Oregon State University's Recreation Use Values Database and supported by the U.S. Army Corps of Engineer's Unit Day Value method.
- Average value per visit for park and trail use: \$4.67



Mary G. Eads

Shawnee Mission Park

# Direct Recreational Use by Residents

- Most residents visit JCPRD parks and facilities at least once a year
  - 78.8% of children
  - 69.8% of adults
- 8.26 million visits annually
- \$39.5 million in value



Mary G. Eads

Shawnee Mission Park

# Improved Health of Area Residents

- When people have access to trails and parks they exercise more. Exercise reduces illness in people of all ages.
  - Estimate the medical cost savings based on CDC guidelines.
  - Annual health care cost savings for adults who exercise regularly: \$1,100 - \$2,210



Mary G. Eads

Shawnee Mission Park North Trail

# Improved Health of Area Residents

- Adults active in JCPRD parks, trails, and facilities:
  - 14,600 adults 18 – 64 years old
  - 2,310 adults over 65 years old
- Health care cost savings: \$21.2 million

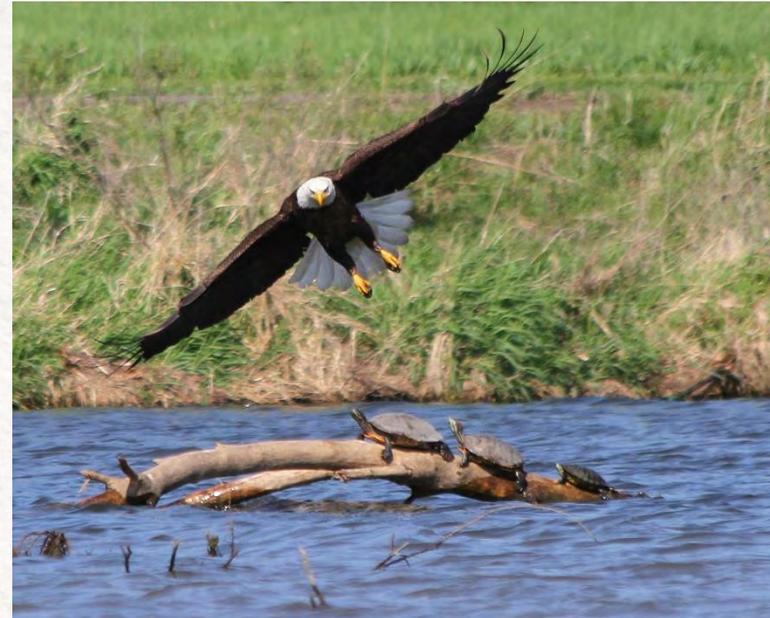


Lory Rodak

Mill Creek Streamway Park Trail

# Economic Development

- Parks, trails, and recreational facilities make the area an attractive place to live and work
- Skilled workers are attracted to places with open space, clean air and water, and recreation opportunities
- Businesses are able to recruit the best workers
- Johnson County has been recognized for high quality of life

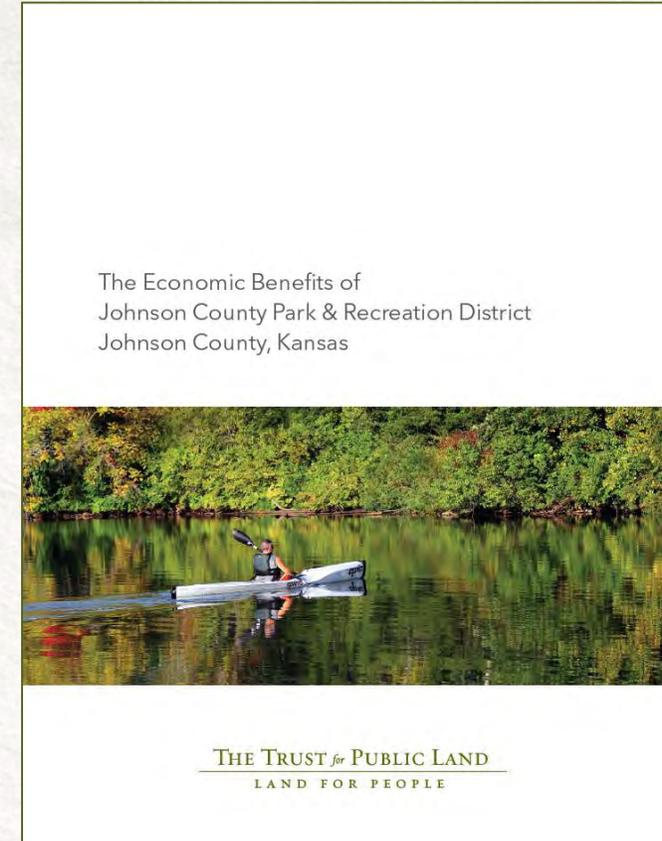


Mary G. Eads

Heritage Park Lake

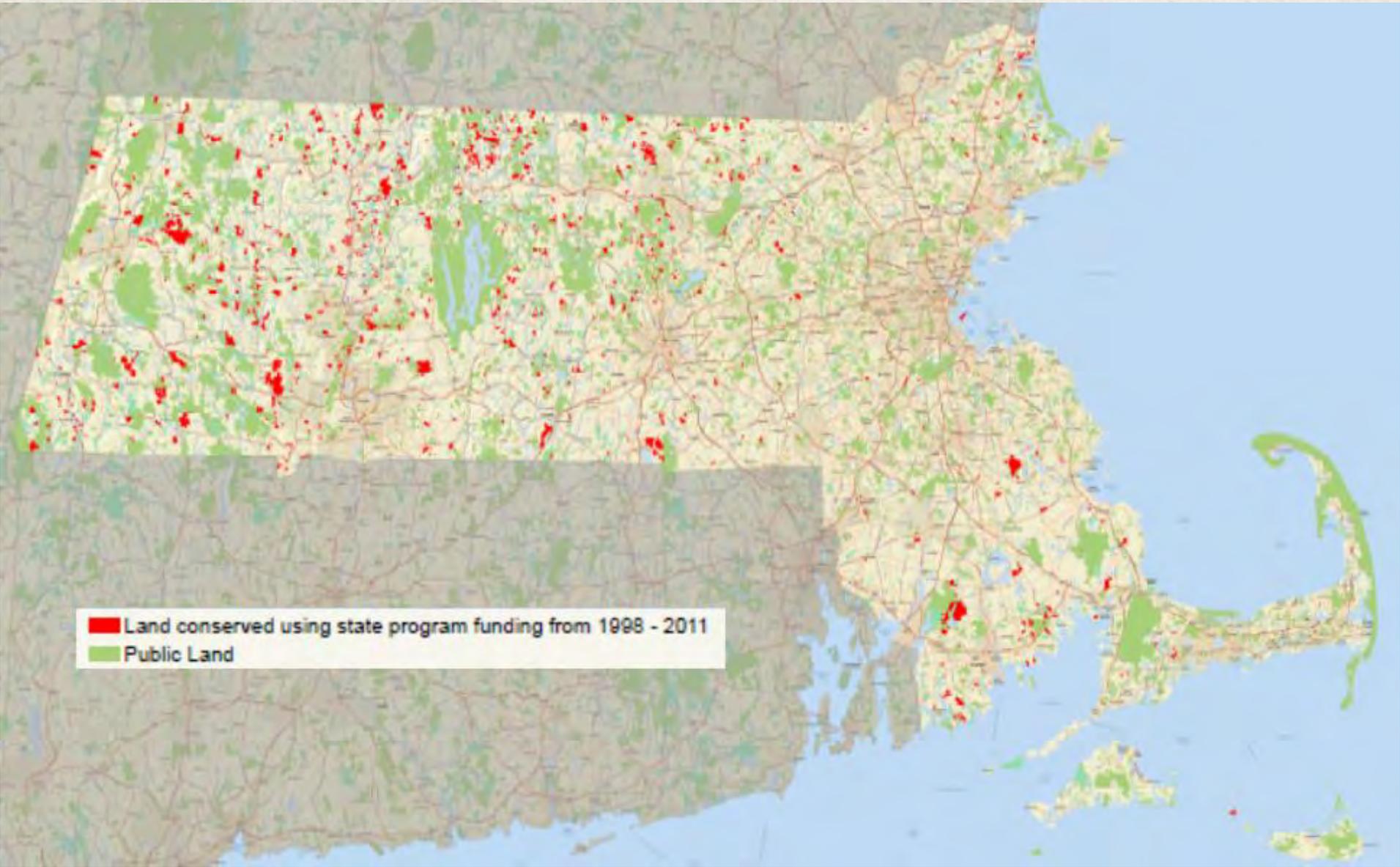
# Key Findings

- JCPRD parks, trails, and facilities are vital to the local economy
- Leadership in trail design and development
- Benefits to every resident of Johnson County – clean air and water
- Reduces costs to local governments
- Supports local businesses - improves quality of life and attracts visitors



# Measuring Return on Investment for Public Land Conservation Spending

1. Identify parcels that have been protected, where they are located and how much they cost
2. Determine the land cover types of protected areas (e.g., wetlands, rivers, forests)
3. Analyze the economic benefits provided by each land cover type (e.g., clean air, clean water, flood control)
4. Tally the benefits provided by each parcel each year and compare total benefits with total costs



YEAR	ACRES	PERCENT LAND COVER
Deciduous forest	55,600	43 %
Evergreen forest	20,100	16 %
Mixed forest	15,600	12 %
Woody wetland	13,900	11 %
Pasture	9,240	7 %
Cultivated crops	3,710	3 %
Open space	3,240	3 %
Emergent herbaceous wetland	2,000	2 %
Open water	2,000	2 %
Developed	1,530	1 %
Shrub/scrub	1,120	1 %
Grassland	611	< 1 %
Barren	328	< 1 %
<b>Total</b>	<b>129,000</b>	

Source: 2006 National Land Cover Dataset (NLCD 2006).

LAND COVER*	ECOSYSTEM SERVICES	ANNUAL VALUE PER ACRE**
Deciduous forest	Stormwater management; water quality protection; carbon storage; carbon sequestration; air pollution removal; and soil retention	\$ 1,220
Evergreen forest	Stormwater management; water quality protection; carbon storage; carbon sequestration; air pollution removal; and soil retention	\$ 1,180
Mixed forest	Stormwater management; water quality protection; carbon storage; carbon sequestration; air pollution removal; and soil retention	\$ 1,200
Woody wetland	All	\$ 2,570
Pasture	Wildlife habitat; carbon sequestration; pollination services; erosion control; and production of livestock	\$ 58
Cultivated crops	Agricultural goods; pollination; carbon sequestration; and erosion control	\$ 167
Open space (e.g., parks)	Air pollution removal; carbon sequestration; carbon storage; and stormwater management	\$ 464
Emergent herbaceous wetland	All	\$ 2,570
Open water	All	\$ 239
Developed	Air pollution removal; carbon sequestration; carbon storage; and stormwater management	\$ 464
Shrub/scrub	Stormwater management; water quality protection; carbon storage; carbon sequestration; air pollution removal; and wildlife habitat	\$ 434
Grassland	Pollination; wildlife habitat; carbon sequestration; erosion control; and nitrous oxide reduction	\$ 31

# Return on Investment in Conservation in Massachusetts

- Environmental bond bill funds exhausted
- ROI of **4 to 1**
  - In over a dozen states across the country, from Maine to Colorado, we found that every \$1 invested by the state returned \$4 to \$11 in natural goods and services.
- Released at State House media event 9/2013
- Used in support of \$2.2 billion Environmental Bond Bill (Signed by Gov. Patrick 8/2014)



# Thank you!

- For more information, contact:

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Wrap Up and Q & A

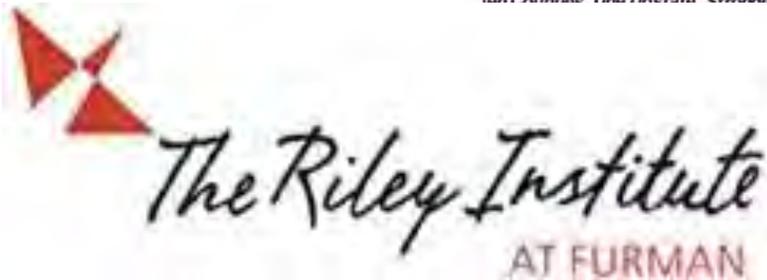
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Upstate Forever

The logo for Upstate Forever features the word "Upstate" in a dark green serif font, followed by the letter "F" in a bold, dark green serif font. The letter "o" is replaced by a stylized orange sun with radiating lines. The word "ever" is in a dark green serif font. The entire logo is set against a light green background.

# Shaping Our Future Speaker Series Partners

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Special thanks to JM Smith Corporation for helping to sponsor today's event.