



Why More Open Space is Good for our Land, Water, and Quality of Life

1 Protected open space provides healthy wildlife habitat that is used by people to “watch” wildlife (e.g. birding).

In Pima County, the total **economic effects of all watchable wildlife recreation** in 2011 were:

Total Retail Sales= ~\$179.5 million

Retail Sales with Multiplier Effect = ~\$304.3 million

Salaries and Wages = ~\$98 million

Full and Part-time Jobs = 2736

2 Many economic sectors benefit from watchable wildlife activities that depend on open space. In 2011, watchable wildlife activities in Arizona supported 20 economic sectors, contributed \$1.4 billion in sales, supported 12,892 jobs, and produced \$463.5 million in income.

The 20 economic sectors supported by watchable wildlife activities include:

Ag, Forestry, Fishing, and Hunting	Real Estate & Rental	Mining
Professional—Scientific & Tech Services	Utilities	Management of Companies
Construction	Administrative & Waste Services	Manufacturing
Educational Services	Wholesale Trade	Health & Social Services
Retail Trade	Arts—Entertainment & Recreation	Finance & Insurance
Transportation & Warehousing	Accommodation & Food Services	Information
Government & non-NAICs	Other Services	

3 Tourism related to open space is a significant contributor to our local economy.

In 2013, Saguaro National Park visitors (635,039 non-residents) spent **\$40.6 million in our local economy** and supported **563 local jobs**.

4 Open space supports a high quality of life and provides critical space for recreation.

In a 2013 poll of 2,400 Arizonan registered voters, **93% said they had visited public lands** in the last year. **65% said they would recommend that out-of-state visitors “visit the outdoors,** such as national parks, rather than an attraction in town.” **88% said that public lands are an essential part of Arizona’s economy.**

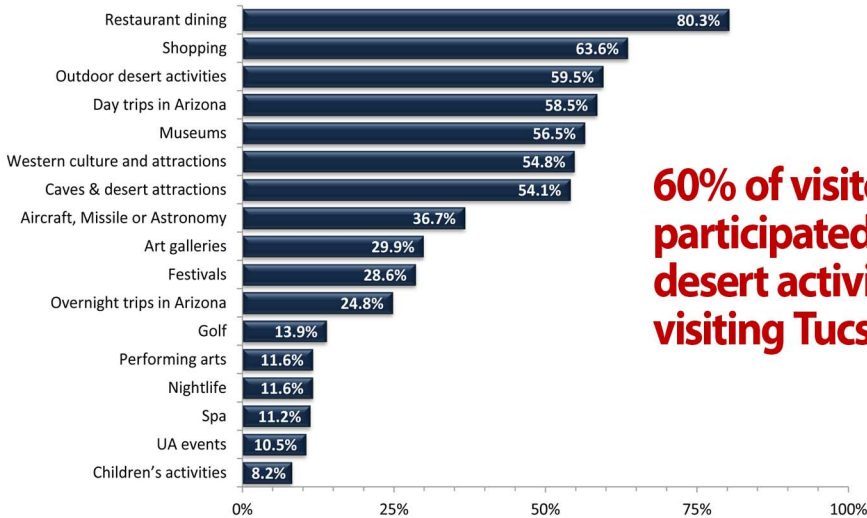
5 Protecting more open space around metropolitan Tucson promotes infill development, which further reduces pressure on protected natural areas, utilizes existing infrastructure, and supports regional visions such as Imagine Greater Tucson.

6 Pima County residents highly value environmental conservation, clean air, and clean water when considering future regional growth.

A 2012 survey conducted by Imagine Greater Tucson asked respondents what factors are important to them when they consider future growth. **The top three responses were clean and sustainable water resources (83%), clean air (75%), and environmental conservation (70%).** These three factors were also the highest across all sub-regions. The survey report further states, "When asked later to choose between preserving environmentally sensitive lands or maintaining the lower density of homes, only 1,255 (19.38%) respondents indicated a preference for lower-density over environmental preservation."

7 Our natural environment is the top reason Tucson is recommended to travelers.

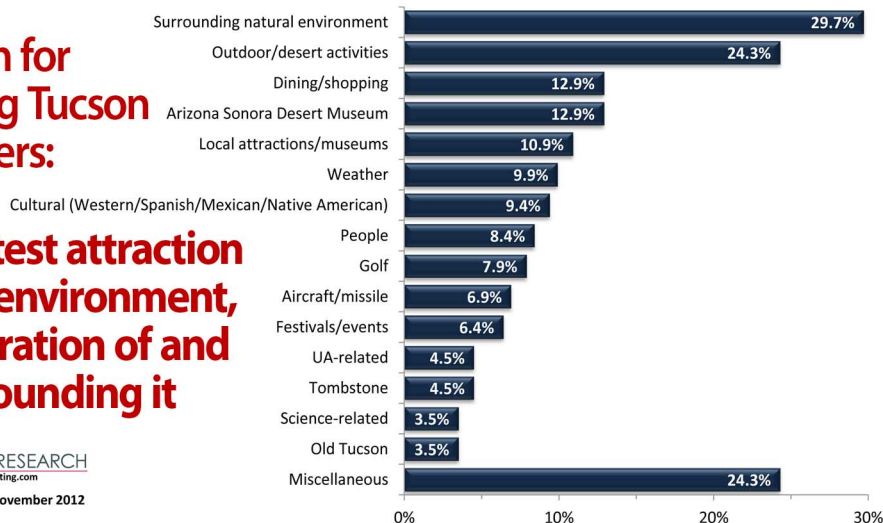
A 2012 study by Strongpoint Research asked respondents why they would recommend Tucson to other travelers. **The top two responses were the surrounding natural environment (30%) and outdoor/desert activities (24%).**



60% of visitors surveyed participated in outdoor desert activities while visiting Tucson

Primary reason for recommending Tucson to other travelers:

Tucson's greatest attraction is the natural environment, and the exploration of and activities surrounding it



SOURCES:

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Strongpoint Research. November 2012. Visit Tucson's visitor inquiry study. Information obtained from a February 17, 2014 memo from Brent DeRaad, Visit Tucson to Larry Hecker, Chairman, Pima County Bond Advisory Committee.