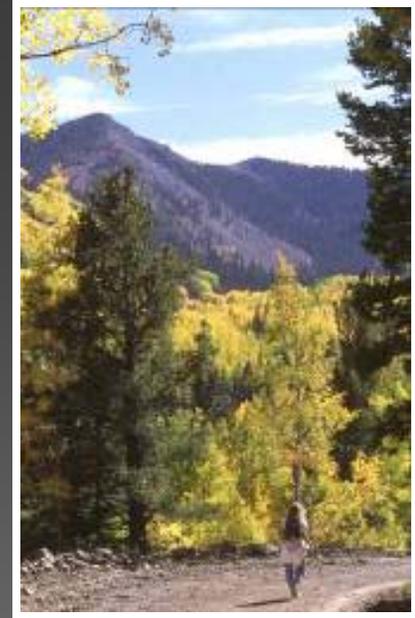




Planning – Naturally! Taking Advantage of Arizona's Natural Attraction

APA Arizona State Planning Conference
Sept. 27, 2013





SESSION OUTLINE

Tag team effort describing wildlife oriented recreation and relate it to community, city, county and regional planning; ultimately relating to conservation and sustainability.

Joe – Introduce wildlife watching as a recreational activity with benefits

Jessica – AWWWE as it relates to regional planning to create a nature-based recreation system

Rosalie – AWWTA Globe-Miami Go Wild community assessment project

Barbie – community nature event planning for the successful Verde Valley Birding and Nature Festival



Wildlife Viewing as a Recreational Activity: What's It All About?

- ✓ What makes Arizona such a natural attraction?
- ✓ Benefits of wildlife-oriented programs
- ✓ Economic Benefits
- ✓ Partnerships
- ✓ Common goals of wildlife watching programs





Why Such a Natural Attraction?

Scenic Wonders – A no brainer

Wildlife Wonders –

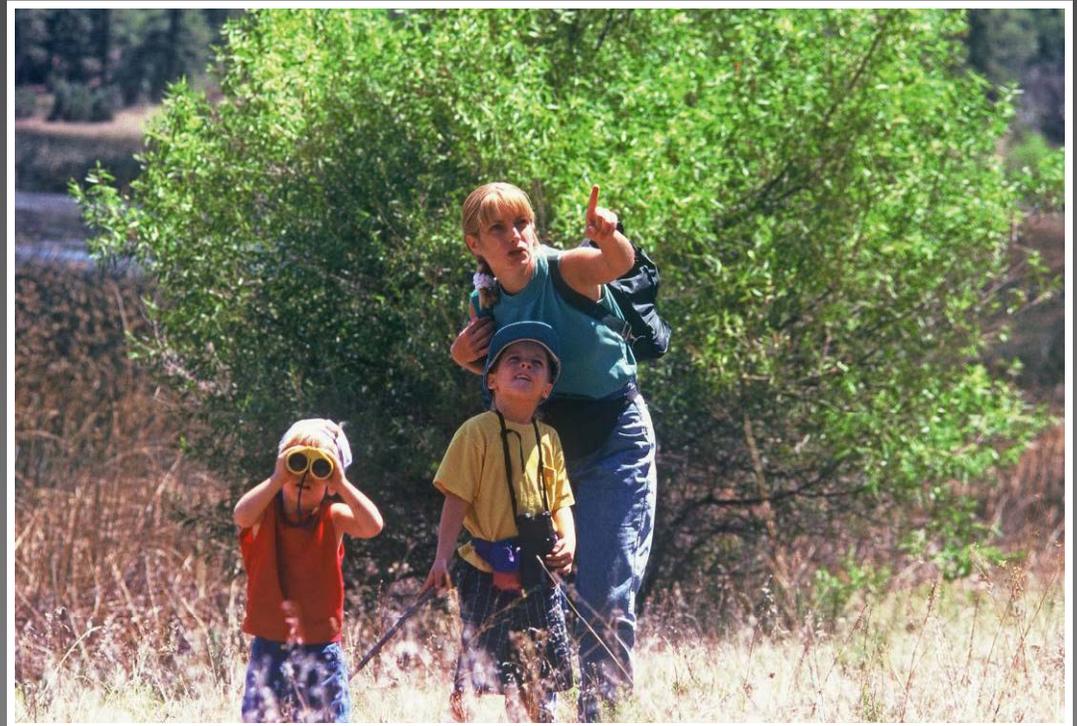
- **900 Total Species (830 Native)**
- **530 Bird Species (Third In The U.S.)**
- **134 Native Mammals (28 Bat Species, Second To Texas)**
- **107 Native Reptiles and 26 Native Amphibians**



Benefits of Wildlife Viewing

Family Leisure/Bonding –
It enhances the family
experience

Physical Health –
Exercise done watching
wildlife contributes to a
variety of physical health
benefits.





Nature-based Spiritual Benefit –

Offers a means for attaining reverence and spiritual experiences for some.

Economic –

Wildlife recreation can play an important role in developing and maintaining the economic engine of communities.

Community satisfaction –

Having wildlife viewing experiences available is important in peoples' satisfaction with their community and quality of life.



Increase in learning – the pursuit of wildlife viewing experiences enhances learning. Increases appreciation and awareness of wildlife.



CENTER FOR THE STUDY OF RURAL AMERICA
Federal Reserve Bank of Kansas City

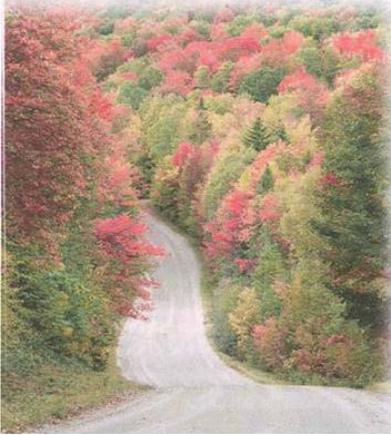
April 2004

The Main Street *Economist* *Commentary on the rural economy*



Wildlife Recreation: Rural America's Newest Billion Dollar Industry

Jason Henderson
Economist
Center for the Study of Rural America



In today's search for the next billion dollar industry to revitalize Main Streets, many rural leaders are again pinning their hopes on nature. New opportunities are not arising from traditional sources—commodity industries like agriculture or mining.

Tomorrow's opportunity may well be wildlife-related recreation—already a \$108 billion industry nationwide.

In many rural places, hunting, fishing, and wildlife watching have boosted rural tourism, spurred business growth, and contributed to strong land value gains. The brightest prospects though, still lie ahead. Rural communities fortunate enough to have other amenities to complement their natural resource base are in the best position to reap new economic benefits from this booming industry.

ECONOMIC IMPACT

SHOW ME THE ARIZONA NUMBERS!



SUMMARY OF ARIZONA 2011 ECONOMIC IMPACTS OF WILDLIFE WATCHING¹

*defined as the primary purpose of observing, photographing or feeding wildlife

<u>Participation</u>	1.6 Million (More than 12 state populations)
<u>Retail Sales</u>	\$850 Million (More than the combined national sales of baseball, softball and tennis equipment in 2010²)
<u>Employment</u>	\$464 Million
<u>Jobs</u>	13,000 full and part-time jobs generated by resident and non- resident spending
<u>Federal Taxes</u>	\$106 Million
<u>State and Local Taxes</u>	\$94 Million
<u>Total Economic Output</u> (includes direct, indirect and induced effects)	\$1.4 Billion

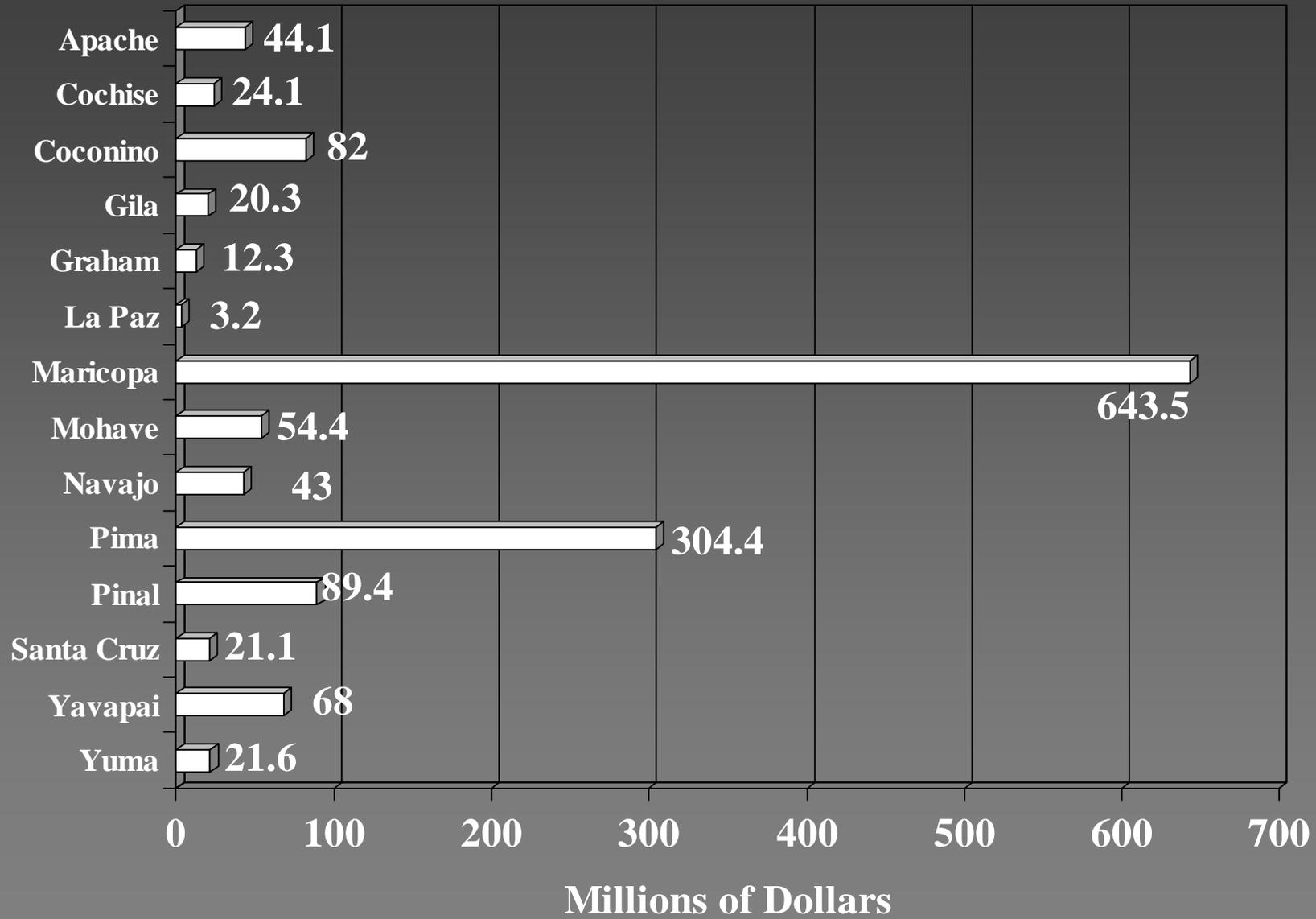
¹Source: Economic Contributions of Wildlife Viewing to the Arizona Economy – Tucson Audubon Society; Southwick Associates, 2013

²Source National sporting Goods Association, The Sporting Goods Market in 2010



County-Specific TEO

(includes direct, indirect, and induced effects)



Source: Economic Contributions of Wildlife Viewing to the Economy – Tucson Audubon Society; Southwick Assoc 2013



Community Benefits of a Wildlife/Birder Oriented Programs

- ✓ Leads to more “heads in beds”
- ✓ Gives tourism and local business interests a large, new demographic to target
- ✓ Encourages partnerships between diverse groups – tourism, conservation and community development
- ✓ The programs can have direct benefits by developing other related products (i.e. entrepreneurial opportunities)
- ✓ A wildlife-oriented business can be supported by the wildlife-dependent recreational activities year round





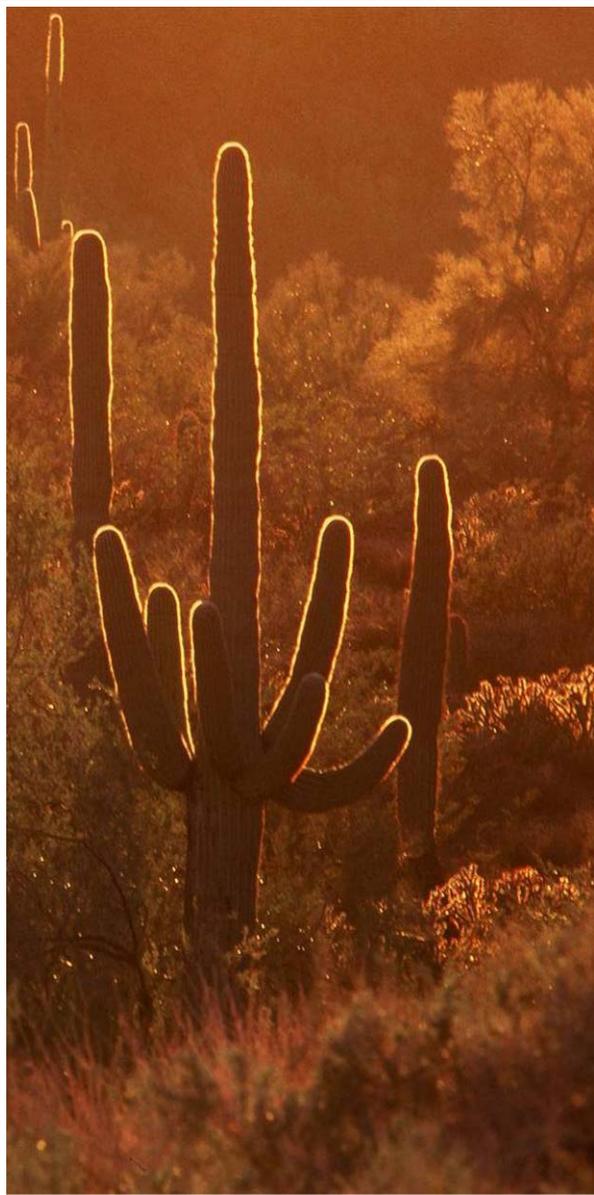
Why Partnerships?

- Partnerships command attention, allow collection of a variety of resources, and encourage other partners
- Many activities are too complex to be solved any other way
- Partnerships stimulate and energize win-win solutions





Partnering Opportunities



Promote nature tourism economic development as a powerful option

Market the local wildlife experiences to promote the area (e.g. FAM tours, articles, etc.).

Combine wildlife watching with other destinations/activities. Businesses develop collaborated packages.

Joint support for impact, economic, and visitor research



Common Goals of a Wildlife Oriented Program From Tourism, Community and Regional Planning Perspectives

- Promote habitat conservation
- Promote sustainable economic development
- Build broad-based partnerships
- Provide a variety of positive experiences resulting in return customers and relocation



