

WISCONSIN

LAND AND WATER CONSERVATION FUND STATE ASSISTANCE PROGRAM

The Need for LWCF State Assistance in Wisconsin

Presidential outdoor recreation studies under three different administrations in 1964, 1986 and 2010, as well as an independent report by a non partisan Outdoor Recreation Resources Group in 2009 have all documented the importance and need for the LWCF. And underscored the benefits to the nation of providing places for outdoor recreation close to home.

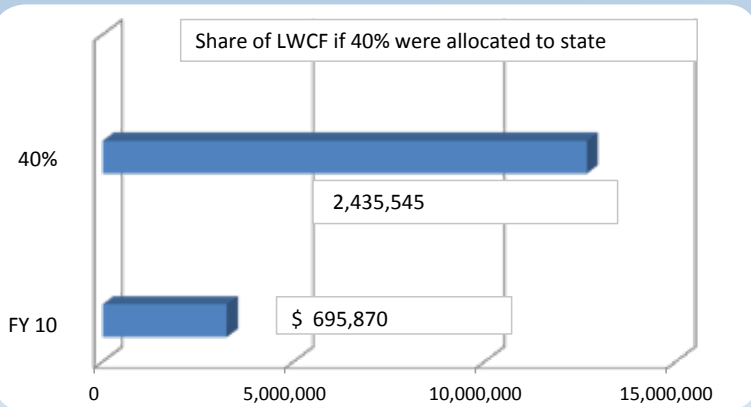
LWCF State Assistance Program in Wisconsin

Wisconsin has grown in recent years and so has the need for outdoor recreation resources. The National Park Service reported the average annual need for recreational facilities development in Wisconsin over the last three fiscal years was \$50,881,666. One of the primary reasons for the size of this need has been the lack of equity in the distribution of the LWCF to the states which led to reduced State Assistance appropriations. In FY 2010 the LWCF distribution to Wisconsin was \$695,870 which barely funded smaller local needs for projects and met only 1.4% of the total need.



What would a 40% Allocation to the State Assistance Program Accomplish?

In FY 2010, if 40% of the LWCF had been available for state grants, Wisconsin would have received \$2,435,545 for local and state grants, which when matched would provide an additional \$4,871,090 in parks and open space improvements, addressing 10 % of the total annual need. Over the long term, with this level of funding and the matching requirement applied, much of the backlog of projects identified in Wisconsin would be addressed. This graph demonstrates the level of funding that was provided to the states in FY 10 and how much more would have been available for state grants in Wisconsin if a 40% state share had been required. It is essential to restore equity, so that outdoor recreation needs close to home can be addressed.



What benefits would be gained in Wisconsin from requiring a 40% allocation in LWCF?

1. Locally based projects support economic activity through equipment sales and tourism in Wisconsin.
2. Local LWCF projects provide access for citizens for active lives which have community health benefits.
3. LWCF park projects in Wisconsin increase the value of adjacent property and the tax base.
4. Research shows that parks funded with LWCF are key components in community development revitalization.
5. LWCF projects in Wisconsin provide places for local and regional sports and community events.
6. LWCF projects provide direct benefits providing jobs and contracts for local businesses and employees.

Where can I find a listing of Wisconsin projects and the communities that have benefitted from this program?

Data from the NPS shows that, on a national basis, 98% of all communities in our country have utilized state and local LWCF grants for projects in the past. You can find the projects for each county in Wisconsin by going to the National Park Service State Assistance website at:
<http://waso-lwcf.ncrc.nps.gov/public/index.cfm>



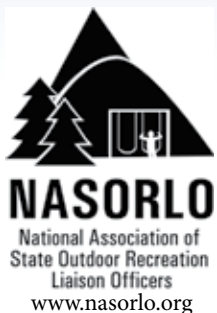
(or scan this)

The LWCF has an impact in Wisconsin by providing economic benefits and jobs

A 2012 study by the Outdoor Industry Foundation showed that Outdoor recreation is an economic powerhouse in the United States. Each year the data shows that these activities generate \$646 billion in consumer spending and 6.1 million direct jobs in the industry. You can find more information on this study at:

<http://www.outdoorindustry.org/advocacy/recreation/economy.html#sthash.xlbKYJvK.dpufin>

These data demonstrate the development of facilities and areas using the LWCF State Assistance program pays off for Wisconsin.



National Recreation and Park Association
www.nrpa.org

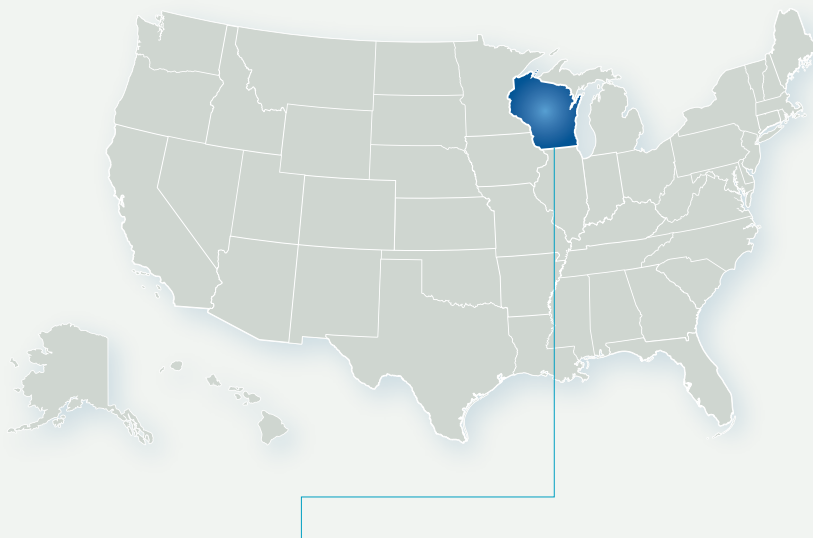
The National Association of State Park Directors
www.naspd.org



The Outdoor Recreation Economy

TAKE IT OUTSIDE FOR WISCONSIN JOBS AND A STRONG ECONOMY

Outdoor recreation is essential to the American economy. Every year, Americans spend **\$646 billion** on outdoor recreation — on gear, vehicles, trips, travel-related expenses and more. This creates jobs, supports communities, generates tax revenue and helps drive the economy. Throughout America, people recognize that outdoor recreation and open spaces attract and sustain families and businesses, create healthy communities and foster a high quality of life.



At least **60%** of **Wisconsin** residents participate in outdoor recreation each year.¹

Wisconsin offers spectacular outdoor recreation opportunities at treasured destinations, including **Devil's Lake State Park, the Chequamegon-Nicolet National Forest** and many others, bringing in dollars from residents and out-of-state visitors alike.

View all 50 states and learn more at:
outdoorindustry.org/recreationeconomy

In Wisconsin

OUTDOOR RECREATION GENERATES...

\$11.9 BILLION in consumer spending	142K direct Wisconsin jobs ²
\$3.6 BILLION in wages and salaries	\$844 MILLION in state and local tax revenue

Preserving access to outdoor recreation protects the economy, the businesses, the communities and the people who depend on the ability to play outside.

Nationally

OUTDOOR RECREATION GENERATES...

\$646 BILLION in consumer spending	6.1 MILLION direct American jobs ²
\$39.9 BILLION in federal tax revenue	\$39.7 BILLION in state and local tax revenue

¹ Participants in hunting, fishing and wildlife viewing were estimated separately and are not part of this figure.

² Direct employment in the outdoor recreation sector—as opposed to indirect, implied, multiplier or ripple effects that include impacts of spending, jobs and wages as they circulate throughout the economy.

Except as noted here, all results are based on national surveys of outdoor recreation conducted for OIA in 2011 and 2012. Motorcycle Industry Council® and National Marine Manufacturers Association® contributed funding and data to support this study. Hunting-related estimates were provided by the National Shooting Sports Foundation®. Fishing-related estimates were provided by the American Sportfishing Association®. Wildlife viewing estimates were developed from data provided by the U.S. Fish and Wildlife Service.



Outdoor Recreation Is Big Business

IN THE UNITED STATES



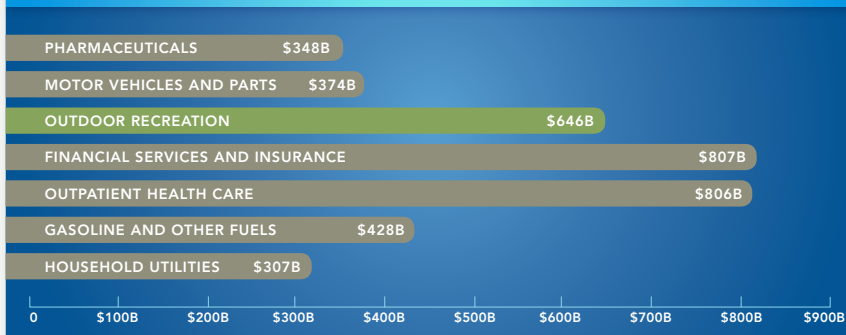
Everything grows outside, including jobs and the economy.

Americans want and deserve access to a variety of quality places to play and enjoy the great outdoors. Outdoor recreation can grow jobs and drive the economy if we manage and invest in parks, waters and trails as an interconnected system designed to sustain economic dividends for America.



An Overlooked Economic Giant

Annual Consumer Spending, in Billions¹



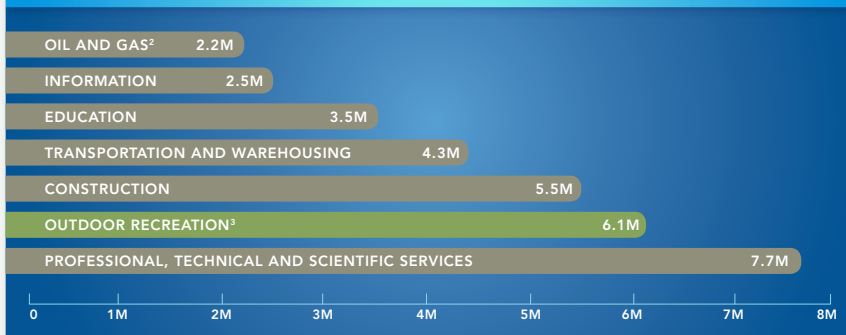
¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product, based on available 2011 data.

Nationally

outdoor recreation is bigger than you might think and a significant economic driver in the United States.

Outdoor Recreation Employs America

Job Comparisons by Industry, in Millions¹



¹ Bureau of Labor Statistics, 2011.

² American Petroleum Institute, direct jobs in 2009 from *The Economic Impacts of the Oil and Natural Gas Industry on the U.S. Economy: Employment, Labor Income and Value Added*, updated June 2011.

³ Direct employment in the outdoor recreation sector — as opposed to indirect, implied, multiplier or ripple effects that include impacts of spending, jobs and wages as they circulate throughout the economy.

6.1 million

American livelihoods depend on outdoor recreation, making it a critical economic sector in the United States.

View all 50 states and learn more at:
outdoorindustry.org/recreationeconomy



4909 PEARL EAST CIRCLE, SUITE 300
 BOULDER, CO 80301 | 303.444.3353

Except as noted here, all results are based on national surveys of outdoor recreation conducted for OIA in 2011 and 2012. Motorcycle Industry Council[®] and National Marine Manufacturers Association[®] contributed funding and data to support this study. Hunting-related estimates were provided by the National Shooting Sports Foundation[®]. Fishing-related estimates were provided by the American Sportfishing Association[®]. Wildlife viewing estimates were developed from data provided by the U.S. Fish and Wildlife Service.