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National Monuments Support Local Economies

United States national monuments are a cherished aspect of American heritage, and a key contributor to local economies. National monuments attract visitors, support jobs, and drive economic growth in communities across the country. Rural and remote economies in particular benefit from proximity to national monuments. Rescinding national monument designations, as President Trump is considering, would both jeopardize our natural resources and harm nearby communities.

Removing designation, in whole or in part, from these national monuments leaves these unique areas vulnerable to irreversible commercial development. These national monuments attract tourism and recreation dollars because they represent unique and irreplaceable landscapes. Conservation of these lands creates an economic engine that can be sustained for generations, enriching rural communities through continuous economic activity. Communities in Nevada, particularly those near national monuments, recognize the economic opportunities brought on by national monument designation.

Basin and Range, Nevada

- In Nevada, outdoor recreation accounts for three times the number of jobs as mining. ¹
- National monument designation creates a competitive advantage—communities with protected federal public lands generally see faster job growth and higher wages than those without public lands.²
- Counties with at least 100,000 acres of protected public lands have per capita incomes \$4,360 higher than counties with no protected lands, on average.³



Basin and Range, NV

• Outdoor recreation in Nevada generates \$12.6 billion in consumer spending annually, supporting 87,000 direct jobs, \$4 billion in wages in the state, and \$1.1 billion in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState NV.pdf

² <u>https://headwaterseconomics.org/economic-development/trends-performance/west-is-best-value-of-public-lands/;</u> note: analysis is of Western counties.

³ <u>Ibid</u>; and <u>https://headwaterseconomics.org/public-lands/public-lands-research/;</u> note: comparison is among Western counties with 100,000 acres of protected public lands within their boundaries compared to those with no public lands.

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_NV.pdf



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Bears Ears, Utah

- In Utah, outdoor recreation accounts for more than twice the number of jobs as mining and energy combined.¹
- National monument designation creates a competitive advantage—communities with protected federal public lands generally see faster job growth and higher wages than those without public lands.²
- Counties with at least 100,000 acres of protected public lands have per capita incomes \$4,360 higher than counties with no protected lands, on average.³



Bears Ears, UT

Outdoor recreation in Utah generates \$12.3 billion in consumer spending annually, supporting 110,000 direct jobs, \$3.9 billion in wages in the state, and \$737 million in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState UT.pdf

² <u>https://headwaterseconomics.org/economic-development/trends-performance/west-is-best-value-of-public-lands/;</u> note: analysis is of Western counties.

³ <u>Ibid</u>; and, <u>https://headwaterseconomics.org/public-lands/public-lands-research/</u>; note: comparison is among Western counties with 100,000 acres of protected public lands within their boundaries compared to those with no public lands.

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_UT.pdf



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Berryessa Snow Mountain, California

- In California, outdoor recreation accounts for more jobs than the wine and television and film industries combined.1
- National monument designation creates a competitive advantage—communities with protected federal public lands generally see faster job growth and higher wages than those without public lands.²



Berryessa Snow Mountain, CA

- Counties with at least 100,000 acres of protected public lands have per capita incomes \$4,360 higher than counties with no protected lands, on average.³
- Outdoor recreation in California generates \$92 billion in consumer spending annually, supporting 691,000 direct jobs, \$30.4 billion in wages in the state, and \$6.2 billion in state and local tax revenue.4

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CA.pdf

² https://headwaterseconomics.org/economic-development/trends-performance/west-is-best-value-of-public-lands/; note: analysis is of Western counties.

³ <u>Ibid</u>; and <u>https://headwaterseconomics.org/public-lands/public-lands-research/;</u> note: comparison is among Western counties with 100,000 acres of protected public lands within their boundaries compared to those with no public lands.

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_CA.pdf



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Carrizo Plain, California

- In California, outdoor recreation accounts for more jobs than the wine and television and film industries combined.1
- Since designation in 2001, average earnings in the Carrizo Plain region have increased on average by \$400 annually.²
- Total employment in the surrounding county has also increased over the same period averaging 2,095 jobs annually.³



Carrizo Plain, CA

- Since 2001, service jobs in the Carrizo Plain region have grown by 37 percent with travel and tourism making up 19 percent of total private employment in 2015.⁴
- Outdoor recreation in California generates \$92 billion in consumer spending annually, supporting 691,000 direct jobs, \$30.4 billion in wages in the state, and \$6.2 billion in state and local tax revenue.⁵

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CA.pdf

² JEC calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 2001-2015. Note: calculation utilizes San Luis Obispo County data.

³ Ibid.

⁴ https://headwaterseconomics.org/wp-content/uploads/Carrizo.pdf. Note: analysis includes San Luis Obispo and Kern counties.

⁵ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CA.pdf



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Cascade-Siskiyou, California and Oregon

- In California, outdoor recreation accounts for more jobs than the wine and television and film industries combined.¹
- In Oregon, outdoor recreation provides nearly three times more the jobs in the state than the wood products industry.²
- Since designation in 2000, total employment in surrounding counties has increased—averaging 1,044 jobs annually.³



Cascade-Siskiyou, CA

- Since 2001, service jobs in the Cascade-Siskiyou Oregon region have grown by 21 percent with travel and tourism making up 19 percent of total private employment in 2015.⁴
- Outdoor recreation in California and Oregon generate \$108.4 billion in consumer spending annually, supporting 863,000 direct jobs, \$35.5 billion in wages, and \$6.95 billion in state and local tax revenue.⁵

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CA.pdf

² https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_OR.pdf

³ Ibid. Note: employment figures are aggregates of Siskiyou and Jackson County.

⁴ https://headwaterseconomics.org/wp-content/uploads/CascadeSiskiyou.pdf; Note: study focuses only on Jackson County, Oregon.

⁵ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_CA.pdf; and https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_OR.pdf.



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Giant Sequoia, California

- In California, outdoor recreation accounts for more jobs than the wine and television and film industries combined.¹
- Since designation in 2000, average earnings in the Giant Sequoia region have increased on average by \$625 annually, greater than the five year average before designation.²
- Total employment in surrounding counties has also increased over the same period—averaging 13,167 jobs annually.³



Giant Sequoia, CA

- Since 2001, service jobs in the Giant Sequoia region have grown by 35 percent with travel and tourism making up 16 percent of total private employment in 2015.⁴
- Outdoor recreation in California generates \$92 billion in consumer spending annually, supporting 691,000 direct jobs, \$30.4 billion in wages in the state, and \$6.2 billion in state and local tax revenue.⁵

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CA.pdf

² JEC Calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 2000-2015. Note: wages and salaries are aggregated averages of Fresno, Kern, and Tulare County.

³ Ibid. Note: employment figures are aggregates of Fresno, Kern, and Tulare County.

⁴ https://headwaterseconomics.org/wp-content/uploads/Sequoia.pdf

⁵ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CA.pdf



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Gold Butte, Nevada

- In Nevada, outdoor recreation accounts for three times the number of jobs as mining.¹
- National monument designation creates a competitive advantage—communities with protected federal public lands generally see faster job growth and higher wages than those without public lands.²
- Counties with at least 100,000 acres of protected public lands have per capita incomes \$4,360 higher than counties with no protected lands, on average.³



Gold Butte, NV

 Outdoor recreation in Nevada generates \$12.6 billion in consumer spending annually, supporting 87,000 direct jobs, \$4 billion in wages in the state, and \$1.1 billion in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState NV.pdf

² https://headwaterseconomics.org/economic-development/trends-performance/west-is-best-value-of-public-lands/; note: analysis is of Western counties.

³ <u>Ibid</u>; and <u>https://headwaterseconomics.org/public-lands/public-lands-research/;</u> note: comparison is among Western counties with 100,000 acres of protected public lands within their boundaries compared to those with no public lands.

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_NV.pdf



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Grand Staircase-Escalante, Utah

- In Utah, outdoor recreation accounts for more than twice the number of jobs as energy and mining combined.¹
- Since designation in 1996, average earnings in the Grand Staircase-Escalante region have increased on average by \$277 annually, greater than the five year average before designation.²
- Total employment in surrounding counties has also increased over the same period averaging 121 jobs annually.³



Grand Staircase-Escalante, UT

- Since 2001, service jobs in the Grand Staircase-Escalante region have grown by 42 percent with travel and tourism making up 44 percent of total private employment in 2015.⁴
- Outdoor recreation in Utah generates \$12.3 billion in consumer spending annually, supporting 110,000 direct jobs, \$3.9 billion in wages in the state, and \$737 million in state and local tax revenue.⁵

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_UT.pdf

² JEC Calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 1996-2015. Note: wages and salaries are aggregated averages of Garfield and Kane County.

³ Ibid. Note: employment figures are aggregates of Garfield and Kane County.

⁴ https://headwaterseconomics.org/wp-content/uploads/Escalante.pdf

⁵ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_UT.pdf



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Ironwood Forest, Arizona

- In Arizona, outdoor recreation accounts for more jobs than defense, technology, and aerospace combined.¹
- Since designation in 2000, total employment in surrounding counties has increased—averaging 7,184 jobs annually, greater than the five year average before designation.²
- Since 2001, service jobs in the Ironwood Forest region have grown by 25 percent with travel and tourism making up 20 percent of total private employment in 2015.³



Ironwood Forest, AZ

• Outdoor recreation in Arizona generates \$21.2 billion in consumer spending annually supporting 201,000 direct jobs, \$5.7 billion in wages in the state, and \$1.4 billion in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState AZ.pdf

² JEC Calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 2000-2015. Note: employment figures are aggregates of Pinal and Pima County.

³ https://headwaterseconomics.org/wp-content/uploads/Ironwood.pdf; note: analysis looks at just Pima County.

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_CO.pdf



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Katahdin Woods and Waters, Maine

- In Maine, recreational watersports spending accounts for nearly twice the state's total value of commercial seafood.¹
- National monument designation creates a competitive advantage—communities with protected federal public lands generally see faster job growth and higher wages than those without public lands.²



Katahdin Woods and Waters, ME

- Counties with at least 100,000 acres of protected public lands have per capita incomes \$4,360 higher than counties with no protected lands, on average.³
- Outdoor recreation in Maine generates \$8.2 billion in consumer spending annually, supporting 76,000 direct jobs, \$2.2 billion in wages in the state, and \$548 million in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState ME.pdf

² <u>https://headwaterseconomics.org/economic-development/trends-performance/west-is-best-value-of-public-lands/;</u> note: analysis is of Western counties.

³ <u>Ibid</u>; and <u>https://headwaterseconomics.org/public-lands/public-lands-research/;</u> note: comparison is among Western counties with 100,000 acres of protected public lands within their boundaries compared to those with no public lands.

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_ME.pdf;



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Removing designation, in whole or in part, from these national monuments leaves these unique areas vulnerable to irreversible commercial development. These national monuments attract tourism and recreation dollars because they represent unique and irreplaceable environments. Preservation of these areas offer an economic engine that can be sustained for generations, enriching rural communities through continuous economic activity. Communities in the Pacific Ocean recognize the economic opportunities brought on by national monument designation.

Mariana Trench

- Local education, recreation, research, tourism, and fishing industries, which rely on healthy ocean resources, benefit from the protection provided by marine sanctuaries and monuments.
- Estimates of global ecosystems show the marine national monuments and sanctuaries under review could provide at least \$440 billion in benefits.¹



Mariana Trench

• The Mariana Trench is home to over 95,216 square miles of submerged lands and water, with the deepest place on Earth located here.²

¹ Oceana. "Review of Certain National Marine Sanctuaries and Marine National Monument Designations Letter; 82 Fed. Reg. 288829." Received by Secretary Wilbur Ross, 26 July 2017. Page 4.

²https://www.fws.gov/uploadedFiles/Region 1/NWRS/Zone 1/Mariana Trench Marine National Monument/Doc uments/MTMNM%20brief%205-24-2012.pdf



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Mojave Trails, California

- In California, outdoor recreation accounts for more jobs than the wine and television and film industries combined.¹
- National monument designation creates a competitive advantage—communities with protected federal public lands generally see faster job growth and higher wages than those without public lands.²
- Counties with at least 100,000 acres of protected public lands have per capita incomes \$4,360 higher than counties with no protected lands, on average.³



Mojave Trails, CA

• Outdoor recreation in California generates \$92 billion in consumer spending annually, supporting 691,000 direct jobs, \$30.4 billion in wages in the state, and \$6.2 billion in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CA.pdf

² https://headwaterseconomics.org/economic-development/trends-performance/west-is-best-value-of-public-lands/; note: analysis is of Western counties.

³ <u>Ibid</u>; and <u>https://headwaterseconomics.org/public-lands/public-lands-research/;</u> and comparison is among Western counties with 100,000 acres of protected public lands within their boundaries compared to those with no public lands.

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_CA.pdf



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Northeast Canyons and Seamounts

- Local education, recreation, research, tourism, and fishing industries, which rely on healthy ocean resources, benefit from the protections provided by marine sanctuaries and monuments.
- Estimates of global ecosystems show the marine national monuments and sanctuaries under review could provide at least \$440 billion in benefits.¹
- The Northeast Canyons and Seamounts monument is home to over 4,913 square miles and three underwater canyons deeper than the Grand Canyon.²



Northeast Canyons and Seamount

¹ https://www.regulations.gov/document?D=NOAA-NOS-2017-0066-43632

 $^{^2\ \}underline{\text{https://obamawhitehouse.archives.gov/the-press-office/2016/09/15/fact-sheet-president-obama-continue-global-leadership-combatting-climate}$



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Organ Mountains-Desert Peaks, New Mexico

- In New Mexico, outdoor recreation accounts for more than twice the number of jobs as energy and mining combined.¹
- Since designation in 2014, total employment in the surrounding county has increased—averaging 611 jobs annually.²
- In the region, travel and tourism accounted for 19 percent of total private employment in 2015.³



Organ Mountains-Desert Peaks, NM

Outdoor recreation in New Mexico generates \$9.9 billion in consumer spending annually, supporting 99,000 direct jobs, \$2.8 billion in wages in the state, and \$623 million in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState NM.pdf

² JEC calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 2014-2015. Note: calculation utilizes Doña Ana County data.

³ https://headwaterseconomics.org/wp-content/uploads/Organ.pdf

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState NM.pdf



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Pacific Remote Islands

- Local education, recreation, research, tourism, and fishing industries, which rely on healthy ocean resources, benefit from the protection provided by marine sanctuaries and monuments.
- Estimates of global ecosystems show the marine national monuments and sanctuaries under review could provide at least \$440 billion in benefits.1



Pacific Remote Islands

- The Pacific Remote Islands monument area is over 370,000 square nautical miles in size, or roughly twice the size of the state of Texas.²
- The protected area provides an important ecosystem for scientific study and research, particularly for research on undersea mountains. It is estimated that between 15 to 44 percent of the species on undersea mountains here cannot be found elsewhere in the world, with approximately 5 to 10 percent of discovered invertebrates new to science.³ The 165 seamounts in or around the monument thus provide vast scientific and economic opportunities.

¹ https://www.regulations.gov/document?D=NOAA-NOS-2017-0066-43632

² http://whc.unesco.org/en/tentativelists/6236/

https://www.fws.gov/uploadedFiles/Region_1/NWRS/Zone_1/Pacific_Remote_Islands_Marine_National_Monume nt/Documents/Presidential%20Proclamation%209173.pdf



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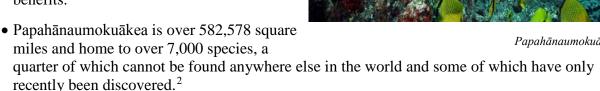
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Papahānaumokuākea

- Local education, recreation, research, tourism, and fishing industries, which rely on healthy ocean resources, benefit from the protection provided by marine sanctuaries and monuments.
- Estimates of global ecosystems show the marine national monuments and sanctuaries under review could provide \$440 billion in benefits.¹
- miles and home to over 7,000 species, a quarter of which cannot be found anywhere else in the world and some of which have only recently been discovered.²



• Biodiversity in the Papahānaumokuākea region has attracted over \$50 million in investment to



¹ https://www.regulations.gov/document?D=NOAA-NOS-2017-0066-43632

support the research efforts of students and universities in Hawaii.³

³ Ibid.

² http://www.pewtrusts.org/en/about/news-room/press-releases/2016/08/26/pew-applauds-expansion-ofpapahanaumokuakea-marine-national-monument



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National Monuments Support Local Economies

United States national monuments are a cherished aspect of American heritage, and a key contributor to local economies. National monuments attract visitors, support jobs, and drive economic growth in communities across the country. Rural and remote economies in particular benefit from proximity to national monuments. Rescinding national monument designations, as President Trump is considering, would both jeopardize our natural resources and harm nearby communities.

Removing designation, in whole or in part, from these national monuments leaves these unique areas vulnerable to irreversible commercial development. These national monuments attract tourism and recreation dollars because they represent unique and irreplaceable landscapes. Conservation of these lands creates an economic engine that can be sustained for generations, enriching rural communities through continuous economic activity. Communities in New Mexico, particularly those near national monuments, recognize the economic opportunities brought on by national monument designation.

Rio Grande del Norte, New Mexico

- In New Mexico, outdoor recreation accounts for more than twice the number of jobs as energy and mining combined.¹
- Since designation in 2013, total employment in the surrounding county has increased—averaging 214 jobs annually, greater than the decade average before designation.²
- In the region, travel and tourism accounted for 39 percent of total private employment in 2015.³



Rio Grande del Norte. NM

• Outdoor recreation in New Mexico generates \$9.9 billion in consumer spending annually, supporting 99,000 direct jobs, \$2.8 billion in wages in the state, and \$623 million in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_NM.pdf

² JEC calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 2014-2015.. Note: calculation utilizes Taos County data.

³ https://headwaterseconomics.org/wp-content/uploads/RioGrande.pdf

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState NM.pdf



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Removing designation, in whole or in part, from these national monuments leaves these unique areas vulnerable to irreversible commercial development. These national monuments attract tourism and recreation dollars because they represent unique and irreplaceable landscapes. Conservation of these lands creates an economic engine that can be sustained for generations, enriching rural communities through continuous economic activity. Communities in the South Pacific Ocean recognize the economic opportunities brought on by national monument designation.

Rose Atoll

- Local education, recreation, research, tourism, and fishing industries, which rely on healthy ocean resources, benefits from the protections provided by marine sanctuaries and monuments.
- Estimates of global ecosystems show the marine national monuments and sanctuaries under review could provide \$440 billion in benefits.¹
- Rose Atoll consists of approximately
 13,436 square miles, and is home to over
 1,600 acres of lagoon and 250 species of reef fish, with dozens of species discovered nearby.²



¹ https://www.regulations.gov/document?D=NOAA-NOS-2017-0066-43632

² <u>http://www.fpir.noaa.gov/MNM/mnm_roseatoll.html</u>; and https://sanctuaries.noaa.gov/news/features/0209 rose.html



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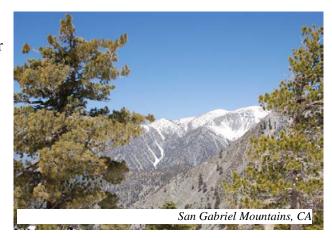
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Removing designation, in whole or in part, from these national monuments leaves these unique areas vulnerable to irreversible commercial development. These national monuments attract tourism and recreation dollars because they represent unique and irreplaceable landscapes. Conservation of these lands creates an economic engine that can be sustained for generations, enriching rural communities through continuous economic activity. Communities in California, particularly those near national monuments, recognize the economic opportunities brought on by national monument designation.

San Gabriel Mountains, California

- In California, outdoor recreation accounts for more jobs than the wine and television and film industries combined.¹
- Since designation in 2014, average earnings in the San Gabriel region have increased on average by \$1,099 annually, greater than the decade average before designation.²
- Total employment in the surrounding county has also increased over the same period—averaging 153,141 jobs annually.³



- The mountains provide 30 percent of the drinking water for the 15 million people in the Los Angeles Basin and are 70 percent of the open space in the area.⁴
- Outdoor recreation in California generates \$92 billion in consumer spending annually, supporting 691,000 direct jobs, \$30.4 billion in wages in the state, and \$6.2 billion in state and local tax revenue.⁵

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_CA.pdf

² JEC calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 2014-2015. Note: calculation utilizes Los Angeles County data.

³ Ibid.

⁴https://www.recreation.gov/marketing.do?goto=acm%2FExplore And More%2FexploreArticles%2FSan Gabriel Mountains Nation al Monument California.htm

⁵ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_CA.pdf



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Removing designation, in whole or in part, from these national monuments leaves these unique areas vulnerable to irreversible commercial development. These national monuments attract tourism and recreation dollars because they represent unique and irreplaceable landscapes. Conservation of these lands creates an economic engine that can be sustained for generations, enriching rural communities through continuous economic activity. Communities in Arizona, particularly those near national monuments, recognize the economic opportunities brought on by national monument designation.

Sonoran Desert, Arizona

- In Arizona, outdoor recreation accounts for more jobs than defense, technology, and aerospace combined.¹
- Since designation in 2001, total employment in surrounding counties has increased—averaging 39,511 jobs annually.²
- Since 2001, service jobs in the Sonoran Desert region have grown by 41 percent with travel and tourism making up 18 percent of total private employment in 2015.³



Sonoran Desert, AZ

 Outdoor recreation in Arizona generates \$21.2 billion in consumer spending annually, supporting 201,000 direct jobs and \$5.7 billion in wages in the state and \$1.4 billion in state and local tax revenue.⁴

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_AZ.pdf

² Ibid. Note: employment figures are aggregates of Pinal and Maricopa County.

³ https://headwaterseconomics.org/wp-content/uploads/Sonoran.pdf

⁴ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CO.pdf



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Removing designation, in whole or in part, from these national monuments leaves these unique areas vulnerable to irreversible commercial development. These national monuments attract tourism and recreation dollars because they represent unique and irreplaceable landscapes. Conservation of these lands creates an economic engine that can be sustained for generations, enriching rural communities through continuous economic activity. Communities in Arizona, particularly those near national monuments, recognize the economic opportunities brought on by national monument designation.

Vermilion Cliffs, Arizona

- In Arizona, outdoor recreation accounts for more jobs than defense, technology, and aerospace combined.¹
- Since designation in 2000, average earnings in the Vermilion Cliffs region have increased on average by \$399 annually, greater than the five year average prior to designation.²



Vermilion Cliffs, AZ

- Total employment in the surrounding verm county has also increased over the same period—averaging 1,036 jobs annually.³
- Since 2001, service jobs in the Vermilion Cliffs Desert region have grown by 23 percent with travel and tourism making up 35 percent of total private employment in 2015.⁴
- Outdoor recreation in Arizona generates \$21.2 billion in consumer spending annually, supporting 201,000 direct jobs, \$5.7 billion in wages in the state, and \$1.4 billion in state and local tax revenue.⁵

⁴ https://headwaterseconomics.org/wp-content/uploads/Vermilion.pdf

¹ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState AZ.pdf

² JEC calculation of Bureau of Economic Analysis Local Area Personal Income and Employment Data, 2000-2015. Note: calculation utilizes Coconino County data.

³ Ibid

⁵ https://outdoorindustry.org/wp-content/uploads/2017/07/OIA RecEcoState CO.pdf