

LEBANON COUNTY'S LEADING INDUSTRY
IS AGRICULTURE, WITH OVER \$350 MILLION
TOTAL SALES FROM 1,149 FARMS
AVERAGING 94 ACRES EACH.

LEBANON COUNTY'S OPEN SPACES
PROVIDE NATURAL SYSTEM SERVICES
AND RECREATIONAL AND HEALTHCARE
BENEFITS ESTIMATED AT OVER
\$575 MILLION ANNUALLY.

DOWNLOAD THE FULL ROE REPORT AT
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Funding assistance has been provided by the Department of Conservation and Natural Resources,
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Photo: Dax Roggio

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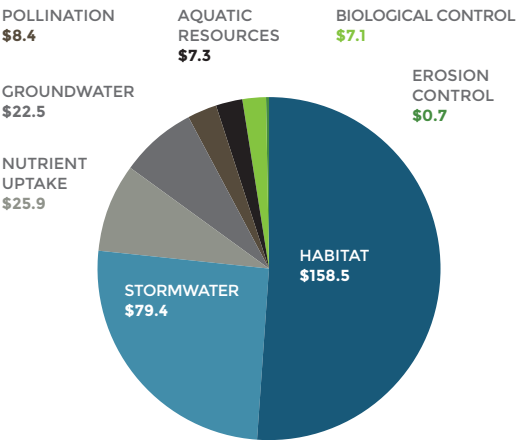
Photo: Courtesy Visit Lebanon Valley

Nature is one of Lebanon County’s major competitive advantages

CONSERVATION CAN BE A GOOD LONG-TERM BUSINESS STRATEGY

Lebanon County supplies our communities with sparkling clean drinking water, critical wildlife habitats, flood protection, and impressive recreational and tourism opportunities. The Lebanon County Return on Environment study demonstrates how open space is integral to Lebanon County’s economy, health, sense of place, and cost of living. By understanding nature’s financial value, communities are better equipped to strike an effective balance between protecting natural resources and supporting smart growth.

\$309.8 MILLION IN ANNUAL SAVINGS NATURAL SYSTEM SERVICES



Lebanon County’s rural character and time-honored traditions are facing the winds of change

ATTITUDES TOWARD THE ENVIRONMENT ARE CHANGING

Over the next 20 years, the interests of aging adults and Millennials will drive economic growth. The trends of changing demographics, population growth, increased demand for outdoor recreation, interest in healthy lifestyles and adventure experiences, investments in water quality, agriculture needs, internet access, changing forms of business, and changing climate conditions will all impact Lebanon County’s future.

LEBANON COUNTY’S MAJOR NATURAL ASSETS AND PROTECTED OPEN SPACE

- // Appalachian National Scenic Trail
- // Clarence Schock Memorial Park at Governor Dick
- // Fort Indiantown Gap
- // Kittatinny Ridge (a Global Important Bird Area)
- // Lebanon Valley Rail-Trail
- // Middle Creek Wildlife Management Area (a Global Important Bird Area)
- // Mount Gretna
- // Over 19,000 acres of preserved farmland
- // Stony Valley Rail-Trail
- // Swatara Creek Water Trail
- // Swatara State Park
- // The Highlands/Furnace Hills
- // Union Canal Tunnel Park

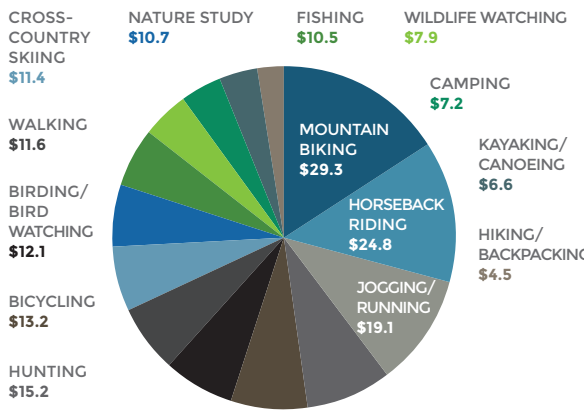
Demand for outdoor recreation may help attract future growth

OUTDOOR RECREATION PROVIDES THOUSANDS OF JOBS IN LEBANON COUNTY EACH YEAR

The outdoor recreation industry is strong and growing, generating \$646 billion annually in the United States. However, the demand for outdoor recreation in Lebanon County is larger than the business capacity to meet it, and much of the retail business related to outdoor recreation leaks into surrounding areas. The trend for current residents is to spend more time outdoors, and this will continue with future growth. Outdoor recreation participants in Lebanon County save roughly \$67 million annually in avoided healthcare costs due to increased exercise.

\$183.9* MILLION IN ANNUAL REVENUE OUTDOOR RECREATION

* Expected Direct Economic Impact; the Minimum Direct Economic Impact is estimated at \$48.7 million. Based on the PA Department of Conservation and Natural Resources 2014 Outdoor Recreation Participation Survey. Source: IMPlan Model (2015)



We can’t afford not to protect Lebanon County’s open space

THE LOSS OF OPEN SPACE COSTS US MORE THAN WE KNOW

Whatever we do to natural habitats—good or bad, big or small—ripples throughout the economy. Losing our natural resources, like trees and good water quality, poses significant risks. If the economy of Lebanon County is to remain strong, environmental stewardship cannot be the responsibility of a few dedicated people—it must become part of Lebanon County’s everyday culture. Choices made about the environment today will have a dramatic impact on our future.

WHAT YOU CAN DO

- // Encourage elected officials and policymakers to incorporate Return on Environment strategies into decision making
- // Learn the principles of good land stewardship
- // Consider the environmental impact of land development and economic growth
- // Promote environmentally sustainable businesses
- // Support incentives to protect and restore critical natural system services
- // Participate in environmental education programs and community initiatives

To download the full Lebanon County Return on Environment report, go to: kittatinnyridge.org/explore/ROE