

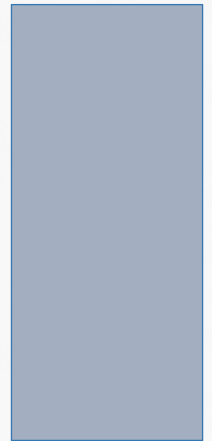
ECONOMIC DEVELOPMENT, PLACE-MAKING & TRAILS

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Naugatuck River Greenway Steering Committee

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WHAT IS ECONOMIC DEVELOPMENT?

A set of purpose-based strategies and actions that **improve the economic well being and quality of life for a community.**

These actions are defined through a **process** of identifying and analyzing economic issues, building and mobilizing assets, and reconciling differing values and goals.

OLD ECONOMY

~ NEW ECONOMY

Economic Drivers

Manufacturing and Agriculture

Focus on

a single sector

Attracting **INDUSTRIES**

Success is measured by a fixed
competitive advantage

Physical environment & cultural amenities are **secondary**

Economic Drivers

Service and Technology

Focus on

clusters and diversification

Attracting **TALENT**

Success is measured by the
ability to learn and adapt

Physical environment & cultural amenities are
primary to attracting talent

OLD ECONOMY

~ NEW ECONOMY

Fossil fuel dependent
infrastructure is essential

All jobs are good jobs

Location is chosen based on
access to transportation and raw materials

Connection to global opportunities is **not essential**

Communication
infrastructure is essential

Quality jobs
benefits & wages matter

Location is chosen based on
access to talent and quality of place

Connection to global opportunities is **critical**

Adapted from slides by Steve Deller, University of Wisconsin Madison, Department of Agricultural and Applied Economics and "Placemaking is an Economic Development Strategy" by Kurt Schindler, University of Michigan Extension

HOW IMPORTANT IS QUALITY OF PLACE?

“As the current trend of growing dependence on technical skills continues in the global economy, quality of life, however it's defined, will steadily rise on the list of location selection factors. Accordingly, communities that foster quality of life will almost certainly be far more likely to attract investment.”

- *Site Selection Online*
August 2008

<http://www.siteselection.com/ssinsider/special/Quality-of-Life.htm>

CONSIDERING ECONOMIC IMPACT

Direct Spending
Indirect Spending
Induced Spending
Property Value
New Development
Attracting Employers &
Employees

Improved Mobility
Health Benefits
Ecological Services

How do we measure these things?
What do we think the world looks
like with our trail?
Are there non-monetary,
qualitative benefits?

RESOURCES

General list of impact studies <http://www.americantrails.org/resources/economics/> -

Economic Impact of The Gandy Dancer Trail in Northwestern Wisconsin: http://polk.uwex.edu/files/2014/04/Gandy-dancer-trail-study-2_2.pdf

Economic impact of seasonal homeowners in Sawyer County:
<https://www.uwrf.edu/SurveyResearchCenter/upload/NonResidentPropertyOwners.pdf>

Economic impact of Silent Sports enthusiasts in Northern Wisconsin: <http://urpl.wisc.edu/people/marcouiller/publications/ER14.1SilentSportsI.pdf>

Motorized recreation in trailside communities A case study of Cheese Country Trail users & economic impacts Cara Carper, Jerry Guth, Ela Kakde, Dave Marcouiller, Paul Ohlrogge, and Leon Wolfe G3965
<http://learningstore.uwex.edu/Assets/pdfs/G3965.pdf>

Trails and their gateway communities A case study of recreational use compatibility and economic impacts
<http://urpl.wisc.edu/people/marcouiller/publications/G3880%20Trails.pdf>

A Proposed Bicycle and Horse Trail From Spring Valley to Elmwood, WI
<http://urpl.wisc.edu/people/marcouiller/publications/SpringValleyExpenditures.pdf>

Other resources

http://www.ghtrails.org/economic_impact.php

<http://atfiles.org/files/pdf/MinnesotaTrailEconomicImpact2009.pdf>

<http://brucefreemanrailtrail.org/rail-trail-resources/rail-trail-studies/>

<http://www.bikewalk.org/>

<http://www.americantrails.org/resources/adjacent/>

<http://www.srs.fs.usda.gov/factsheet/pdf/rectrails.pdf>

<http://static1.squarespace.com/static/528cdce5e4b02c1243218c42/t/5374b7b7e4b0ca92e92ad2fc/1400158135449/CBS-DirtRag.pdf>

THANK YOU

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