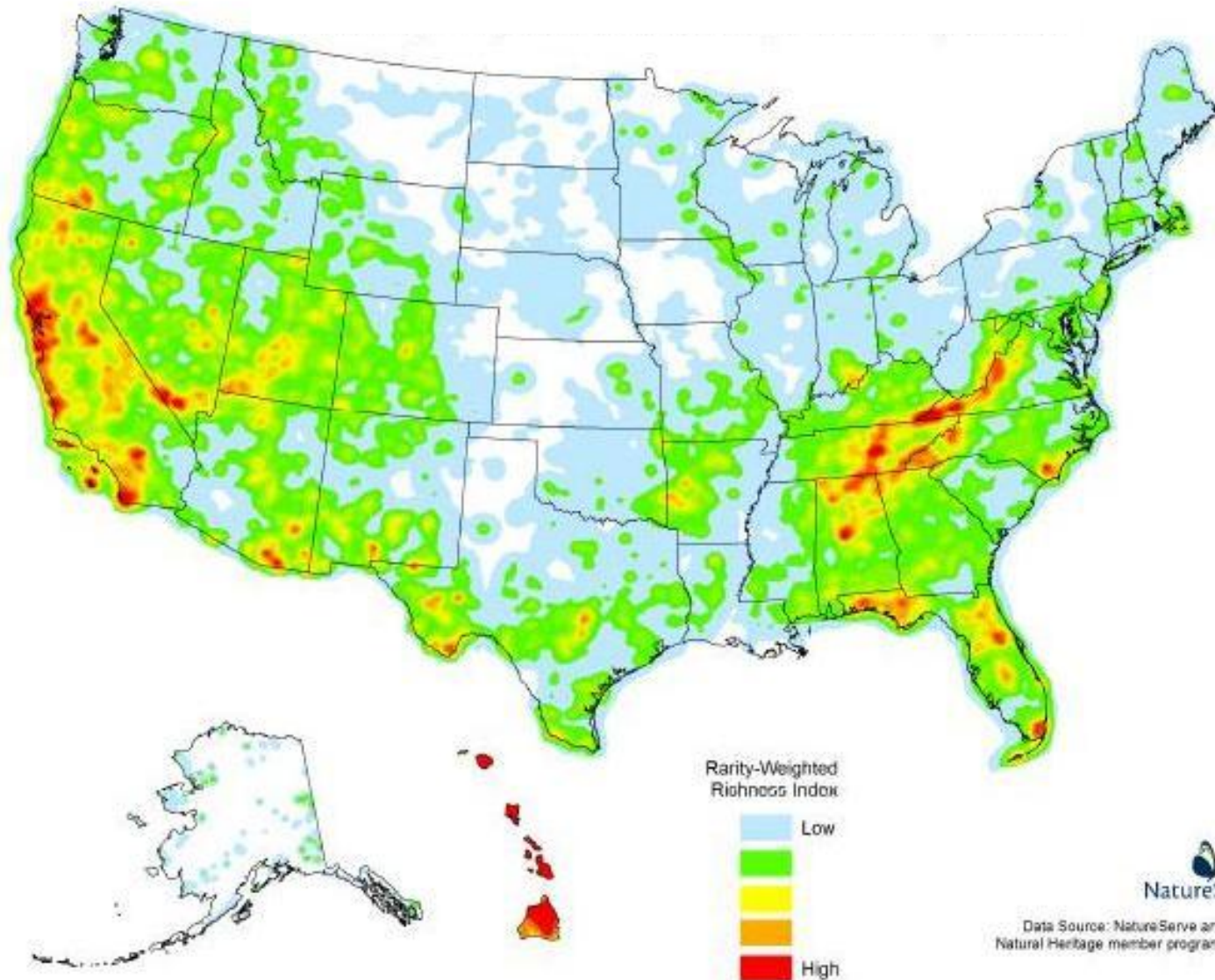
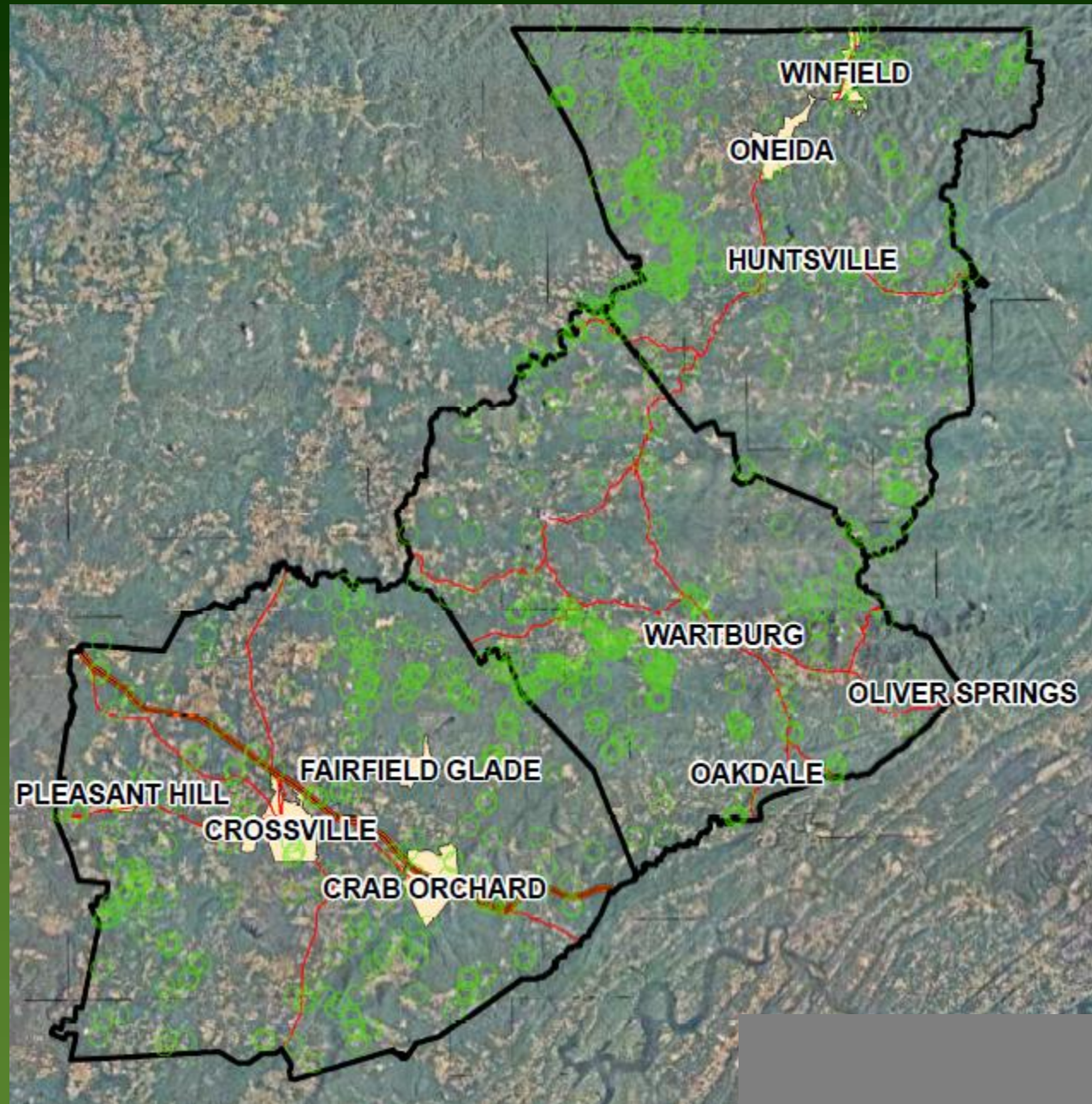
A scenic view of a river flowing through a forested area with large rocks, serving as a background for the title text. The river is the central focus, with white water rapids and large, smooth boulders scattered throughout. The surrounding forest is lush and green, with some trees showing early autumn colors. The overall atmosphere is serene and natural.

Economic Benefits of Conservation in the Cumberlands

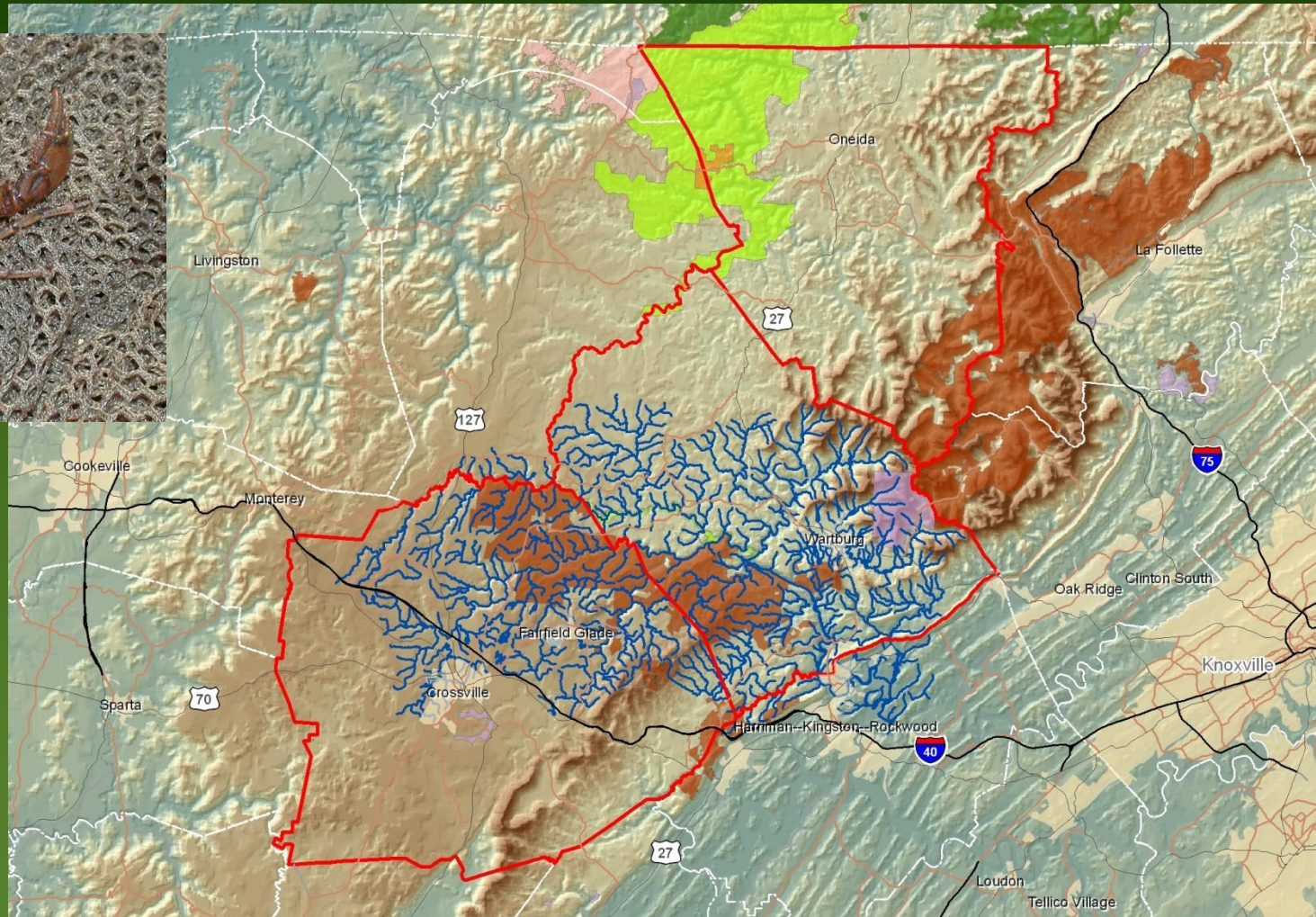
What's special about the Cumberlands?



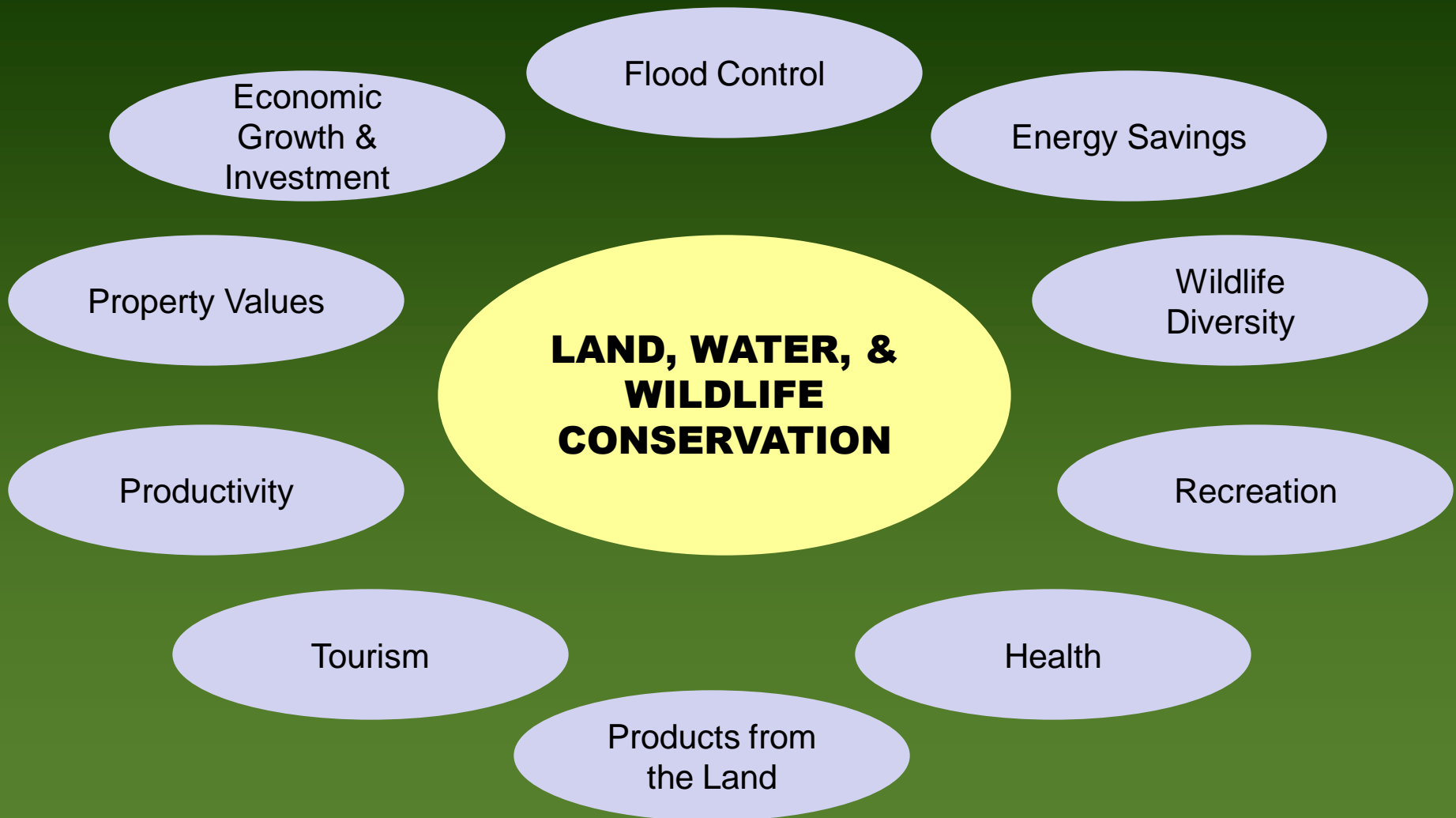
Many rare species call the Cumberlands “home.”



The Emory River Crayfish lives only on the Cumberland Plateau... nowhere else in the world.



Conservation Makes Economic Sense



Conservation Makes Economic Sense

- Property values
- Natural services
- Recreation
- Regional marketing

Property Values



*Proximity to developed parks
and undeveloped natural
areas increases property
values by **5-10%***

Property Values – A Different Perspective

Every \$1.00 in tax revenue comes with service costs for the community (fire, police, roads, sewer, water, schools, etc.)

Residential	\$1.05 - \$1.50
Commercial/industrial	\$0.30 - \$0.60
Agricultural & natural areas	\$0.10 - \$0.15

Need to find the right mix for the community

Natural Services

- Breathable air
- Drinkable, swimmable water
- Healthy wildlife



Value of Natural Services: Urban Tree Canopy

City/County	\$ in Stormwater Treatment Provided by Tree Canopy
Chattanooga	1.26B
Knox County	1.48B
Montgomery, AL	6.6B
Charlotte, NC	1.3B
Fayetteville, AR	92M

Economics of Recreation: TN State Parks Example

- Revenue: Every dollar State Park visitors spend generates an additional \$1.11 of economic activity.
- Jobs: For every job created by State Park visitors, an additional 0.58 jobs are created in other industries.

Economics of Recreation



\$488M statewide



\$600M statewide



\$992M statewide



Golf, boating, camping, ATVs, hiking
photography, etc.

Regional Marketing

- **Businesses:** recreational opportunities and quality-of-life consistently in top 5 relocation considerations
- **Residents:** benefits of natural areas particularly strong for retirees and people purchasing second homes.

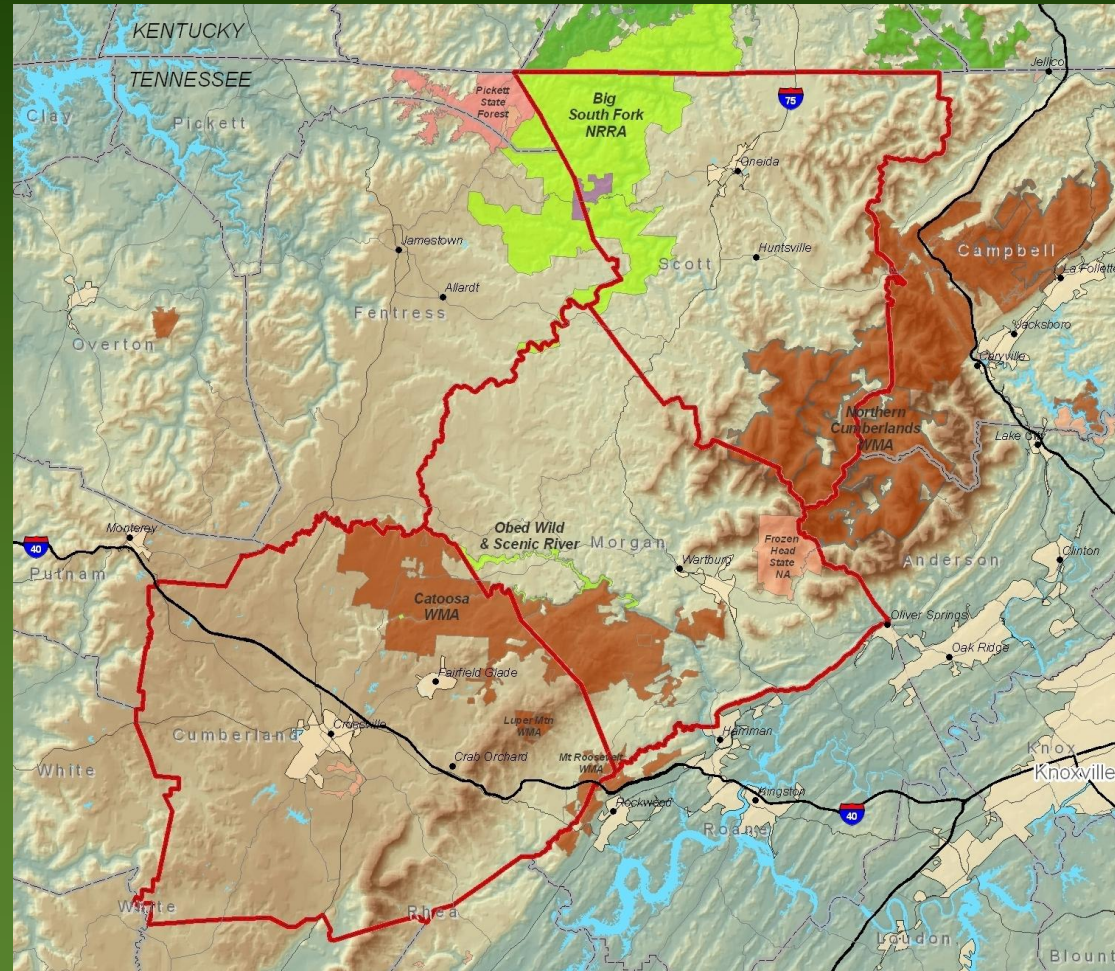
Regional Marketing

- 72 million people of retirement age in the U.S. by 2030
- Over 1/3 are likely to relocate
- 10% increase in the percentage of county in forest increased retiree population by 4.3%
- Proximity to state & national parks increases retiree immigration

How do we make it happen here?

The
Cumberland
Habitat
Conservation
Plan

Cumberland Co.
Morgan Co.
Scott Co.
Crossville



The Cumberland Habitat Conservation Plan provides...

...an opportunity to merge continued economic development with the conservation legacy of the Cumberlands.



www.cumberlandhcp.org

Economic Benefits of the HCP


- Establishes certainty in permit requirements for development projects
- Reduces time spent on agency permit negotiations

TIME = MONEY

What would a 6-month project delay mean for you?

You can help by...

STAYING INFORMED

- Habitat Conservation Plan newsletter 
- Tennessee Environmental Council newsletter
- Alliance for the Cumberlands newsletter
- Obed Watershed Association newsletter
- “Sustainable Tennessee” summit
- Talk to CoLinx, Crossville Inc., StonePeak, & others about their efforts

You can help by...

WORKING AT YOUR BUSINESS

- Perform internal audits (energy use, water use, transportation, waste) & act on the results
 - How much trash does your business produce each year? How much is or could be recycled?
 - How much water does the business use?
 - Can you reduce or reuse water in your production process? What about for your landscaping?
- Get your employees involved
 - Volunteer days, energy/water saving competitions, adopt-a-stream, etc.

You can help by...

SUPPORTING OTHERS

- Crossville Sustainability Fair sponsor
- Obed Watershed Community Association
- Emory River Watershed Association
- Alliance for the Cumberlands
- ***Cumberland Habitat Conservation Plan***

You can help by...

SEEING MORE

- Big South Fork National Recreation Area
- Pickett State Park
- Frozen Head State Park
- Obed W&S River
- Cumberland Mountain State Park
- Black Mountain (Cumberland Trail)



Continue our community's legacy by supporting conservation for our future.



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