

WE'LL GO FAR outside



THE PERFECT

What if someone told you there was one area we could invest in that would:



Invest now for
Washington's future



INVESTMENT in plain sight

Our state's natural beauty is diverse, invigorating, inspiring, and a powerful economic driver. Time spent outside clears the mind and exercises the heart. Outdoor adventures build friendships and families. Communities prosper with businesses that supply gear and guides, motel rooms, restaurants, rental cars, and other travel services.

Washington has built an infrastructure of parks, trails, playgrounds, boat launches, and roads to support outdoor recreation. As budgets get tighter, this investment looks even smarter—for all the benefits it brings us.

Photo credit: AdventureWenatchee

EVERYTHING WE STAND TO GAIN FROM OUTDOOR RECREATION IS ALSO EVERYTHING WE STAND TO LOSE IF WE DO NOT DEMONSTRATE LEADERSHIP AND A COMMITMENT TO HEALTHIER PEOPLE, STRONGER COMMUNITIES, AND A THRIVING ECONOMY.

CREATING JOBS & BUILDING BUSINESSES

across the state

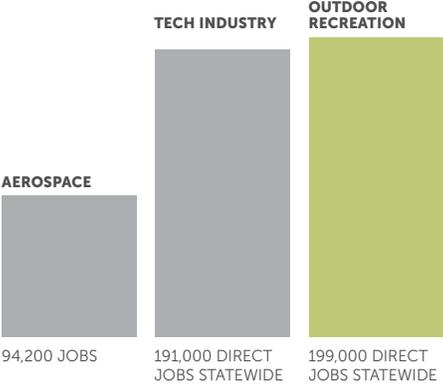


“Our quality of life and our economy are both tightly linked to having healthy recreational opportunities. Growing businesses locate where they can attract and retain the most talented and capable employees.”

— MARK ELIASSEN, TREASURER, ALASKA AIRLINES



WASHINGTON STATE JOBS:

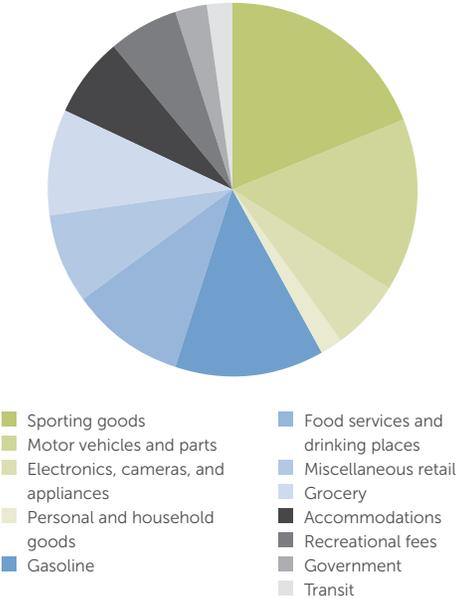


Sources: Washington Aerospace Partnership, 2012; TechAmerica Foundation, 2012; Washington Recreation and Conservation Office, 2014.

Washington businesses are designing and developing cutting edge and high performance gear for serious athletes, vacationers, and day trippers.

Washington’s outdoors also draws wholly unrelated businesses and industries—because their employees want to live here. That brings new tax dollars and a growing constituency for conservation of our natural heritage.

ECONOMIC SECTORS SUPPORTED BY WASHINGTON STATE RECREATIONAL EXPENDITURES:



Source: Washington Recreation and Conservation Office, 2014

\$21.6 billion
IN CONSUMER SPENDING

\$2 billion
IN STATE AND LOCAL TAX REVENUE

Source: Washington Recreation and Conservation Office, 2014





ENCOURAGE GOOD HEALTH



EXPOSURE TO NATURE
CAN REDUCE STRESS IN
CHILDREN BY AS MUCH AS

28%

Source: The National Environmental Health Foundation, 2012

AGING HEALTH

and close families

We connect with nature every time we walk a beach, ride a bike, or bait a hook. We want to make it easier for families to enjoy the outdoors by unlocking recreation potential and removing barriers to access in our public lands.

Outdoor play raises exposure to Vitamin D and helps combat obesity. Doctors are prescribing outdoor activity for children suffering from attention deficit disorder and adults fighting dementia.



“The mountains saved my life. After three tours in Iraq, I was diagnosed with post-traumatic stress disorder (PTSD). When my buddies and I first saw Mount Rainier, our immediate impulse was to go climb it. What began as a test of our own strength soon served as a transformative event, better than any pill or therapy I had received.”

— JOSHUA BRANDON, LEAD ORGANIZER, SIERRA CLUB MILITARY OUTDOORS, TACOMA



EDUCATING TOMORROW'S leaders today





STUDENTS WHO PLAY AND LEARN IN OUTDOOR SETTINGS PERFORM BETTER ON TESTS AND HAVE A HIGHER GRADE POINT AVERAGE.

↑ GPA

Source: Association of Fish & Wildlife Agencies, 2010

WASHINGTON YOUTH WHO DID NOT MEET PHYSICAL ACTIVITY RECOMMENDATIONS IN 2012:

44%

OF 8TH GRADERS

49%

OF 10TH GRADERS

53%

OF 12TH GRADERS

Source: Washington Department of Health, 2012

The natural world is a natural teacher. A great outdoor experience requires planning, teamwork, and a respect for natural processes older and more complex than many of us can fully comprehend.

Kids exposed to the challenge and wonder of the natural world, as well as the joy of playing in it, grow up more likely to value it and want to protect it—for everyone's benefit. We want our kids to be knowledgeable about how the world works and why that matters.



THE AMOUNT OF TIME EACH DAY KIDS SPEND WITH VARIOUS ELECTRONIC MEDIA:

7 hours

Source: The National Environmental Health Foundation, 2012



Urban trails provide healthy, active transportation and serve Millennials, seniors, and everyone in between who want to reach work, shopping, and services without worrying about traffic or contributing to pollution.

Walkable, bikeable options increase retail sales and real estate values. With one set of investments we can enhance today's recreation and tomorrow's transportation.

City, county, and state parks offer a pick-up game of basketball at lunch or a swim before work. A walk to the end of a city block can open up to a vista. An office window can frame a mountain view.

PUTTING A PRICE on our quality of life



65%

OF PEOPLE SHOPPING FOR A HOUSE FELT PARKS WOULD SERIOUSLY INFLUENCE THEM TO MOVE TO A COMMUNITY.

Source: National Association of Home Builders, 2002



Governor Jay Inslee called together leaders in outdoor recreation to develop an action plan and recommendations to manage, transform, and leverage Washington's outdoor recreation assets and state programs.

For more information on the Blue Ribbon Task Force on Parks and Outdoor Recreation, go to www.rco.wa.gov.



For more information, visit www.rco.wa.gov.