



**Economic**

# A Path Less Travelled

# Open Space: The Total Value Context

## Social Value

- Educational opportunities for youth and adults
- Improved health benefits and reduced medical costs

## Fiscal Value

- Demonstrated increase in adjacent property values
- High value community amenity provided for relatively low service cost

## Economic Value

- Increased property values and associated tax revenues
- Quality of Life Attraction for new businesses and prospective employees

# A Sampling of other Trail Impacts

## Rail-Trail Economic Impact Findings (Annual Direct and Indirect)

Heritage Trail York County <i>Pennsylvania (21-mile Trail)</i>	<b>\$6.2MM (2007)</b>
Virginia Creeper Trail <i>Virginia (34-mile Trail)</i>	<b>\$4.1MM (2003)</b>
Allegheny-Highlands Trail <i>Pennsylvania (100-mile Trail)</i>	<b>\$12.1MM (2002)</b>
Western Maryland Rail Trail <i>Maryland-Pennsylvania (10-mile Trail)*</i>	<b>\$2MM (2002)</b>

•Represents the first segment of the WMRT

Source: Rails-to-Trails Organization, 2009

# Keeping it in Context

## Minor League Baseball Attendance:

2008 Season Average Attendance:	245,550
<i>Harrisburg Senators:</i>	164,182
<i>Lancaster JetHawks:</i>	124,934
<i>Reading Phillies:</i>	436,789

Source: Minor League Baseball Association; 4ward Planning LLC, 2009



# Keeping it in Context

## Annual Rail-Trail Visits:

Heritage Trail York County <i>Pennsylvania</i>	400,000
Pere Marquette Trail <i>Michigan</i>	178,000
Virginia Creeper Trail <i>Virginia</i>	130,000
Western Maryland Rail Trail <i>Maryland-Pennsylvania</i>	76,000

Source: ; Rails-to-Trails Organization, 2009



# Keeping it in Context

## 2007 “Movie-Goer” Attendance:

8.5 visits during a 12-month period

An average of .71 visits per month

Source: Motion Picture Association of America ; 4ward Planning LLC, 2009



## Monthly Rail-Trail Visits:

Heritage Trail York County  
*Pennsylvania* .9

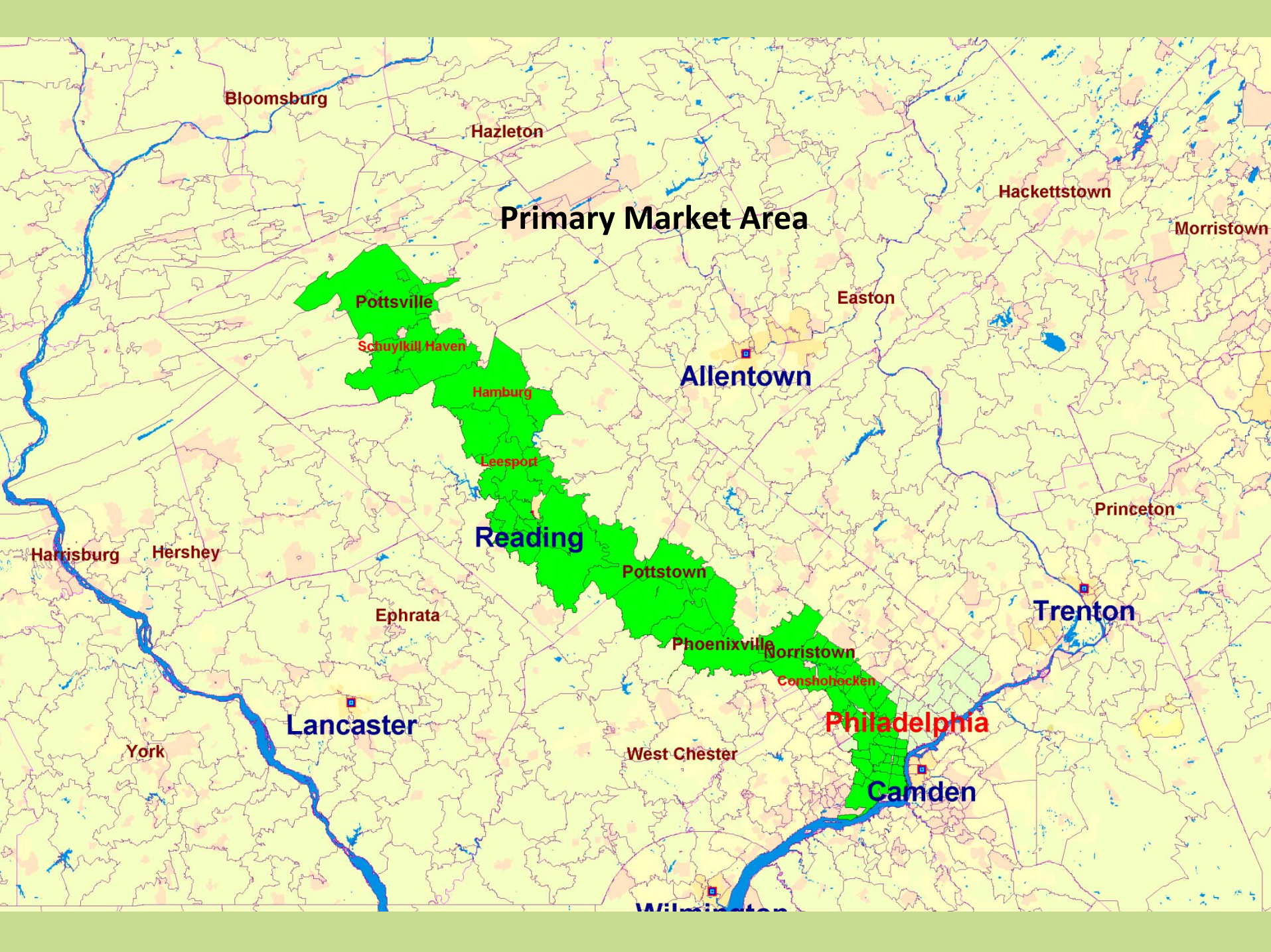
Pere Marquette Trail  
*Michigan* 1.2

Virginia Creeper Trail  
*Virginia* 11.1

Western Maryland Rail Trail  
*Maryland-Pennsylvania* 8.3

Source: Motion Picture Association of America ; 4ward Planning LLC, 2009





Bloomsburg

Hazleton

# Primary Market Area

Hackettstown

Morristown

Pottsville

Schuylkill Haven

Easton

Allentown

Hamburg

Leesport

Reading

Princeton

Harrisburg

Hershey

Pottstown

Trenton

Ephrata

Phoenixville

Norristown

Lancaster

Conshohocken

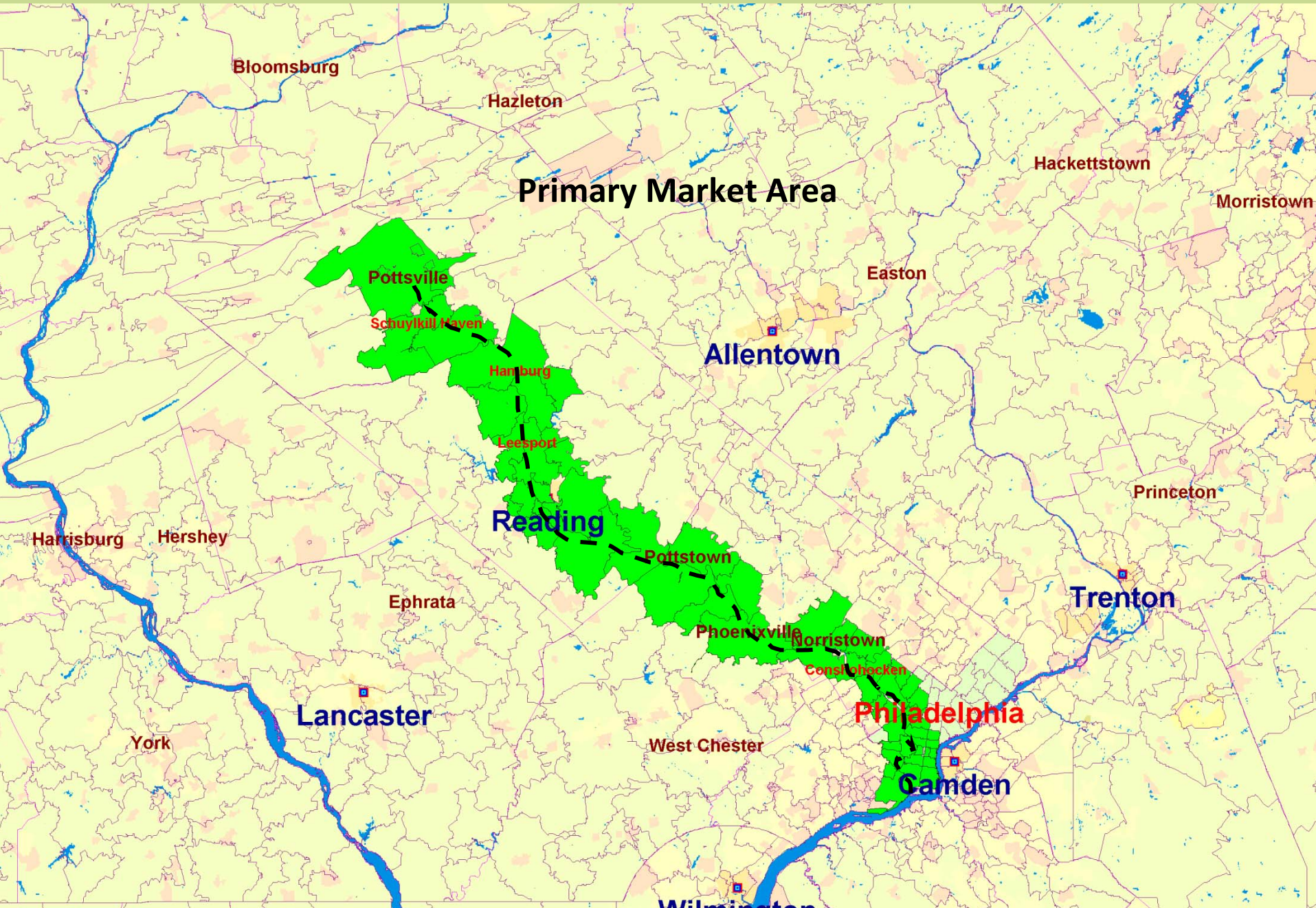
Philadelphia

York

West Chester

Camden

Wilmington



# 2008 "Trail of the Tape"

ZIP Code Districts:

**55**

Population:

**1.2 million**

Households:

**508,788**

Population between 34 & 65:

**39.2%**

Median Age:

**37.4**

Median Household Income:

**\$47,473**

Pct. w/4-year Degree or Higher:

**28.9%**

# 2013 “Trail of the Tape”

ZIP Code Districts:

**55**

Population:

**1.3 million**

Households:

**522,059**

Population between 34 & 65:

**39.0%**

Median Age:

**38.4**

Median Household Income:

**\$52,565**

Pct. w/4-year Degree or Higher:

**31.3%**

# Aging Boomers



# Aging Boomers

Most affluent generation

Leading edge are turning 63

Defined the health & fitness movement



# “One Tank” Vacations

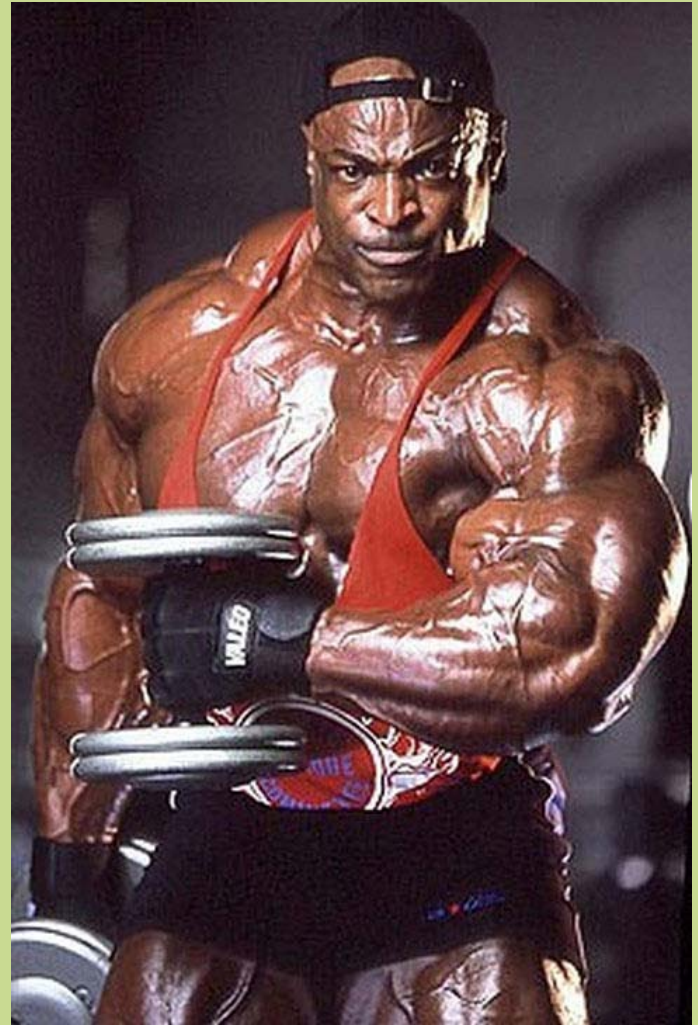
Often take you off the beaten path.

Typically involve family and friends

Local historic sites and parkland are most popular “one tank” vacations



# Health and Fitness



# Health and Fitness

Obesity is steadily rising

Doctors prescribe low-impact exercise

Cheaper than a gym-membership





Happy Trail\$ to  
You!

[www.4wardplanning.com](http://www.4wardplanning.com)