



H HOURGLASS

*Unlocking the Potential
of Outdoor Recreation
in Lancaster County*



MAKE / FILMS

kinectiv.

THE
Steinman
FOUNDATION



iHIGH

Monty and
Molly Milner

An aerial photograph of a river winding through a lush, forested valley. The river is light blue and flows from the upper left towards the bottom center. The surrounding hills are covered in dense trees with varying shades of green and yellow, suggesting an autumn setting. The sky is overcast with soft, grey clouds.

Outdoor Economy Development in Pennsylvania

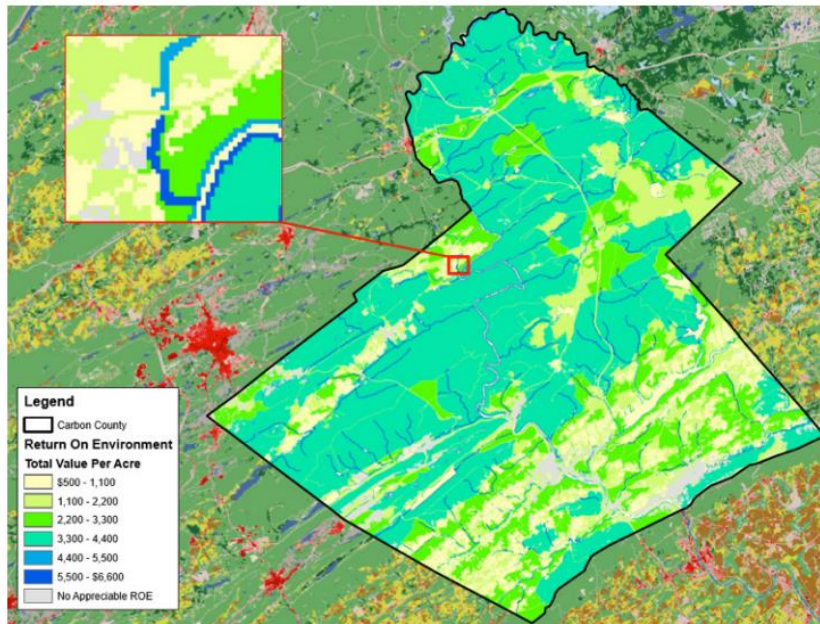
Nathan Reigner, PhD
Director of Outdoor Recreation
Pennsylvania Office of Outdoor Recreation







FIGURE 06 // CARBON COUNTY ROE MAP

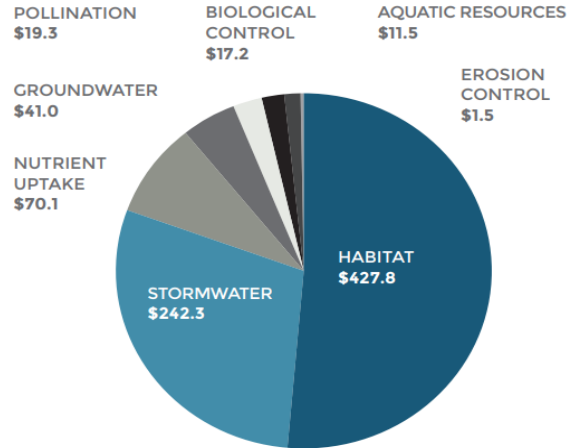


While difficult to see from a map at this scale, the highest ROE is in green corridors along streams and creeks, with the second highest being ridges and slopes. See the map cutout.

\$830.6 MILLION IN ANNUAL SAVINGS

NATURAL SYSTEM SERVICES 💧

Source: Costanza et al (2006)



Lehigh Valley
Return on Environment

Outdoor Infrastructure is Green Infrastructure

- Stormwater management
- Temperature regulation
- Habitat connectivity
- Air & water purification



The Economic Value of Protected Open Space
in Southeastern Pennsylvania



Lehigh Valley Planning Commission
2014

Return on Environment

- Ecosystem services
- Property values
- Tourism & commercial opportunities
- Health & healthcare

More fresh air. Less hot air.

Capital Blue Cross

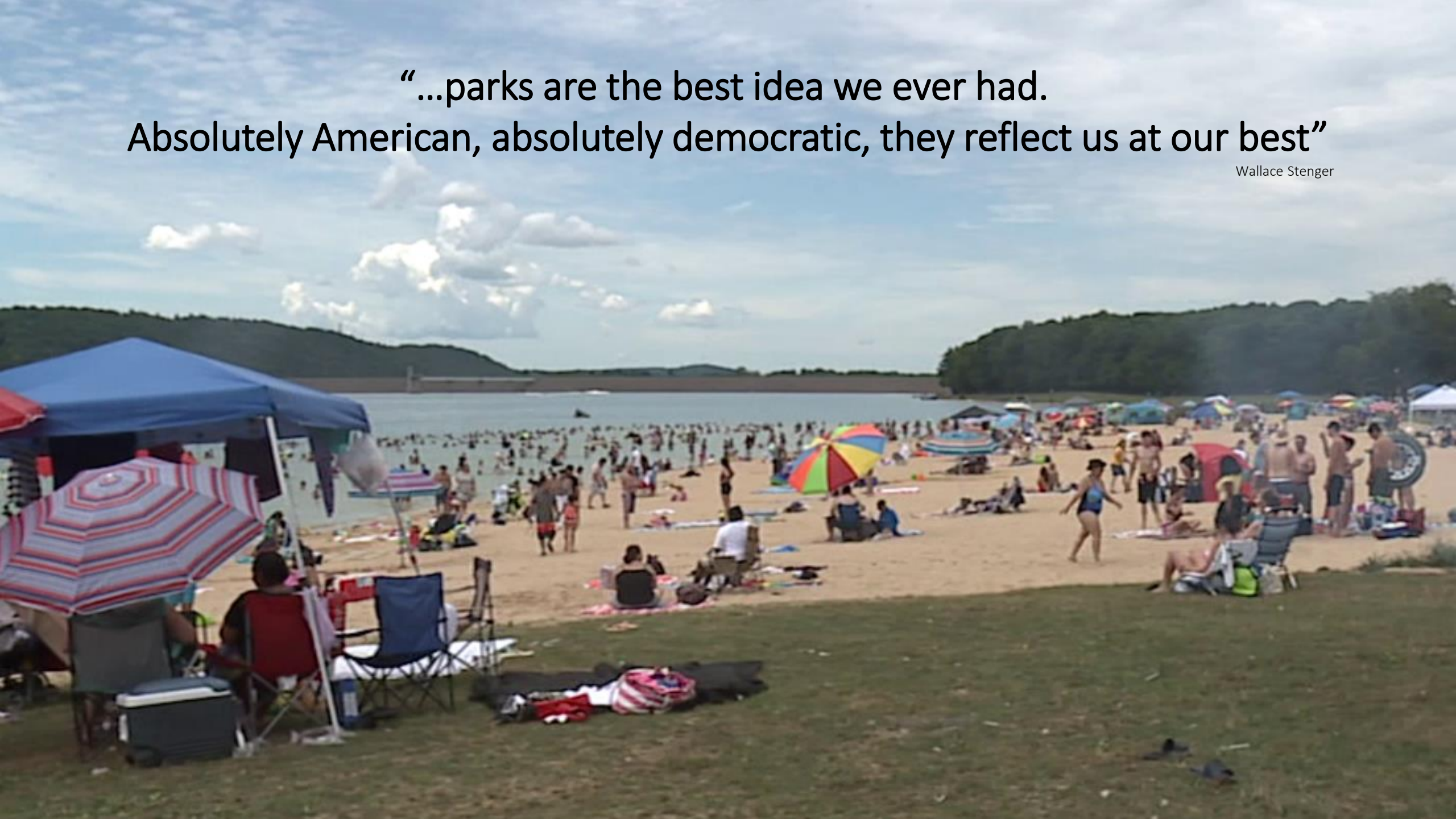


Health
Benefits

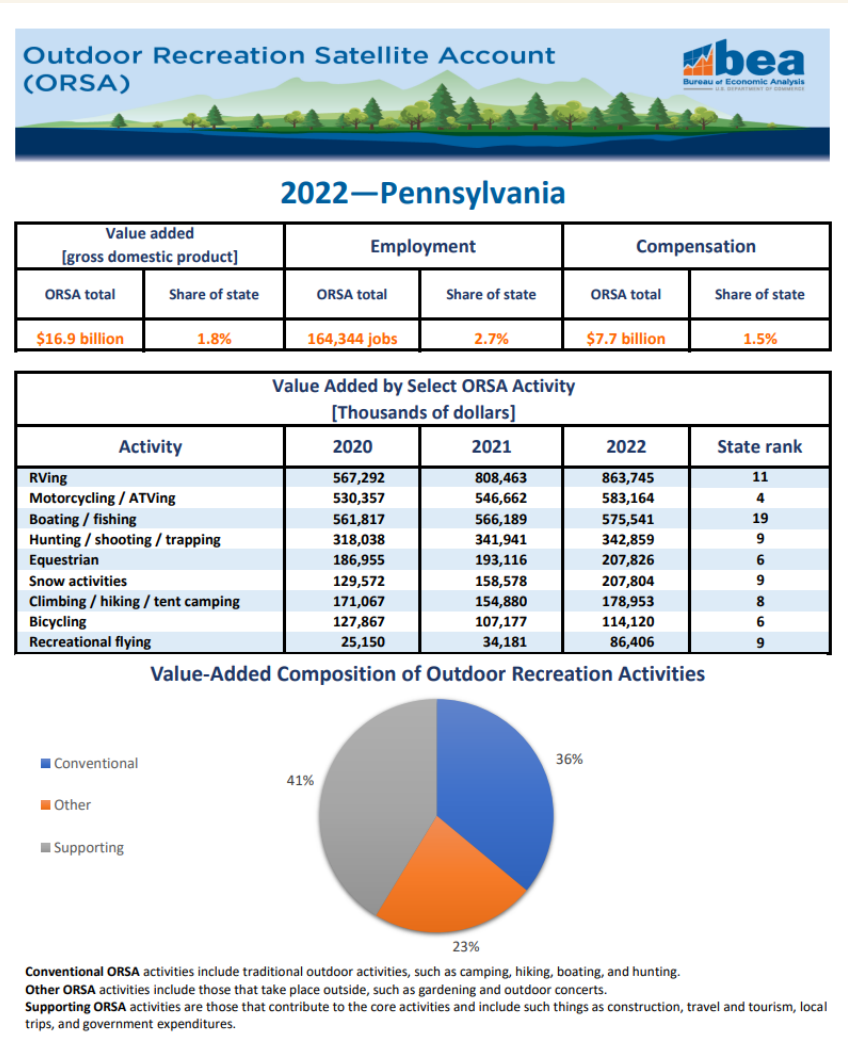
$$\left(\text{Physical} + \text{Mental} \right) \times \text{Population} = \text{Public Health} = \text{Reduced healthcare costs}$$

“...parks are the best idea we ever had.
Absolutely American, absolutely democratic, they reflect us at our best”

Wallace Stenger



Macroeconomics



8th

Largest OR
economy in
the US

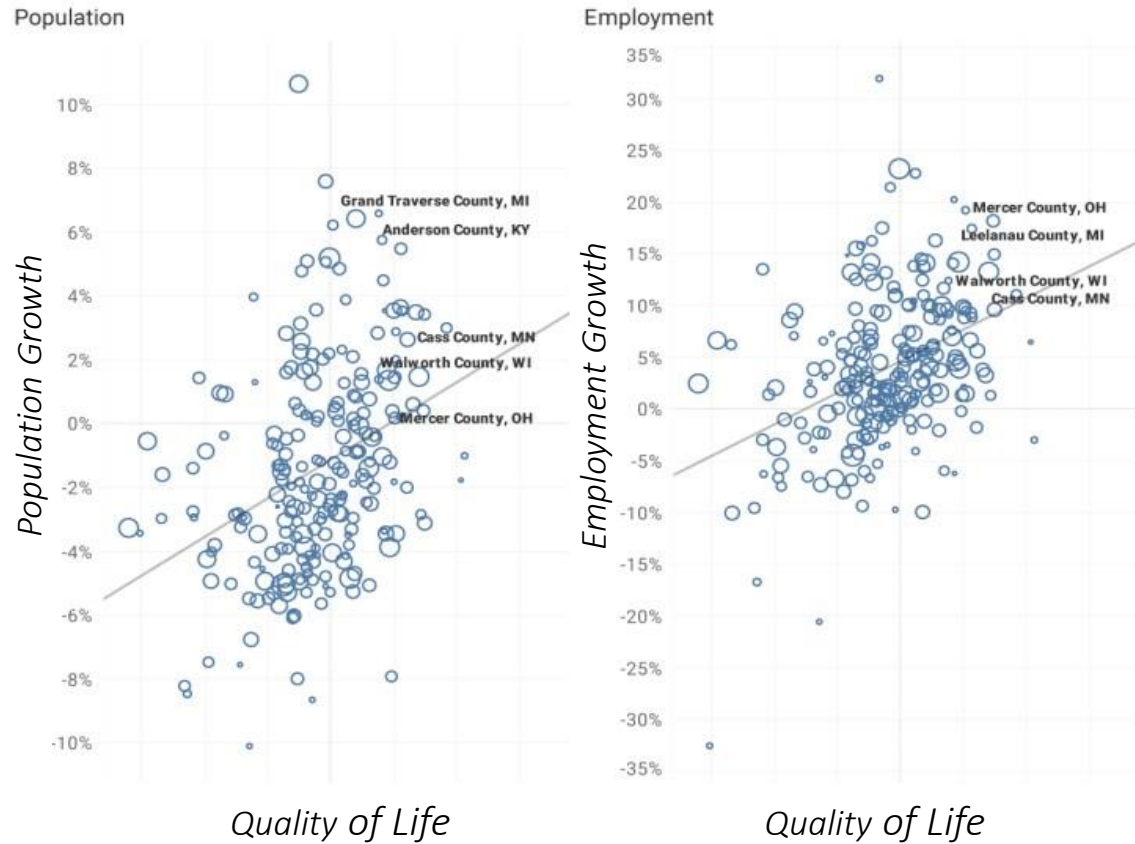
1.8%

of PA's
economy

\$17 billion
value added to
PA's GDP

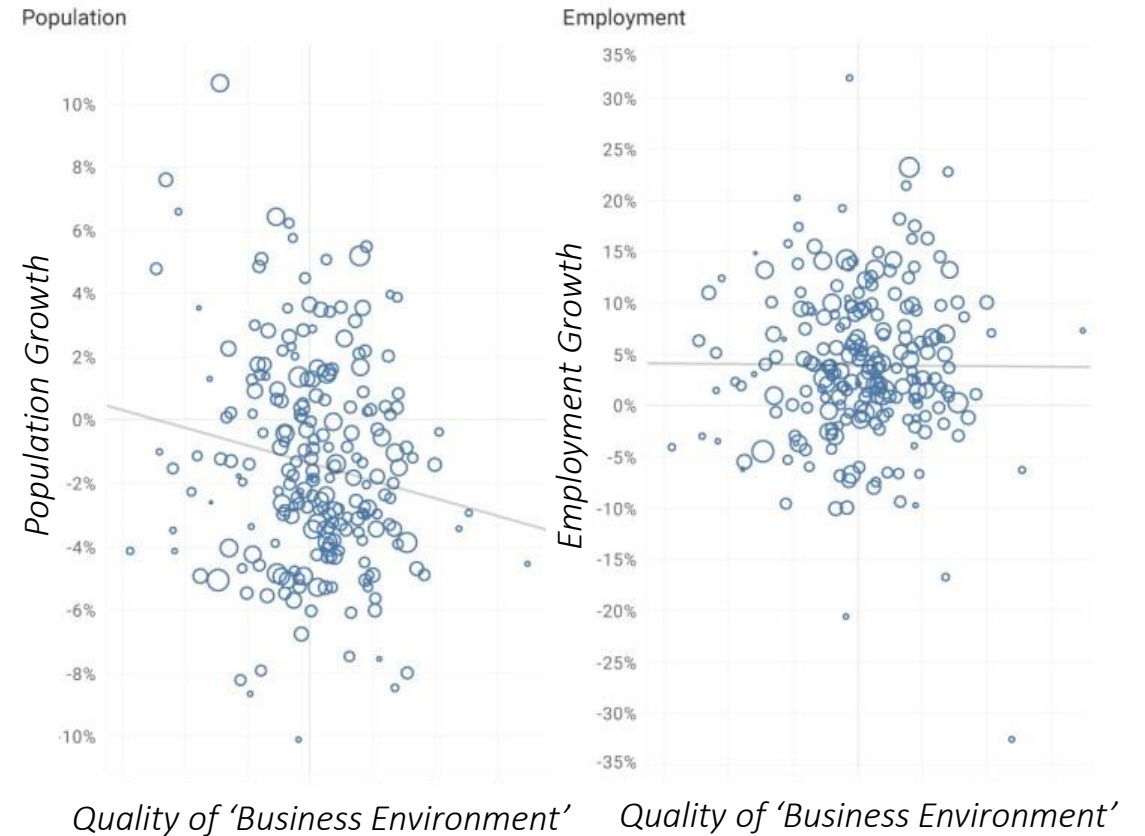
164,000
Jobs directly in
OR

Outdoors Communities



Source: Authors' calculations using Census Bureau data

B Brookings Metro



Source: Authors' calculations using Census Bureau data

B Brookings Metro

Outdoor Recreation + Historic Downtown + Cultural Services = High Quality of Life

High Quality of Life = Population Growth + Employment

Mission

Unite, grow, and strengthen Pennsylvania's **outdoor economy**

Outdoor Industry



Community & Economic
Development



Green Infrastructure &
Public Health Cost Savings



Core Strategy: Build Outdoor Industry Capacity



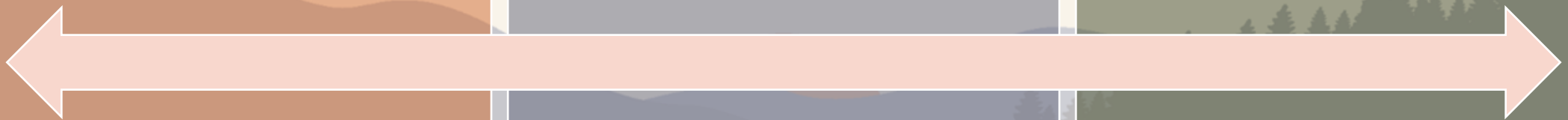
**Organize the
outdoor industry**



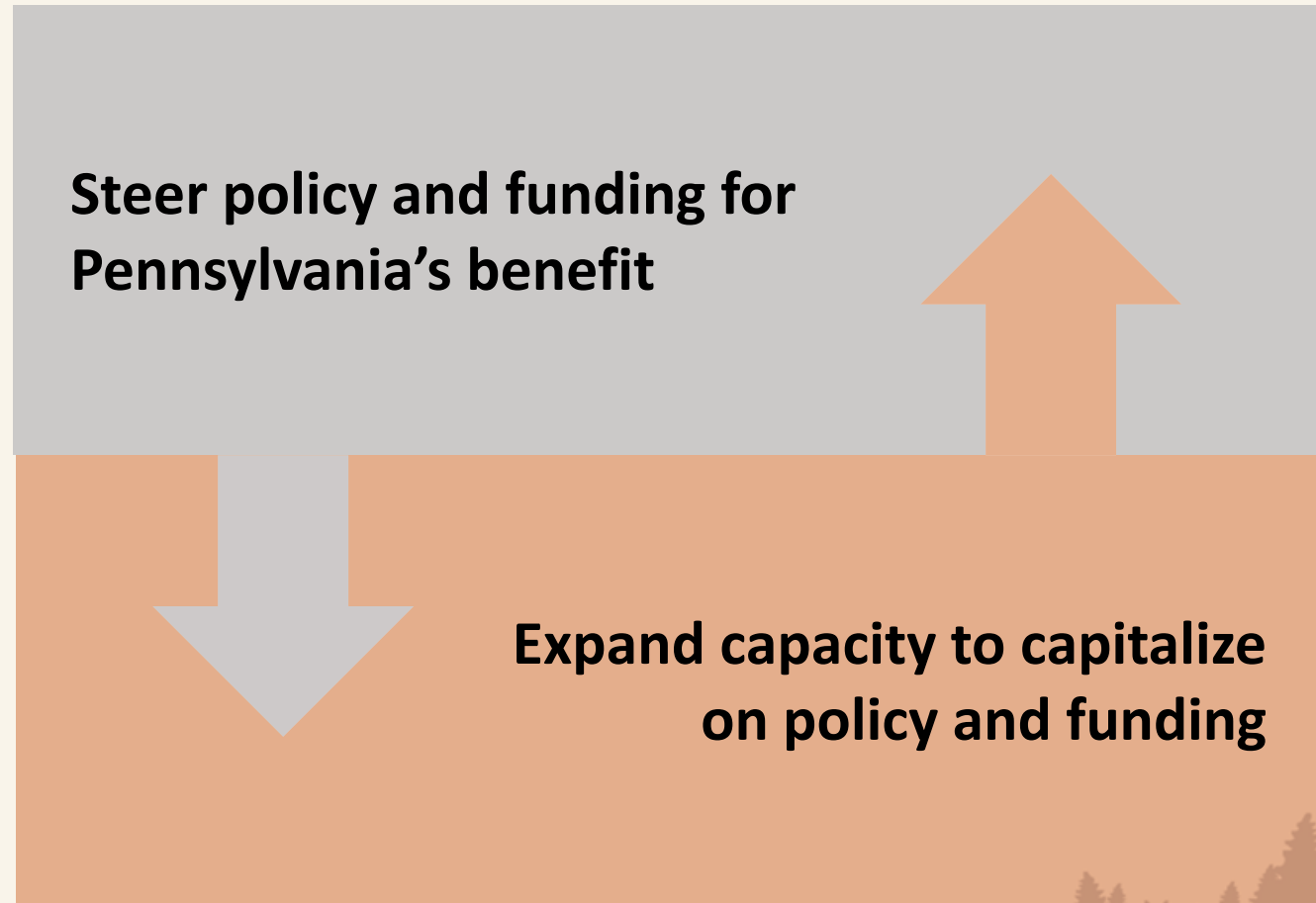
**Develop our
outdoor
workforce**



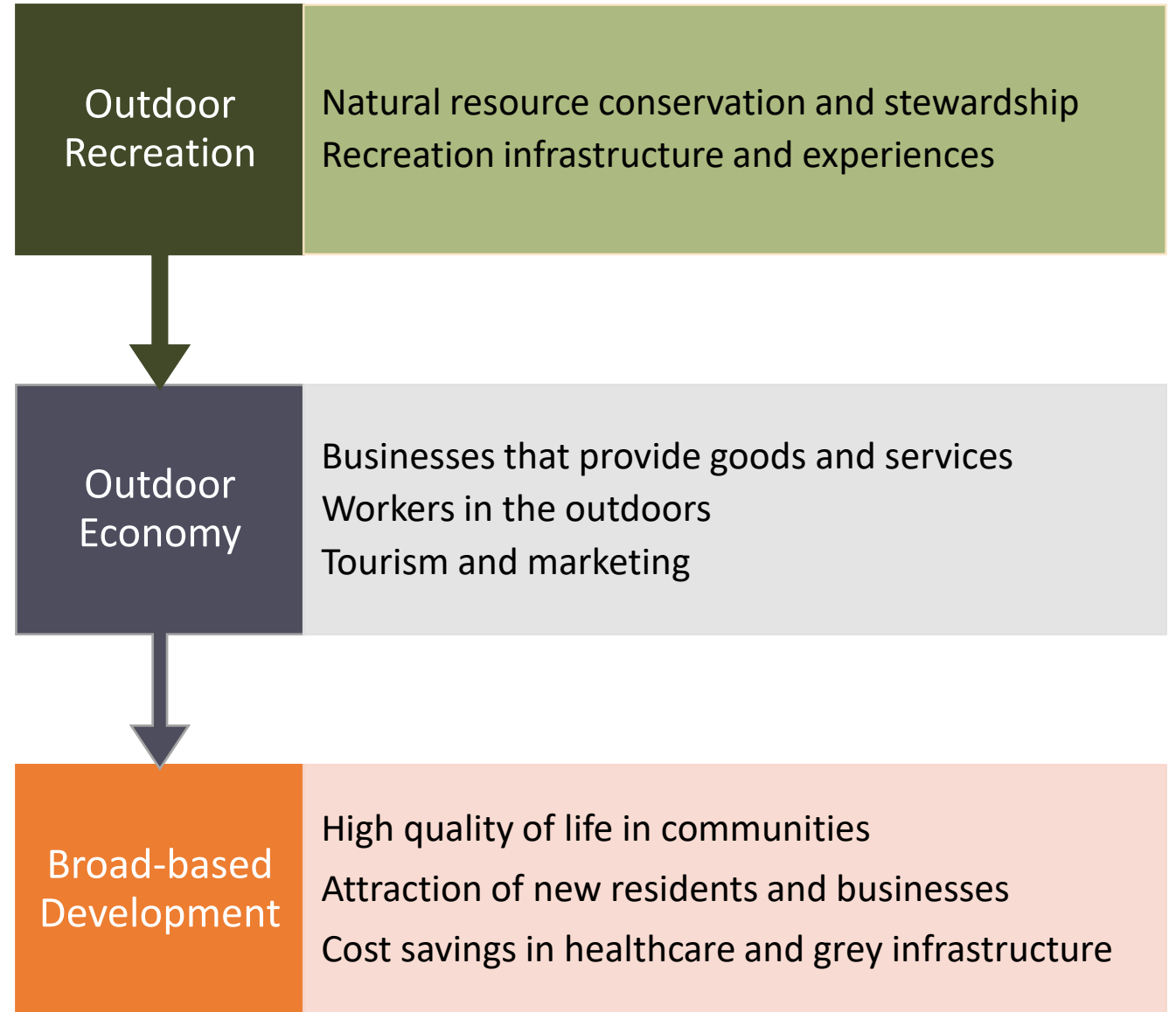
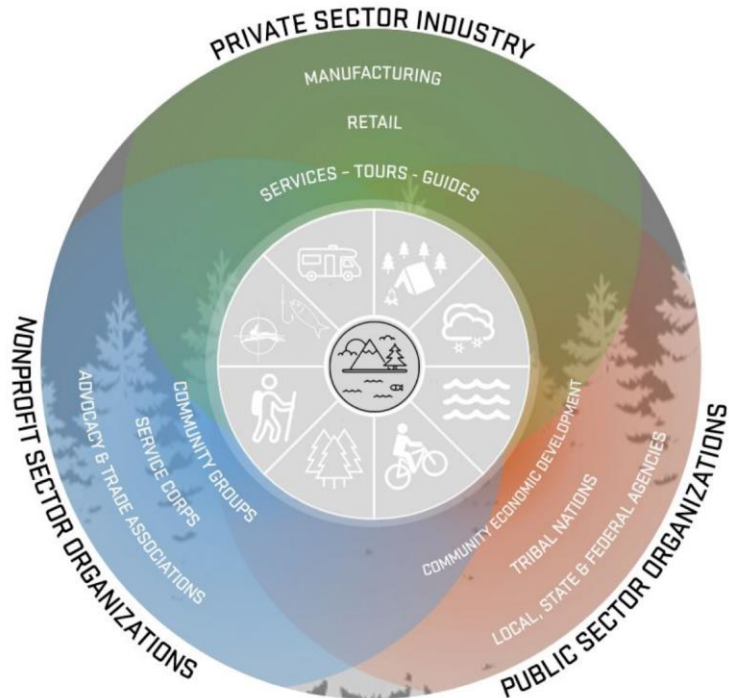
**Communicate
the value of the
outdoors**



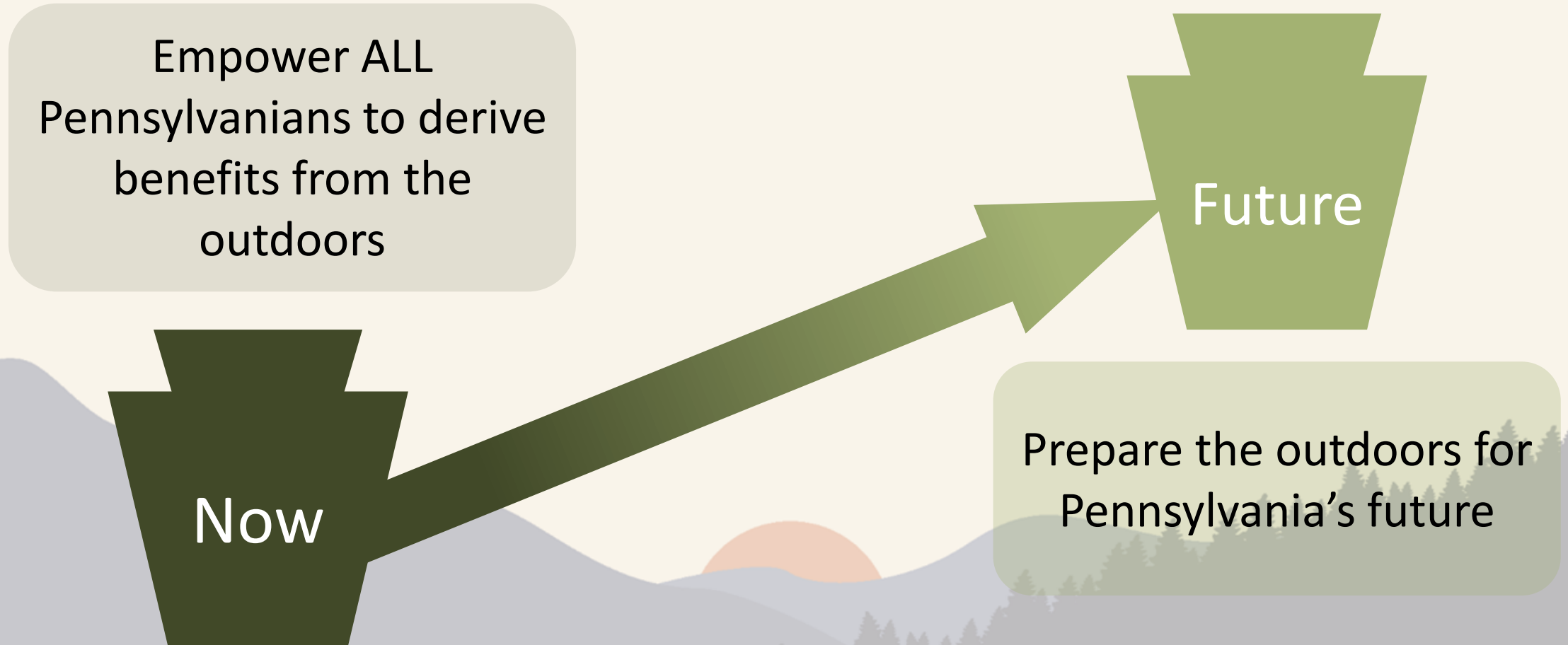
Core Strategy:
Build Capacity
for Community
and Economic
Development
through the
Outdoors



Community & Economic Development through outdoor recreation



Core Strategy: Build Capacity for Inclusive and Equitable Wellbeing through the Outdoors





Producers of outdoor gear

- design
- manufacture
- distribution
- retail
- repair

of outdoor clothing, equipment, and vehicles



Providers of outdoor experiences

- guides and trip planners
- outfitters and rental shops
- ski area, hut and fish lodges
- adventure centers
- event organizers
- hospitality outdoor recreationists



Professionals supporting outdoor recreation

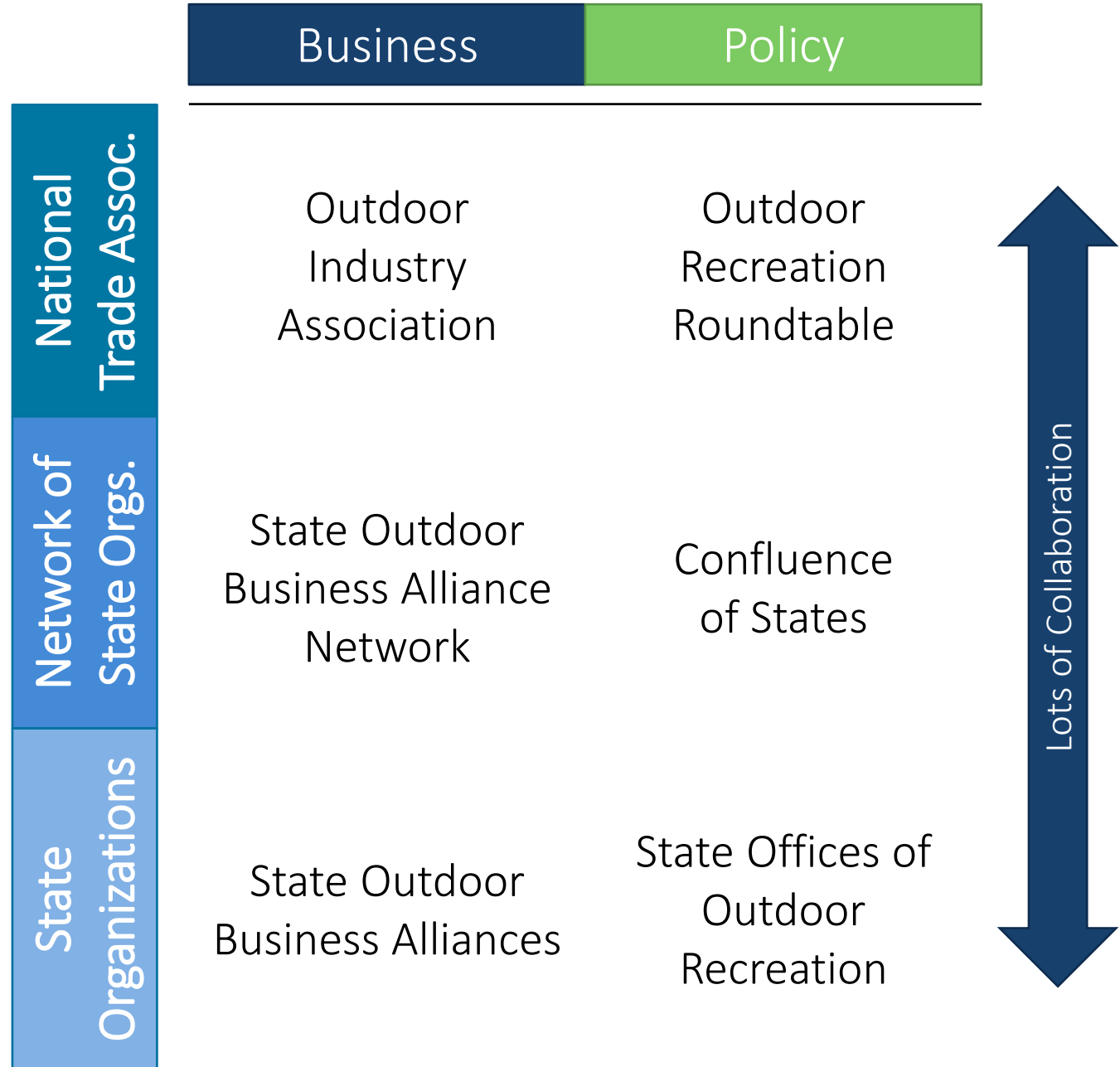
- planners and designers
- map and guidebook makers
- data providers and researchers
- educators and trainers
- photographers, videographers, journalists, artists
- accountants, attorneys, consultants
- public-sector employees and leaders

Pennsylvania's Outdoor Industry

\$17 billion

164,000 jobs

Outdoor Economy Advocacy



State Outdoor Business Alliances (2023; according to SOBAN)

ALASKA

Alaska Outdoor Alliance

ARIZONA

Get Outdoor Arizona

BRITISH COLUMBIA

Kootenay Outdoor Recreation
Enterprise (KORE) Initiative

CALIFORNIA

California Outdoor
Recreation Partnership

COLORADO

Colorado Outdoor
Business Alliance

Pikes Peak Outdoor
Recreation Alliance

CONNECTICUT

Connecticut Outdoor
Recreation Alliance

IDAHO

Idaho Business for the Outdoors

MAINE

Maine Outdoor Brands

MICHIGAN

Land of Outsiders

MONTANA

Business for Montana's Outdoors

NEVADA

Nevada Outdoor
Business Coalition

NEW HAMPSHIRE

Granite Outdoor Alliance

NEW YORK

New York Outdoor
Recreation Coalition

NEW MEXICO

endeavOR New Mexico

NORTH CAROLINA

MADE X MTNS Partnership

North Carolina Outdoor
Recreation Coalition

Outdoor Business Alliance of WNC

OREGON

Oregon Outdoor Alliance

UTAH

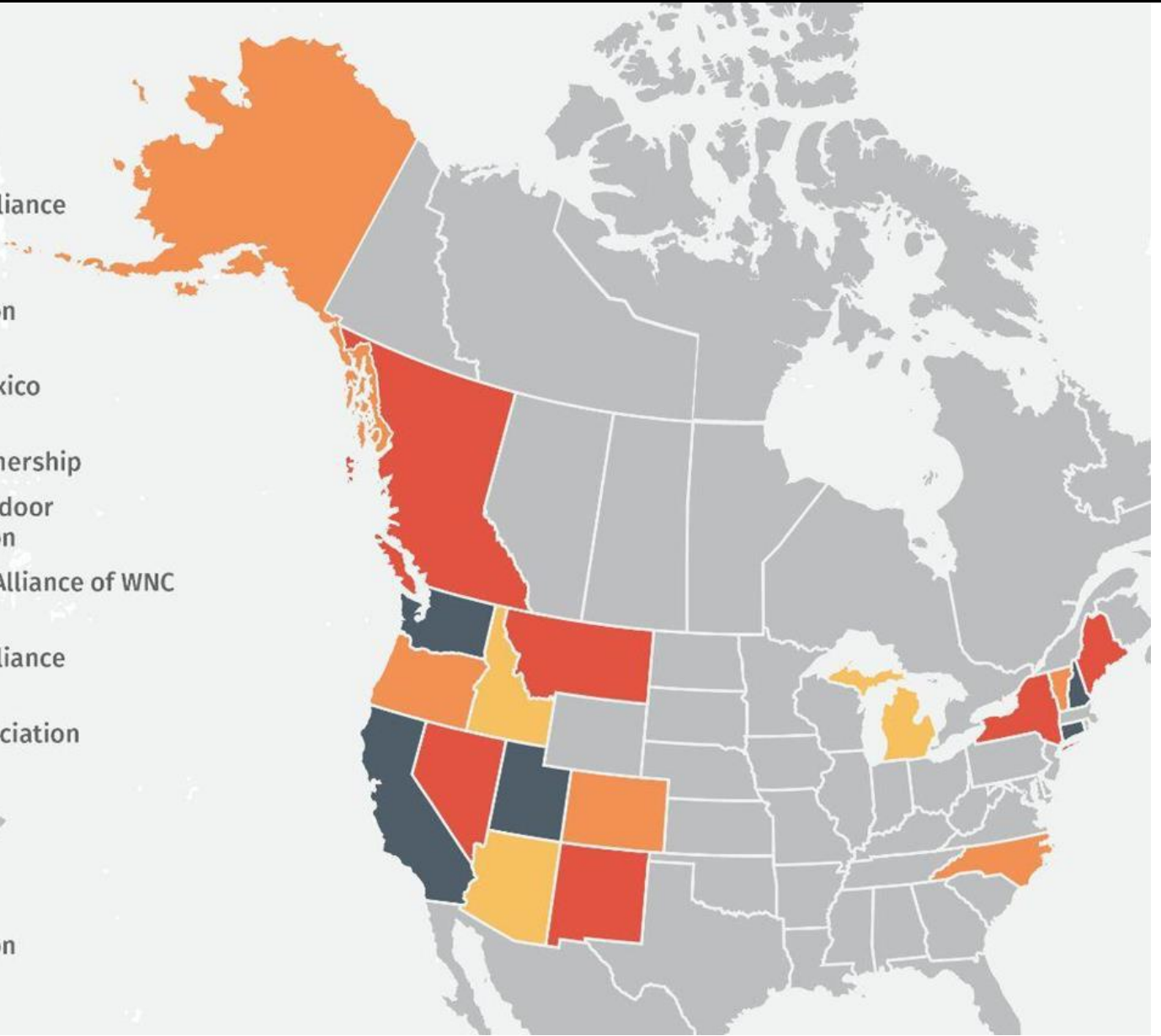
Utah Outdoor Association

VERMONT

Vermont Outdoor
Business Alliance

WASHINGTON

Big Tent Outdoor
Recreation Coalition



Advocacy Roles

Trade & Regulatory Issues

Community & Economic Development

Outdoor Clientele Expansion

Community & Economic Development

Conservation & Infrastructure



PRODUCTION STARTS HERE



ABOUT ROCK LITITZ

Rock Lititz is a one of a kind production community that supports innovative creativity within the live event industry. With resources ranging from design, engineering and manufacturing through rehearsals, and beyond, Rock Lititz is a one-stop-shop to collaborate on any live experience.



We design packaging.



INNOVATING SOLUTIONS

Our factory is more than a production site. With alliances like Juki, Autodesk and Advanced Robotics for Manufacturing, we're testing and implementing emerging technologies, bringing the next generation of innovation, automation and technology to the forefront to address real problems facing our industry. And we're doing it with people, ensuring they are part of the process as we pilot technology solutions to help prepare them for industry 4.0.



An aerial architectural rendering of a park development. The scene features a large, multi-story building with a flat roof and numerous windows, surrounded by lush green trees and grass. To the right of the main building is a smaller, more complex structure. The area is interspersed with various types of trees, including tall evergreens and deciduous trees. A winding path or road is visible in the foreground, and a large, open grassy area is on the right side. The overall atmosphere is serene and natural.

SHOPHOUSE PARK

OUTDOOR RECREATION INNOVATION HUB

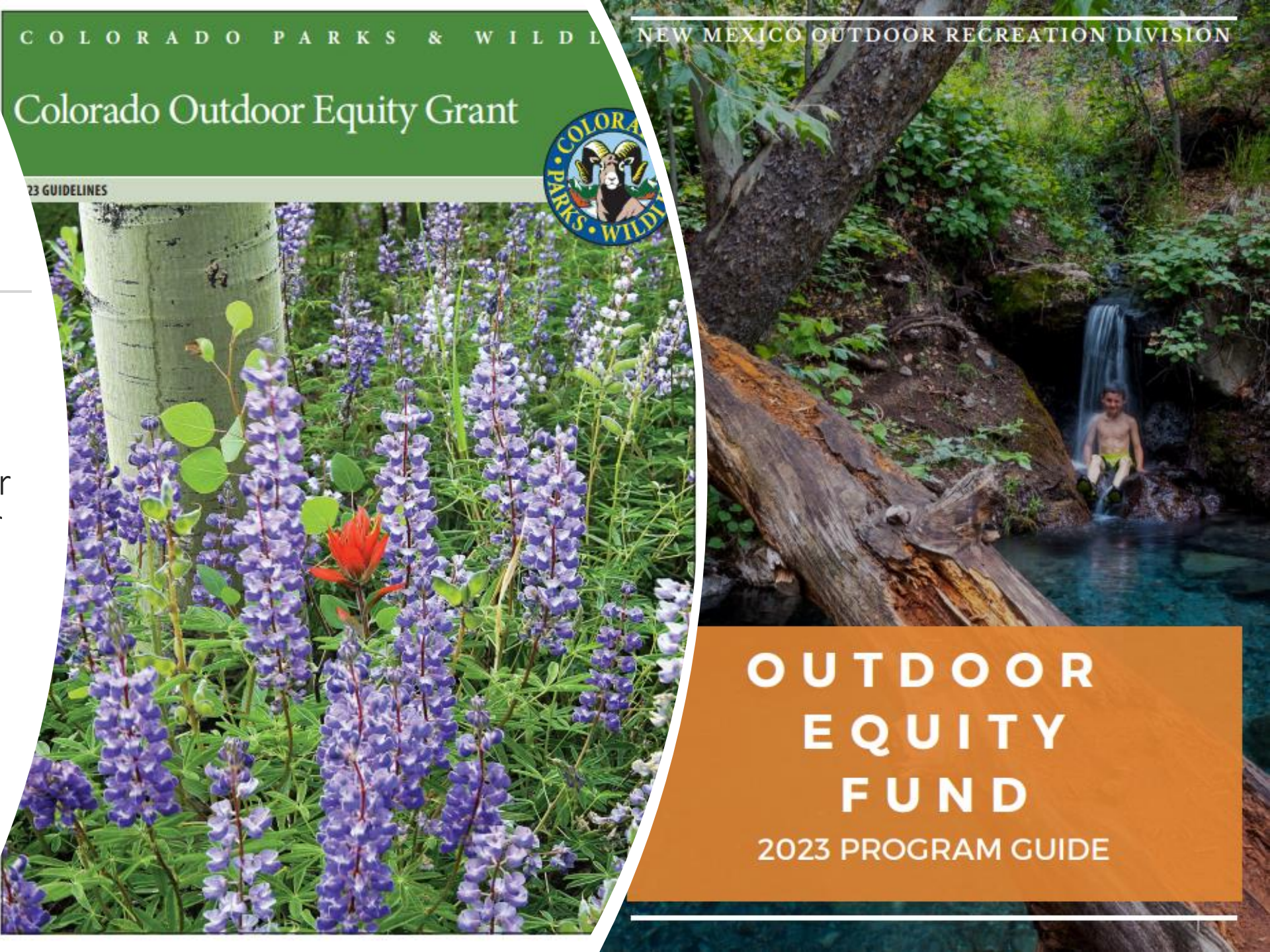
Marquette, Michigan
Target Opening 2024

[INQUIRE](#)

Outdoor Opportunity Funds

Purpose

To enhance participation in and access to the outdoor industry and outdoor economy by and for historically underrepresented communities.



COLORADO PARKS & WILDLIFE

NEW MEXICO OUTDOOR RECREATION DIVISION

Colorado Outdoor Equity Grant

2023 GUIDELINES



**OUTDOOR
EQUITY
FUND**

2023 PROGRAM GUIDE

Building Local & Regional Capacity


- Local Development Districts
- Economic Development Orgs.
- Chambers of Commerce
- Trail & Recreation Authorities
- Planning Commissions
- Conservation Districts
- Main Streets & Downtowns
- Arts & Cultural Trusts



A wide-angle photograph of a vast field of reddish-brown rocks, likely a glacial moraine. The rocks are of various sizes and are densely packed across the foreground and middle ground. In the background, a dense line of green evergreen trees stretches across the horizon under a bright blue sky with scattered white clouds. A person in a blue shirt is visible in the distance, standing on the rocks.

Thank you very much

Nathan Reigner, PhD
Director of Outdoor Recreation
nreigner@pa.gov

A photograph of three children walking away from the camera on a dirt path through a forest. The child on the left is a girl with long brown hair wearing a red t-shirt and blue jeans. The child in the middle is a younger child wearing a blue hoodie and blue jeans. The child on the right is a boy wearing a red hoodie and blue jeans. They are all holding hands and walking along a path that is flanked by green grass and trees. The background is a dense forest with many trees and green foliage.

Thank you very much
We are looking forward to walking this path with you...

Nathan Reigner, PhD
Director of Outdoor Recreation
nreigner@pa.gov

Meet the Panelists:



Joel Cliff

Discover Lancaster



Emily Landis

Little Conestoga
Creek Blue/Green
Corridor Project



Scott Peiffer

Quarryville Borough



Ezra Rothman

EDC Lancaster



Fritz Schroeder

Lancaster
Conservancy



Become an Hourglass Member at
HourglassLancaster.org

