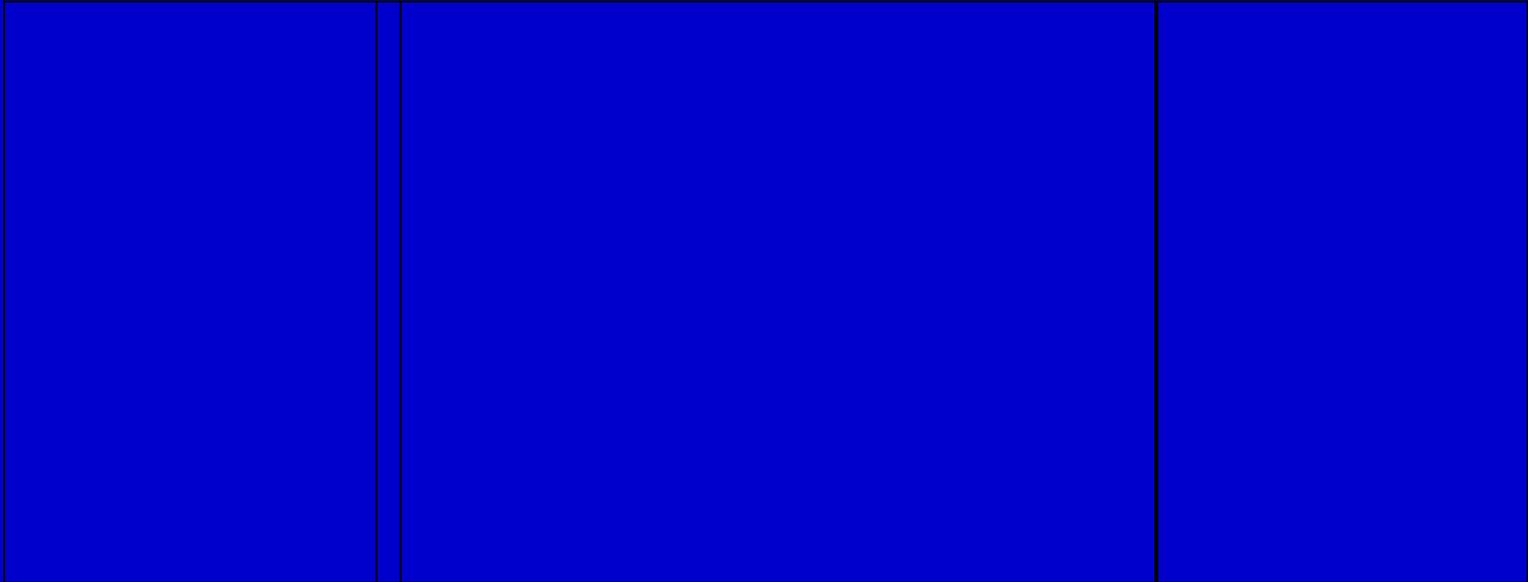


# The Economic Value of Public Lands

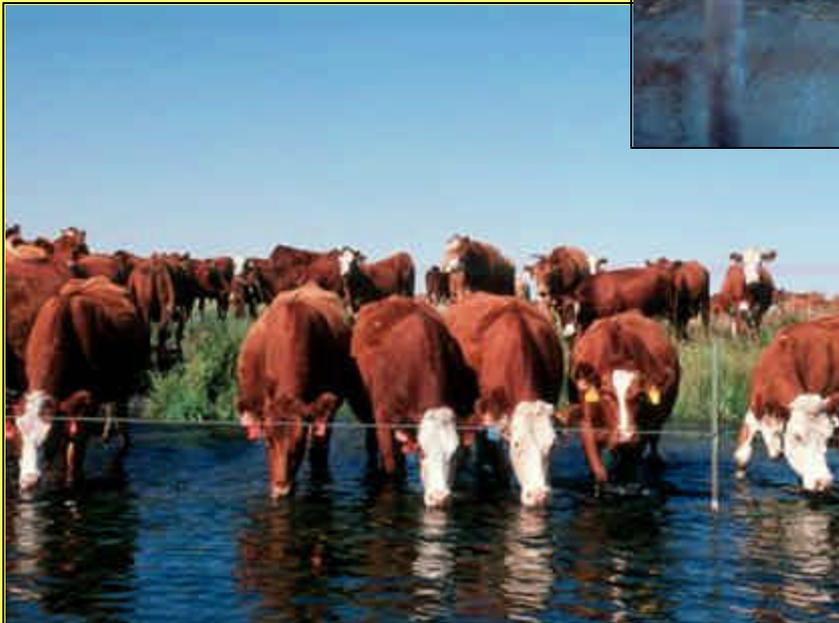


**SONORAN INSTITUTE**

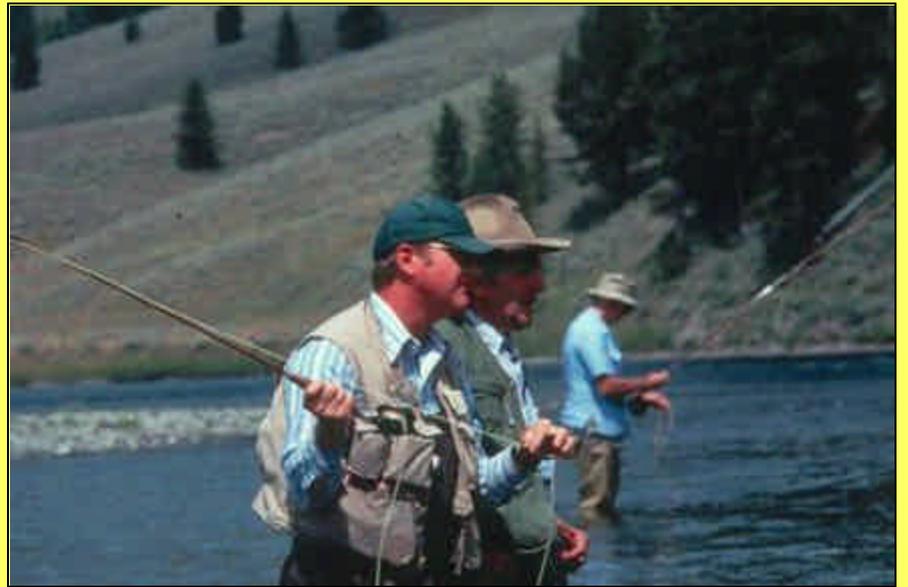
**HEALTHY LANDSCAPES • VIBRANT ECONOMIES • LIVABLE COMMUNITIES**

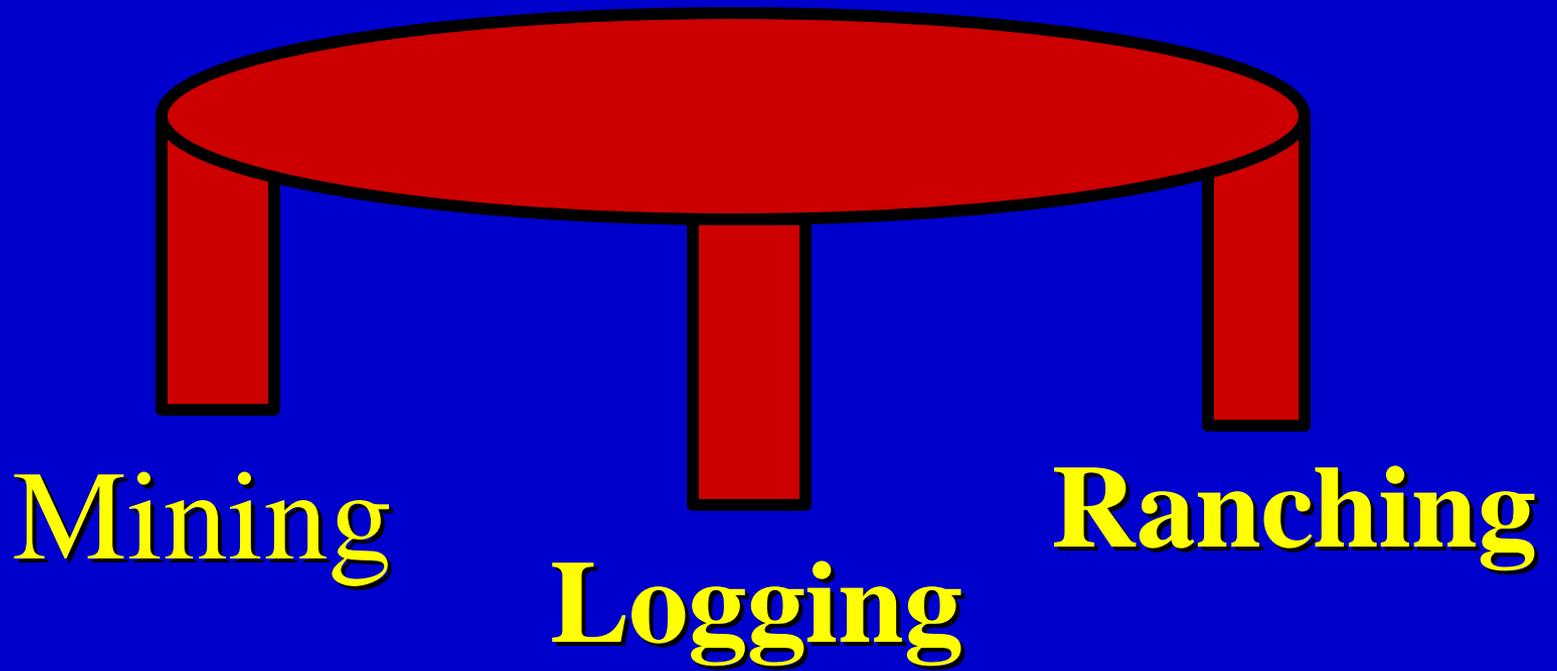
# The Windshield Survey of the Economy





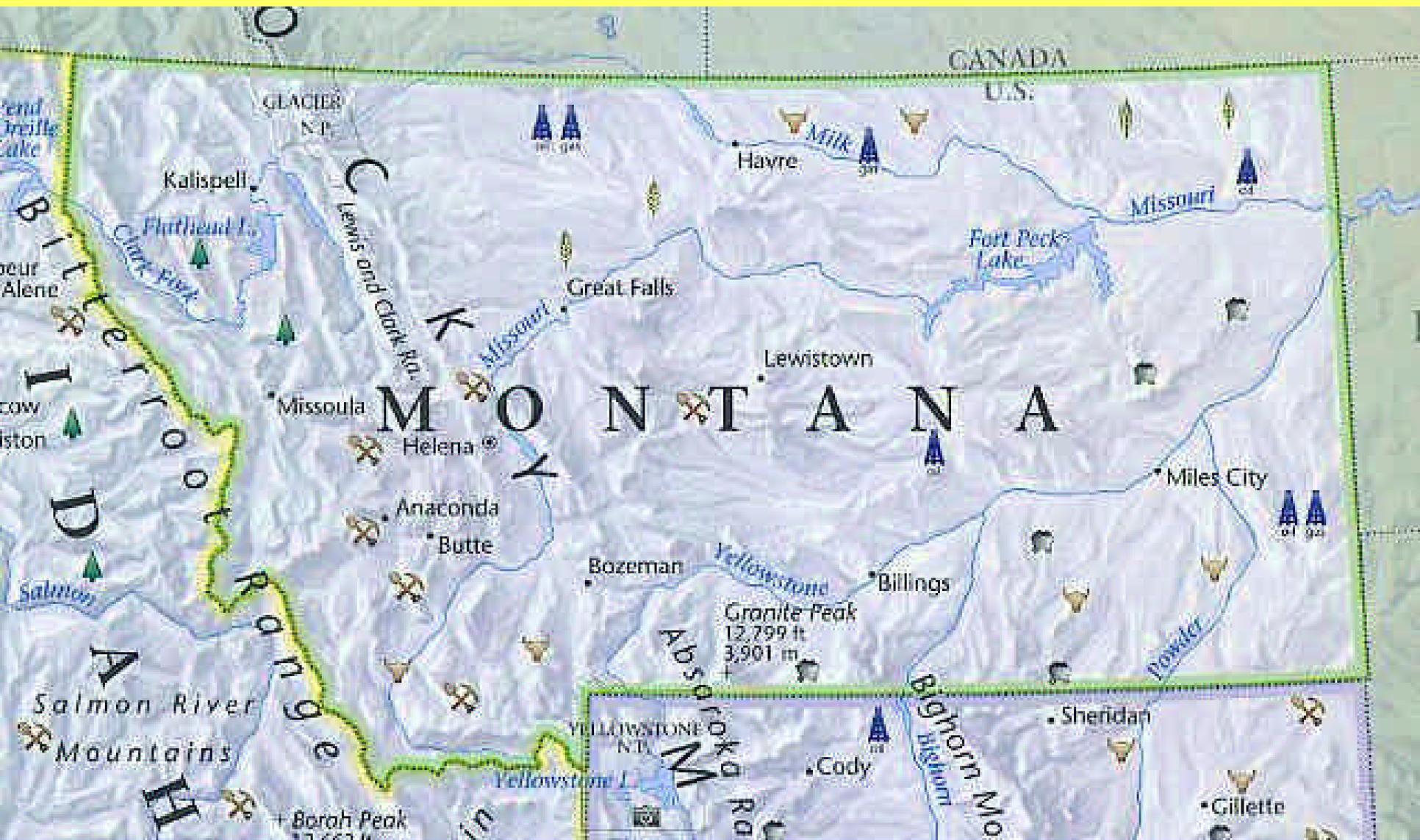






Or

**TOURISM**



©1998  
JOHN TO  
3

FRAMING  
PRINTS

FINE  
ART  
↓

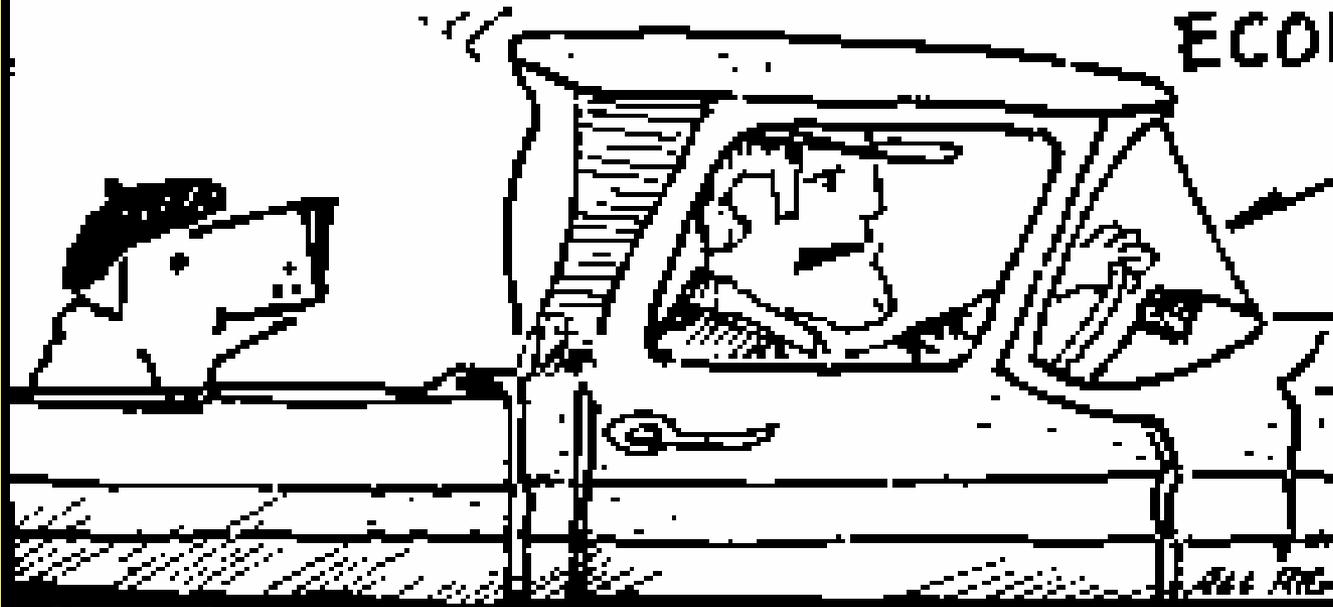
CULTURAL  
CENTER

2  
BLOCKS

GALLERY

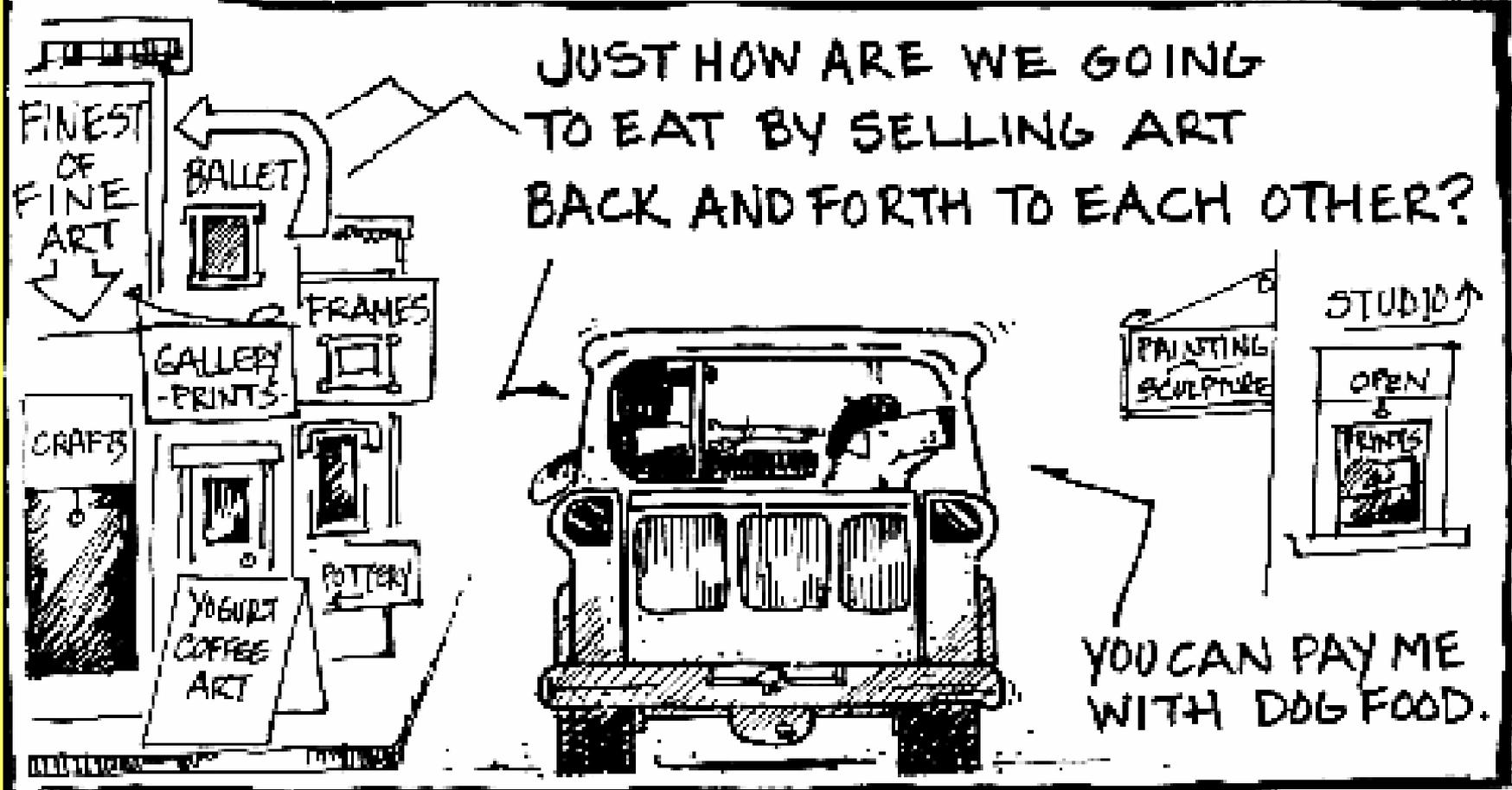
POETRY  
TONIGHT

I'VE GOT A  
PROBLEM WITH  
THIS "NEW WEST"  
ECONOMY.



ALL RIGHTS RESERVED

JUST HOW ARE WE GOING TO EAT BY SELLING ART BACK AND FORTH TO EACH OTHER?



YOU CAN PAY ME WITH DOG FOOD.



• Greetings from the •



FORE

Actually, only 5%

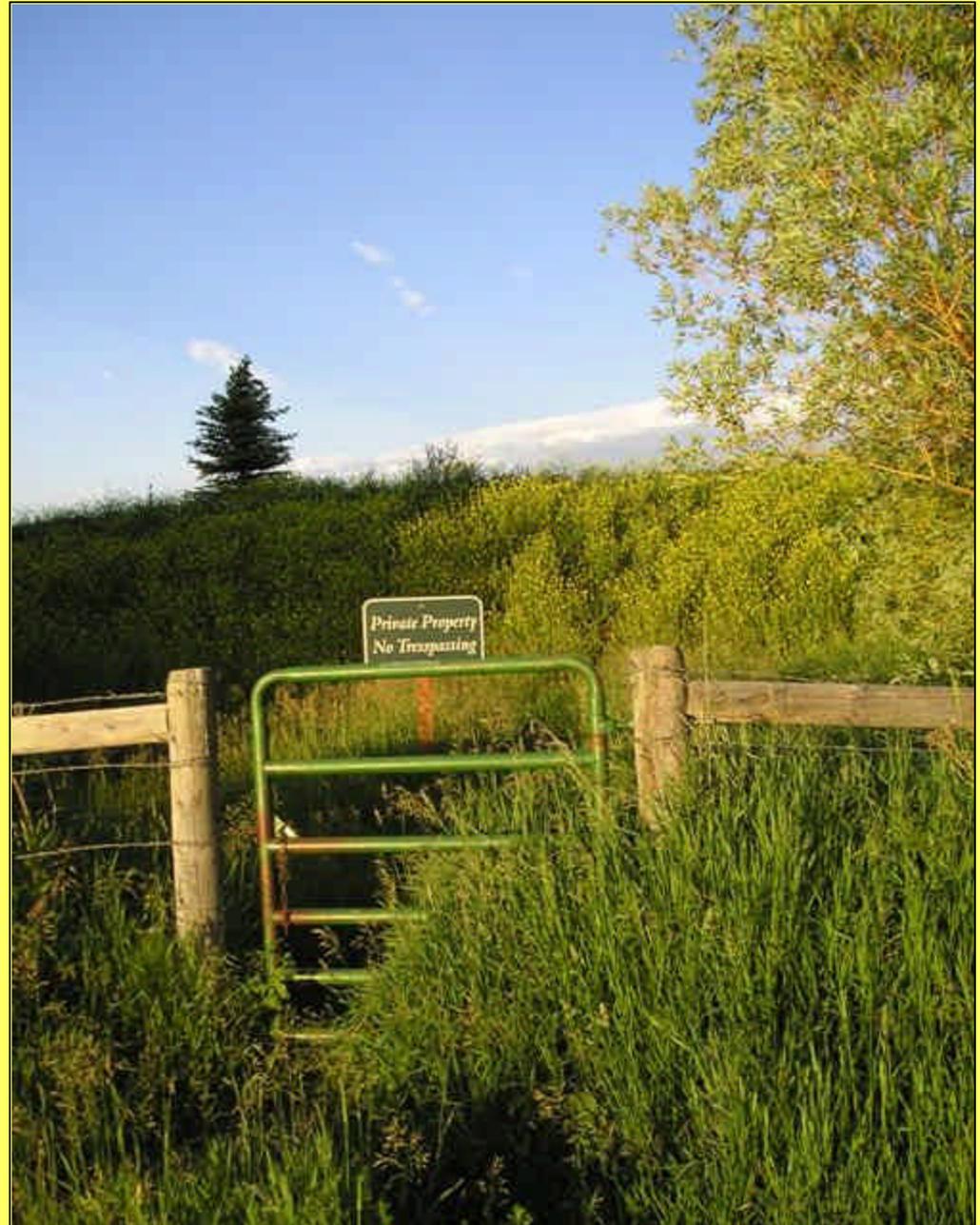
INDUSTRY

We are PROUD to be

Half of the Area's Economy!

HOO-HOO CLUB NO 187







MONTANA

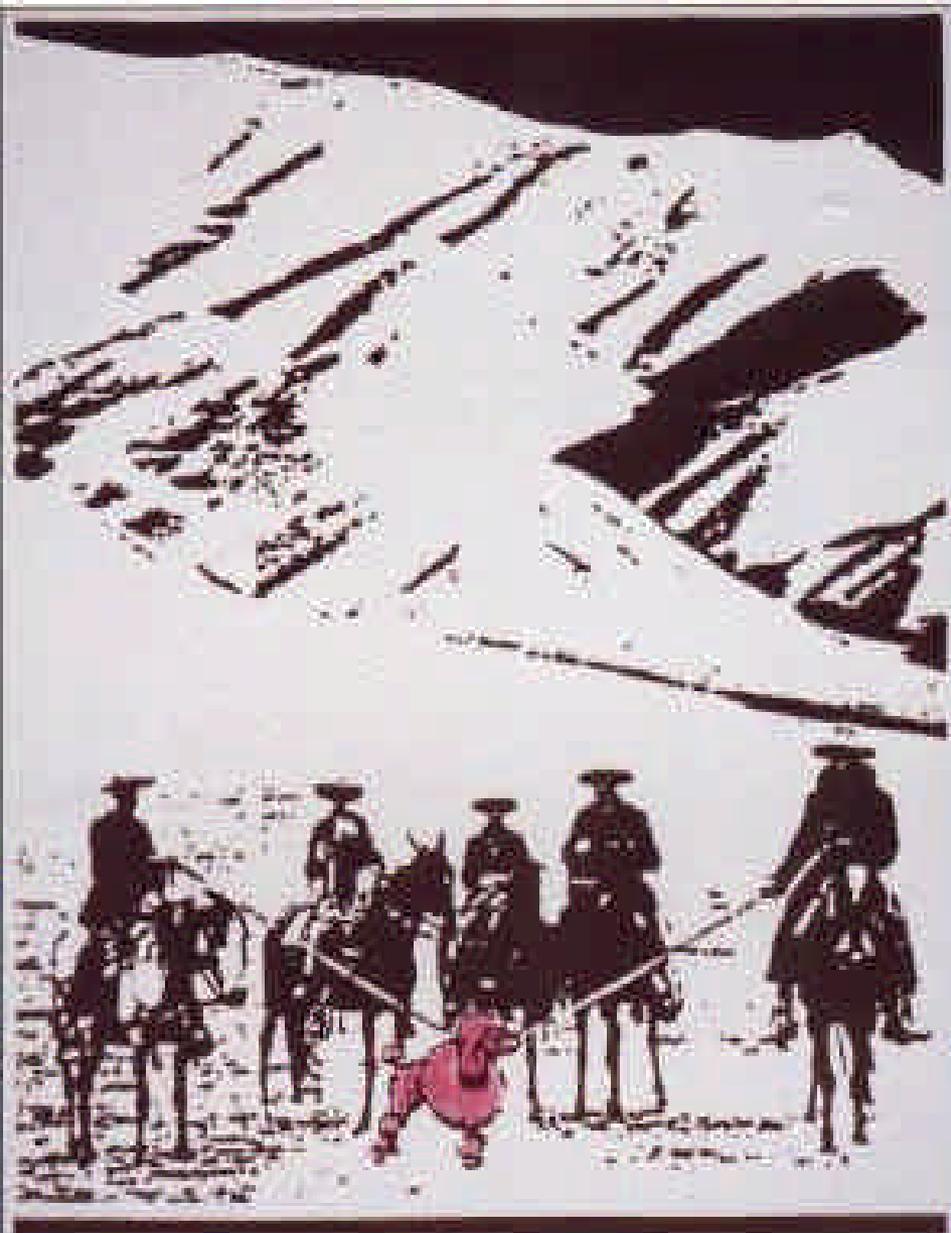
4

LATTE DA

8

*Big Sky*





---

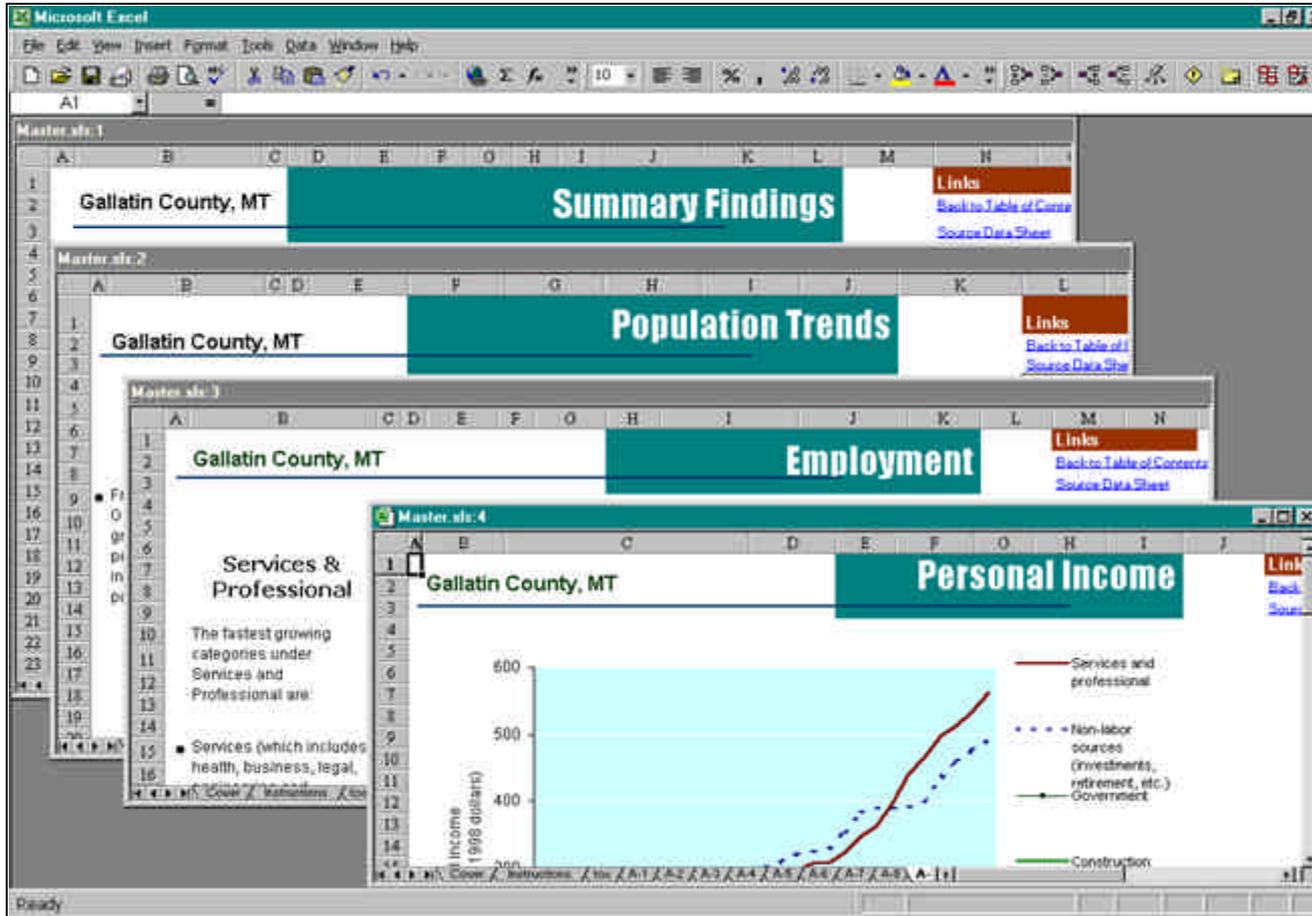
CITIZENS FOR A POODLE-FREE MONTANA

---

# The Real Economy



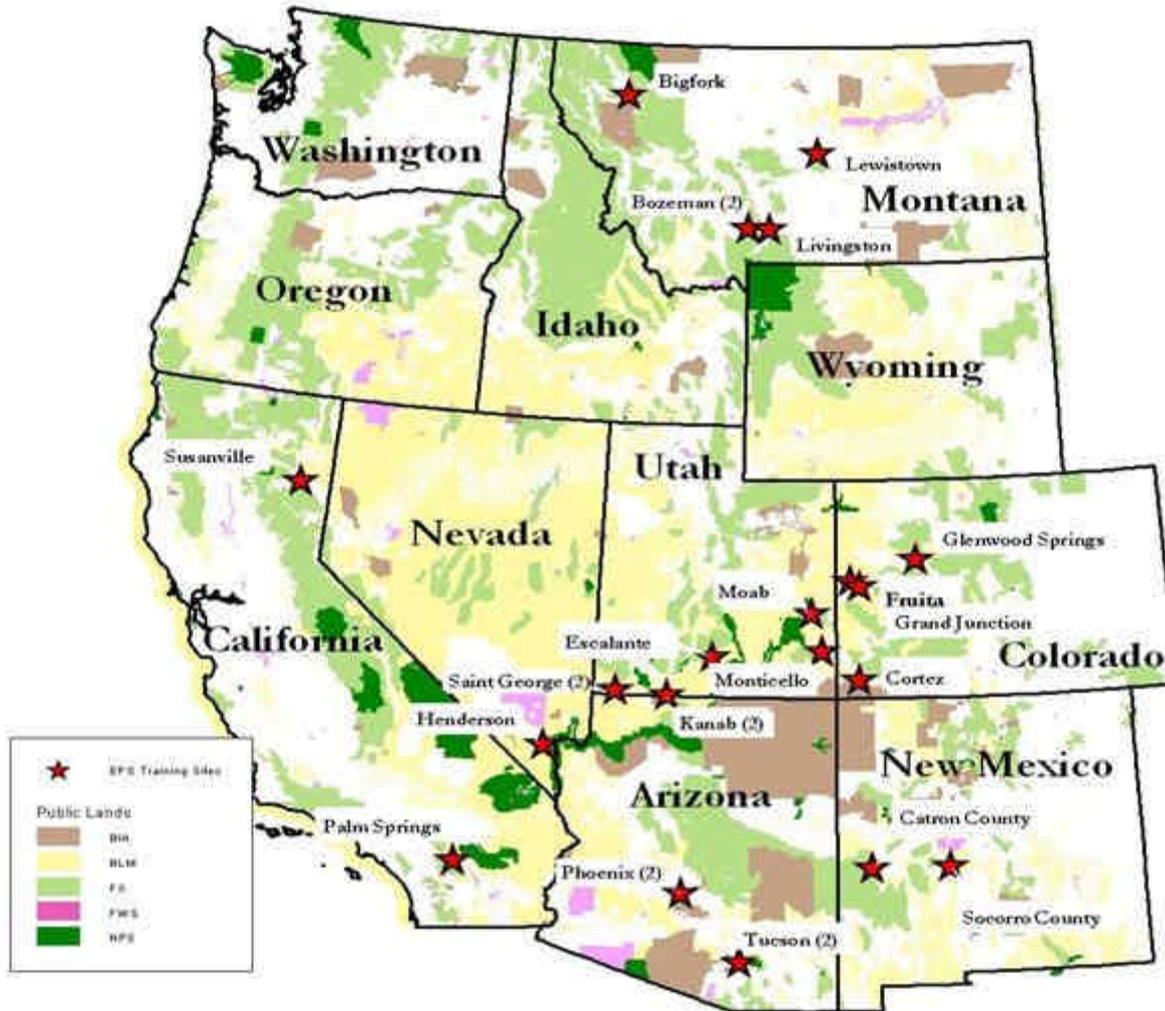
# Economic Profile System



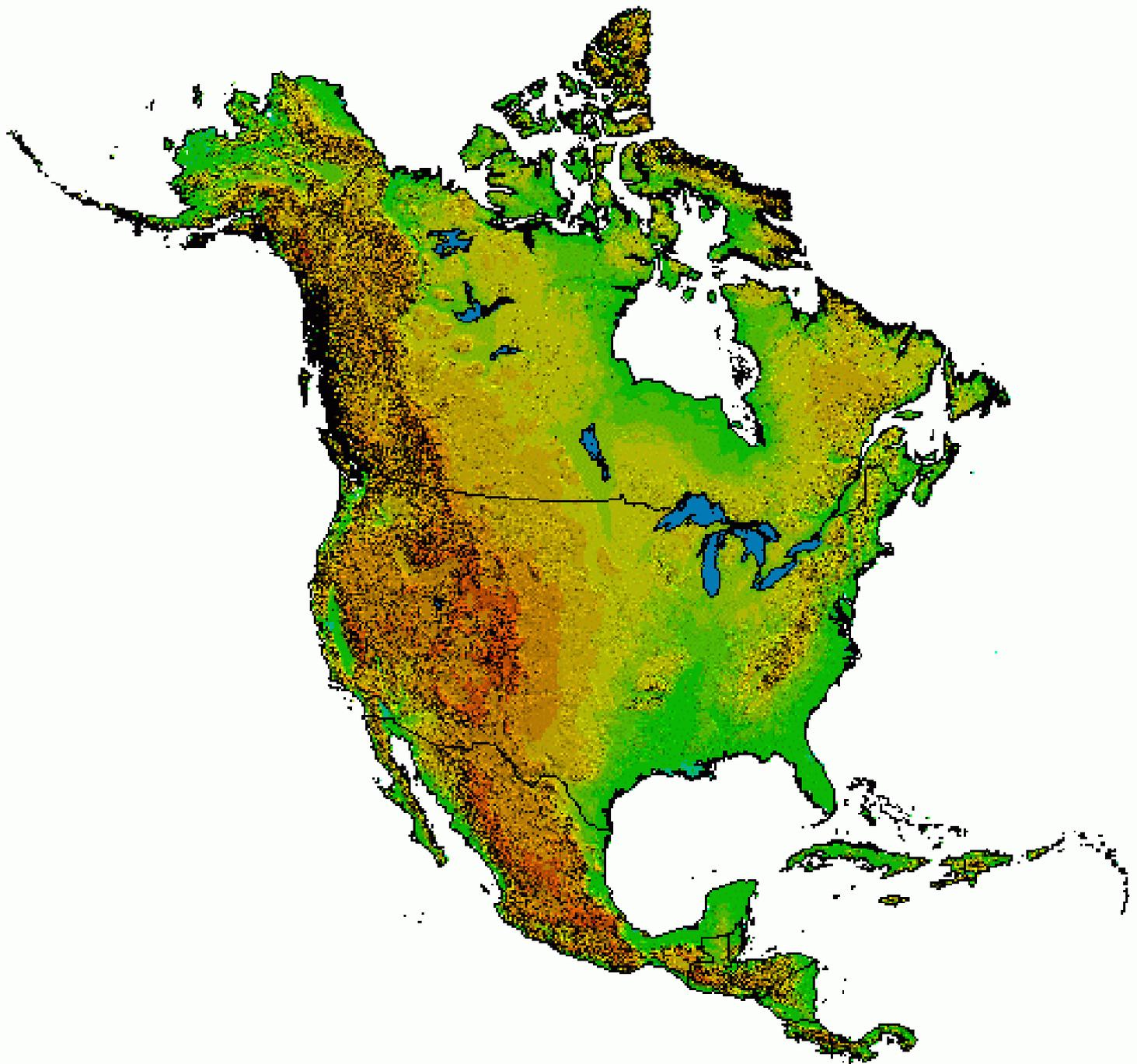
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healthy landscapes • vibrant economies • healthy communities

Free from: [www.sonoran.org](http://www.sonoran.org)

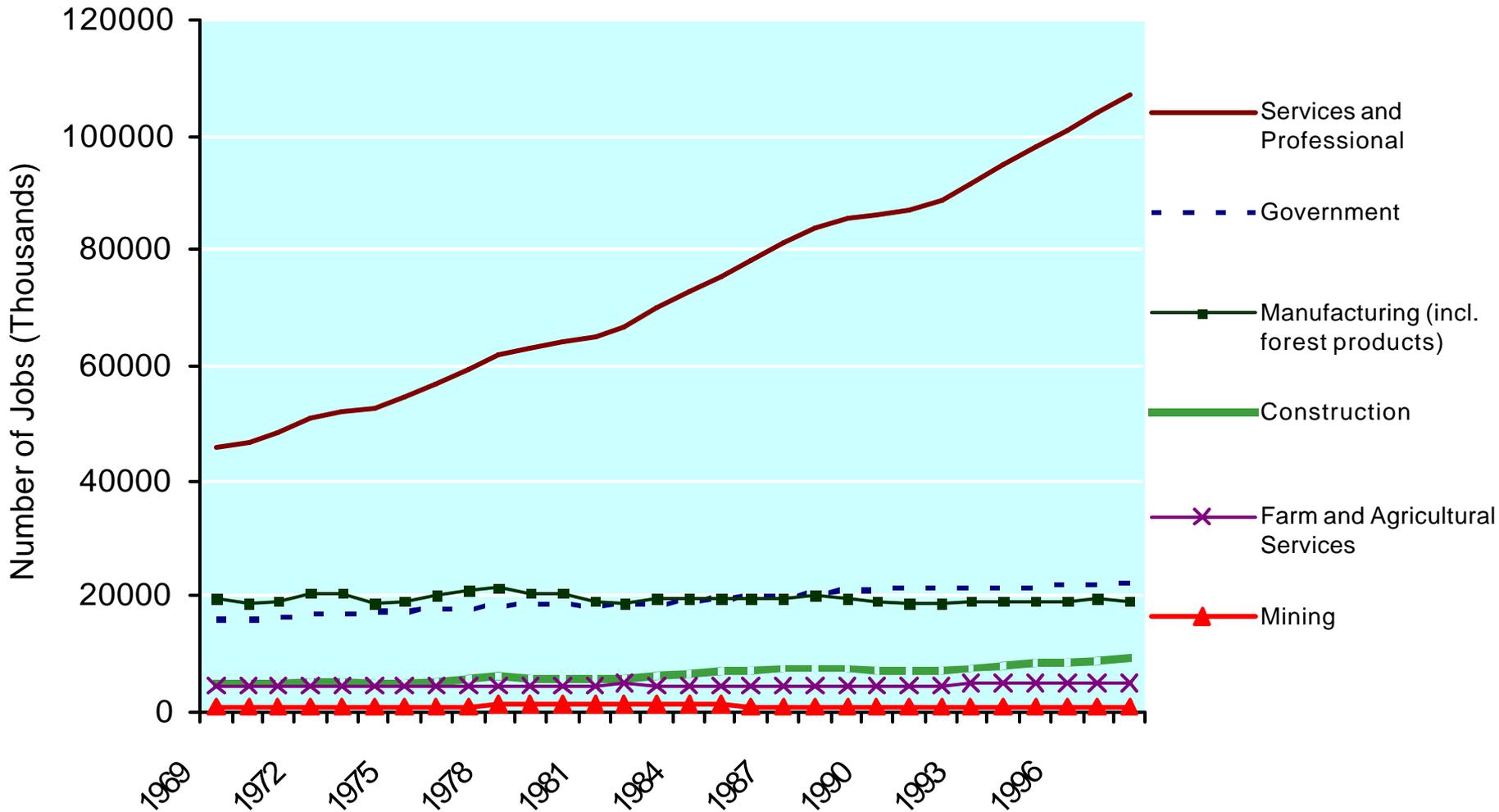
# Economic Profile System Training Workshops To Date (2004)



Cortez, CO  
 Susanville, CA  
 Tucson, AZ (2)  
 Henderson, NV  
 Grand Junction, CO (2)  
 Escalante, UT  
 Kanab, UT (2)  
 Moab, UT  
 Monticello, UT  
 Catron County, NM  
 Socorro County, NM  
 Lewiston, MT  
 Palm Springs, CA  
 Bozeman, MT (2)  
 St. George, UT (2)  
 Phoenix, AZ (2)  
 St. George, UT (2)  
 Glenwood Springs, CO  
 Fruita, CO  
 Flathead Valley, MT  
 Tucson, AZ (2)



# US JOBS

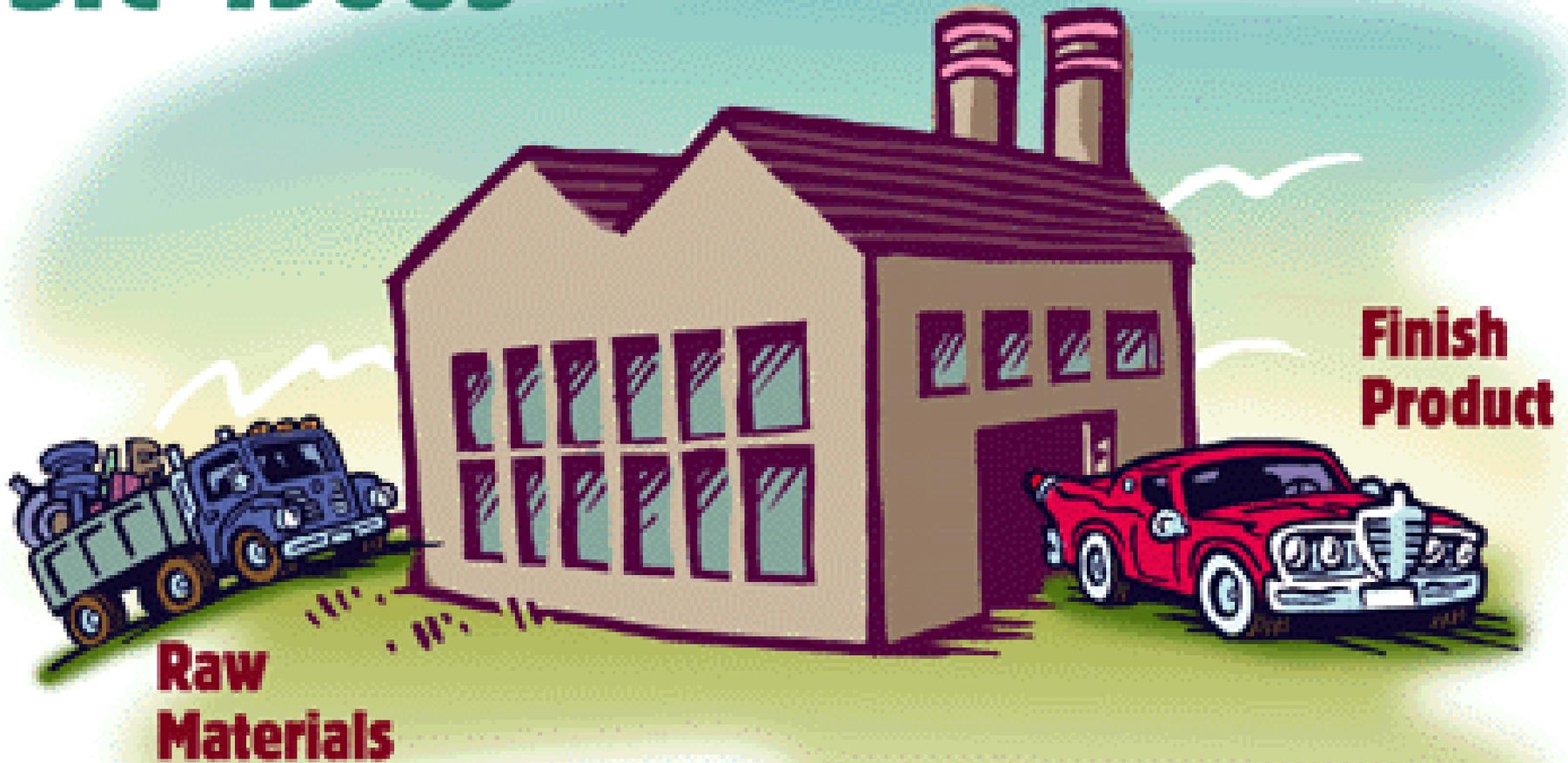


# SIC 1950s



**SIC 1950s**

**Manufacturing**



**SIC 1950s**

**Manufacturing**



**Blue-Collar Workers**

**SIC 1950s**

**Manufacturing**

**Inline Assembly**

**Finance,  
Design,  
Engineering  
Etc.**



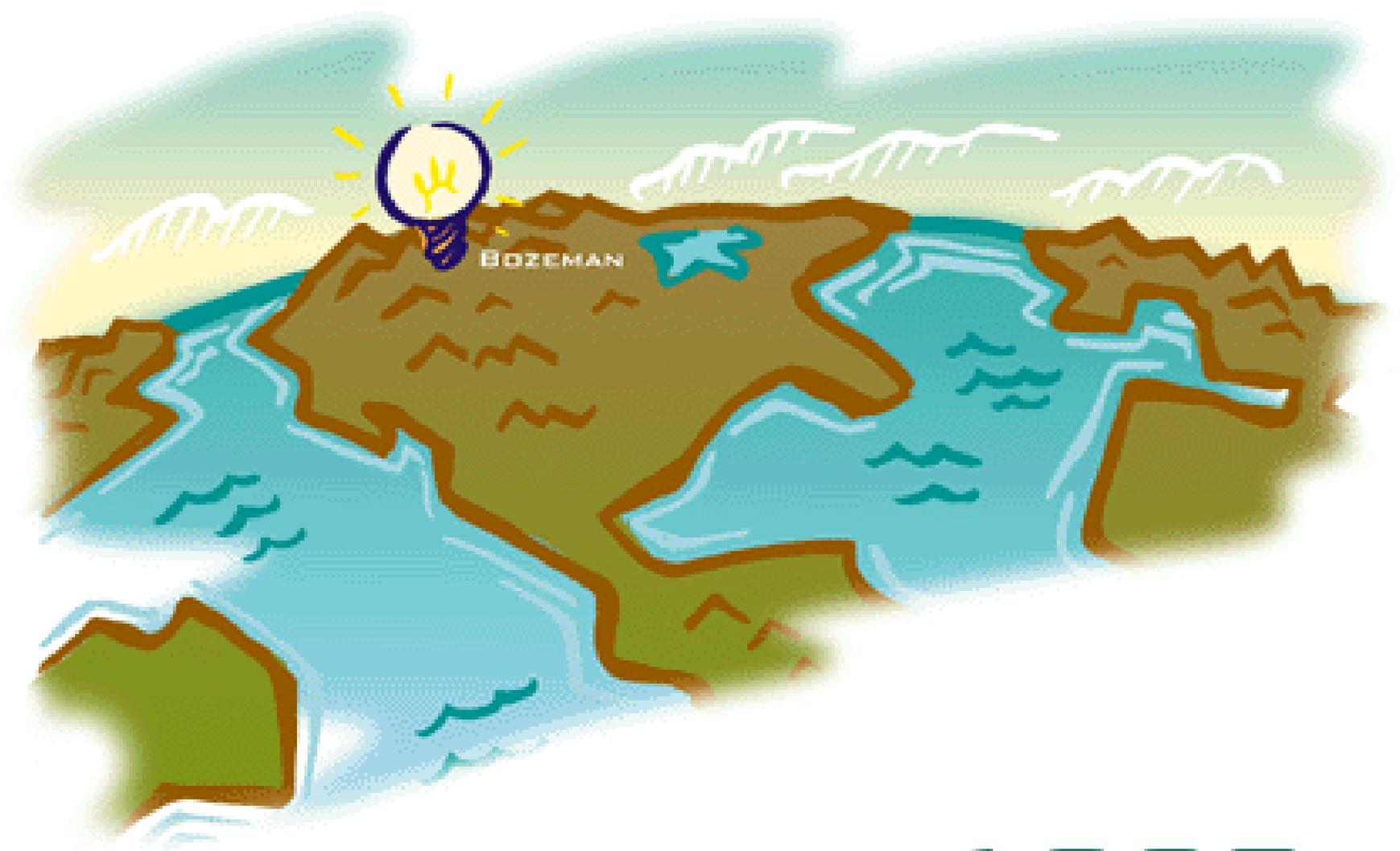
**Blue-Collar Workers**

**SIC 1950s**

**Manufacturing**



**Services**



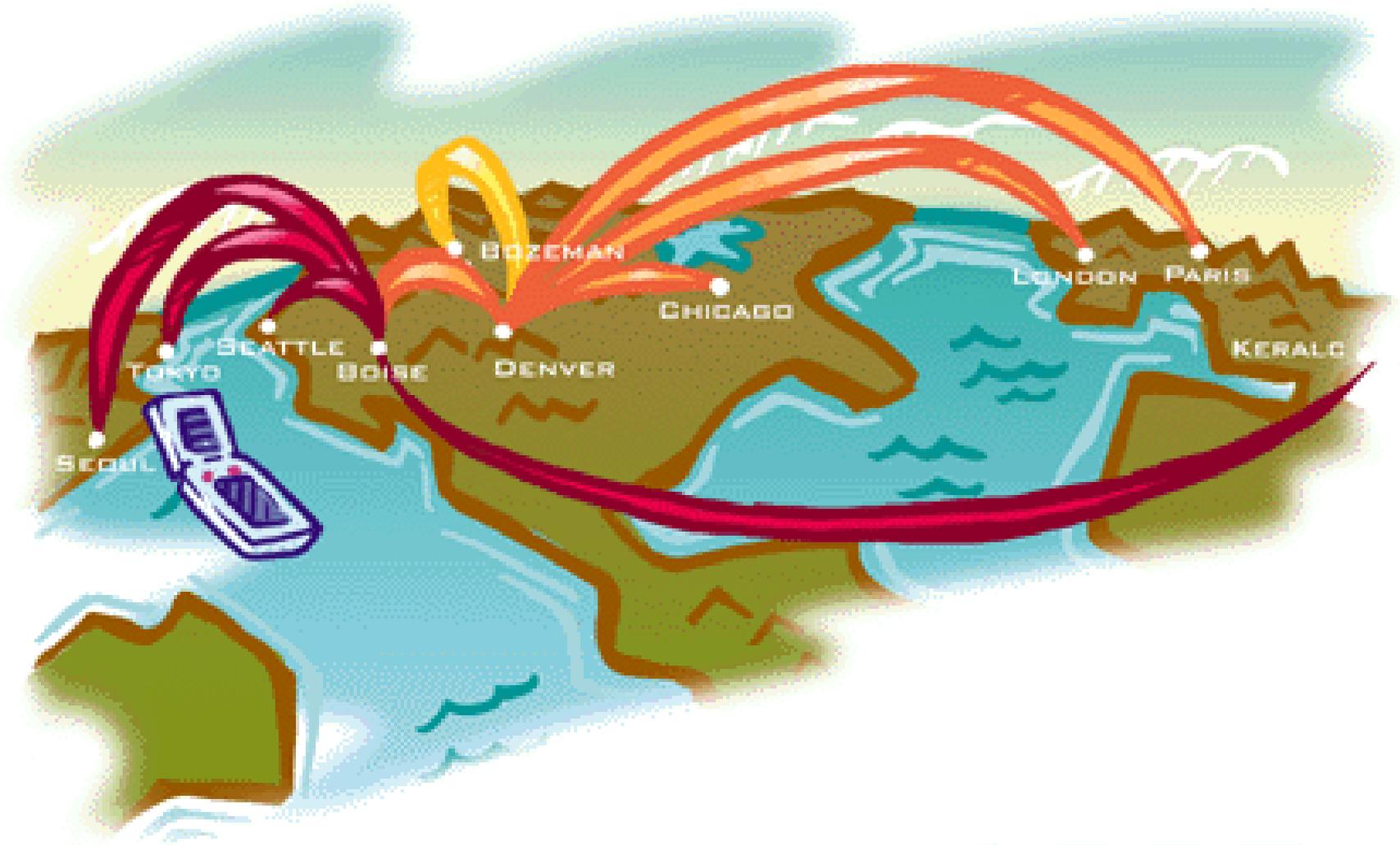
1990s



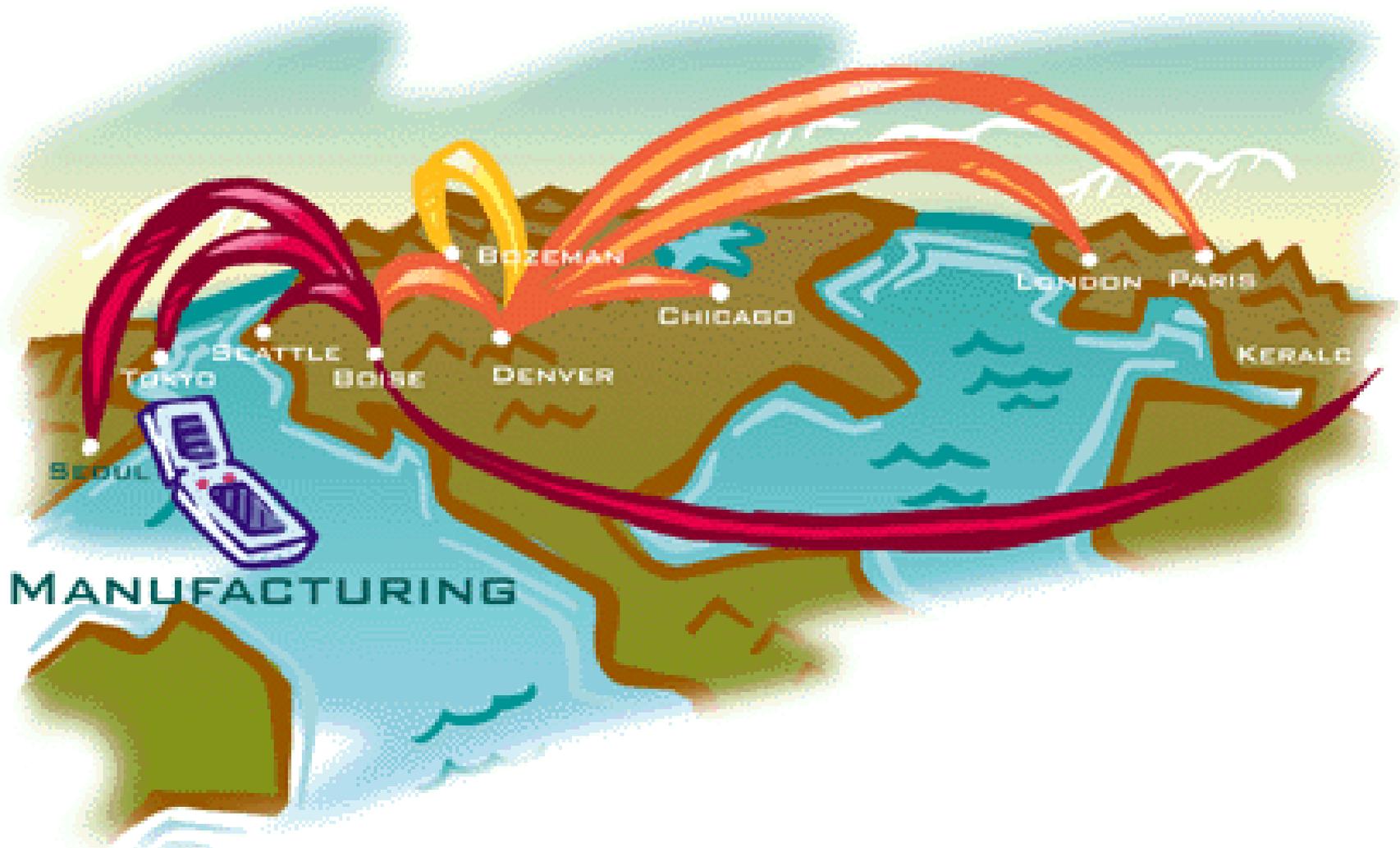
1990s



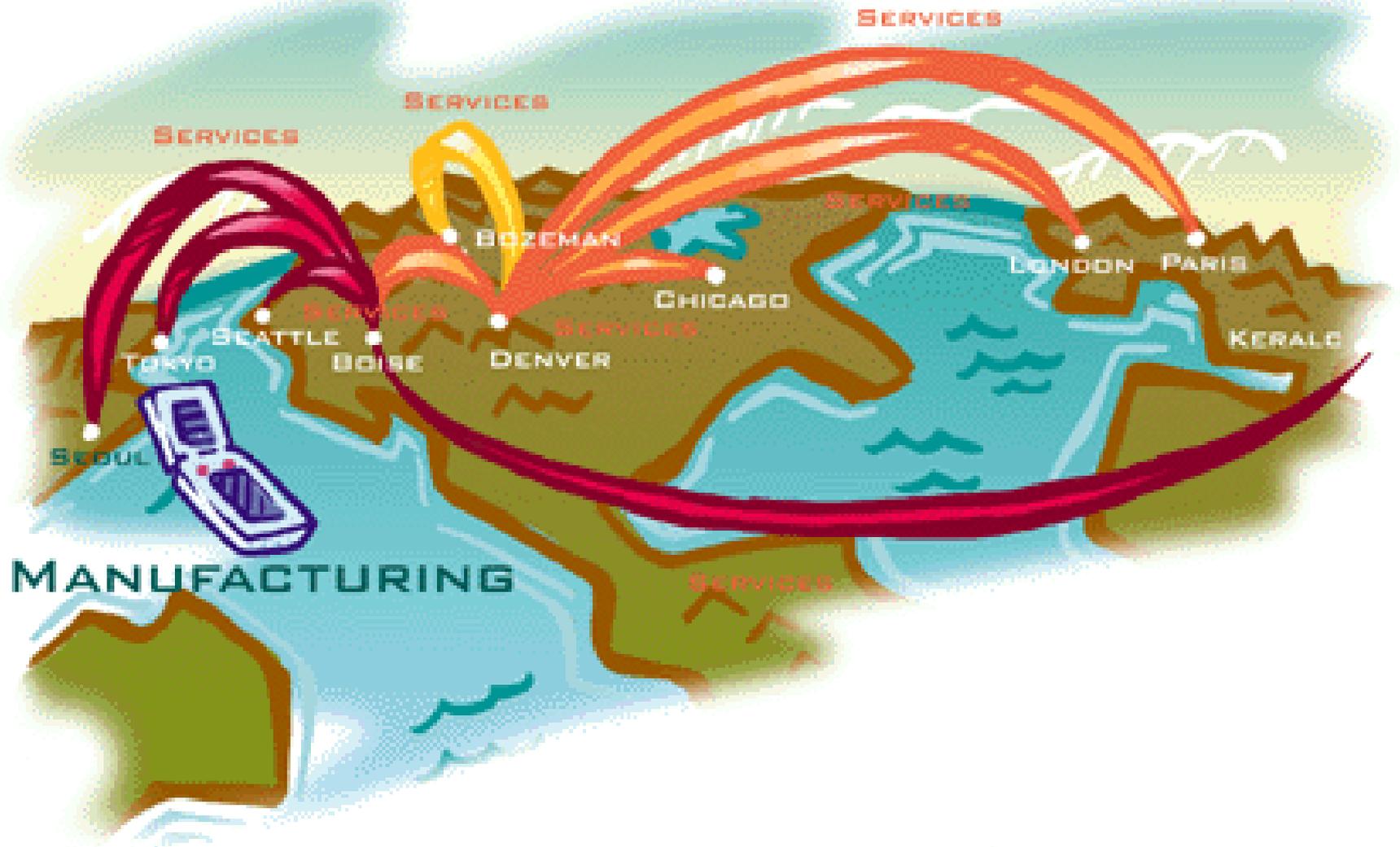
1990s



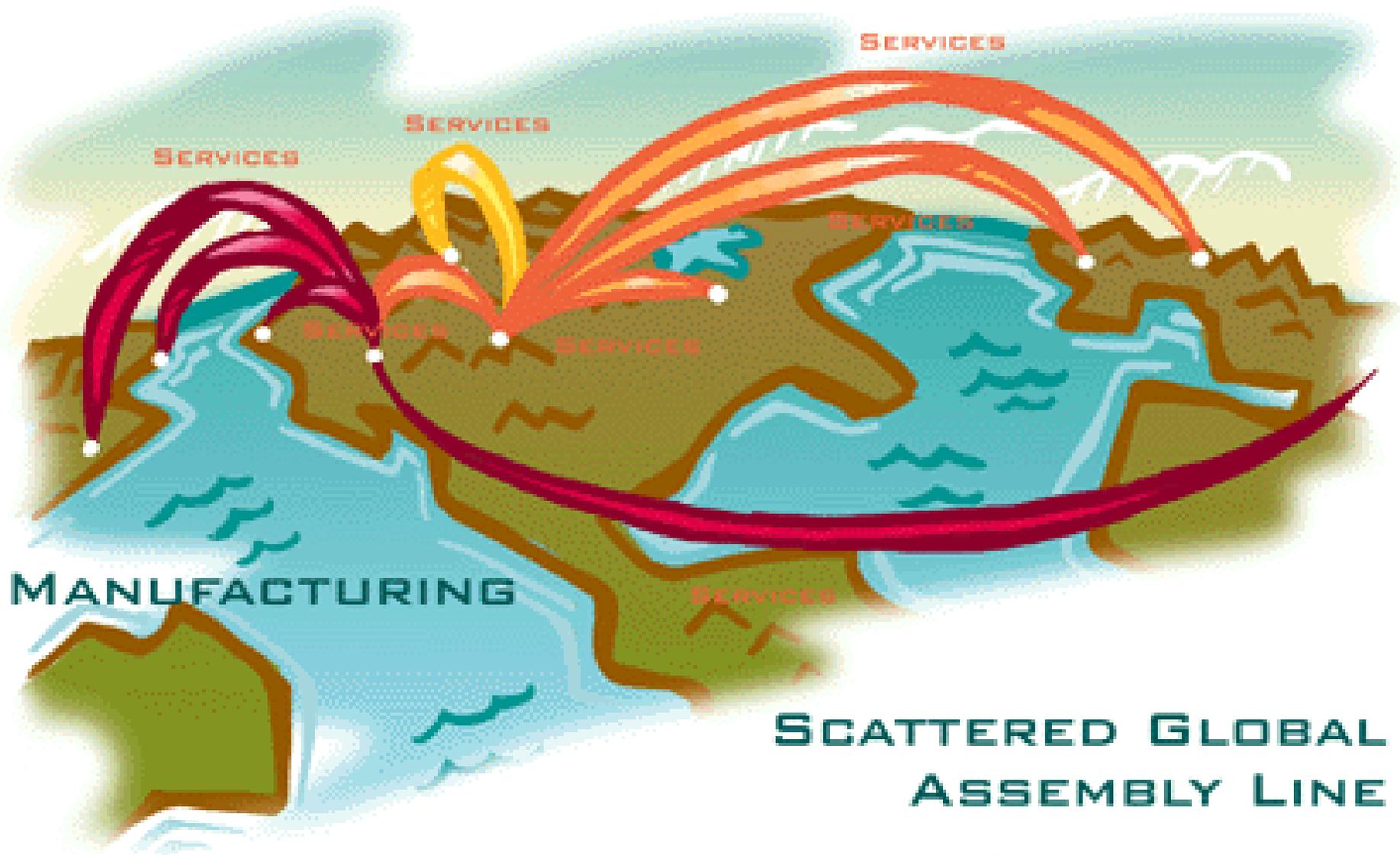
1990s



1990s



1990s



SCATTERED GLOBAL  
ASSEMBLY LINE

1990s

# GLOBAL TRENDS

1. RAW MATERIALS



2. MANUAL LABOR



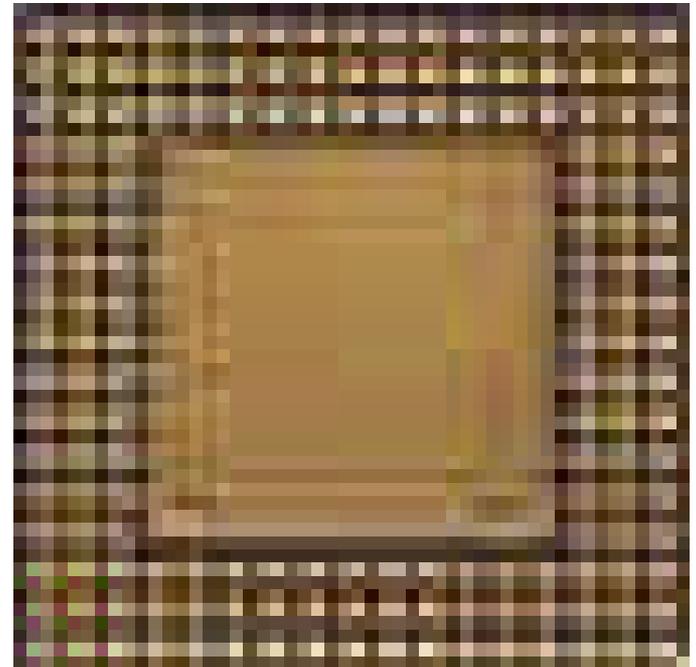
3. CAPITAL IS FOOTLOOSE



8%

3%

Raw Materials





**1950s – 45%**

**Late 1990s – 25%**



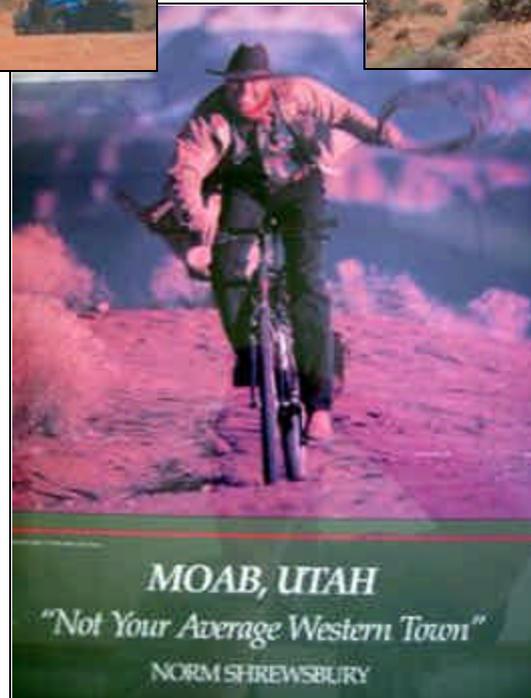
**Routine labor  
and assembly**



“In the century ahead the comparative advantage will be man-made.”

“The seven key industries of the future are all ‘brainpower’ industries: biotechnology, nanotechnology, aviation, telecommunications, space exploration, and computers and software. For the rural West, how important is quality of life as an attractant for people and business?”

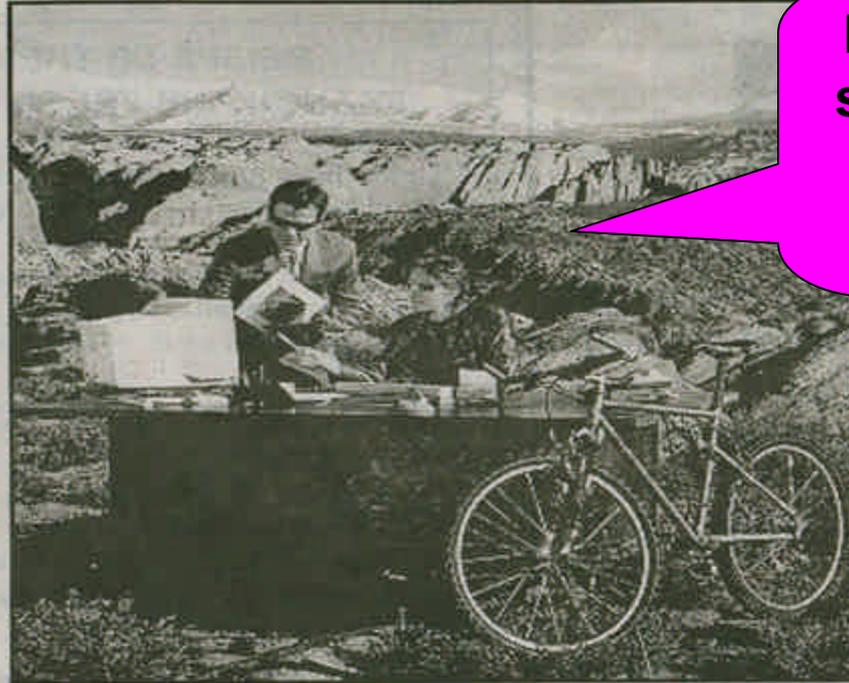
“An important aspect of these industries is that they are ‘footloose.’ Where they will locate depends upon who can organize the brainpower to capture them.”



**MOAB, UTAH**  
*"Not Your Average Western Town"*  
NORM SHREWSBURY

# Move your business to Moab!

## Work Hard, Play Harder!



**Public lands as a setting for people and their businesses**

For a unique combination of recreational opportunities, small town atmosphere, and a positive business climate, there's no place like MOAB!

If you would like to receive more information, including business incentives, and a community profile, please detach, fill out and return the information request, or contact our office directly.

# Pacific Northwest

September 1

## PARADISE FOUND

12 Great Towns  
You Could Call Home

Plus:  
Three families  
who moved to  
the country

Lenice Hender  
at home in  
Haines, Alaska

22 25 U.S. • \$2.50 Canada

4890-2245 JIM THOMPSON  
2 LER ST NITRA N 501  
KAROCOL CORNELLUM 343  
WENYU JIN  
PK. N. STUMPS 24  
400 8920 100 #1214380110000000  
51245 12222-5 \*\*\*\*\* 12120000



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Right Now.**

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# **OTHER TRENDS**

**1. AGING POPULATION**

**2. INTERNATIONAL**

**COMPETITION - Changing competitive advantage for rural America.**

# Aging Population



**The Best (and Worst) Mutual-Fund Families**

# Worth

FINANCIAL INTELLIGENCE • APRIL 2006

## **THE** NEW RETIREMENT

**Start Sooner. Live Larger. Die Broke.**



## **Percent of Population 65 and Over**

<b>1900</b>	<b>4%</b>
<b>1950</b>	<b>8.1%</b>
<b>2000</b>	<b>13%</b>
<b>2050 (projected)</b>	<b>21.8%</b>

**By 1983 more Americans over 65 than the number of teenagers (no longer a nation of youths)**

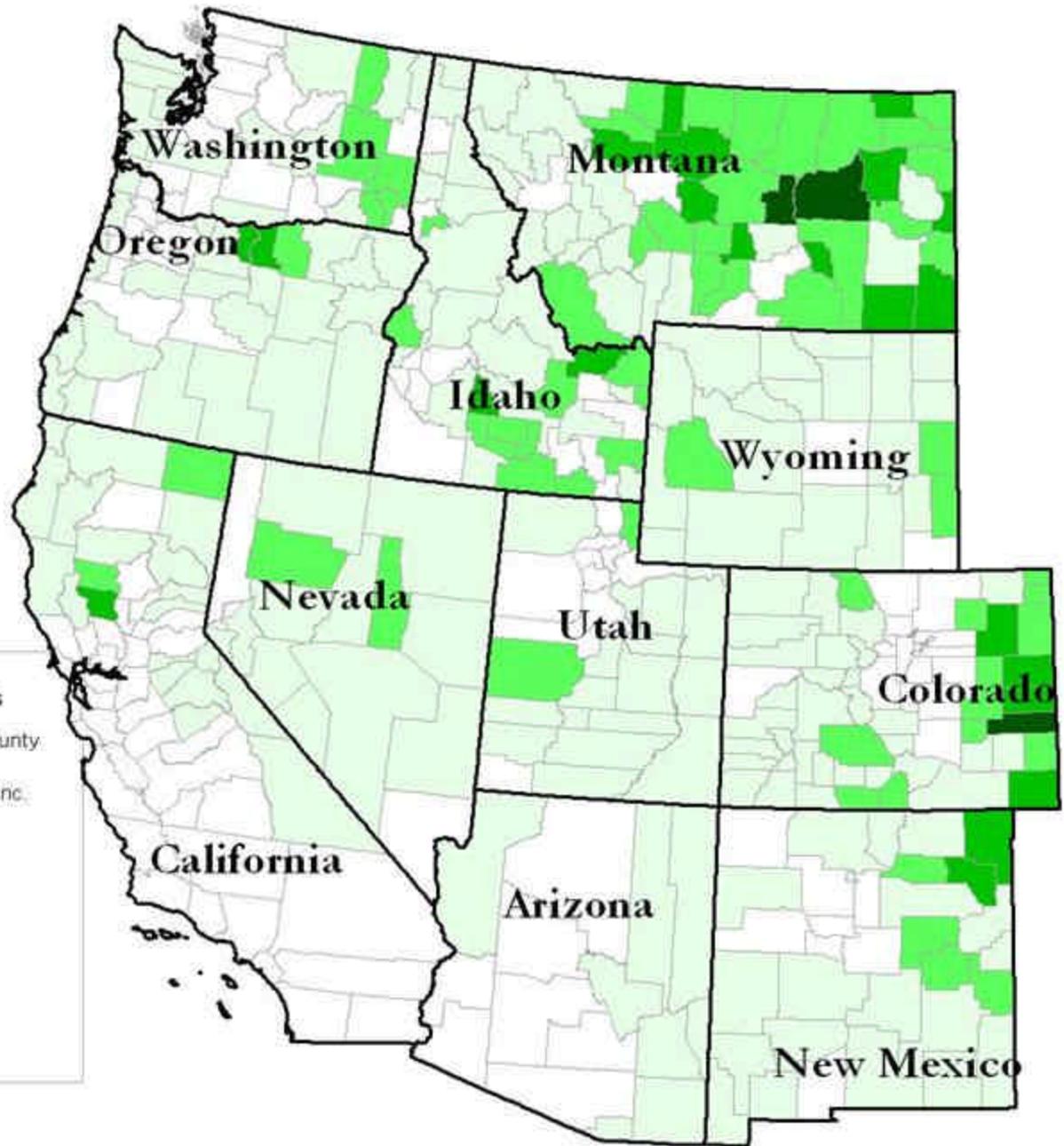
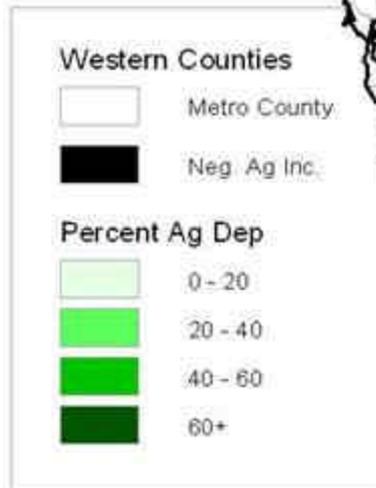
**What's next? One third of Americans were born between 1946 and 1964 – the **BABY BOOMERS****

# **International Competition ...**

**Changing competitive  
advantage for rural America**

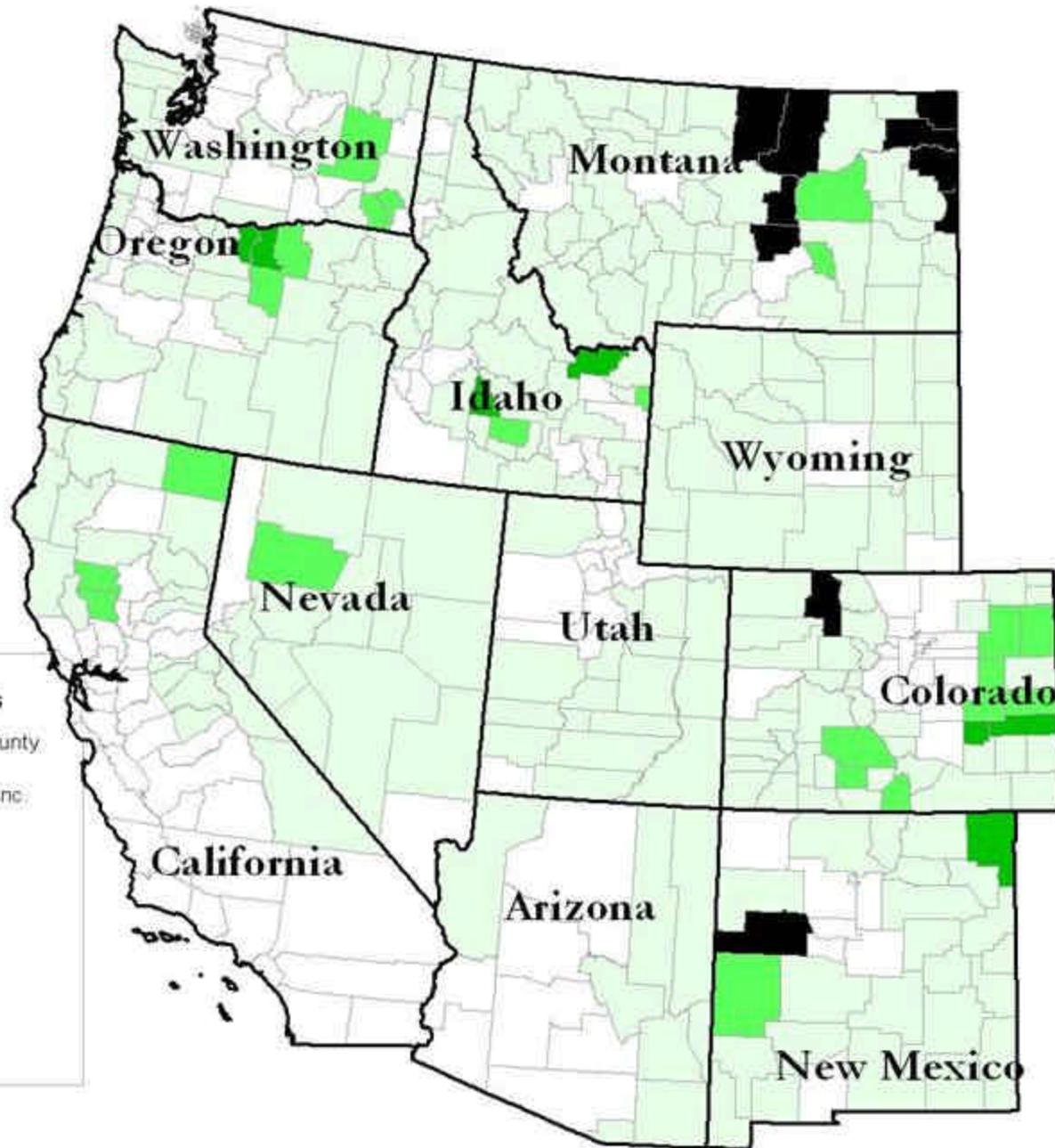
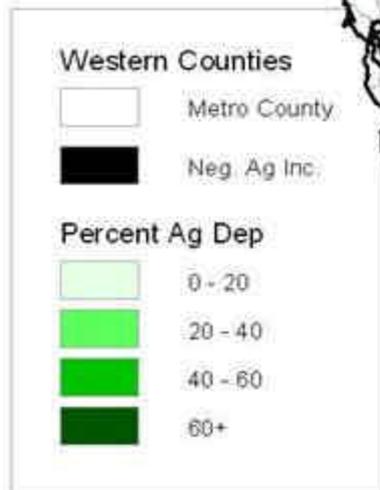
# Agriculture in the West

Definition of Ag Dep  
= 20% of total c  
from agricultur



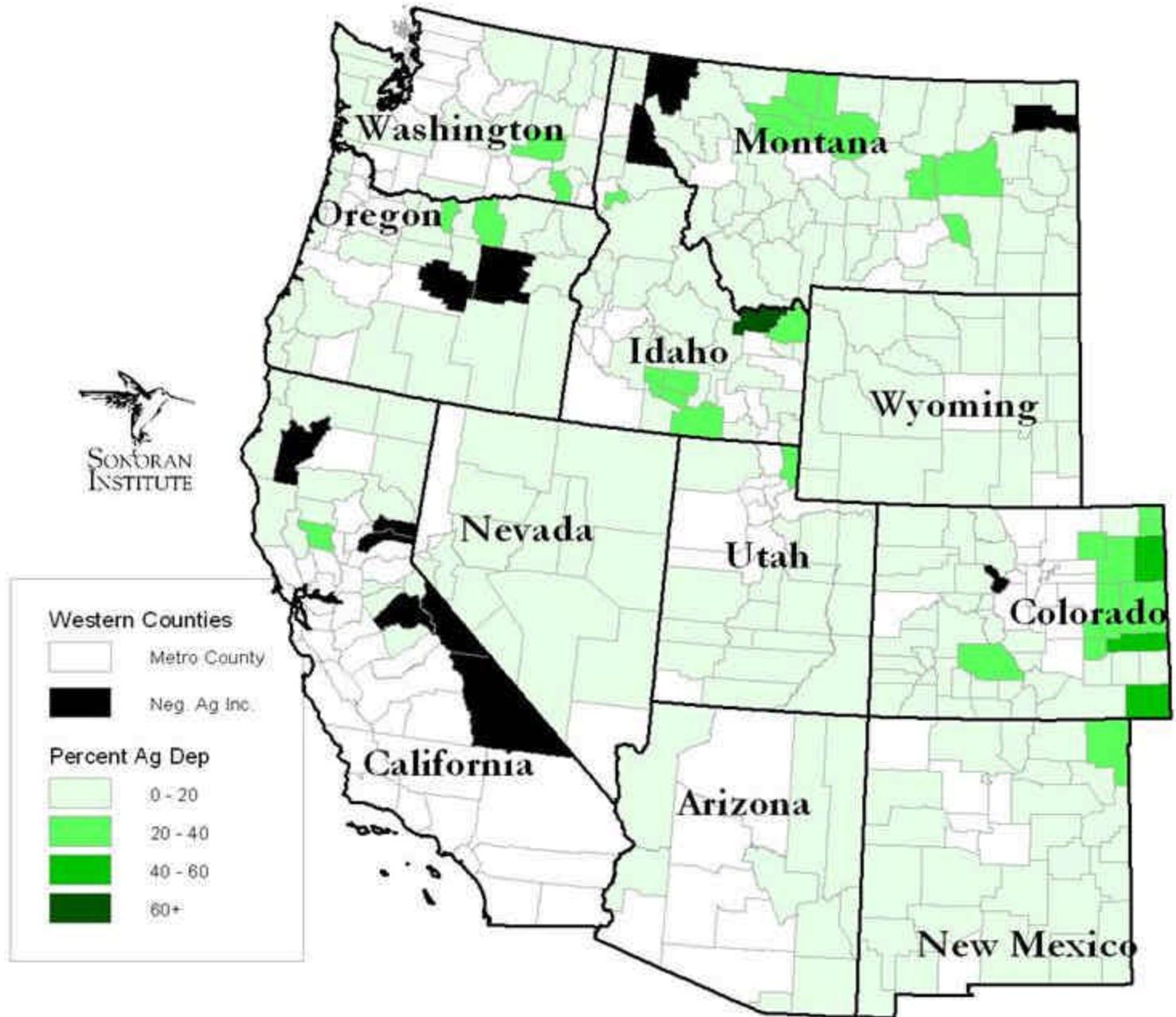
# Agriculture in the West

Definition of Ag Dep  
= 20% of total c  
from agricultur



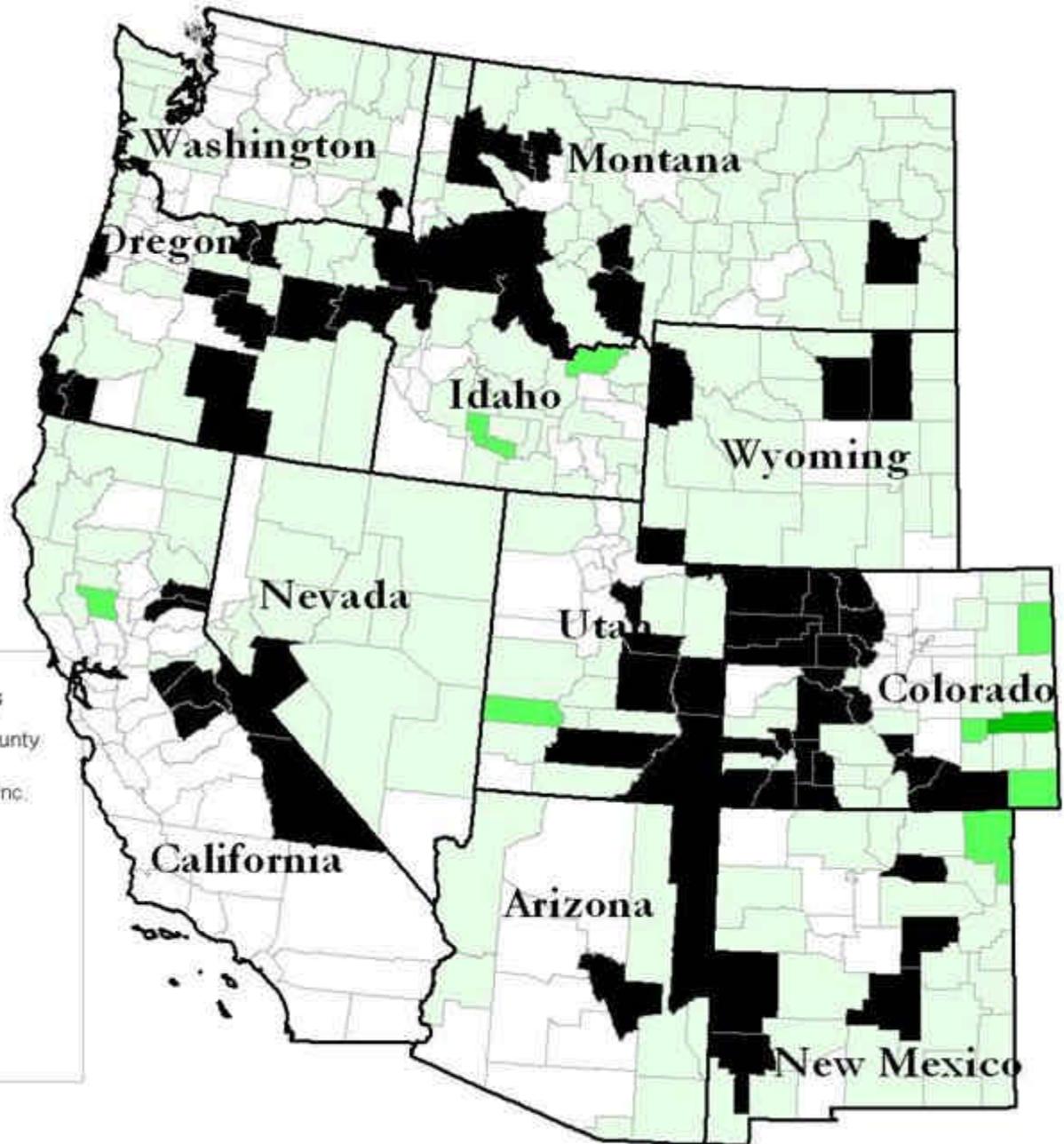
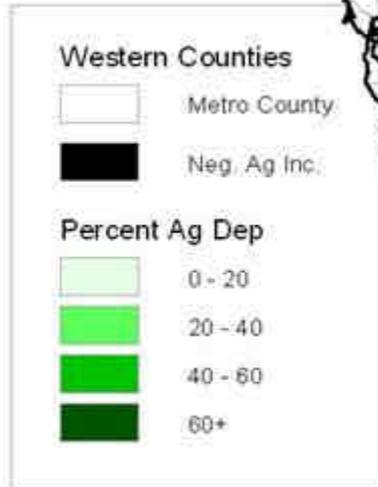
# Agricultural in the West

Definition of Ag I  
= 20% of total cou  
from agriculture

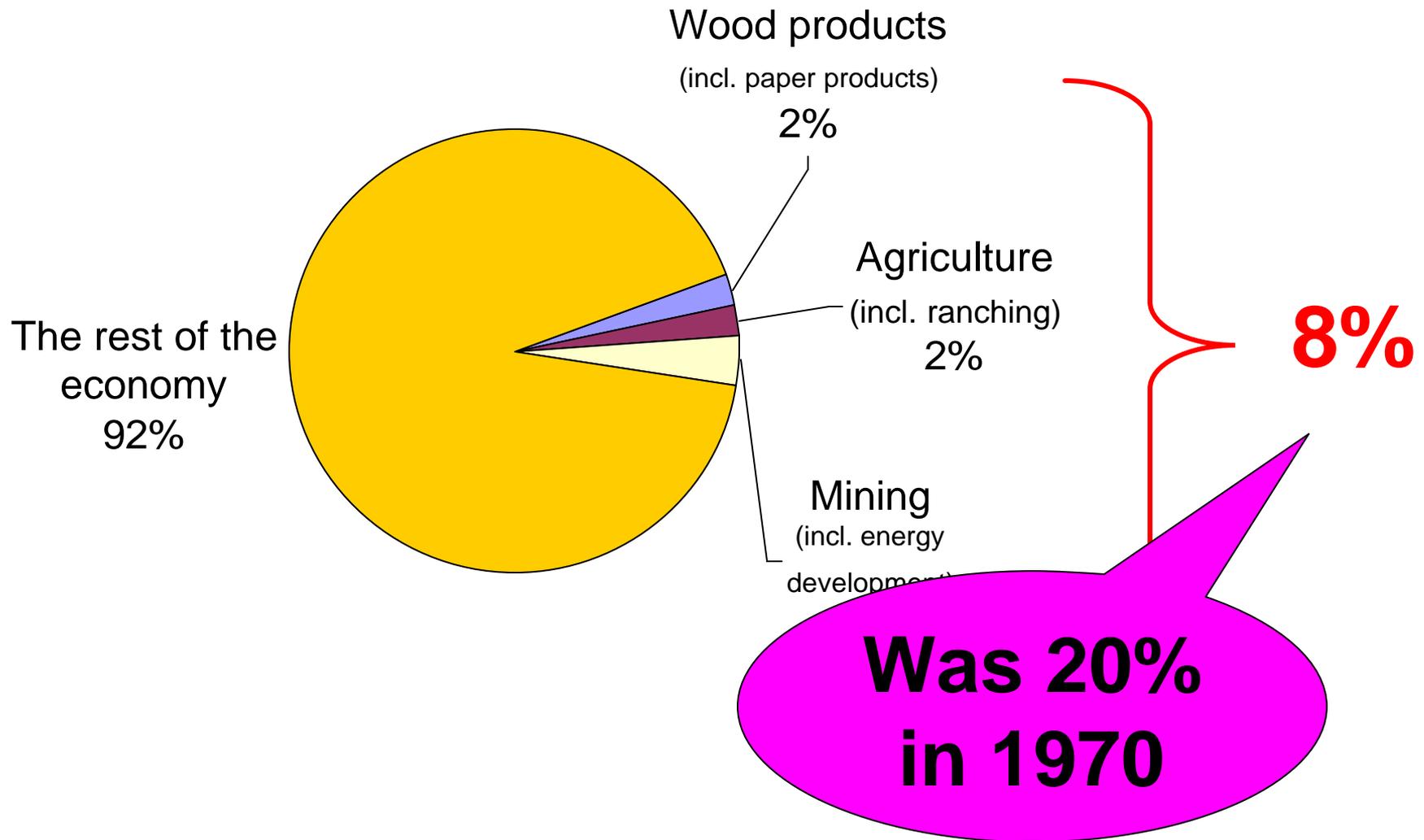


# Agriculture in the West

Definition of A  
= 20% of total c  
from agricultur



# Non-Metro West: Personal Income, 2000



**“IT HAS BEEN A LONG TIME SINCE RURAL AMERICA WAS THE LOW COST PRODUCER OF FOOD, FIBER, RAW MATERIALS, OR CHEAP LABOR.**

**AS THE LAST FEW DECADES HAVE DEMONSTRATED, LEAVING RURAL AMERICA TO A LOW COST STRATEGY MEANS, FOR MOST PEOPLE AND COMMUNITIES, LEAVING RURAL AMERICA.”**

**- KARL STAUBER, PH.D.**

**NORTHWEST AREA FOUNDATION**

# Rocky Mountain States

CO

ID

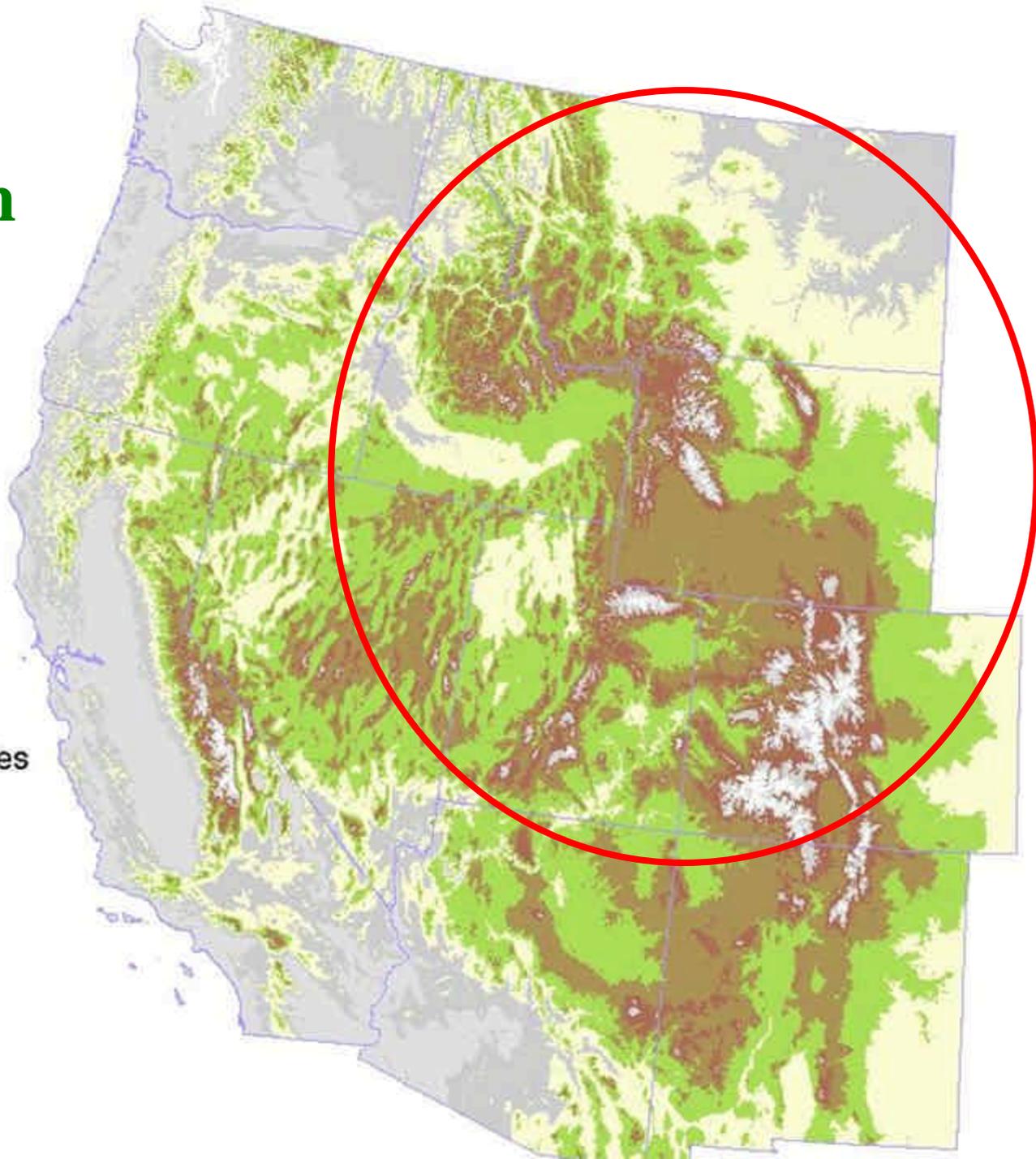
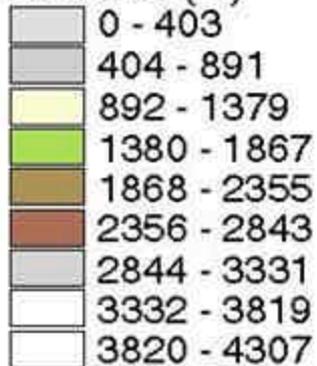
MT

UT

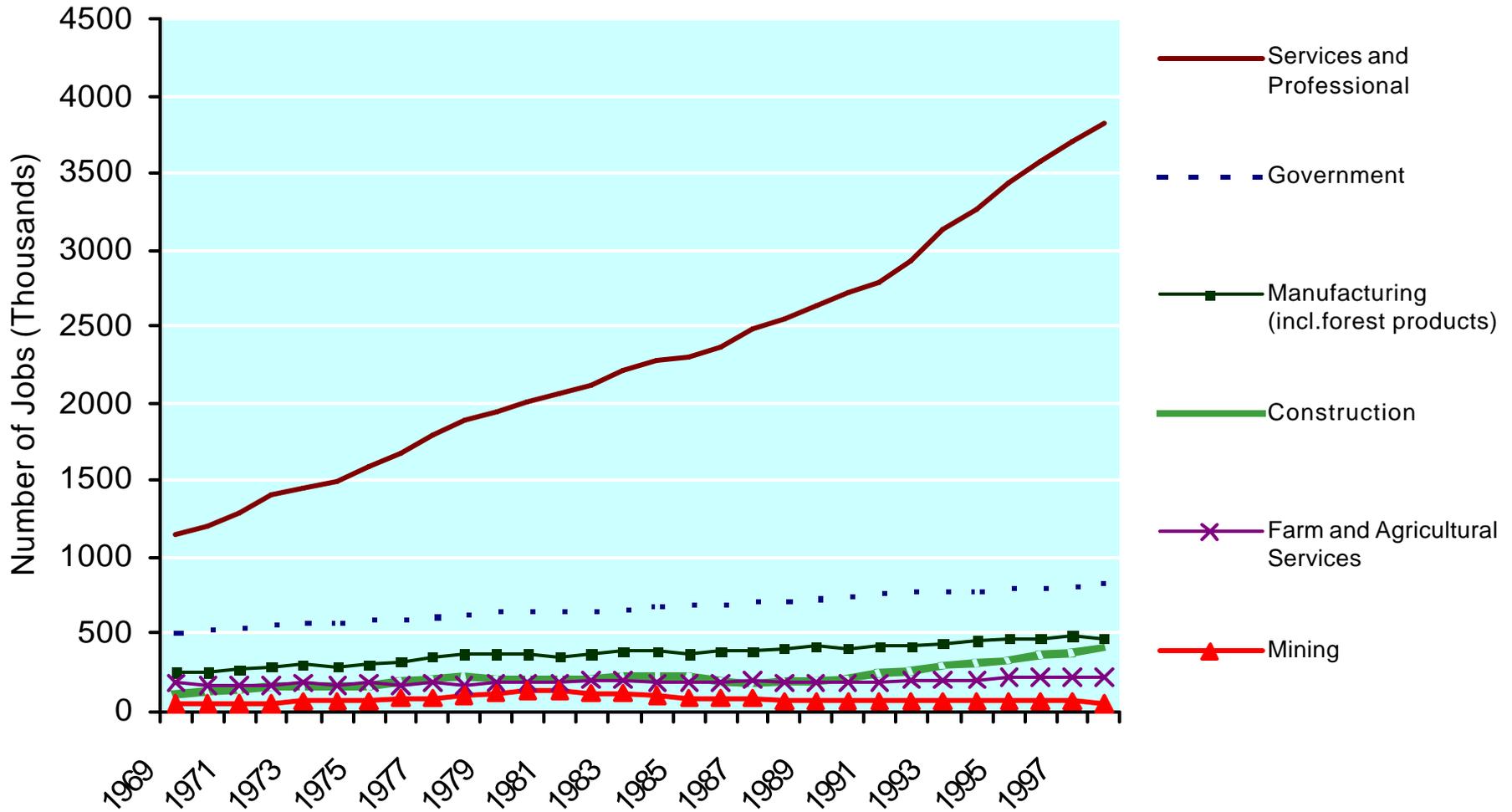
WY

State Boundaries

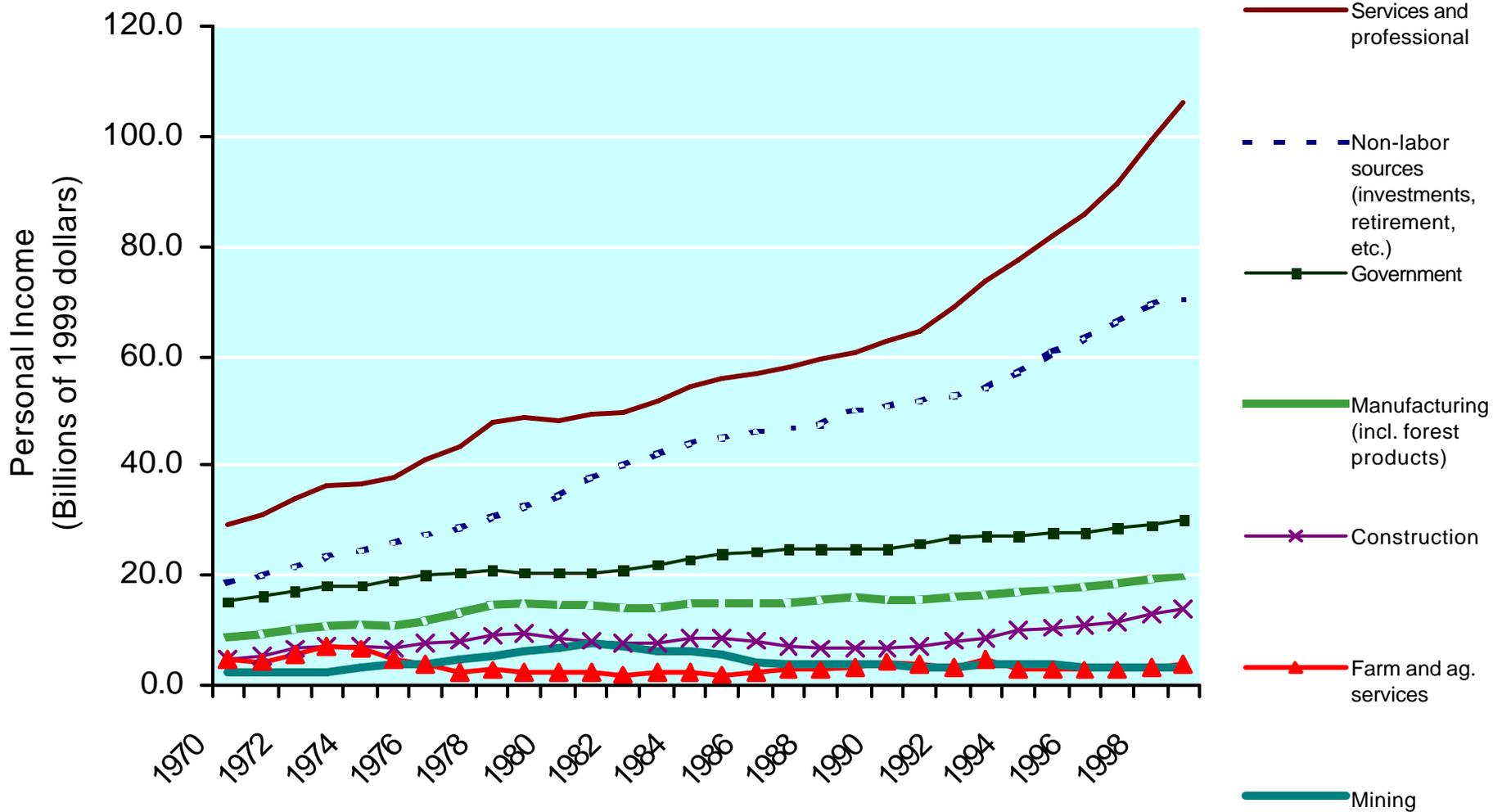
Elevation (m)



# ROCKY MOUNTAIN STATES: EMPLOYMENT

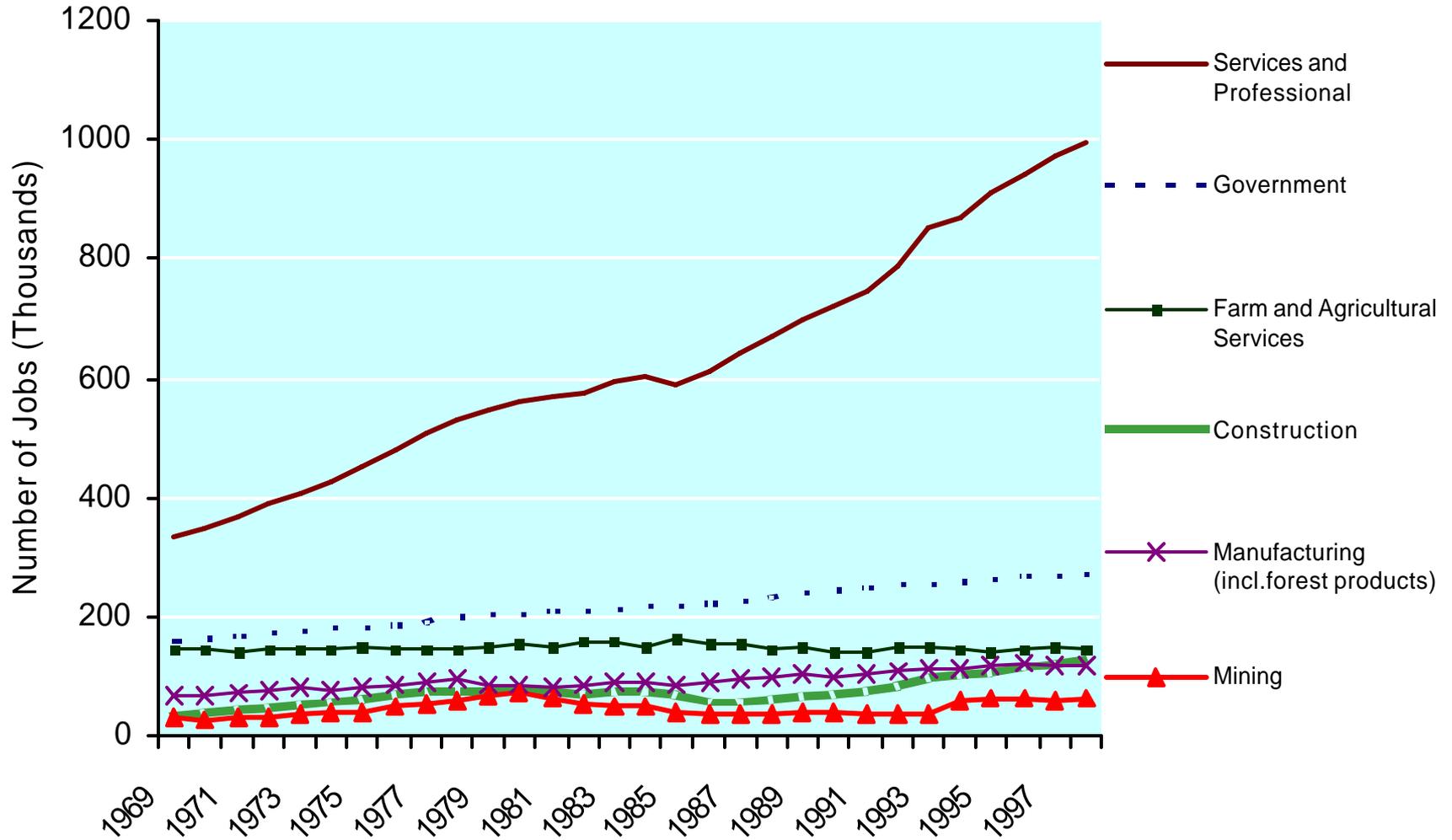


# ROCKY MOUNTAIN STATES: PERSONAL INCOME

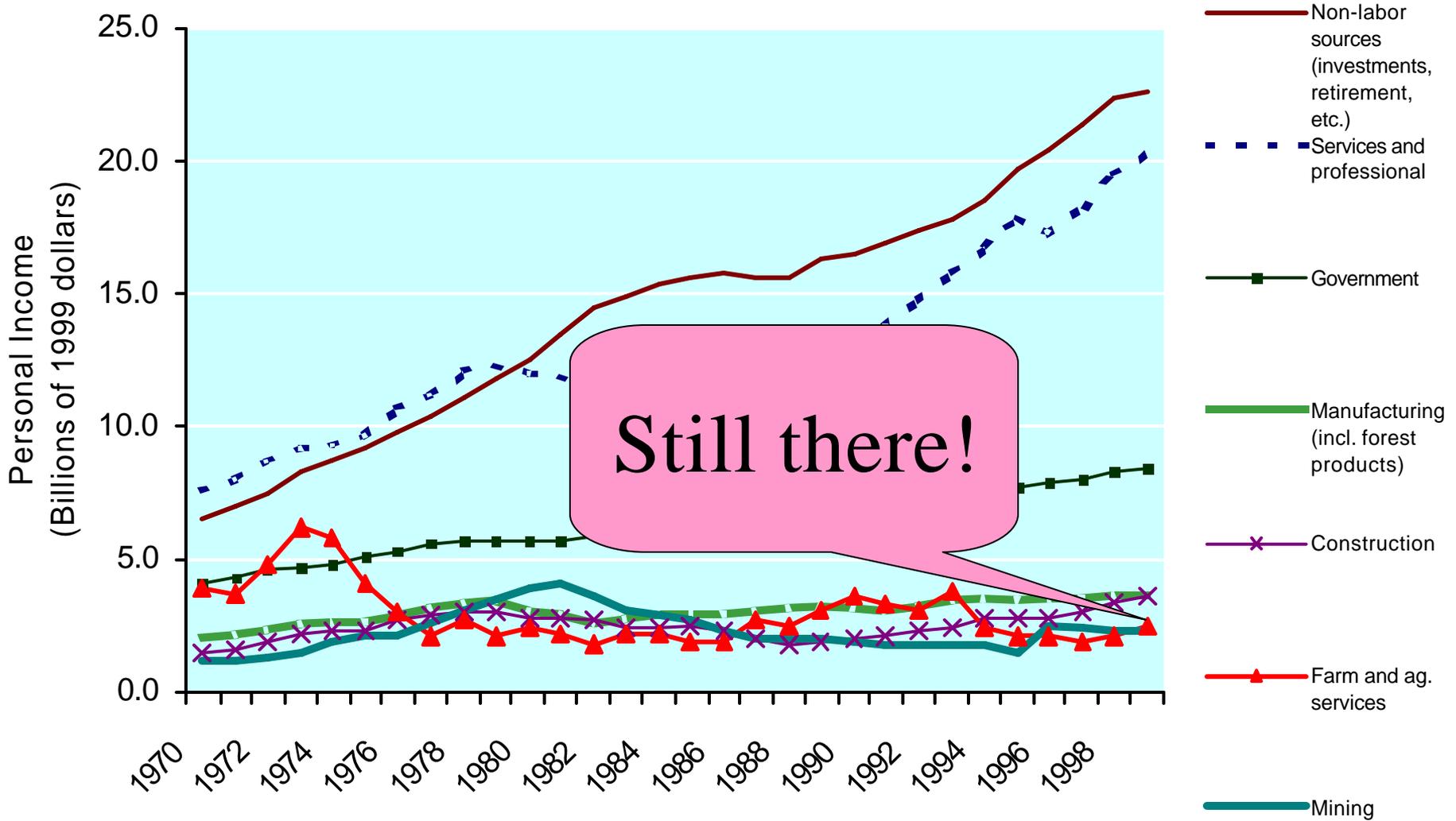




# NON-METRO ROCKIES: EMPLOYMENT



# NON-METRO ROCKIES: PERSONAL INCOME



**Since so much growth in  
“services” ....**

**Are all service industries  
low-paying?**

# RURAL ROCKIES – PERSONAL INCOME

## EARNED IN 2000:

Producer Services	\$5.6 billion
Consumer Services	\$2.8 billion
Health Services	\$2.5 billion
Agriculture	\$2.1 billion
Mining, Oil, & Gas	\$2.5 billion
Lumber, wood, paper (est.)	\$716 million +
	<hr/>
	\$5.4 billion

Are the high-wage services  
equally distributed?

What does it take to generate  
these jobs internally, ...  
.... and to attract  
entrepreneurs?

**“AMERICA’S BRIGHTEST  
PEOPLE ARE  
ATTRACTED BY  
AMERICA’S MOST  
BEAUTIFUL PLACES.”**

**– FORMER COLORADO GOVERNOR  
ROY ROMER**

HEALTH CARE SHAKEOUT • THE NEW AT&T • GOOD DEALS IN DIVORCE

# FORTUNE



## HOW WE WILL WORK IN THE YEAR 2000

Six Trends That  
Are Changing  
Companies and  
Careers—Now

By WALTER KIECHEL III

*Nick Davis, 54,  
manages big money from  
Bozeman, Montana.*



*Rural Renaissance...*

## Urban Nerds Move to the Country

FAIRFIELD, Iowa: It's a significant turnabout. Big companies that depend largely on manufacturing have been heading to the hinterlands for years, seeking low taxes and compliant workers. But now it's the brain-intensive industries, and more importantly the people who start them, who are headed out to the country.

For the first time since the 1970s, migration to rural counties by urbanites has begun to outpace the movement of rural people to the cities.

Hoping to cash in on the rural wave, Nebraska and other states normally considered behind the times have pushed for massive investment by local utilities in

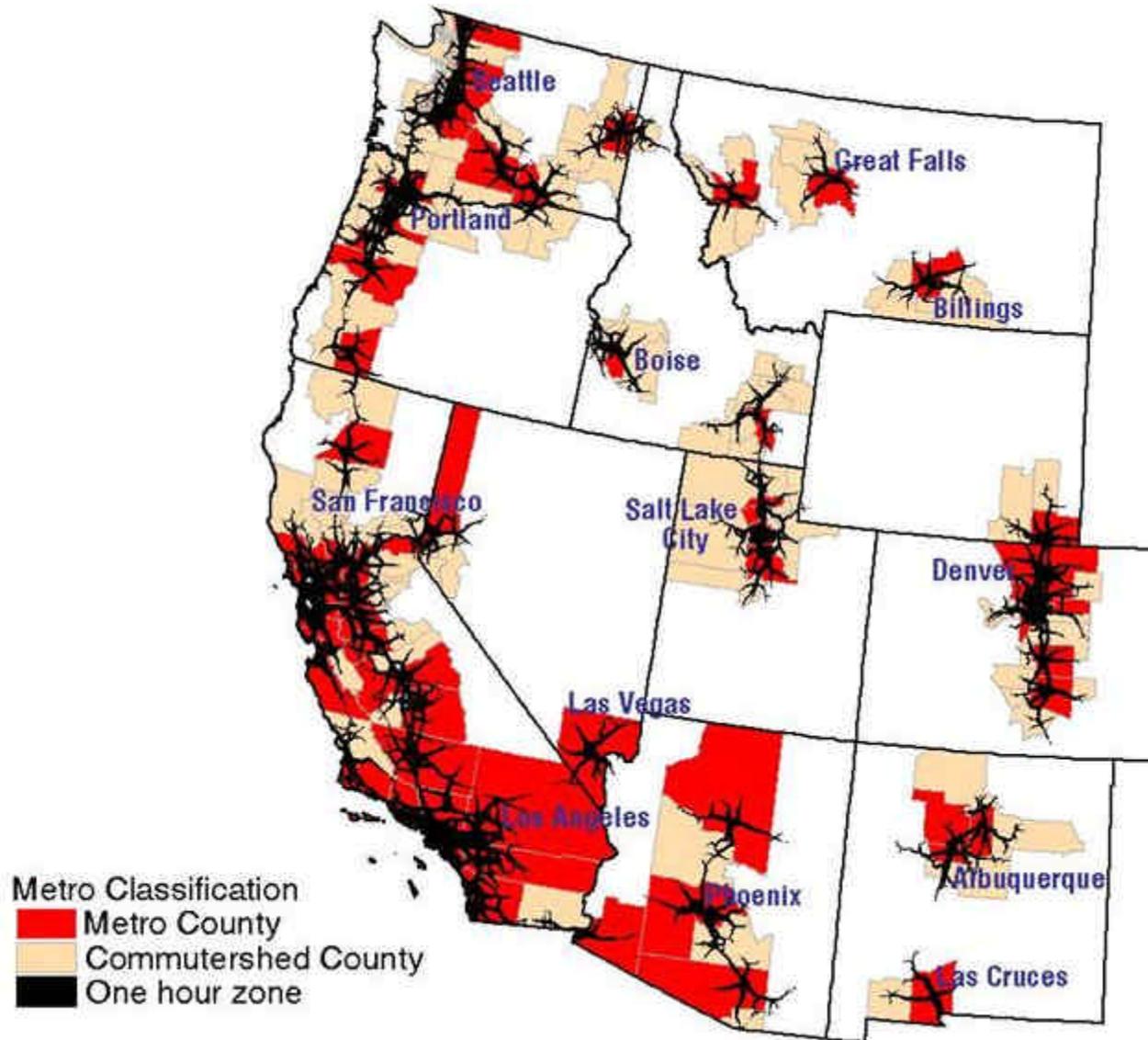
fiber-optic cable and other state-of-the-art transmission equipment.

They are encouraged by predictions that the back-to-the-country movement could accelerate the departure of even the most skilled professionals from major urban areas.

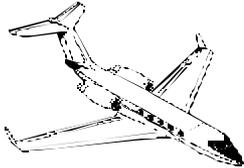
Although technology is the enabling factor, the primary driver may be the increasingly repellant features of the big metropolitan areas themselves. With even once-pristine nerdistanas such as Silicon Valley and Orange County, there may be a greater allure for opting for a small-town lifestyle - as long as it's sufficiently wired. ■

— FORBES ASAP MAGAZINE

# Metro/Metro Commuter Shed



# Non Metro – Access to Airport



- Airport Classification**
- County has Airport
  - County within Airport Commutershed
  - Airport, 1 Hour Zone

# County Classification

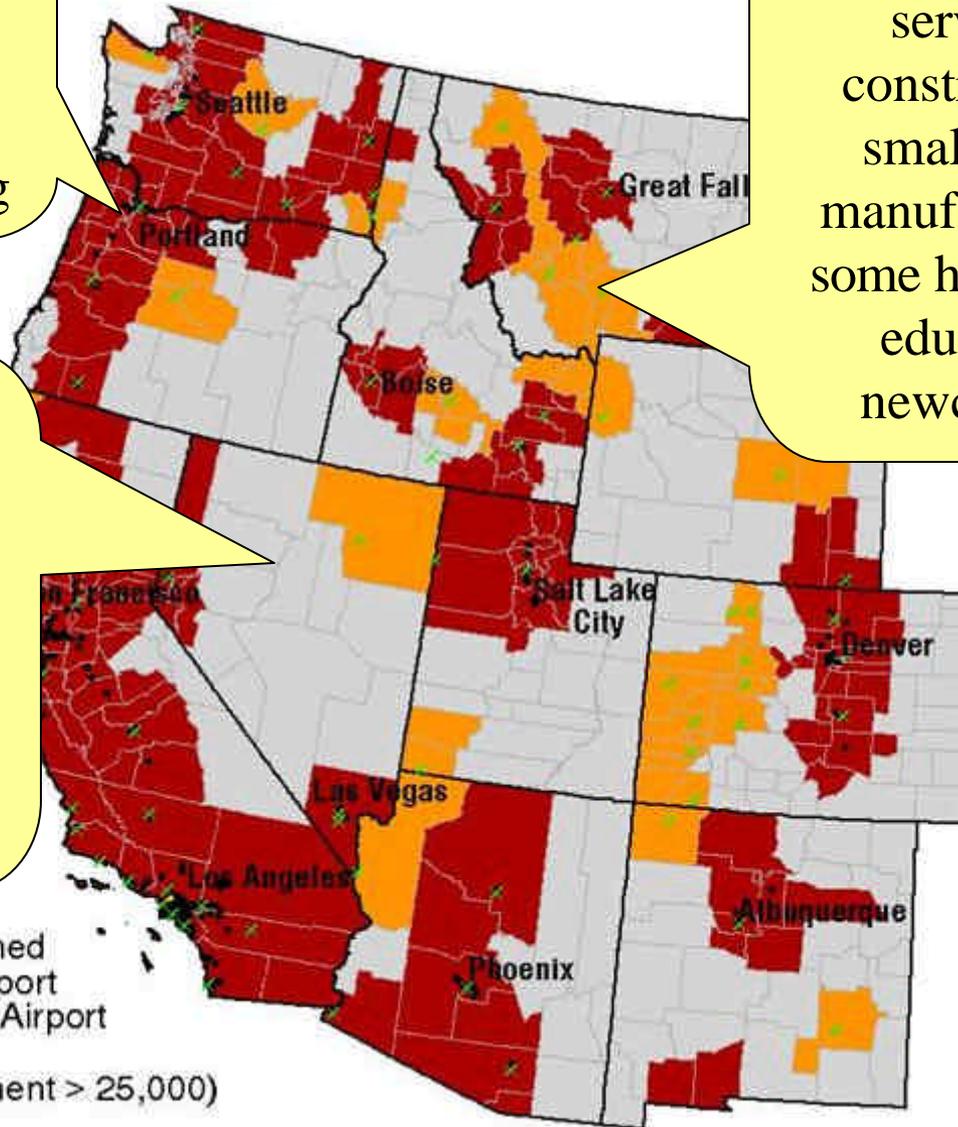
Diverse, large - scale manufacturing, high wage, low wage - everything

Diverse, producer services, construction, small-scale manufacturing, some high-tech, educated, newcomers

High wage if mining; otherwise low-wage, ag dependence, out migration, low education rates

## County Classification

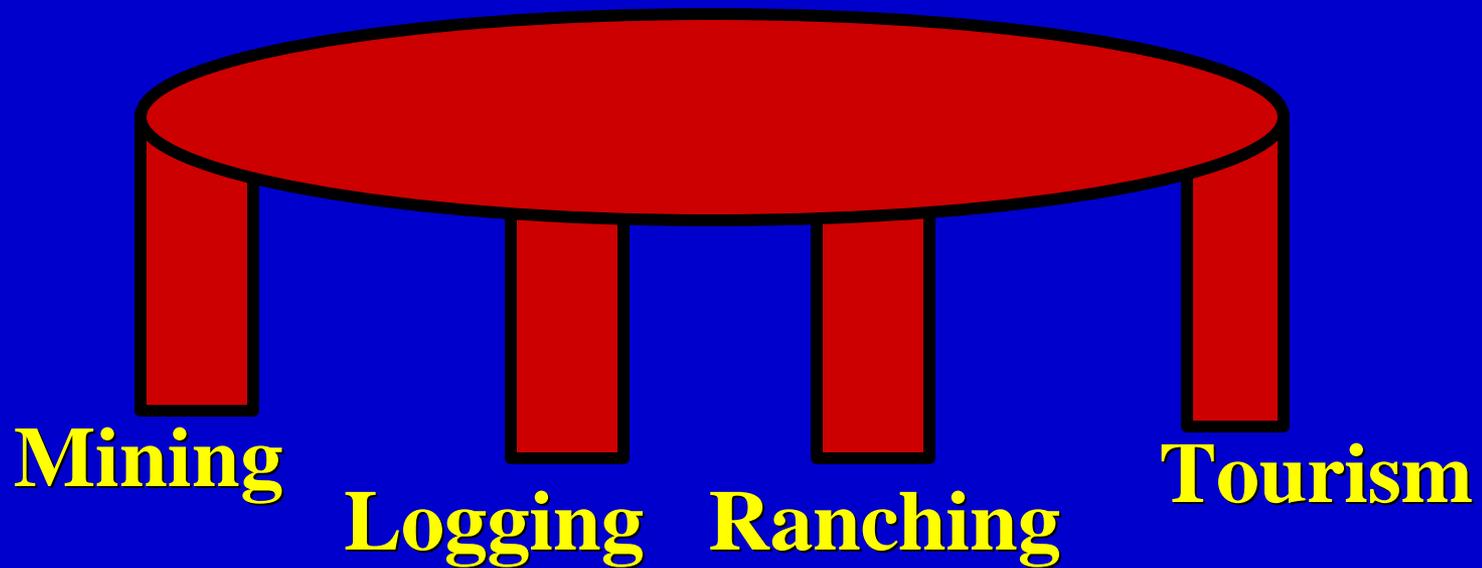
- Metro/Commutershed
- Non-metro with Airport
- Non-metro without Airport
- Major Cities
- × Airports (Enplanement > 25,000)



# West-Wide Drivers of Rural Growth:

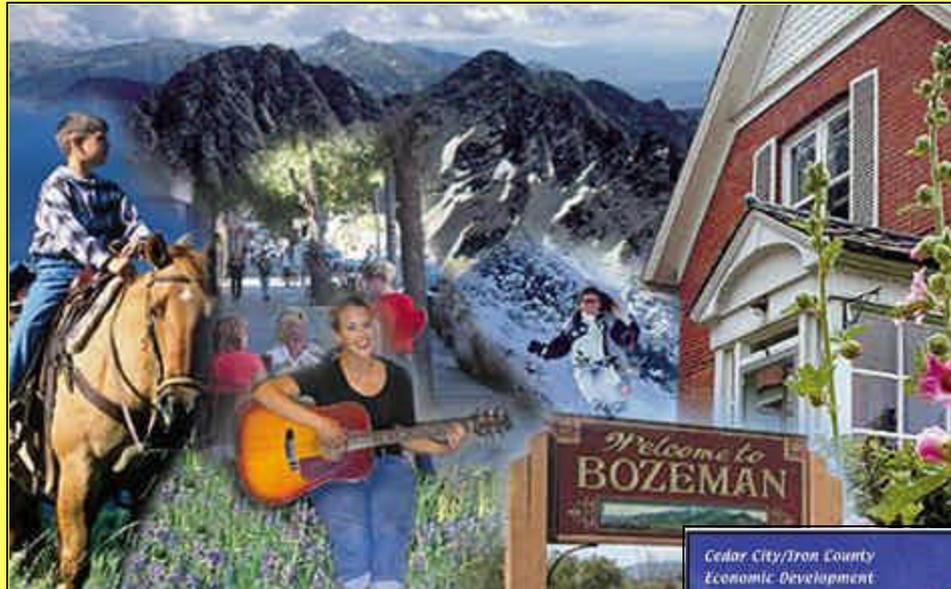
- Producer services
- Educated workforce
- Connected to larger markets (roads, airports)
- New migrants
- Public lands
- Amenities (protected lands, arts, entertainment)

**What is the  
economic role  
of public land?**



Public land as a **SETTING** .....

.... that makes communities attractive places  
to live and do business.



*Cedar City/Iron County  
Economic Development*

*Cedar City, Utah*

- Where....*
- I-15*
- Rail*
- Southern Utah  
University*
- Work force*
- Technology*
- Ideas*

*...Connect*

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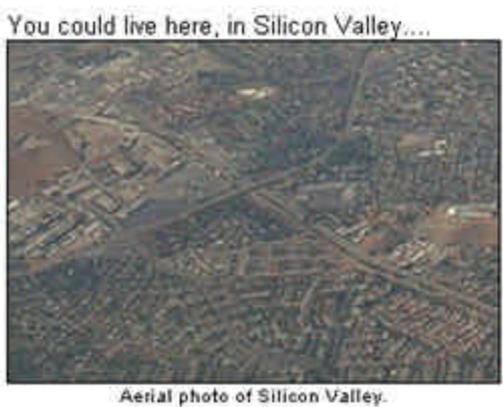
**ORDER STATUS**  
 Your Job #   
 GO  
[Change Your Order](#)

- ONE CLICK PRICING & ORDERING**
- Brochures**  
[8-1/2 x 11](#)  
[8-1/2 x 14](#)  
[11 x 17](#)  
[Posters](#)  
[Samples](#)
- Cards**  
[Postcards](#)  
[Rack Cards](#)  
[Business Cards](#)  
[Greeting Cards](#)  
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- Newsletters**  
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[11 x 17](#)  
[Samples](#)
- Stationery**  
[Letterhead/Envelopes](#)  
[Letterhead Only](#)  
[Envelopes Only](#)  
[Business Cards](#)  
[Samples](#)
- Catalogs/Booklets**  
[5-1/2 x 8-1/2](#)  
[8-1/2 x 11](#)  
[Samples](#)

- [Our Production Team](#)
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- [Customer Comments](#)
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## Employment Opportunities

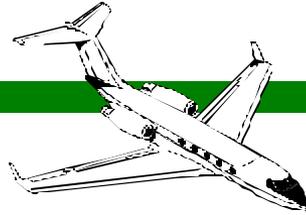
Looking for a high-tech opportunity?



**Yes, you can live in beautiful Park County, Montana!**  
 As the leader in online full-color printing services, PrintingForLess.com is growing fast. If you want to participate in creating a new niche within the \$58 billion commercial printing industry, and you thrive in a fast-paced, entrepreneurial environment where every employee plays a critical role, then a career at PrintingForLess.com is for

# Important impacts of tourism/recreation:

- Expenditures – economic impact \$
- Visitors first, then they return, bring their businesses
- Tourism/recreation leads to access (roads, airports)
- Access leads to further diversification of economy



**Mining**

**Energy**

**Logging**

**Agriculture**

**Tourism**

**Recreation**

**Access**

**Footloose businesses**

**Retirees**

**Investment income**

**Real estate**

**Diversity**



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**Download the Economic Profile System for free:**

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# **What is the Economic Role of Public Lands?**

**How do different types of public land contribute to economic growth?**

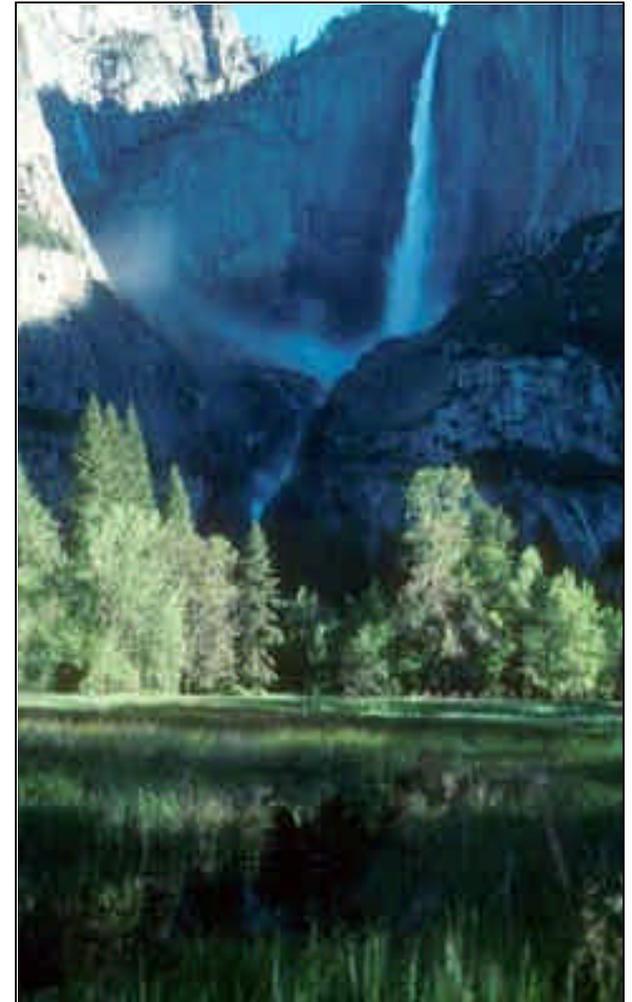
# Defining land classes

- **Class 1: Federally protected**
  - National Parks } **Class 1a**
  - Wilderness
  - National Conservation Areas
  - Wildlife Refuges
  - National Recreation Areas
  - National Monuments



Lake Powell, Glen Canyon National Recreation Area

photo: NPS



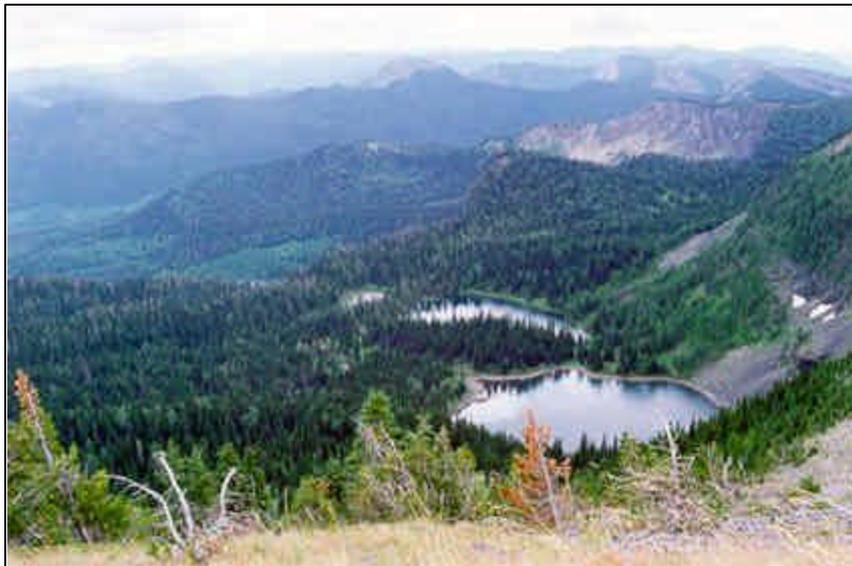
Yosemite Falls, Yosemite National Park,

California

photo: NPS

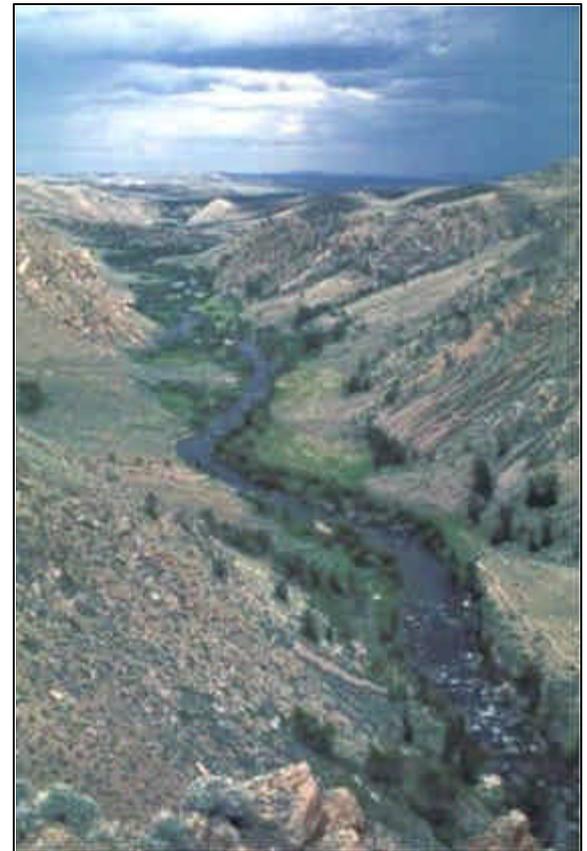
# Defining land classes

- **Class 2: Pristine, but unprotected**
  - Wilderness Study Areas
  - NFS inventoried roadless areas



Ten Lakes IRA, NW Montana

photo: USDA Forest Service



Sweetwater Canyon WSA, Central Wyoming

photo: BLM

# Defining land classes

- **Class 3: Industrial**
  - All remaining FS and BLM land



Acid mine drainage remediation, near Galice, Oregon

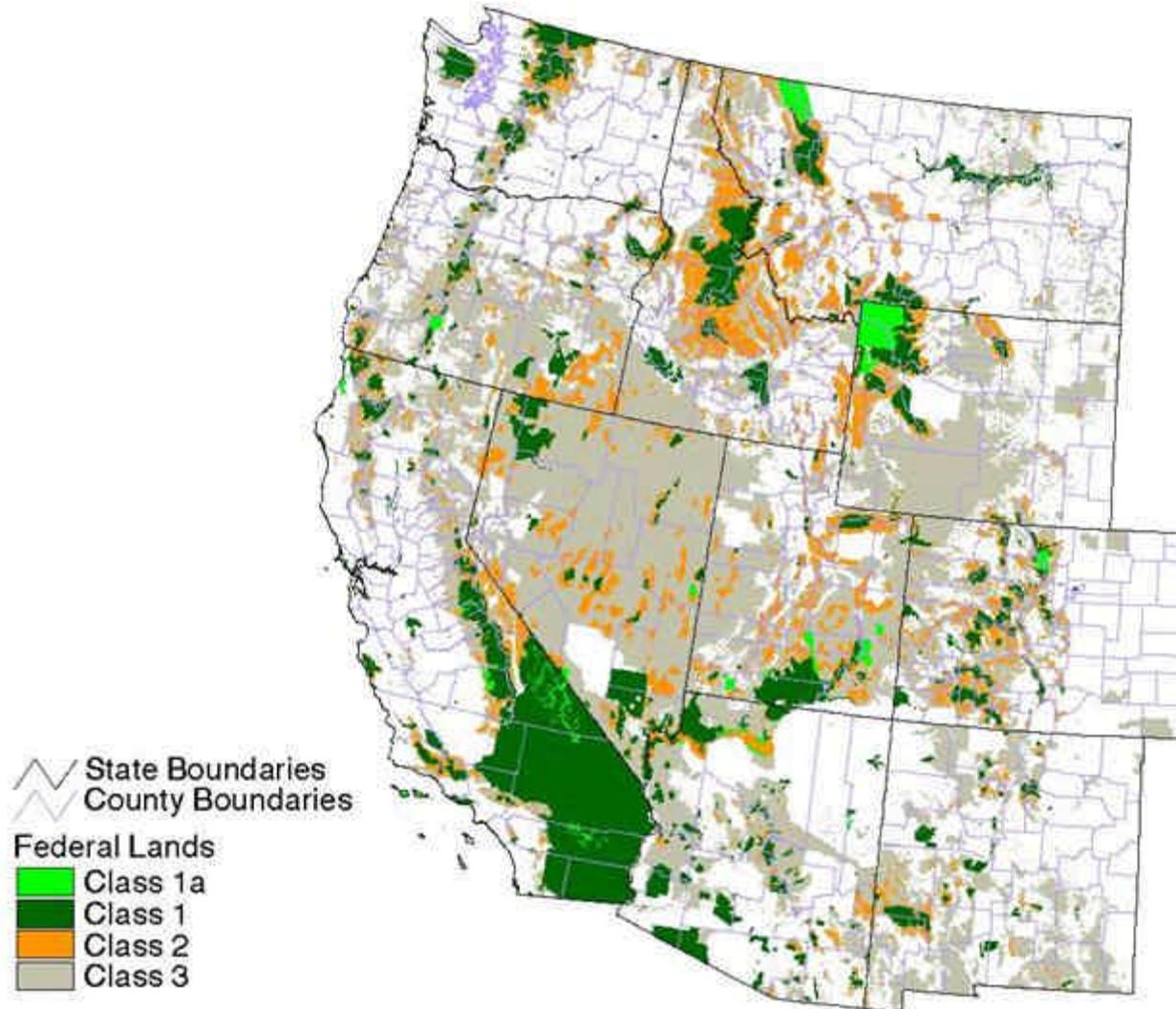
photo: BLM

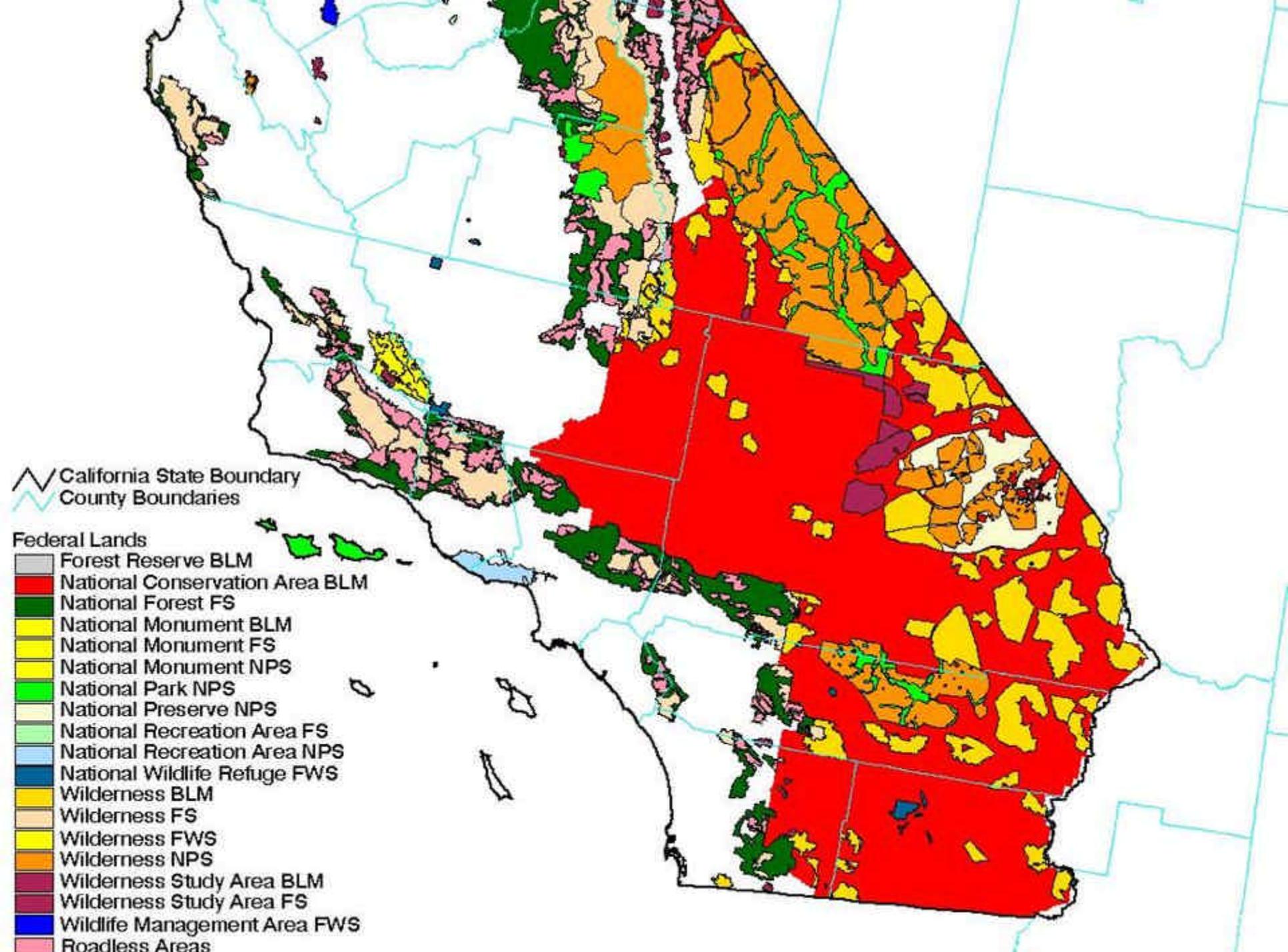
photo: Dennis Glick



photo: BLM

# Distribution of land classes



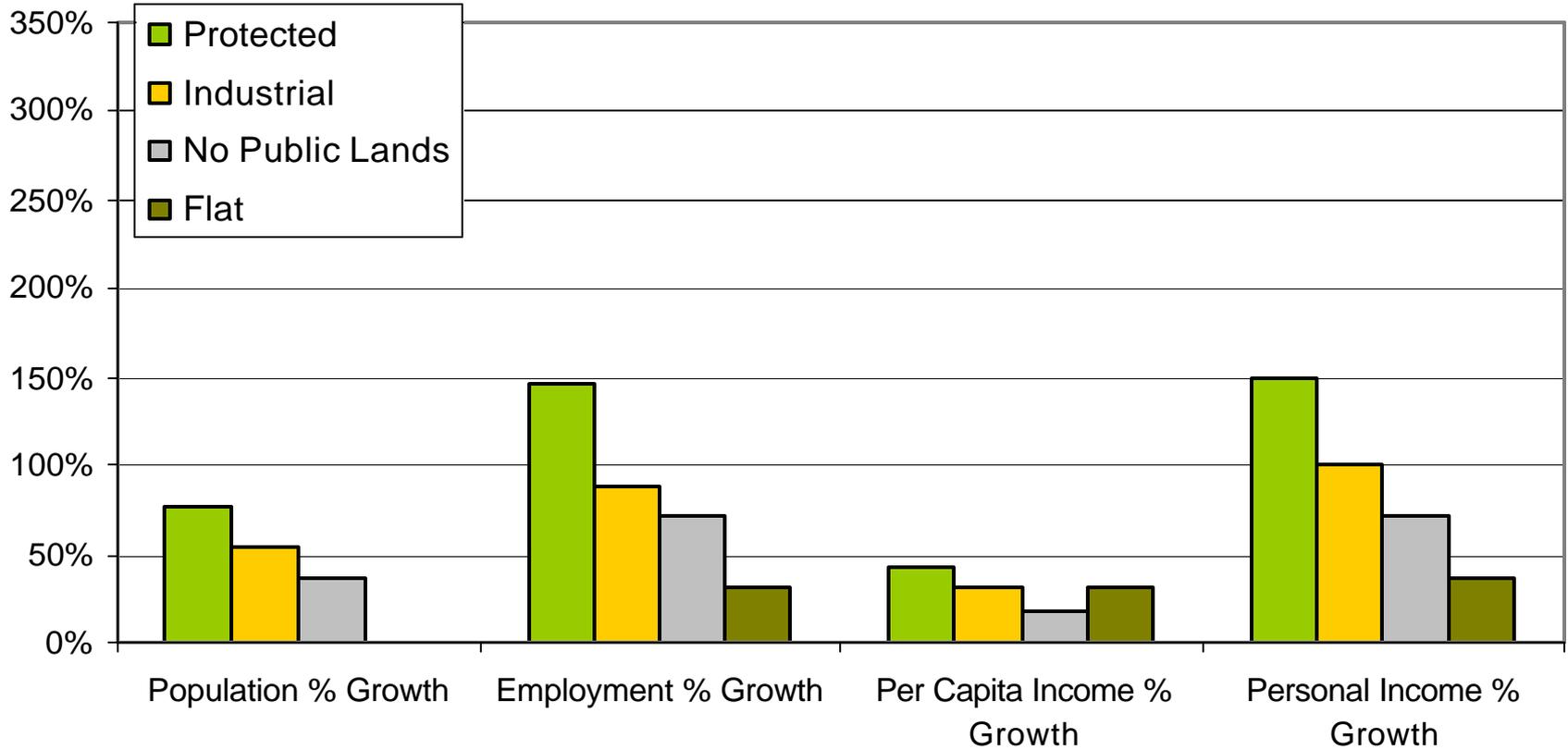


California State Boundary  
County Boundaries

Federal Lands

- Forest Reserve BLM
- National Conservation Area BLM
- National Forest FS
- National Monument BLM
- National Monument FS
- National Monument NPS
- National Park NPS
- National Preserve NPS
- National Recreation Area FS
- National Recreation Area NPS
- National Wildlife Refuge FWS
- Wilderness BLM
- Wilderness FS
- Wilderness FWS
- Wilderness NPS
- Wilderness Study Area BLM
- Wilderness Study Area FS
- Wildlife Management Area FWS
- Roadless Areas

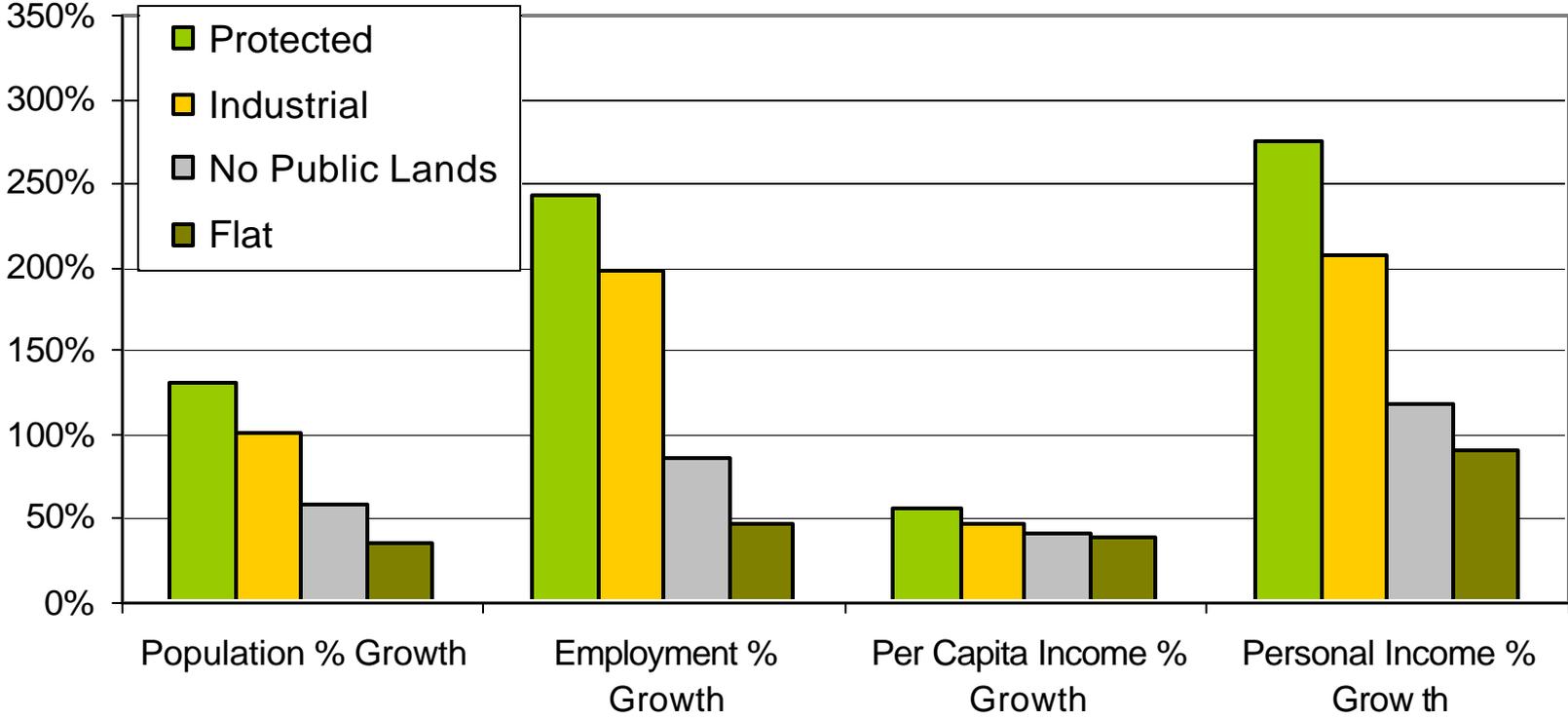
## Non-Metro, No Airport



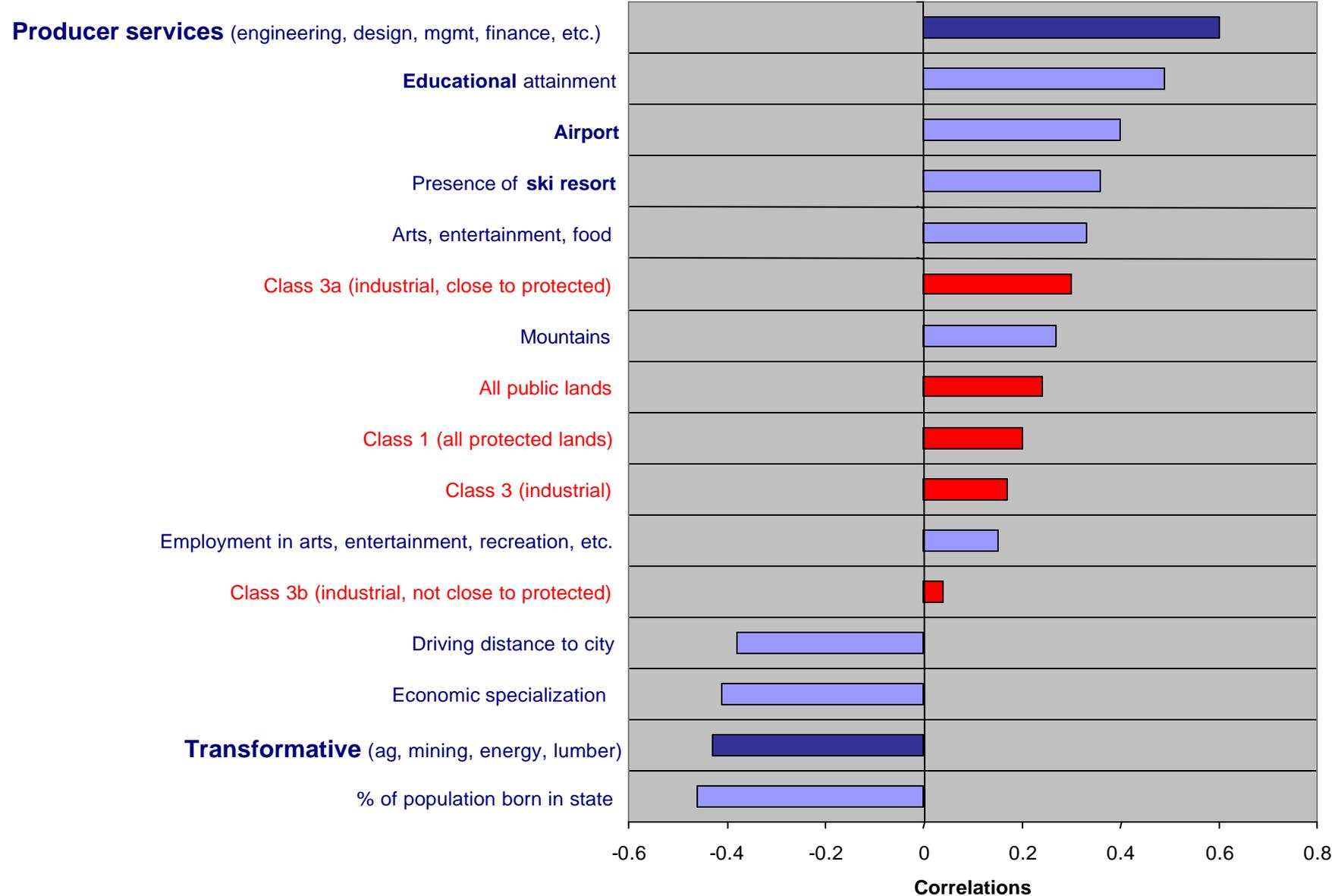
Protected = class 1 > 10% total federal land

No fedland = 11% or less federal land

# Non-Metro, With Airport



# What else is important for economic growth (TPI, 1970 -2000) ?



# West-Wide Drivers of Rural Growth:

- Producer services
- Educated workforce
- Connected to larger markets (roads, airports)
- New migrants
- Public lands
- Amenities (protected lands, arts, entertainment)