

By the Numbers:

140,000

Direct jobs supported by outdoor recreation in Minnesota.

OUTDOOR INDUSTRY ASSOCIATION - 2017

92%

of Americans say parks benefit their local communities.

NAT'L RECREATION & PARK ASSOCIATION - 2016

82%

of Minnesotans say outdoor recreation is an important part of their lives.

MN DNR - 2005

60%

of people say trails seriously influenced the neighborhood they chose to live in.

NATIONAL ASSOC. OF HOME BUYERS - 2013

49%

of Twin Cities residents say parks, trails & natural areas are the region's best feature.

MET COUNCIL RESIDENT SURVEY - 2012

THE GOOD LIFE IN MINNESOTA

Minnesotans love outdoor recreation: 70% of Minnesotans participated in outdoor recreation last year, Minnesotans cumulatively ride 181 million miles by bike every year, and Minnesota State Parks receive over 10 million annual visitors.¹⁻³ Even our Internet activity reflects our love of the outdoors: Minnesota ranks 1st in online searches for "bike trail" and 3rd in online searches for "state park."⁴

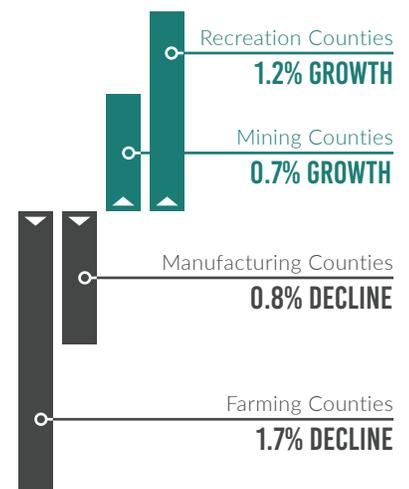
Minnesota's parks and trails define our high quality of life, which is consistently ranked in the top 10 nationally. In the Twin Cities, residents say parks and trails are the best thing about the area, and real estate agents know parks and trails are key selling points.⁵ The importance of parks and trails isn't just an urban phenomenon: USDA researchers found that rural counties with recreation-dependent economies enjoy higher population growth, more jobs, lower poverty, and better educational and health outcomes.⁶

Outdoor recreation supports and contributes to Minnesota's local communities. Investing in parks and trails attracts employers and active workforces, ensuring our communities thrive economically and socially.

"Since [the trails opened in] 2011, job growth in the towns of Crosby and Ironton has been double that of the surrounding region, and in the past year Crosby has welcomed a new brewery, a bicycle cafe and a farm-to-table restaurant."

Star Tribune article (October 2017) describing the impact of Cuyuna Country Recreation Area on the regional economy

Population growth in non-metropolitan areas, 2010-2016 ⁷



¹ Outdoor Industry Association. "Outdoor Recreation Economy: Minnesota Profile." 2017.

² Minnesota DOT. "Assessing the Economic Impact and Health Effects of Bicycling in Minnesota." 2016.

³ Minnesota DNR. "Number of visitors at state parks and recreation areas." 2016.

⁴ Google Trends. Accessed October 2017.

⁵ National Association of Realtors. "Community & Transportation Preferences Survey." 2015.

⁶ USDA. "Recreation, Tourism, and Rural Well-Being." 2005.

⁷ USDA. "Shifting Geography of Population Change." 2017.

* Graphics created by Freepik

