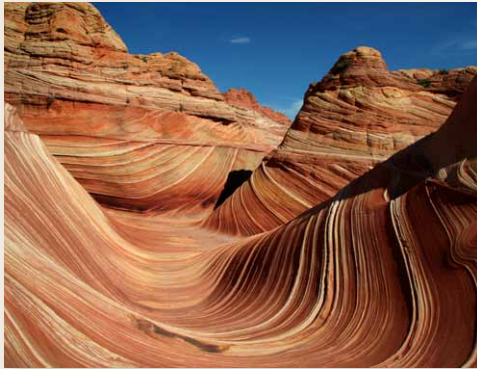


Vermilion Cliffs National Monument

A Summary of Economic Performance in the Surrounding Communities



Vermilion Cliffs National Monument

BACKGROUND

The 280,000 acre Vermilion Cliffs National Monument was designated in 2000 to protect the land and region surrounding a spectacular 3,000 foot escarpment that reveals seven major geological formations in layer-cake levels. Located in Coconino County, Arizona the monument is managed by the Bureau of Land Management.

PUBLIC ACCESS AND USE OF THE MONUMENT

The monument protects hunting, fishing, rights-of-way, and access to inholdings. Scenic driving, geologic exploration, camping, hiking, and wildlife viewing are some of the major activities at Vermilion Cliffs, and each year the monument attracts thousands of visitors to this unique area.

TRAVEL AND TOURISM

Travel and tourism is important to Coconino County, representing about 33% of total private wage and salary employment, or 15,551 jobs, in 2008.

In Arizona, the Outdoor Industry Foundation reports that recreation contributes more than \$5 billion annually to the state's economy.⁶

SUMMARY FINDINGS

Research shows that conserving public lands like the Vermilion Cliffs National Monument helps to safeguard and highlight amenities that draw new residents, tourists, and businesses to surrounding communities.¹

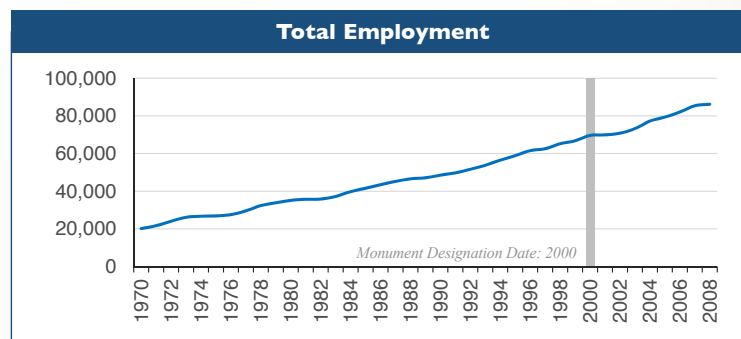
Western counties with protected public lands, like national monuments, have been more successful at attracting fast-growing economic sectors and as a result grow more quickly, on average, than counties without protected public lands.² In addition, protected natural amenities—such as the pristine scenery found at Vermilion Cliffs—also help sustain property values and attract new investment.³

ECONOMY GROWS AFTER DESIGNATION

The communities in Coconino County, Arizona neighboring the Vermilion Cliffs National Monument experienced strong growth after its designation in 2000, continuing previous growth trends.

From 2000 to 2008, in Coconino County:⁴

- Population grew by 10%
- Real personal income grew by 27%
- Jobs grew by 24%
- Real per capita income grew by 15%

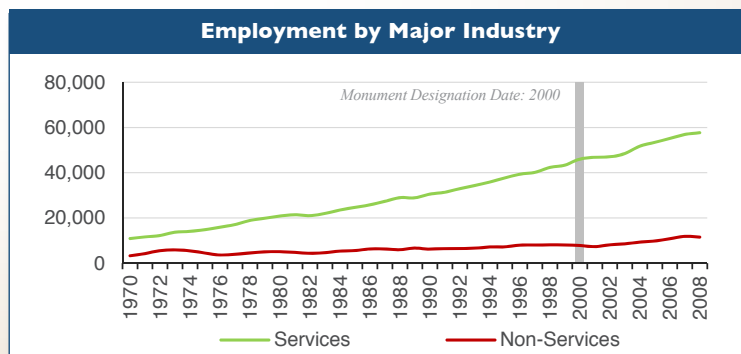


SERVICES JOBS INCREASING ACROSS THE BOARD

Services jobs—such as doctors, engineers, and teachers—account for the majority of employment growth in Coconino County in recent decades. These jobs are increasingly mobile, and many entrepreneurs locate their businesses in areas with a high quality of life.

From 2000 to 2008, in Coconino County:⁵

- Services grew from 46,089 to 57,687 jobs, a 25% increase
- Non-Services grew from 7,830 to 11,556 jobs, a 48% increase





Hiking in Vermilion Cliffs National Monument

THE COMMUNITIES IN COCONINO COUNTY NEIGHBORING THE NATIONAL MONUMENT EXPERIENCED STRONG GROWTH SINCE ITS DESIGNATION IN 2000.

THE INCREASES IN POPULATION, WAGES, PERSONAL INCOME, AND PER CAPITA INCOME ALSO MIRROR OTHER WESTERN COUNTIES WITH NATIONAL MONUMENTS OR OTHER PROTECTED LANDS.

METHODOLOGY

This fact sheet is part of a series that assesses the economic performance of local communities that are adjacent to national monuments. The series examines national monuments in the eleven western continental states that are larger than 10,000 acres and were created in 1982 or later.

FOR MORE INFORMATION

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Series: *The Economic Importance of National Monuments*

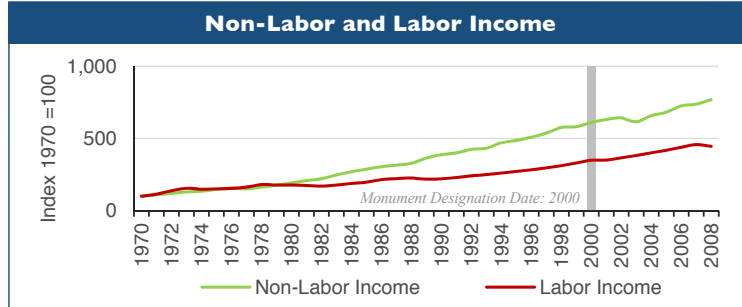
NON-LABOR INCOME GROWS FASTEST

One of the largest and fastest growing sources of new personal income in Coconino County is non-labor income, which is made up of investment income such as dividends, interest and rent, and government transfer payments such as Social Security and Medicare.

For people with investment income and many retirees, protected public lands and recreation provide important aspects of a high quality of life. Non-labor income already represents more than a third of all personal income in the West—and will grow as the Baby Boomer generation retires.⁷

From 2000 to 2008, in Coconino County:

- Non-Labor income grew from \$1.3 million to \$1.6 million, a 26% increase
- As a result, in 2008 non-labor income made up 35% of total personal income



TRADITIONAL JOBS HOLD STEADY

Long before the monument's creation, commodity industries (agriculture, mining, timber) in Coconino County were small relative to the overall economy. These industries remain part of the county's economy today.

In 2008, in Coconino County:

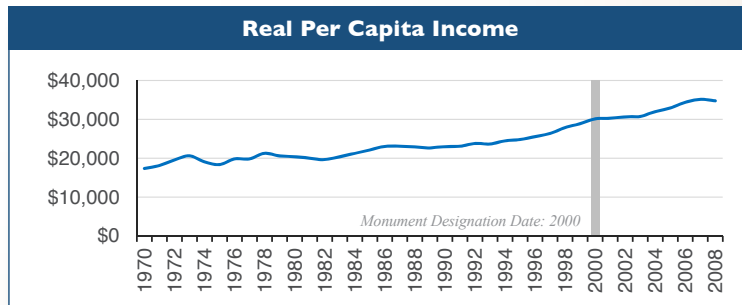
- Agriculture accounted for 2% of total employment
- Mining accounted for 0.2% of total private employment
- Timber accounted for 0.6% of total private employment

PROSPERITY ON THE RISE

As the economy has grown since designation of the Vermilion Cliffs National Monument, per capita income has risen as well. This indicates growing prosperity in the region.

From 2000 to 2008, in Coconino County:

- Real per capita income grew from \$30,130 to \$34,769, a 15% increase



1 Lorah, P., R. Southwick, et al. 2003. Environmental Protection, Population Change, and Economic Development in the Rural Western United States. *Population and Environment* 24(3): 255-272. McGranahan, D. A. 1999. Natural Amenities Drive Rural Population Change. E. R. S. U.S. Department of Agriculture. Washington, D.C. Haas, W. H., W. J. Serow, et al. 2002. The Baby Boom, Amenity Retirement Migration, and Retirement Communities: Will the Golden Age of Retirement Continue? *Research on Aging* 24(1): 150-164.

2 Rasker, R. 2006. An Exploration into the Economic Impact of Industrial Development Versus Conservation on Western Public Lands. *Society & Natural Resources*, 19(3): 191-207.

3 Deller, S. C., T. H. Tsai, et al. 2001. The Role of Amenities and Quality of Life in Rural Economic Growth. *American Journal of Agricultural Economics* 83(2): 352-365.

4 All economic data comes from U.S. Department of Commerce. 2010. Bureau of Economic Analysis, Regional Economic Information System, Washington, D.C.; U.S. Department of Commerce. 2010. Census Bureau, County Business Patterns, Washington, D.C.

5 The U.S. Department of Commerce changed with way it classifies industries between 2000 and 2001. To show a continuous timeline for services and non-services employment we subtracted non-services jobs from total private employment to derive services jobs. The national recession from March-November 2001 also may account for short-term employment volatility around 2001.

6 Outdoor Industry Foundation. 2006. *The Active Outdoor Recreation Economy: A \$730 Billion Annual Contribution to the U.S. Economy.*

7 Frey, W.H. 2006. *America's Regional Demographics in the '00 Decade: The Role of Seniors, Boomers and New Minorities.* The Brookings Institution, Washington, D.C.