

The importance of quality of life considerations and recreational amenities for Economic Development.

Quality of life and recreational amenities serve a vital role in the development of our local economy.

Below are some of the benefits quality of life and recreation provide to economic development.

- Local parks and recreation facilities shape perceptions of a community and its overall quality of life that help build a sense of place.
- Investments in improving a community's quality of life can create a virtuous cycle; high quality-of-life locations attract workers, which attract employers, which in turn attract even more investment and jobs.
- Quality-of-life considerations (including those made possible by high-quality parks and recreation) play a supporting role in site-location decisions. For some companies, high-quality park amenities can be pivotal in their final location decisions.
- Quality-of-life factors are most important to firms that prioritize talent attraction and retention.
 - Firms looking to locate office operations (e.g., headquarters, regional shared-service centers or professional and business services) and which recruit employees regionally, nationally or even internationally, are more likely to prioritize quality-of-life factors in site-location decisions.
 - Small- and medium-sized, entrepreneurial, or family owned companies often want to locate in places that reflect their corporate culture or values.
 - This includes companies that emphasize outdoor recreation—either because they specifically produce/sell products for that market or their brand is well aligned with an active outdoor lifestyle.
 - The relatively new phenomenon of remote workers being able to live and work wherever they choose, is enhanced by a community quality of life assets.
- Park and recreation agencies contribute to the economic development process through:
 - Business attraction: Park and recreation agencies strengthen product development (e.g., building trail infrastructure) and enhance community “curb appeal.”
 - Business retention and expansion: Active engagement with companies and workers can influence business expansion decisions and attract new residents to a community.
 - Talent attraction: Many business owners are first introduced to places as visitors or tourists; positive recreational experiences can influence both business and talent recruitment.

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