

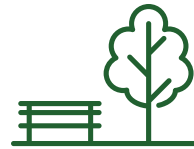
SERIES KICKOFF

The Institute is excited to bring back our newsletter series. We will use it to keep you updated on our programming, news, events, and even our whimsical humor. The main goal of this series, however, is to increase park constituency by:

1. making park research more accessible to you, and
2. sharing your stories about why parks matter to you and your communities.

Thanks for your readership, and enjoy.

FEATURED PARK



Photos and facts of
your favorite parks,
one issue at a time

Occoneechee Mountain State Natural Area Hillsborough, NC

FACT: Occoneechee Mountain is not only the highest point the Triangle's tri-county area, there is no higher point between it and the entire North Carolina coastline.

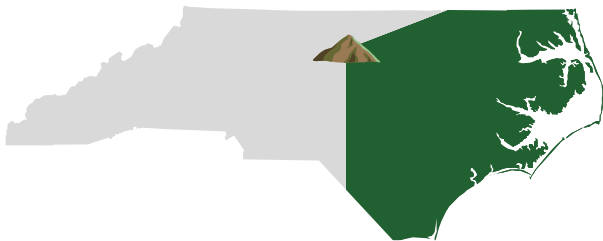


PHOTO CREDIT: Landon Bost

STORY: Kudos to Ernie Sears and the Eno River Association for creating an amazing short film about this land's cultural and natural significance. *Occoneechee Mountain: Reflections* features interviews with the former leader of the Occaneechi Band of the Saponi Nation's tribal council, local community members, and other longstanding stewards of this beautiful park.

Nominate *your* favorite local, state, or national park [here](#) so our subscribers can learn about it.

PARK PERKS



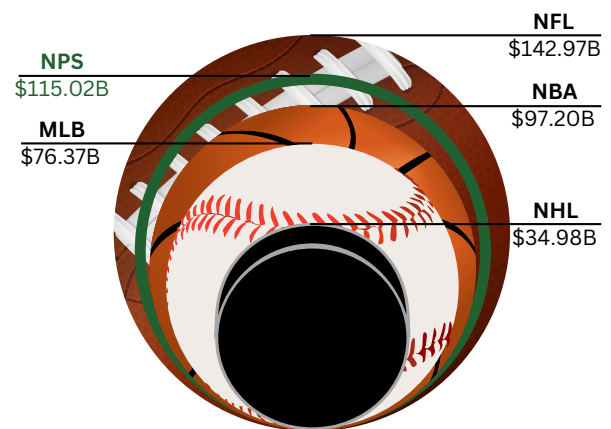
Visualizing key research to show why parks matter

A great place to kick-off the Institute's newsletter series is by revisiting a seminal paper written by three authors from the Harvard Environmental Economics Program. In 2016, Michelle Haefele, John Loomis, and Linda Bilmes calculated what no one else ever had: the total economic value of the National Park Service (NPS) system. Published on the agency's centennial, the authors found that NPS's land, waters, historic sites, and programming was worth **at least \$92 billion** to the American public. Because of the conservative estimation of the authors' approach, the true economic value NPS is almost certainly much higher.

It is tough for most people to grasp how staggering this nearly 12-digit figure is, so perhaps it's best to compare it to something Americans love about as much as parks: *professional sports*. Sportico recently used annual team revenues and the values of their related businesses to calculate a total dollar value for every franchise in the four major North American professional sports leagues: NFL, NBA, MLB, and NHL. By summing these franchise values and adjusting for inflation, we see that Americans believe the National Park system is **more valuable** than the NHL and MLB combined, the entire NBA, and only four teams short of the whole NFL.

Total Valuations

2023 dollars*



*Using the U.S. Bureau of Labor Statistics [CPI Inflation Calculator](#).



It's almost graduation season. The Institute's annual fundraising campaign is about to kickoff with our *Park-It* diploma frames. More to follow next issue.

Q: What has a blade but doesn't cut?

PLAYGROUND

A: grass

My son's A: bulldozer